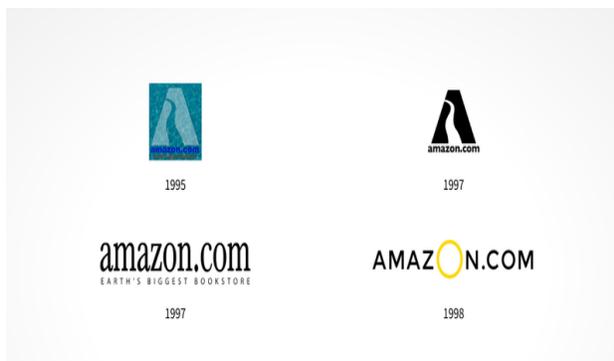


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Logo History

Amazon.com is one of the biggest online retailers. It was founded by Jeff Bezos on July 5, 1994. When it was founded, it was only an online bookstore. But through the years, it has expanded to selling a variety of different things. “At first, the company was “meant to be named Cadabra Inc. After the word abracadabra. But that quickly changed because the pronunciation of the word Cadabra sounds too much like cadaver, so Jeff Bezos decided to go with something different.” (Gajoo), Bezos went through the A section of the dictionary and stumbled across the word Amazon which is the world's largest river. Bezos decided to name his company after the Amazon, calling it Amazon, The World’s Largest Bookstore.



Amazon's first two logos were designed by Turner Duckworth. The first logo was created in 1995 and it was simply the letter “A” with a river flowing inside of the letter, and type under it. This logo had a blue background

Fig 1. This image shows Amazon's first logos
<https://directlinedev.com/blog/top-10-company-logos-worlds-richest-brands>

which resembles water. The first logo was quickly redesigned after two years. The new logo was designed in 1997 and it was basically the same logo but this time the designers decided to

remove the background completely and made the letter “A” and wordmark black and white. That wasn't the only change; the first logo had “Earth largest bookstore” under the logo, but in the newest version they got rid of that phrase and left Amazon.com. In that same year they decided to step away from the original design, and decided to make the wordmark,”Amazon.com” the logo with the return of “ The earth biggest bookstore” as it’s wordmark. The company decided to redesign the logo one more time to its 1998 version. Which was just the company name “Amazon.com” but with a big golden “O.”

Also, since Bezos was expanding the company to more than just a bookstore, he wanted to design a new logo. That would represent that characteristic. The current Amazon logo was designed to make the customer feel at home while using the website. Bezos wanted to let customers know that they could get anything they need and that they would be satisfied with the quality of whatever it is that the customer bought. According to the article title, Amazon.com Introduces New Logo; New Design Communicates Customer Satisfaction and A To Z Selection, it states that:

To reflect Amazon.com’s brand and its relationship with its more than 16 million customers better, the familiar logo was changed to communicate the company’s mission of being the most customer-centric company in the world, most notably by depicting the ultimate expression of customer satisfaction: a smile. Instead of a downward curve underlining amazon.com, a smile now begins under the a and ends with a dimple under the z, emphasizing that Amazon.com offers anything, from A to Z, that customers may be looking to buy online.

The article also notes that the reason behind the design change was ”to match the vitality of the brand and to reflect our most important core value--customer satisfaction. The logo exudes happiness, is fresh and unique.

amazon.com

amazon

BEFORE

REDESIGN

image shows current logo and the one before

Image taken from www.turnerduckworth.com

Bezos said “Anyone who doesn’t like this logo doesn’t like puppies.” This logo was introduced in 2000, and it has stayed as the company's logo ever since. Turner Duckworth designed the logo. Turner Duckworth is a design firm that was founded on

March 27, 1990 by Bruce Duckworth and David

Turner. Bruce Duckworth is a designer and is currently the co-chairman alongside David Turner.

The company headquarters is located in London, but it also has a location in San- Francisco, California. And just recently, in 2016, it opened in New York City as well.

The logo is composed of two main colors, Orange and black. Both colors each have their meaning. The color orange represents pride and happiness, while the color black represents dominance, supremacy, elegance. The upward arrow resembles a smile, which is probably why it was made orange to represent happiness. Variations of the Amazon.com logo have been



created. For example, the logo on Amazon's gift cards is slightly different, instead of the word Amazon with the smile under it. It's only a lowercase "a" with the smile under. And if you flip the card, it has one of Amazon's motto "everything from a to z." with the arrow.

Fig 2 image show Amazon's logo on it's gift cards

Image taken from <https://www.turnerduckworth.com/>



Fig 3 Amazon's logo on its packing boxes
Image taken from www.turnerduckworth.com

The packaging boxes were a bit different too. Instead of using colors, the company made the logo all black. On one side of the box, only the Smile was placed, which made the boxes, smiley boxes. As *Aaron Berman* noted “Turner Duckworth decided to take the colors out, because Bezos was extremely cost-conscious

and said that he was not spending any more money On packaging.” That’s when David pitched the idea to Bezos. Turner stated, “What they proposed was transplanting the “smiley arrow” beneath the logo to each and every box that Amazon shipped, transforming them into “smiley boxes.”(Berman).

During this assignment, I learned that to make a good logo, the logo doesn't have to be complex. Sometimes keeping things simple is the best choice. I learned to not be over creative. I also learned that to make something happen I just have to put my mind to it, because there’s one thing Amazon.com and other companies have in common and that is that they all started out of a garage. So if I want something to become a reality, I just have to work hard.

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