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Professor Goetz
Amy Lai Pan
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Logo History

Few video game companies tend to create pieces that resonate through the gaming

community, and even fewer create lasting legacies that inspire generations of fandoms across the

globe. Blizzard Entertainment is that kind of company. It's no secret as to how the company

ended up being today; a global success and gaming powerhouse. Numerous gaming websites

have interviewed the iconic blue brand over the years, digging into the history and timeline of

the established company. Yet Blizzard Entertainment wasn't always the massive and global

gaming company people knew them for. When traced back, its beginnings were small, tight knit,

and very driven by its community of players.

Before the company had even set their sights on a simple and slick logo, let alone settle

for its name, Blizzard Entertainment was known as two other labels. Having recently graduated

from the University of California, Allen Adham, Frank Pearce and Mike Morhaime used what

computer science and coding experience they had and founded Silicon & Synapse in 1991 ("The

History of Blizzard" - IGN). The team thought it was clever to combine the idea of computer

chips (silicon) and the human mind (synapses)

into said name ("What's in a Name: Blizzard

Entertainment". No one really understood it,

however, and so new ideas were drafted for

another name.

The original logo for Blizzard Entertainment before it was scrapped for Chaos Studios in 1994.

The ill-fated Chaos Studios logo, used temporarily in 1994. It was soon scrapped for the modern day blue logo. Image source: Logopedia

As it was just starting out, the company at the time had around 30 employees, all whom were relatively new to the gaming industry. Because of this, they focused mostly on creating ports, or a video game on different consoles/hardware, for other gaming brands. Later, Silicon & Synapse would be temporarily known as Chaos Studios ("The Three Lives of Blizzard Entertainment" - Polygon). In this version of the logo, having a large and stylistic font accompany a sans serif font at the bottom balances out the logo. In a way, this logo is an early prototype of the current one used today.

The name Chaos Studios didn't stick around for too long, and was instead replaced with Blizzard Entertainment. The name and logo remained, changing only in color and gradient depending on the franchise. For example, in the opening scenes of the Diablo games, the company's brand would swap out the blue for a hellish red. This color swap fitted with the overall theme of the Diablo franchise, which as its name implies, involves a dark storyline and plenty of gorey violence. Multiple color swaps have come and go over the years as Blizzard continues to release content, but its logo has remained the same since its debut. It is a testament on how far the company has come from its small beginnings.

The modern logo contains the original spirit of Chaos Studios, incorporating the large stylistic font accompanied with a sans serif. Image source: Logopedia

The red variation of the original logo, shown in the opening cinematic of Diablo. Image source: Logopedia

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