The World of Google

Intro:

As many of you know today and love, Google, is one of the world's biggest and most successful companies known to date. Google is an American multinational technology company that specializes in Internet-related services and products, which include online advertising technologies, search engines, cloud computing, software, and hardware. It is considered one of the Big Four technology companies, alongside Amazon, Apple, and Facebook. Google is a very, effective and powerful company. But one thing that stands out the most with them is their logos that change from time to time very frequently, keeping them modern and fresh. According to theverge.com, Its new logo look is meant to be playful and fun. It is very colorful but soft. As Google stated, as technology changes, things get more modern, and so will they. The new typeface they have chosen for their google logo is Sans Serif Typeface. They specifically wanted to make the logo look good on small screens especially as well with all types of screens. They wanted their logo to be easy to read along with distinct so you will always know it's them, especially with their distinct color scheme. With Google, you can search for anything and everything and have been essential to the growth of the internet as we know it today.

The first version of Google's logo was designed by its Co-Founder, Sergey Brin, with a free graphics program called GIMP which is an alternative to Photoshop. The Google logo was very classic and ended with an Exclamation mark. This was influenced by the already famous Yahoo! Logo which it got its exclamation point from. According to Ruth Kedar, the graphic designer who developed the now-famous logo, "We ended up with the primary colors, but instead of having the pattern go in order, we put a secondary color on the L, which brought back the idea that Google doesn't follow the rules." The color scheme for the google logo stayed consistent overall. Today's Google logo was made with sans-serif typeface and remained that way to give it a fun and sleek look.

The Google logo is found practically everywhere on the internet. Specifically on Google.com and its products. The colors always stayed the same throughout history with the only difference being the Typeface which is sans-serif which gives it a more modern taste.

History:

The new Google logotype is set in a custom, geometric sans-serif typeface called Product Sans, replacing the previous old-style serif typeface Catull. As you can see below:

Overall, According to Google Design, the challenges to be overcome while logo creation was 'a scalable mark that could convey the feeling of the full logotype in constrained spaces, incorporation of dynamic, intelligent motion, a systematic approach to branding to provide consistency in people's daily encounters with Google. All in a nutshell, with slight changes here and there, Google still stands strong in providing knowledge to billions and sticking to its' grounds and identities.

Sources:

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