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Logo Essay

Microsoft Corporation Logo

Companies are always going through changes to keep up with the times, and one thing they may change is their logo. Logo changes are common with sport organizations as well as lifestyle corporations. Changes in logo can happen because the logo doesn't fit with the era anymore, or they can change because of political reasons. Most recently, logos have been changed or altered to be made cleaner and simpler. These happen because most logos have many details included and depending on the size of the logo, those details can get lost and can make the design look messy. Companies such as Coke-Cola, Pepsi, Starbucks Coffee, and Apple have gone through many logo changes since they were founded. Logos are also altered to represent different departments of the companies, such as Adidas. Since 1975, Microsoft Corporation has gone through several logo changes, it didn't always have the four little colored squares in front of Microsoft.

Companies' current logos such as a Starbuck Coffee, Pepsi, and Apple, look completely different from their original logos. Starbuck Coffee's first logo wasn't green, it was colored brown and Pepsi's first logo was a letterform design saying Pepsi-Cola, not a red, white, and blue circle. Apple's first logo wasn't even an eaten apple. Their first logo was a picture of Sir Isaac Newton sitting under a tree waiting for the apple to fall. The same goes for Microsoft Corporation. Microsoft's current logo is a square cut in four smaller squares colored red, green, blue, and yellow, followed by the word Microsoft. Microsoft's first logo came in 1975, that was the year when Bill Gates and Paul

Allen founded Microsoft. Gates and Allen created the first the logo using a sans serif font that has a disco feeling to it. Each letter contains seven lines that go from dark to light creating a monochrome look. This type of font is called Aki Lines. This logo was largely influenced by the 70's era in which disco and roller-skating was very popular.

During the 70's marijuana was a very popular drug and then a few years later during the 80's, people went from marijuana to cocaine. Cocaine led to people being more aggressive and rock and metal music was getting very popular. In 1980, Microsoft decided to change its logo for the first time. Microsoft wanted to follow the cocaine and rock music trend, so they changed their logo to look like those of rock band logos. The first logo was two lines with Micro being the first line and the second was soft. This time they went with a one-line logo which remains to our certain logo. When you first see this logo, it looks quite familiar. This is because it sort of resembles the Metallica logo. The letters M, R, and F are extended past the baseline just like the letters M and A in Metallica. This type of font style is called New Zelek, it consists of having letters be half diagonal while the other half is straight.
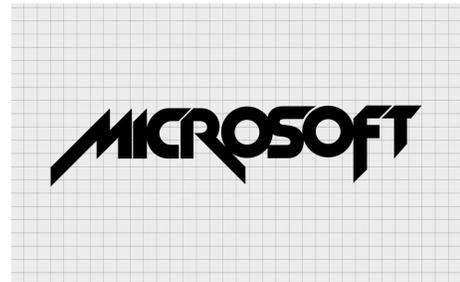
Two years later, Microsoft decided to change its logo once again. This time instead of following a lifestyle trend, they decided to go for a more modern and timeless type of design. Simon Daniels created the previous logo and this time with his team decided that the new logo should be similar but more classic. Parts of the logo still look similar but more cleaned up. All the letters besides the first O have much straighter lines and aren't so aggressive. This new logo uses a sans serif font that is much easier to read, has cleaner
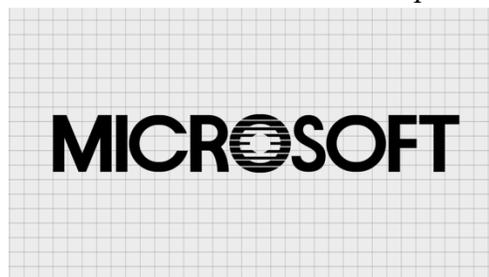
lines, and rounded surfaces. The only design that this logo has is the first O which has lines going across it. These lines were designed on it to resemble a scratched CD. This logo was called the "Blibbet" logo. This design was also a way to let people know that Microsoft is here to stay and that they will be here for a long time. It gave the corporation a more professional look and separated them from the rock and roll and disco brands. This logo was very popular that when Microsoft announced they were redesigning their logo again, a petition went around saying to keep the Blibbet logo.

