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Users can exchange text, image, and audio messages using Discord's chat app. Clyde is the official name of Discord's humorous mascot. It's a friendly robot in the form of a console game controller. The software has been downloaded by over 120 million users so far. After upon, it was given the name unicorn. That's because its market value has risen to \$1.65 billion. The funny mascot logo serves as the face of one of the world's most popular platforms. The logo is finding popularity for its youthful brand across a range of mediums. Websites, social media, radio, television, t-shirts, and other forms of marketing are examples.

People use Discord to talk about everything from art and design to family outings, homework, and mental health help on a regular basis. It's a gathering place for individuals of all sizes, but it's especially popular among small, active groups of people who contact on a daily basis. Discord is popular among users because it acts as a central center for all of their social groups and communities. It's a secure place in which they can be themselves while mingling with people who share their hobbies and interests. There is no system that determines how much they should view, no continuous scrolling, and also no news feed. Discussions in Discord are powered by similar interests.

The official name of Discord's amusing mascot is Clyde. It's a friendly robot in the shape of a game controller for a console. The mascot logo is made up of three separate parts: a square, an abstract image, and a font. It begins with a blue square with rounded corners. The shape resembles a conversation cloud in the sky. A cartoonish visual executed in light-blue or white

objects is placed in the blue/white background. It has short antennas, two blue eyes, and hands. The two blue dots on the white controller serve as joysticks, but they also give the drawing the appearance of a smiling face or a comical stylised crab. Discord is a youthful application with a rebellious spirit, built for online groups and gamers, thus whatever you see on the symbol has a right to be there. The Discord logo was redesigned in 2021 to keep its individuality and recognizability, but the shapes of all the elements were refined and made more elegant and ageless. With no dialogue window, the controller "crab" is now executed in purple on a white background. The lettering, on the other hand, has undergone significant alterations. The new emblem's wordmark is in a more classic wide-lettered typeface, with the exception of the letter "I," which has a solid dot above the vertical bar and arching negative space between them, evoking a smile. They create a pleasing contrast between the two shades, resulting in a visually appealing logo. The color scheme is meant to generate creativity, freedom of expression, and fluid interaction. Many messaging systems, including Twitter, Facebook, Skype, Zoom, and others, use blue in its design to give their logos a serene and relaxing feel.

Discord began as a platform for members to share text, voice, and video messages. The platform's first version, introduced in 2015, was designed to run on all major operating systems and support a wide range of languages. It was created with the gaming community in mind, with both enthusiasts and professional esports players in mind. However, it quickly grew to encompass people interested in a range of activities other than gaming. One of the many reasons the Discord logo is so well-known is that it is immediately recognizable. The type of logo is combinational, and the design consists of two parts: a wordmark and a symbol.

The company has gained a lot of popular support in recent years. It became popular almost immediately because it offered a different style and technique of communication than the

majority of big social networking sites. The tool can be used to make various threads or channels for various subjects. Administrators can choose which channels each user is allowed to visit, ensuring that your Discord server runs properly. Many communities discovered that the emblem altered the appearance of both the artwork and the trademark. The speech bubble vanished. Instead, the left half of the emblem was adorned with a blue Clyde. The new trademark, to its right, used a modified new typeface to spell out the company's name. The trademark was only in



capital for the first letter, with the remainder in lowercase. This Discord logo managing their interactions on Discord was easier than on other platforms because of this new method of social media communication.

On the left, the original Discord logo had a simple speech bubble with an image of Clyde inside it. The mascot had a dark blue background with a white mascot. The wordmark was to the right of the image. It was written in the very same blue as the thought bubble and contained the company's name in bold typeface.

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