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Digital Media Foundations

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Bluetooth Logo

Once upon a time, long ago there used to be days where people were not connected to everything as we are now. Now we are able to stay connected and much more with the help of a device called Bluetooth. Bluetooth is the secure connectivity. Bluetooth drives innovation in connecting devices everywhere. Whether you're advancing home or building automation, improving life-saving medical devices or driving smart city innovations, Bluetooth is the most trusted name in wireless connectivity. Invented by telecom vendor Ericsson in 1994, it was originally conceived as a wireless alternative to RS-232 data cables.

Bluetooth BR/EDR enables continuous wireless connections and uses a point-to-point (P2P) network topology to establish one-to-one (1:1) device communications. Bluetooth BR/EDR audio streaming is ideal for wireless speakers, headsets and hands-free in-car systems. Broadcast is a network topology that establishes one-to-many (1:m) device communications. Bluetooth LE broadcast topology optimizes localized information sharing, making it ideal for beacon solutions, such as point-of-interest (PoI) information and item and way-finding services. Mesh is a network topology for many-to-many (m:m) device communications. Bluetooth LE mesh topology creates large-scale device networks tailor-made for building automation, sensor network, asset tracking and any solution where multiple devices need to reliably and securely communicate with one another.

The word “Bluetooth” is derived from the surname of King Harald Bluetooth a 10th century Danish monarch who famously united Denmark and Norway into one kingdom. The Bluetooth logo is the combination of “H” and “B,” the initials of Harald Bluetooth, written in the ancient letters used by Vikings, which are called “runes.” The combination of these two letters embodies the connection that Bluetooth establishes between two electronic devices.

The Bluetooth logo consists of two interconnected letters drawn in white, and placed on a blue background. The name of the technology, on the other hand, is written in black color. The choice of these three colors typifies the hassle free union, strength and reliability the consumers experience while using the Bluetooth. The font in the Bluetooth logo is a custom typeface heavily borrowing from the Gothic Medium Condensed which was created by English type designer Steve Jackaman.

In conclusion, I think that the Bluetooth logo has a significant background coming all the way from 10 century. Not only that but the fact that the logo was designed with the two letters of a Danish monarch whose name actually means Bluetooth. Before, where it said “The combination of these two letters embodies the connection that Bluetooth establishes between two electronic devices” really shows how much time was put into making the logo showing what the device is meant to do within the design of the logo. When people think of Bluetooth they don’t tend to think about the design of the logo they lean more towards the function of the device. The design has the same level of importance as the function of the device and can be looked at as a piece of art history.

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