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Chrome logo:

Nowadays companies and workplaces need logos and images in order to be known and remembered all around the world. So of course one of the biggest companies today, Chrome has undergone many unique designs and changes to their logo for the new generation to see. The type of changes will include having their first logo change from a simple look into a completely new icon. With similar colors to be remembered and a 2D design to a 3D design and back again. So, it seems like it changes depending on the year and the technology they have because as the years go by, it keeps on getting more upgraded and cleaner, making it easier for those to remember the true meaning of the logo for Google Chrome.

Google itself was something that was designed and created with many kinds of artists with talents involving newer devices. However, compared to that, Chrome's logo was more focused on only two designers which are



Michael Lopez, who is an illustrator and doodler, along with Ben Goodger, a Front-end tech lead, who was also involved with the new look. The design though was closely related and connected from colors to logotype with Google's designer, Sergey Brin. When he started

designing his logo for Google, he used a free software that was known as Gimp around the late 1990's. When it comes to thinking through the progress of how it's supposed to look, it was to emphasize that the web experience was going to be easier and clutter free when using it, while having the same color and work style as Google. The article, "The Evolution of Google Chrome" by Anil Neupane, explains that, "Google started to review many feedback from users, and tried to...did make it perfect." Neupane makes a point saying that google does it's very best for its consumers to make Chrome as efficient as possible. Not only that, the font too was made to be obviously simple and common since the logo itself presents the same tone. Another reason the colors are mostly primary colors is because of how easy and simple it is like everything else, while also trying to keep the same image as Google.

When looking behind the history of Chrome's logo, you can see that it is still new in a way that it looks like it has gotten it's inspiration from other logos. Even Google, which was around much longer than Chrome, has been helpful to new logos. So for Chrome, it probably used Google and other logos as a guild to finally create the final look. It also was obvious that google itself did help in



Google Chrome's 2nd logo



Mozilla FireFox logo

forming Chrome's logo, but

some suspect that some ideas came from Firefox. The reason being that some of these companies' logos hold some similarities that are different, but share the same message for consumers. Even though Chrome is different while still being in the same

mode as Google, they are closely the same to the point that some may get confused by the two simply because of the color and simple look it gives. The more we progress, the more simple and flat logos are getting. In the end, a logo designed around 2008 doesn't really inspire much around since they were already good detailed logos before Chrome came along, so the only influence it gained was from Google itself.

Chrome's logo started out in 2008 through 2011 with those new unique looks which got people questioning it's 3D look. This only made it look different from any other logo with it's 2D image. It has the usual colors, but this time with details to make it look like there's an inside from the middle popping out more in the 3D look. But later on from 2011 to 2014 they changed it to a more 2D flat logo that shows it a



Google Chrome's 1st logo

fresh new start with the design, as mentioned in the website's article in TechCrunch.com, "A fresh take on an icon". It outlines why Google felt that they had to change the Chrome icon.

From a philosophical perspective, a simpler icon embodies the Chrome spirit-to make the web quicker, lighter, and easier for all. But the real reason for the new icon is something simpler still, they wanted to make it easier for people to recreate it". Honesty, this makes sense since Google tends to have different designers creating different logos and banners for Google to show. This would then later help spread around who they really are in a



Google Chrome's current logo

creative way. Then after that, the last fix was around 2014 and ever since then, it's been the same because they believe it's now representing what Chrome is truly doing. In the article "Google explains logo change for google chrome" by Staff Writer says, "Designer Steve Rura explained that the 'tweak' was made to better evoke the core reasoning behind the development of the Google's web browsers - that it would make users web experience 'easy and clutter free.'".

In conclusion, the history behind Chrome's logo is interesting yet small, but nevertheless something to look into since it shares a whole new idea that Google itself decided to create, which seems similar and new at the same time. The logo even helps share a story as to why and how it was done in order to fully represent the app in a good way. It also helps people all around understand the purpose of using Google Chrome.

Sources-

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