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9/4/2020 **History Of The Xbox Logo**

A new company called Microsoft was founded on April 4th, 1975. Microsoft makes electronic products like computers and game consoles. It was founded by Bill Gates and Paul Allen, who were childhood friends. Microsoft was originally in New Mexico but moved to Washington State in 1979. In addition to Microsoft computer products, the company has made one of the most popular game consoles. That console is called the Xbox. On November 15, 2001, the first Xbox console was released in the United States. Xbox is a video game console that most people recognize because of the iconic logo. In 1999, the production of the first Xbox logo began. From the year 2000, there have been 6 Xbox logos.

The original Xbox from 2001.
https://en.wikipedia.org/wiki/Xbox_(console)

Horace Luke is the man behind the Xbox logo. He is also a designer and a co-founder of Gogoro, a Taiwanese company that makes electric scooters. Before that he spent years at Microsoft, where he helped develop some of their most popular products. He worked on the first generation of the xbox, Windows XP, and Windows Mobile. The main color of the Xbox logo is

green. The reason for it being green is simply because everyone took all the other colors in Luke's marker set and he was left with green. The color green would be the color that stuck with Xbox to this day. Mr. Luke thought the color fit because green is a color that is used to represent technology. Once he saw the logo coupled with green, he knew it was the perfect fit. "It was just total luck that I had the perfect color of green," he said. "From the moment we saw it on the drawings, we knew it was right." (Microsoft Designers Go to Extremes to Make Sure the Xbox Console and Controller Convey New and Unforeseen Gameplay Experience). The first Xbox logo was completed in the year 2000 but was changed before the release of the console which was 1 year later in 2001.

Horace Luke, Chief Executive Officer of the Gogoro.

The 2001 Xbox logo is probably the most distinct one because of how different it is compared to the others that came after it. The 2001 logo used a font called Ultra Bronzo, which was created by Rick Valicenti, released in 1992. It can be used in Light, Regular, Bold, Inline, Outline, Fineline, and Bronziod Caps. The X in the 2001 logo is green. The difference is that there is no sphere around the X. In 2005, with the release of the Xbox360, the logo changed quite a bit. The X in the logo also changed and it is now a sphere with a X carved into it. They used a different font that was custom made for the console called X360. This design has stuck with the company

to this day, only with minor changes when they have a new console. The logo slightly changed in

2010, 2012, and 2013. There are 6 logos and 5 of them are pretty much different variations of the

same logo. The logo has always been dominated by green.

      The iconic Xbox logo is on every Xbox console. The 2001 Xbox had a big green circle in

the middle of it with "Xbox" written inside. The font that was used was the Ultra Bronzo font.

The controller had the full logo in the middle of it. With every Xbox console that has come, the

logo has always been on the controllers and consoles. The Xbox logo can also be found on

Xbox.com, where you can purchase games and keep up with what is going on in the gaming

world. Advertisements and trailers for games is another place where the logo can be spotted. If

the game is going to be playable on the xbox, there will be an Xbox logo somewhere in the ad. In

a trailer for a game, the logos usually appear at the end, informing the consumer what console

the game will be on.

The Xbox logo that is shown at the end of the Halo 3 trailer from 2006.

This is a 60 second trailer for a game that is exclusive to Xbox. At the end of the trailer they play their logo animation. Halo 3 2007: *https://www.youtube.com/watch?v=Bl3aiR9qgOQ*

Xbox has sold over 100 million consoles. Their new console is set to release later this year. Their iconic logo has been an important part of the journey as it has helped sell games and consoles. The distinctive green X is a huge business that is worth 1 trillion dollars, and pulls in over 100 billion dollars per year.

This is the Xbox360 from 2005. *Xbox 360 Core Console Video Game System: Computers & Accessories*

This is the Xbox One from 2013.
Microsoft Xbox One 1TB Console: Video Games

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