Amara Worrell

COMD 1112, Section D114

Professor Goetz

May 5th, 2020

Final Draft:

As most people know, Microsoft is a very well known company that sells technology

like computer software, hardware for computers, mobile and gaming systems. It even has a cloud

service that manages applications which is known as Microsoft Azure. It mostly involves

applications such as Onedrive, Outlook, Word, and etc. Microsoft is also known for it's current

logo that has a multicolored square on it. It took over 25 years for them to come up with the

design, but they have made many changes throughout the years to the logo. As their product

evolved, so did the company's logo.

Microsoft was first launched and created in 1975 by Bill Gates and Paul Allen. At that time,

they came up with their first logo design which was based on

Vinyls from the 70s. A Vinyl record would be a flat disk that

was used for music reproduction. It also played as a

Introduced in 1975

playback and recording

system. This logo also bases it off a certain typeface that was

written down on Vinyl records that represents the 70s. This

typeface would be called "The *Record Company font"*. By

looking at the two typefaces, they both share a lot of similarities,

Patrick Seymour, The Record
Company Font.

but this so-called *"groovy logo"* at the time would catch people's eyes due to it having that kind of font style since it was pretty relevant back then. They used black and white for their wordmark and with that typeface, it would play with the audience's eyes which would also be another reason.

Microsoft created a new logo during the 1980's. The wordmark was out of style, so they created a logo that was up to date. It was heavily inspired by the popularity of the heavy metal band, Metallica. The font that the Metallica logo used is called *"Pastor of Muppets"* which was designed by Larabie Fonts. Side by

Introduced in 1980

side, there was a lot of heavy inspiration due to how similar in style the two were, from the jagged lines to the bolded lettering which caught a lot of people's eyes. In the

Larabie Fonts, The Metallica Logo.

article, *"Case Study: The Microsoft Logo Evolution."* by Lakshya Dahiya, Dahiya notes that the logotype, "...did away with the industrial curves in favor of extended razor edges...ready for competition." She believes that due to the inspiration of this heavy metal rock band, Microsoft wanted to get with the times and catch people with something that seemed really trendy. However, it is also said that "...It lived a short life (and rightly so), in fact, the shortest one among all logos."

Microsoft created yet another new logo between 1975- 1987 which was more of an improvement than the last. They would use a really thin typeface for the words and use two

Introduced in 1982

colors which were like a dark green and tan color. This again, would play with the audience's

eyes since it's a contrast between a light color and a dark color. What also makes this an

appealing logo in it's time would be the "O" that is in the word Microsoft. However, in the

article, "*Case Study: The Microsoft Logo Evolution*", Dahiya

states that, "This logo served at the company's branding

frontiers from '82 until '87, when it was killed in action."

Meaning, that because their logo was based off of another

design known as Blibbett, which was a campaign known as

"Save the Blibbet" that was honored by the Blibbet burgers.

Save the Blibbet campaign, 1982.

With both of their logos sharing the same "O" in their design, Microsoft had to reinstate the

design, but they already began creating another logo. Around the time of 1987, they would create

yet another logo for their company which turned out to be simpler than the last two. It would

Introduced in 1987

have a big bold typeface along with it being slanted

or italicized. They even decided to make a small slit

on the "O" which was an interesting design choice.

This at the time would be a lot more appealing compared to the other logo designs since the other

designs seem so outdated. However, 25 years later, they came up with a much more modern and

current design that tops all the others.

The current Microsoft logo is much more than the other designs that they have created

over the years. Created in 2012, Microsoft decided to use

the Segoe font, rather than the Helvetica bold italic font.

Like the last design, it's simplistic, but it has four small

Introduced in 2012

squares that creates one big square that looks like a window which represents their very well known products that they have created. This type of simple design makes it really appealing and also an easy logo for most consumers to recall just by looking at the colorful square. This multicolored square logo symbolizes the main products which are Windows, Xbox , Bing, and Office. According to the article, "*Microsoft Logo- This Design and History of the Microsoft Brand.*", Microsoft's, "...logo stands as a perpetual symbol of quality in an operating system that

Microsoft agency in NYC

allows people access to the world of technology through something called "Windows." The current logo design works in favor of the company because their company is all about innovating technology for their consumers and the different application systems that represent the different squares in the windows, making this a really successful design overall. Even now one of their agencies that is currently in Manhattan, New York still uses this to brand their product and store to this day.

Throughout history, Microsoft has made many changes throughout the years. Every logo back in the 90's seemed to be a lot more complex in design while the current one is more simplistic. Mark Prigg, in the article, "Microsoft opens Windows to a new Era as it Changes...In 25 years." wrote, "By revamping its logo, Microsoft is trying to signal that it has changed...let alone a quarter century." Prigg believes that by revamping their logo, they are changing the way they do things differently to cater to their customers Microsoft, throughout the decade has made

it's logos an improvement from the last because every couple of years, it would always come up

with a design that would fit with it's era.

Sources:

For the three images and the Microsoft Icon:

Febian, "Evolusi Logo Microsoft dari Masa ke Masa", August 25th, 2012,
http://www.pusatgratis.com/multimedia/evolusi-logo-microsoft-dari-masa-ke-masa.html

"Microsoft", https://fi.wikipedia.org/wiki/Microsoft

https://www.famouslogos.net/microsoft-logo/ (IP was changed)

"Microsoft Logo", https://1000logos.net/microsoft-logo/

"The Record Company", https://www.hellofont.com/vfonts/110

"Metallica Font", August 23rd, 2019, https://hyperpix.net/fonts/metallica-font/

Articles:

Dahiya, Lakshya. *"Case Study: The Microsoft Logo Evolution",*
https://thedesignlove.com/case-study-microsoft-logo-evolution/

Prigg, Mark. *"Microsoft opens window to new era as it changes its logo for the first time in 25 YEARS", August 24th, 2012,*
https://www.dailymail.co.uk/sciencetech/article-2192715/Microsoft-new-logo-time-25-YEARS-Branding-hit-fail.html

"Microsoft Logo – This Design and History of the Microsoft Brand", June 17th, 2019,
https://www.logodesignteam.com/blog/microsoft-logo-design-history-microsoft-brand/