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COMD 1112

## Research Logo: Playstation Logo

Have you ever wondered how the Playstation Logo became what it is today? The console was first released in 1994 in its home country and then it expanded its territory to other continents like North America, Europe and Australia a year later after its release in 1995. The playstation logo became one of the most iconic and recognizable logos today along with the nintendo and xbox brand but it keeps changing. In this research I will show the process and Changes of the logo as well as other recognizable aspects of it, the typefaces used and discuss its colors.

The playstation logo was created by the Japanese designer Manabu Kasamoto creator of other sony logos such as (VIAO) before the video game console was released in 1994. But it goes back to 1988 when the company Nintendo and Sony tried to come up with a console in a collaboration and the playstation logo was going to be used but due to a disagreement these two companies terminated the contract and no console was made. But this was until the first release of the playstation console in 1994 where the logo was used to debut the video game console. The playstation logo became what it is today by various iterations.

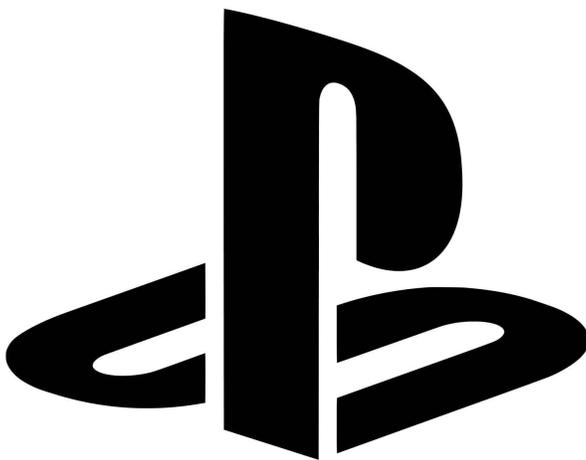


This is the original playstation logo that was used during the years of 1994 to 2009. This logo became very recognizable around the globe thanks to its pop-up and very noticeable colors and interesting shape. Not to mention that it was always in the start-up of every video game console made by Sony. However, before this Logo was selected, between a few dozen were made and it was chosen when less than 20 options of what other playstation logos could have been were shown. These logos varied in colors, typeface, Lineweight and art styles.



The Logo contains the letter “P” and the letter “S”. The Letter P is placed above the letter S connecting both of them. The S is flat on the ground and it is helping the P stand up and also giving the 3D (3 Dimensional) vibe and illusion effect to the logo. The center of the letter P is left often to match the curves of the letter S which are used as the shadow of the P.

The colors chosen for the logo are 4 primary colors which are Red, Blue, Green, and Yellow. This Iconic Logo provides the most prominent pop of colors Incorporated in the PS using 4 bright colors that Symbolize joy, passion, and Excellence to capture the Audience’s eyes from Children to Adults no matter their age. It was not until 2009 where Sony decided to change their playstation console Logo.



Current Playstation Logo 2009 - 2020

The most noticeable modification or difference to the logo from its original design is its color scheme. The logo now consists of a monochrome color which is black and white and there are gaps between the two letters which shows that they are not touching anymore. The logo still maintains the same shape as before and has a more accurate ratio of the geometric shapes and graphics but now added an elegant look in contrast.



The most recent logo made is for playstation 5. It still contains the new changed logo that is in black and white but it also has the “PS5” next to it as well. The original designer Manabu Kasamoto created an original typeface just for the playstation logo and it is shown in the “PS5” On the right, the abbreviation is made with an outline symbol. The number 5 is made larger but using thin line weights

In conclusion, The playstation logo went through various stages to become what it is today. Although the original logo changed to a new one for the new generations, it still has its old roots and old aspects that make it the iconic logo known by a lot of people.

Summary: The information that I learned and have included in this research is about the iconic and recognizable logo of Playstation created by Manabu Kasamoto. It explains the color, shapes of the logo and its various changes throughout years. Also its variations before becoming an official logo and how it is still being used for new generation consoles.

## Bibliography

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