

Nintendo's logo Evolution

Most of us know the Nintendo brand due to its high fame from most Mario games like Mario kart or even Super Mario Bros. Its world wide spread of video games and systems have given this brand a major spotlight in the game world. It would be quit 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 1889 but that the logo its self was changed more then 6 times in its journey to stardom.



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 Kanji. The Kenji logo was used for its first 75 years in production. It consisted of three Kenji that spelled out Nin - Ten- Do. Up until today Japan still uses the kenji words as its formal company name since its start from 1889.

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. For instance, during the 1950s Nintendo introduced a logo that fit well with the brands product of “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>

It 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” in its early years of production.



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 on a less detailed approach . It only focused on the word “Nintendo”. One of the first variations of the word was a hand written cursive style. 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 on quote *“ more stylized, with straight lines connecting the individual letters.”* Voskuil Erick (<http://blog.beforemario.com/2012/03/nintendos-logo-through-years.html>)

By the ending of the 1960s the logo took off its serifs and switched to a sans serif font that was simple. As time progressed they continued to introduce new logos with what fit best to each product. None of the logos created during the 1960s was the permanent logo for the Nintendo brand . The logos were merely temporary experiments to find the right one. Although One logo that lasted for a while was the “Nintendo game logo.”



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>)

After the introduction of toy products they began to incorporate the Nintendo game logo into its toys and other products. 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” it translated to Japan game, You can also find this logo on chips for

poker as well as roulette games.

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. Again this logo focused on the word Nintendo but the only difference was that the type face was a lot thicker then the ones that date back to the 1960s. Its a sans serif type that has a high contrast. After its first appearance thanks to 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.



1967s historical significant logo
<http://blog.beforemario.com/2012/03/nintendos-logo-through-years.html>

It wasn’t until 1982 that the Nintendo brand had its official logo. Of course there were a few changes made from 1967 til 1982 but the one that ended up sticking with the hearts of the Nintendo world was the famous racetrack logo! The typeface remained more or less the same with the high contrast and its thick lettering. But what set the brand for stardom was the racetrack looking cylinder surrounding the entire word. And we cant forget the Tiny R within a circle at the upper end of the word Nintendo!



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

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