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Facebook rebrand: Meta

A few months ago, exactly on October 28, 2021, the multimillionaire and very controversial company Facebook by Mark Zuckerberg rebranded its logo and name to Meta. The company had been using the image of Facebook, the company's original and main social network since 2004, the year of its creation. Facebook started as a social network, but it was acquiring big social networks like Instagram, Messenger, and WhatsApp and even Oculus that is a company that specializes in virtual reality using 3D glasses. However, Facebook, the company's main platform, was losing popularity and was involved in different scandals and controversies, which I will not going to talk in this essay, were negatively affecting the image of the entire company. So, Zuckerberg justified the change of image to accompany the new goal of the company, the metaverse, an immersive virtual reality that's now in development.

The new Meta iconography combines a logomark and its logotype which consists of a circumference that organically adapts the letter M accompanied by the new name of the brand, Meta (Figure 1). Previously, the company used the Facebook logotype and the icons of its different social platforms next to it to talk about Facebook as a company, not as a social network (Figure 2). This was very confusing for many people because the word "Facebook" and the Facebook iconography led us to think of Facebook as a social platform, not as a Facebook company. The text "Course in General Linguistics" by Ferdinand de Saussure explains the

relationship between the sign (image), the signifier (sound), and the signified (concept). Saussure said that “The linguistic sign unites, not a thing and a name, but a concept and a sound-image”. In other words, that means that when we see the logo and the word "Facebook" and hear the name of Facebook we automatically relate to the original concept of Facebook as a social platform, not to the company. Therefore, it was important to make a change to distinguish Facebook as a company and Facebook as a social media. So, the new name of the company, Meta not only brings with it a new image but also involves the concept of Facebook as a company. The Meta logomark consists of a blue circumference that adapts the letter M. The color selected for this logomark is blue, a very characteristic color from Facebook as a social media, that brings the idea that meta is the continuation of Facebook without the negative connotation that Facebook has. And the word Meta comes from the metaverse, the new principal objective from the Zuckerberg company. The typography of meta is a sans-serif font, very clear to read, with the initial letter in uppercase that is very different from the last logotype that Facebook Inc had (Figure 2), which gives a friendly look.



Figure 1. Meta Logo

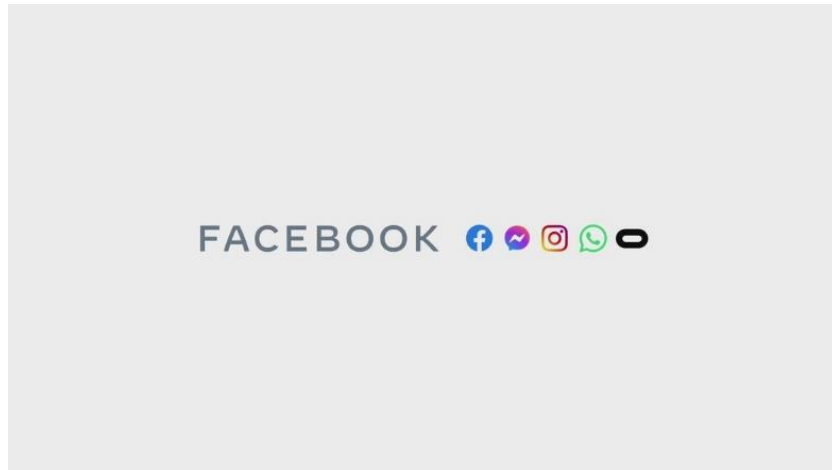


Figure 2 Facebook Company previous Meta

As I said previously, the new objective of Meta is creating the metaverse, an immersive virtual world as the new way of interacting with people. Technology since 2000 has evolved very fast and impressively. And much of the technological revolution in the way we communicate is thanks to Facebook and its products. Photos and emojis describe what we are doing, stories to share something of our lives, interactions with people, comments, etc., are new ways to connect with other people. And designers are also adapting and using new technologies. Many designers use social platforms to publish our designs, we use influencers to advertise products, we focus more on the social media audience to design things, etc. The book “Our Book” by El Lissitzky talks about books, technology, and how this is changing our way of communication. He talks about dematerialization in communication that is susceptible the change from technology. He used the book as an example that is changing through time to letters, to radio, television, etc. And now with the internet takes the place to the book. And, now with the new objective by Meta and his metaverse, the communications and design are going to change, again. Zuckerberg said that “Today we are seen as a social media company, but in our DNA we are a company that builds technology to connect people, and the metaverse is the next frontier just like social

networking was when we got started”. Nowadays there is a lot of expectation about the metaverse from designers especially. There are a lot of graphic artists doing NFTs for the metaverse, a lot of virtual world ideas are being developed for that. But there are also many skeptics about the metaverse and especially about Meta that, despite everything, continue to carry the bad stigma of Facebook.

In conclusion, the change from Facebook Inc to Meta gives a new image to the company, not only distancing itself from the vision of Facebook as an app but also exposing the new objectives of the company and the new idea of the metaverse.

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