

# Nintendo's logo Evolution

Most of us know of the Nintendo brand due to its very popular Mario games like Mario kart and Super Mario Bros. Its video games and systems have given this brand a major spotlight in the game world. It would be quiet impossible for anyone not to know what Nintendo is! After researching more about this famous brand and its logo. I found that not only was this brand created in 1800s but that the logo was changed more then 6 times in its journey present-day.



first logo written in kenji  
<http://blog.beforemario.com/2012/03/nintendos-logo-through-years.html>

The brand Nintendo started out as a company creating playing cards that were used to play multiple games; they were called “Hanafuda Cards”. It was founded by Fusajiro Yamauchi in Kyoto Japan. Before the making of the famous racetrack logo that we all see today the very first logo was written in Kenji. Kenji is a form of written language used in Japan. The Kenji logo was used for its first 75 years in production. It consisted of three Kenji that spelled out Nin - Ten- Do. Today, in Japan, the company still uses Kenji characters in its formal company name.

As time went on, the brand began to play around with what could be done with the famous word “Nintendo” the brand began to focus more on how could the word fit in well with the new products being made. The company also wanted to appeal to other customers outside of Japan. For instance, during the 1950s Nintendo introduced a logo that fit well with “western playing cards.” That logo was called the “Ace of Spades” logo.



“Ace of Spades Logo”  
<http://blog.beforemario.com/2012/03/nintendos-logo-through-years.html>

This logo was used from the 1950s to the mid 1960s. “It has two specific style elements: the white spikes that are drawn around the inner spades shape and a circle in the middle with a Gothic-style letter 'N' ” (Voskuil Erik) ( <http://blog.beforemario.com/2013/10/nintendos-logo-through-years-part-2.html>). Underneath the logo, you would find the company’s full name which was “ Nintendo Playing Card Co Ltd.”



1960s variations of hand written cursive style logos  
<http://blog.beforemario.com/2012/03/nintendos-logo-through-years.html>

As the mid 1960s approached, the logo took a less detailed approach . It only focused on the word “Nintendo”. One of the first variations of the word was a hand written cursive. You would find this logo on many of the brands playing cards. Distinctive features are a big curl starting the letter ‘N’ and a star as dot on the ‘i’ (Voskuil Erick) (<http://blog.beforemario.com/2012/03/nintendos-logo-through-years.html>) Around that same year another logo was designed. This logo was “ more stylized, with straight lines connecting the individual letters.”( Voskuil Erick) (<http://blog.beforemario.com/2012/03/nintendos-logo-through-years.html>)

By the middle of the 1960s the logo took off its serifs and switched to a sans serif font. None of the logos created during the 1960s were the permanent logo for the Nintendo brand. The logos were merely temporary experiments to find the right one. One logo that lasted for a while was the “Nintendo game logo.” this logo lasted from 1966-1970.



1960s Nintendo game logo  
<http://blog.beforemario.com/2012/03/nintendos-logo-through-years.html>

“The Nintendo game logo consisted of a circle containing stylized letters ‘NG’ and the words Nintendo game in a pinkish red sans serif font.” Nintendo’s Logo Through the Years (<http://blog.beforemario.com/2012/03/nintendos-logo-through-years.html>)

In the 1960s, the company began to sell toys and the Nintendo logo would appear on packaging and sometimes the toys themselves. Some examples where you could see this logo is on games like Ultra hand, Captain Ultra Coaster, and Picture Cutter. The NG in the logo originally stood for “Nippon game, You can also find this logo on chips for poker as well as roulette games.



“Ultra hand” Packaging <http://blog.beforemario.com/2011/03/nintendo-ultra-hand-1966.html>

In 1967, Nintendo got one of its best commercial hits by creating the Ultra Machine. It was a toy that has historical significance because it was the first toy to use the typeface that is still used today for the company's logo. The logo focused on the word Nintendo. One difference was that the typeface was a lot thicker than the ones that date back to the 1960s. It's a sans serif type that has a high contrast. After its first appearance on the Ultra Machine, the exact typeface has been used on almost every new Nintendo product produced. It was the first step to creating the Logo that is used now in 2018.



1967 Ultra Machine Logo that introduced the brand's typeface.  
<http://blog.beforemario.com/2012/03/nintendos-logo-through-years.html>

It wasn't until 1982 that the Nintendo brand had its current logo. Of course there were a few changes made from 1967 to 1982, but the one that lasted in the Nintendo world was the famous racetrack logo! The typeface remained more or less the same. But what set the brand for stardom was the racetrack looking cylinder surrounding the entire word.

The Nintendo brand will continue to grow and prosper and its history will always be relevant to its supporters.



1982s racetrack logo  
<https://freebiesupply.com/logos/nintendo-logo/>

# Works Cited Page

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