Did you know that Amazon didn’t always sell almost anything and everything? In 1994, Jeff Bezos (CEO and founder of amazon.com) left his full time Wall Street employment in pursuit of an online commerce site. His sudden career transition was triggered after running into a study that stated the internet was growing at a yearly rate of 2,300%. According to Bezos, “things don’t grow that fast, it is highly, highly unusual”. Being well versed in business and financial affairs, Bezos knew he could successfully build an online trade. Jeff’s first objective was to find a product that was high in demand and could easily be marketed. After extensive research, he decided that he would sell books because it “had millions of different items”. Knowing he had to act fast, Bezos jumped in a car with his wife McKenzie and drove west with no official destination. During the journey he prepared his business plan and began to brainstorm names for his new company. “Cadabra” (a computer algebra), was one of the first names proposed but it was short lived because it was misheard as “Cadevar” (corpse). A few propositions later, Jeff decided to name his company “Amazon” because it suggested “great size and selection”. The Earth’s biggest bookstore was in the need for a stamp of recognition, therefore the very first amazon logo was born.

During our modern era, everything is becoming more digital and this has made an impact on our daily lives. Every day we enter the internet in different ways and for different reasons without noticing that Google is always there, and that every time we use our phones, computers, or pads, Google is the primary resource out there. But have you wondered who created Google or who designed this logo or what it means? Google is the most critical search engine with “63,000 searches per second on any given day” (Google statistics) that make the web research known and commonly used worldwide. Although Google didn’t always look the way we usually see it now, it has evolved through the years trying to reflect a more modern and entertaining logo that every user can identify on their screens.

A logo is a graphic emblem or symbol used to identify or promote public recognition. At the very basic level, logos are symbols made up of images and texts that help us identify our favorite brands and it also helps customers understand what the company does, who they are and their value. One of the most fundamental function of a logo is to give the business or brand a unique mark that will differentiate them from other brands because having a logo is essential when competition with other businesses. A logo builds brand recognition by leaving a visual impact that reminds people they exist.  But since times are changing, most major brands look to get their logos redesigned from time to time to make their brand’s logo look modern, though it is hard to get it right and there are positive as well as negative reactions due to its change. A famous brand that has changed their logo design throughout the years is Pepsi. This paper will analyze the multiple logos redesigns that Pepsi have accomplished since they first started.