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The evolution of Instagram logo- Past to Present

"A good snapshot keeps a moment from running away." said by Eudora Welty. The novelist Welty died in 2001, 9 years before the Instagram app launched, but her words capture Instagram's appeal to people around the world. Instagram is a photo-sharing app in which users are able to take photos of themselves or of an event publicly or into a private setting solely for family, and friends. Instagram is also a way to have others communicate and find new and interesting things anywhere in the world. The success of this app is all thanks to the co-founders Mike Krieger and Kevin Systrom. Instagram was developed in San Francisco in which they had then launched on October 6, 2010, which was exclusively for iOS. After their success the owner of Instagram was finally announced by Facebook Inc.

The article, *What the designer of the old Instagram icon thinks of the new one*, "Before Instagram had the iconic logo we're all familiar with (and are now wistfully remembering), the app actually brandished a design that looked a lot more like a real camera, designed by CEO Kevin Systrom himself. Systrom said in 2011 that he changed the logo because it "had nothing to do with Instagram," and enlisted the help of one of the app's users, designer and photographer Cole Rise, to design a new one back in the fall of 2010." (mashable, 2016) They both worked together; they had their own opinions on what worked and what showed signs worth remaining Systrom's original logo. Instagram CEO Kevin Systrom gave Rise a call to make a quick new design since they were associate friends at the time. As Rise did a collaboration with Systrom they came across a design that was created on Dribbble. The design was based on an old Bell & Howell camera from the 1940's. Rise turned one of them into a viewfinder, slapped a rainbow on the left with the "INST" abbreviation. Shortly after the logo change there was about 100 million downloads.

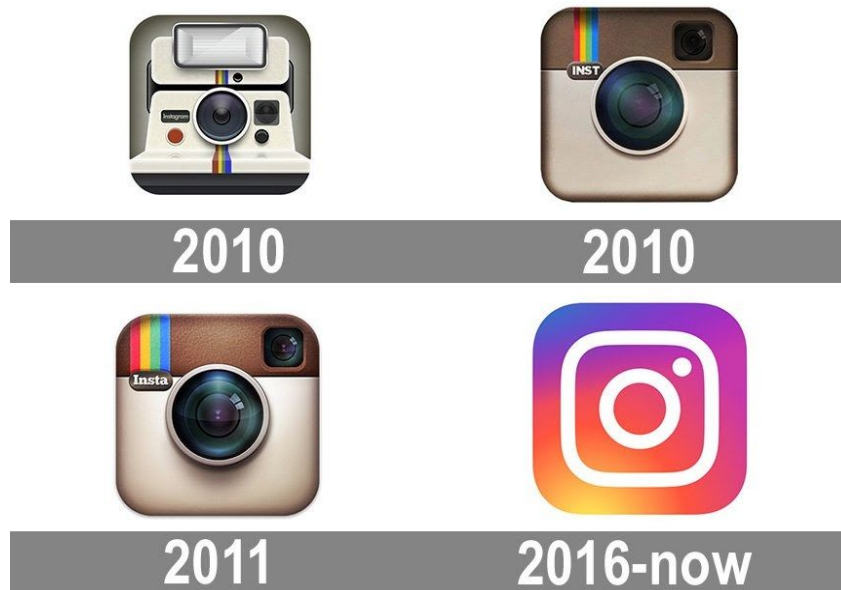


Cole Rise / Dribbble

As for the 2010's Instagram logo it was just a detailed camera with colors such as red, yellow, blue, and green within the rainbow stripe to the left on the camera lens. It remained the same until 2011; the camera added more shape and definition to the camera lenses, as well as more highlights to the camera itself. The rainbow strip was enlarged and the letter a was added so it now reads Insta and also all caps in a San Serif face to a serif font with capital I and the rest of the letters were now lowercase. It helps to balance out things and the lenses on the camera look more defined unlike 2010 when its first icon and second was in the same year.



The font used for the iOS version app was freight sans for the centered headlines and then the neue helvetica is used for a username or other things related to information of post or bio. The font used for the android version is just Roboto along with freight following the same program with just different typefaces.(fontsinuse,2012)



<https://1000logos.net/instagram-logo/>

In this image we can get a glimpse of what the instagram transformed with time. The very first logo was launched in 2010, it became the top free photo-sharing app, racking up 25,000 users. The colors of the polarized camera logo were darkened in shade. During that same year, Instagram CEO Kevin Systrom joined together with Cole Rise to make a design that was rather done within an hour but for Rise, it took him about just 45 minutes. Due that he was an early beta tester they decided to work it out with one of his creations from Dribbble that was originally based on an old Bell & Howell camera from the 1940s. Rise played around to find a more suitable logo and he created it with a viewfinder and a rainbow with “INST” abbreviation. The rainbow with the abbreviation was enlarged with more shine and detail until 2011.

Let's talk about how the new instagram logo and the way it was illustrated by their new colors. It's currently colors: purple, pink, blue, orange, red and yellow. Compared to the other 3, this new icon was very unique. "Regardless of the colors behind it, the white shape—the actual bones of the new symbol itself—is beautiful," Rise said.(Newsweek, 2016) One of the new architects of the new Instagram icon is Robert Padbury. Rise would state that he trusted Padbury's talents in the redesign and that a new logo is both beautiful and timeless.

In 2018, Instagram CEO Kevin Systrom recalls when he first launched his IOS version logo during an interview with Forbes. He goes on by saying that he found success when his

parents or people he loved would use it.. In the article, *Kevin Systrom In His Own Words: How Instagram Was Founded And Became The World's Favorite Social Media App*, "Professionally we have a lot of growing to do. While 15 million [users] is great, 150 million is better. And 500 million is even better."(Fobes,2018) Systrom states that he is satisfied with how much success he has made, regardless of the number he thinks that it is all the better. Furthermore, "Unlike his other acquisitions, which are quickly absorbed into Facebook, Zuckerberg has publicly pledged to let Systrom run Instagram independently. Systrom and Krieger can use Facebook's muscle to scale and shape Instagram into a more substantial service. Their goal: transforming Instagram from a photo app for sharing pics of puppies and pizza into a media company that communicates through photos." Although at the very beginning Facebook Inc bought Instagram, the owner of Facebook may have thought that Instagram will be taken over control from the very person who created the app and gained high amounts of users since 2010.

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