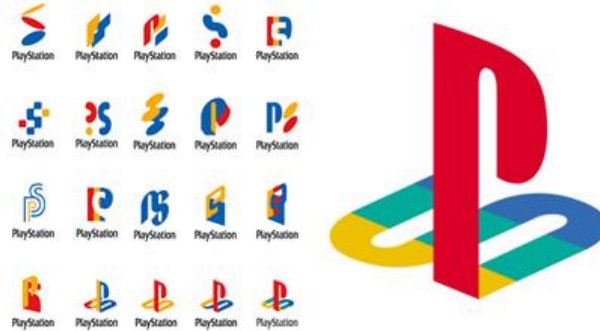


## SONY PlayStation Logo

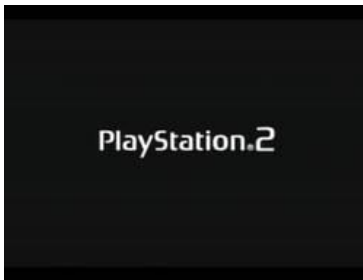


SONY PlayStation a company known for its leading game console has one of the most recognizable logos in the industry. During the launch of the very first PlayStation many other designs were introduced to SONY, the logo that was chosen was made by Japanese designer Manabu Sakamoto in 1994, previously and still continuing to design logos for the SONY company. Sakamoto also designed the SONY VIAO logo, the PlayStation logo used bright colors that symbolize joy, passion and excellence. At the moment this logo appears on the TV screen of a young excited kid ready to begin his gaming experience I can say from experience this logo brings nostalgia to many that grew up in the 90's.

The PlayStation logo changed, as technology and gaming got more sophisticated and powerful, with the introduction of new consoles every few years a new logo would appear. With each new console a new logo would be unveiled, PlayStation kept up with the changes of technology and went to its simplistic modern logo look for each completely getting rid of the color and the original meaning, their target audience not being kids any more but gamers both young and old. This incredible technology when passed gaming but being a home entertainment system for all. The PlayStation 3 logo had some controversy because the SONY company decided to use the Spider Man movie logo, which they had all the right to use since they own the movie. The chief executive of SONY at that time was the one who strongly agreed on using the Spider Man movie font for their new PS3.



VidaExtra.com



March 2000



December 2003



November 2006



September 2009

Every logo that came out with each new system represented something from that era and the technology and software that was used at the time, recently with the launch of the SONY PlayStation 4 the logo got another change but with the original design of Manabu Sakamoto this time with no color but a simple white and black background. The nostalgia of seeing this logo was enough to get people excited and ready to begging a new experience.



November 2013

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