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Three former PayPal employees founded YouTube in February 2005 in San Bruno, California. Chad Hurley was a designer while Steve Chen and Jawed Karim were engineers at PayPal. The YouTube logo hasn't gone through much changes in its 14 years of existence. Most of the changes involve slightly darker shades of colors or switching them around but keeping the basics of the first design. The logo uses the Alternate Gothic Typeface and the word "Tube" is surrounded by a red rectangle which is supposed to represent a tv. The company's slogan "Broadcast Yourself", can be seen under the first logo but it was retired by the second.



Broadcast Yourself™ Logo #1

YouTube's First Logo lasted the longest which was from 2005 to 2011. The second logo first appeared on the website in December of 2011 and lasted until 2013. The red square is a darker shade and the Broadcast Yourself slogan was removed from the logo. The third logo was created on December 19 2013. The red rectangle was changed back to a lighter shade but the shadow behind the word "Tube" was removed. The word "You" was also turned into a darker shade of black. The Fourth logo didn't change much to the logo except removing the gradients on the logo, this was done to so it could coincide with the new launch of YouTube's other service YouTube Red. This logo lasted from October of 2015 to 2017. The final Logo YouTube created has its most significant changes. The red rectangle is removed from the word "Tube" and it is instead replaced with a red play button that is placed next to the word YouTube. The play button

is pure red and was used in the logo to show the experimental side of YouTube and the new changes they were bringing to the website.



YouTube has a major influence on pop culture and life today. The slogan that YouTube started with in 2005 is very relevant to today's world and the youth. With the use of smart phones and social media apps people broadcast themselves on a regular basis. People use YouTube as a source of entertainment, watching thousands of videos of any kind and getting closer to celebrities. Many actors and celebrities have started to use YouTube as a way to connect to their fans or promote their products. Some celebrities include Will Smith, Kylie Jenner and many musicians. Many people have also been open to creating a YouTube channel and starting their own videos as a way to get exposure but also because it can be considered a real job in today's society. Many people have become millionaires off of YouTube videos with the right number of followers.

YouTube's logo can be recognized all over the world. The platform has gone beyond people uploading random videos of themselves to people making daily vlogs about themselves every day for YouTube. Artists release entire albums on YouTube, companies partner with YouTube to release trailers for their movies and YouTube has started to create their own shows. YouTube has become a company that connects millions of people and other social networks.