In 1987, Microsoft Corporation changed its logo from the Blibbet logo to the Pac-man logo. This was the first logo that lasted longer than just a few years. It lasted until 2011, which means it was their logo for twenty-four years. This new logo was designed by Scott Baker, and he used a Helvetica Italic Black font for this. This design is easier on the eyes and has a minimalist design added to it. As you can see, the O has a slight cut in it which is where is got the name Pac-man, because it sort of resembles Pac-man.
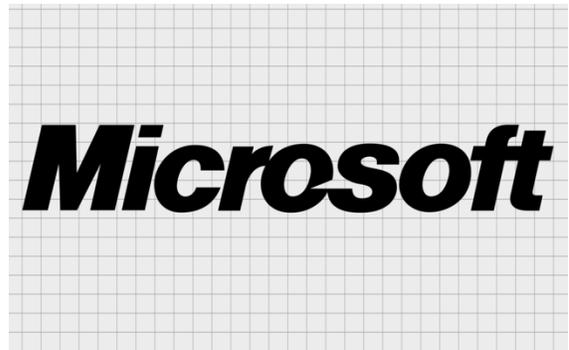
According to Baker, he did this to show emphasis on the word soft. He also wanted people to get the idea that the S after the O is representing speed and motion. The small slash is added so that people can read the name as Micro-Soft and not just one word, Microsoft. Choosing the Italic version of Helvetica Black gives the logo more of a fast-forwarding style. This logo only had two changes since it came out and they were more add-ons then changes. In 2006, the logo had a tagline added that stated, "Your potential. Our passion". In 2011, the tagline was changed to "Be What's Next".

As of today, Microsoft Corporation's logo has remained the same since it was last

changed in 2012. This design was created by several employees working at Microsoft after several board meetings. This new logo switches from the Helvetica Black Italic font to the Segoe UI font. It also comes with a new icon that is separated from the actual Microsoft word. The previous logos had design elements inside the actual word, whereas this has the icon before the word. The icon made up of four small square arranged to make one bigger square. Colors were also included in the icon. The actual meaning behind the choice of colors haven't been said but there is a rumor about it. The red is supposed to represent PowerPoint, the green represents Xbox and Excel, the blue represents Word, and the yellow represents Outlook and Bing. This hasn't been confirmed many believe it to be true. This would make sense because since Microsoft Corporation was founded, they have invented and introduced many types of diverse products. It also represents the windows logo which is a big revenue of Microsoft. As of today, this logo is included in many of their products, so it has become very noticeable and rememberable. Depending on the product that the logo is being used, the icon colors are changed to a black or grey color.
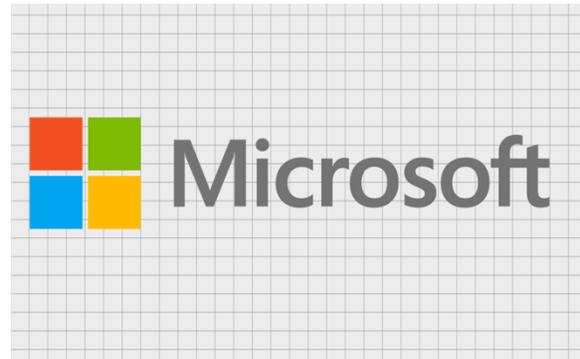
Microsoft has had unique logo changes compared to some other companies. Most companies just change the font or colors, but Microsoft always had a different design. To an extend most of their logos were similar but very different in design elements. Coke-Cola and Apple are two companies that keep the original design but make slight changes to it. In the beginning of this I had stated that companies change their logos to keep up with trends happening, and Microsoft had two examples where they followed trends. Microsoft eventually

learned that needed to not follow trends but to establish a more modern and professional logo so go with their brand. This change proved to be effective for Microsoft because it made them very recognizable and established them as a big technology competitor.

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