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DMF 1112

01 March 2021

### The Netflix Logo

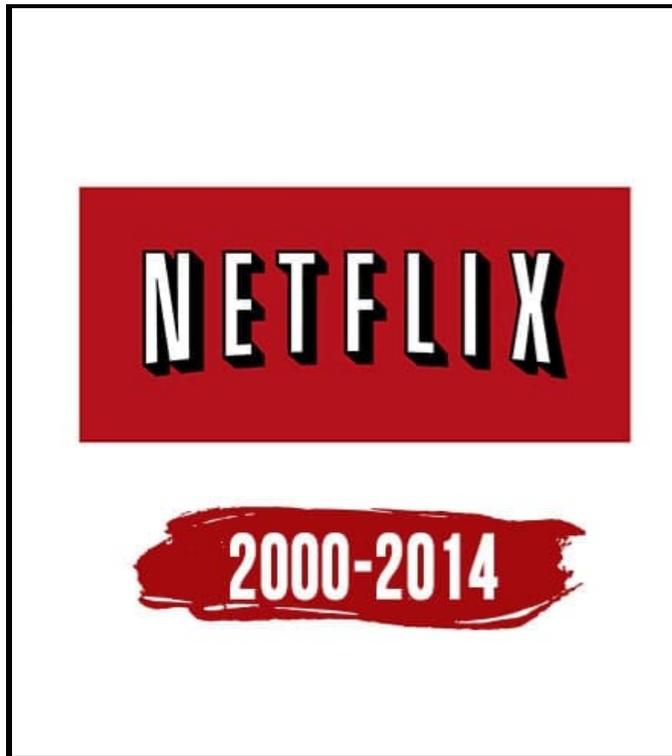
The Netflix logo has changed three times over in the last two decades. It has evolved in the years 1997, 2000, and 2014, each time taking on a more modern and slicker look and becoming slicker and less complicated. Fun fact, it wasn't even called Netflix at first but "Kibble." The first logo displayed fancy, serif purple lettering with a movie reel that encompassed the left and middle of the logo.

The second iteration dawned a completely different look with bold white lettering that was blocky and trimmed with a black outline and a bold red background. Finally, for the third and final version, they tossed out the entire red background and inserted the color into the lettering, and discarded the black trim and blocky trim. The top is flush and straight while the bottom mimics that of a



rainbow or a bridge and yet the logo is the most simple it's ever been. In addition, with this style, the "N" at the beginning of the logo is allowed to stand out on its own and it has become a staple in cinema and movie history. After this alteration, the N and logo itself have become truly iconic and prevalent. To elucidate, Logomyway had to say this, "The N-logo design can easily be associated with Netflix, and it's representing the company's connections and never-ending

innovation in the home entertainment industry. Like Apple's iconic logo, this N-logo will soon be on the minds of people when they think about movies...Netflix is one of the most visible, acceptable, strongest, comprehensive, and influential brand identities in the world. It's so popular it has become a household name, if not a verb for streaming services across the globe. According



to Statista, an estimated 37% of the world's internet users use Netflix".

(Logomyway 3).

To conclude, Netflix clearly made the right decision to change its logo. Not to say the success and widespread awareness was solely due to the logo but it definitely helped with its bold, slick, and easily noticeable solid red. The source material states that "Netflix seems to love red – its

dominating element of design. There must be something unique about this choice for the home entertainment pacesetters. The company used red instead of purple to make its envelopes visible in the mail. The red also projects the company to be seen as representing authority, energy, joy, and love." (Logoway 5). Clearly adapting with the times and making alterations was the correct way to go.



In conclusion, while the Netflix logo has come a long way each iteration clearly served its proper purpose at the time and the quality of Netflix's service since the beginning of their debut has only increased in quality with their logo and recognition.

## Bibliography

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Netflix Logo | Symbol, History, PNG (3840\*2160) - Logos-world

Learning from Netflix's New Logo Design | Brand Analysis