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Logo Research Paper

### Discord Setting Records!

The Logo i decided to research and write is the logo of the widely used social platform called Discord. Discord is a free social platform that people can talk and text each other, mostly aimed for people who game but is slowly being used for businesses and education institutes. Users can either communicate through voice, video or text on channels or through direct messages on the app or website.



*Large scale version of the Discord logo*

The company/app was first founded by Jason Citron (founder and CEO) which was released to the public to use in may 2015. This wasn't Jason's first step into business, he created a similar program called OpenFeint which was used on android and iphones that offer similar options that Discord does today. OpenFeint was bought by a japanese company in 2011 for over 100 million dollars. Jason then used that money to start a game development studio to create a mobile game called " Fates Forever" which didn't perform well so he decided to go back to his old idea of creating another social platform which led to Discord.



*One of many variations of the Discord logo*

The inspiration to create another social platform came from when he wanted a way to easily talk or chat with his friends whenever they played a game as other programs that offer this were slow, bad or unsecure. So in 2015 Discord was launched, getting help from Tencent, Benchmark, YouWeb

Incubator for an additional \$20 million in funding and an additional \$150 million of funding by Greenoaks Capital. Overall it valued Discord over \$2 billion. It Generally is a Free application that anybody can download and use adfree, the only way that Discord earns money is if the user decides to upgrade their account to access exclusive features that normal users don't have access to. Discord first started off as a platform where gamers can talk and chat but over the years the company slowly changed their approach to “anyone” can join and talk. Discord also emphasizes a lot in their privacy and safety for their users but at times it can be a double edged sword, alt right movements, white supremacist's and planned attack groups used Discord to communicate and start crimes because the users in a Discord server can't be tracked so it was abused.



*Transparent version of the Discord logo*

The Logo of Discord has slightly changed over the years from just having the bot in white with a blue background then to the bot having a blue color but no background, or having a blue circle as the background and the bot as white. The font that was used to create "Discord" was the font Uni Sans heavy but was modified by Svet Simov in 2009 to fit their aesthetic visuals of their theme of gaming and the font is also suitable for graphic design and motion graphics. Over the years people have speculated what the logo represented, some thought it was a playstation controller or an xbox controller but through their twitter they have stated that the logo is a bot named clyde. Almost anyone who plays any sort of games if it's on mobile, PC or console will recognize the logo of Discord from the color alone. At the end of the day the name discord is growing over time especially now that everyone is staying at home and needing a tool to teach class, some teachers and professors are adopting the app discord over other services such as zoom because of its easy to use tools, voice and video calls options and moderation tools to keep students in check.

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