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Logo Draft

Nintendo

The Color TV-Game is a series of five dedicated home consoles released only in Japan. Each of the consoles contained a small number of games and a built-in controller. In total, approximately 4 million units were sold. Released July 15, 1983, the Nintendo Entertainment System (NES) is an 8-bit video game console released by Nintendo in North America, South America, Europe, Asia, Oceania and Africa and was Nintendo's first home video game console released outside Japan. In Japan, it is known as the "Family Computer" or "Famicom", as it is commonly abbreviated. Selling 61.91 million units worldwide, the NES helped revitalize the video game industry following the video game crash of 1983 and set the standard for subsequent consoles in everything from game design to business practices. The NES was the first console for which the manufacturer openly courted third-party developers. Many of Nintendo's most iconic franchises, such as The Legend of Zelda and Metroid were started on the NES. Nintendo continued to repair Famicom consoles in Japan until October 31, 2007, attributing the decision to discontinue support to an increasing shortage of the necessary parts. Released November 21, 1990, The Super Nintendo Entertainment System, officially abbreviated the Super NES or SNES and colloquially shortened to Super Nintendo, is a 16-bit video game console released by Nintendo in North America, South America, Europe, Asia, Oceania and Africa. In Japan it is known as the Super Famicom. In South Korea, it is known as the Super Comboy and was distributed by Hyundai Electronics.

The Super NES was Nintendo's second home console, following the Nintendo Entertainment System. Whereas the earlier console had struggled in the PAL region and large parts of Asia, the

Super NES was a global success, albeit one that could not match its predecessor's popularity in Northeast Asia and North America—due in part to increased competition from Sega's Genesis console (released in Europe as the Mega Drive). Despite its relatively late start, the Super NES became the best selling console of the 16-bit era, selling 49.10 million systems worldwide.

Released June 23, 1996, The Nintendo 64, commonly called the N64, and codenamed Ultra 64, was Nintendo's third home video game console for the international market. It was released with three launch games in Japan (Super Mario 64, Pilotwings 64 and Saikyo Habu Shogi) and two in North America (Super Mario 64 and Pilotwings 64). PAL regions also had three launch titles (Super Mario 64, Shadows of the Empire and Pilotwings 64) with Turok: Dinosaur Hunter delayed until three days after launch. Other key games included Donkey Kong 64, Diddy Kong Racing, Banjo-Kazooie, two games in The Legend of Zelda series, GoldenEye 007, Mario Kart 64, Super Smash Bros. and Star Fox 64. The Nintendo 64 sold 32.93 million systems.

The Nintendo GameCube (commonly shortened to GameCube, NGC or GCN) was released in 2001. It was Nintendo's sixth generation game console, the same generation as Sega's Dreamcast, Sony's PlayStation 2 and Microsoft's Xbox. Until the console's unveiling at SpaceWorld 2000, the design project was known as Dolphin—this can still be seen in the console and its accessories' model numbers. The GameCube is the most compact sixth generation console. The GameCube is Nintendo's first game console to use optical discs rather than game cartridges. An agreement with the optical drive manufacturer Matsushita led to a DVD-playing GameCube system named the Panasonic Q, which was only released in Japan. Much of Nintendo's core line-up centered on sequels to their established hit franchises such as Super Mario Sunshine, Super Smash Bros. Melee, The Legend of Zelda: Wind Waker, Metroid Prime, Pokémon Colosseum and Star Fox Adventures, while new franchises like Animal

Crossing and Pikmin were born, although the former franchise had seen a Japan-exclusive release on the N64. The GameCube has sold 21.74 million units. The Wii was released on November 19, 2006 as Nintendo's seventh-generation home console. Nintendo designed the console to appeal towards a wider audience than those of its main competitors, the PlayStation 3 and Xbox 360, including "casual" players and audiences that were new to video games. These aims were emphasized by the console's distinguishing feature, the Wii Remote—a handheld motion controller that can detect motion and rotation in three dimensions, using a mixture of internal sensors and infrared positioning. The controller includes an expansion port that can be used to connect other accessories, such as the Nunchuk—an attachment with an analog stick and additional buttons, a "Classic Controller" gamepad providing a traditional control scheme, and Wii MotionPlus—an accessory designed to enhance the motion detection



capabilities of the original Wii Remote models.

The Wii U was released on November 18, 2012 as a direct successor to the Wii, and the first entry in the eighth generation of home video game consoles. The Wii U's distinguishing hardware feature is the GamePad, a tablet-like controller which contains a touchscreen that wirelessly streams a video output from the console. The GamePad's display can be used to provide alternative or complimentary perspectives within a game, or as the main display in lieu of a television. In particular, Nintendo promoted the concept of "asymmetric" multiplayer, where a player with the GamePad would have a different objective and perspective than that of other players. Alongside the GamePad, the Wii U supports Wii controllers and games. A conventional gamepad known as the Wii U Pro Controller was also released. The Nintendo Switch is a hybrid device that can be used as a home console inserted to the Nintendo Switch Dock attached to a television, stood up on a table with the kickstand, or as a tablet-like portable console. It features two detachable wireless controllers called Joy-Cons, that can be used individually or attached to a grip to provide a more traditional game pad form. Both Joy-Cons are built with motion sensors and HD Rumble, Nintendo's haptic vibration feedback system for improved gameplay experiences. However, only the right Joy-Con has an NFC reader on its analog joystick for Amiibo and an IR sensor on the back. The Nintendo Switch Pro Controller is a traditional style controller much like the one of the Gamecube. In 2001, Nintendo introduced the Game Boy Advance, the first major technological upgrade to the Game Boy line. Nintendo later released two revised models of the Game Boy Advance, the Game Boy Advance SP and the Game Boy Micro. The Game Boy Advance SP features a smaller clamshell design, and introduced a built-in screen light and rechargeable battery which became standard features for future Nintendo handhelds. The Game Boy Micro is an even smaller variant with interchangeable designer faceplates. The three Game Boy Advance models have sold 81.51 million units worldwide.

Although the name and look of the device are similar to that of the DS series, the Nintendo 3DS (or shortly 3DS) is the successor to the DS and a brand new console. It contains three cameras, two on the outside (for 3D photographs) and one internal one above the top screen. The bottom screen is a touch screen comparable to the DS bottom screens, and the top screen is Wide Screen and an autostereoscopic 3D LCD. Autostereoscopy is a process that sends different images to the left and right eyes to enable the viewer to view the screen in 3D "without the need for special glasses". The 3DS is said to enhance Nintendo's online experience. In 2012, the 3DS XL was released, similar to the change between the DSi and DSi XL. It has 90% larger screens and design changes such as a matte finish and the stylus in a more accessible area.

This logo is the one that everyone recognizes. Nintendo logo is encapsulated in a round-rectangle



with the logo appearing in a simple but pulsating manner. It is also a logo that is equally popular among children, teenagers, adults and the elderly, who just adore the logo and instantly recognize it. It truly is a logo that is known for some of the most popular video games on the planet. The only color used by the Nintendo logo is red which is due to its high visibility and attraction factors. It also reflects the company's vivacity and passion for quality entertainment. A

tint of red leaves behind a legacy on the player and reminds the person of the good time had while engaged to the Nintendo. The Nintendo logo employs a clear cut typeface which is good looking and catchy. The use of bold fonts lends it tremendous prominence and credibility.

Source:

- <https://en.wikipedia.org/wiki/Nintendo>
- <https://kotaku.com/5893485/nintendos-great-logo-identity-crisis>
- <http://www.logotreasure.com/blog/nintendo-logo-evolution-from-1889-to-2006/>
- <http://1000logos.net/nintendo-logo/>