



**By: Jamar Callender**

YouTube is the online website that attracts millions and billions of viewer every day that can get ordinary people noticed in an instant. For example, Justin Bieber was noticed on You Tube at the age of 13 by Usher, a famous R&B singer. You Tube started on February 15, 2005 in San Bruno, California. Chad Hurley was a designer, Steve Chen and Jawed Karim were engineers at PayPal they worked together to make the creation of what is now today called YouTube. This initial video kicked off the age of "Me at the Zoo" Which gave it the strong foundation it needed. YouTube, has changed the way we look at things as it has a wide variety of channel you can watch based on your interest. It can be either cooking, How to make things, Styling your wardrobe or even your hair. The domain for You Tube has always been and always be "www. Youtube.com"

Every logo has a hidden message or a story behind it that has influenced its color, shape or form. Some assert dominance while some are low key and quiet but, still draw in a crowd. With You Tube's logo design the first feature one sees is fairly simple and sharp that it gives one a clear message without. "You" is written in black. 'Tube' is bounded by a red rounded rectangle. The company's slogan "Broadcast Yourself", can be seen beneath the two logo features." Being that the "You" is in black it creates a solid platform to the consumer which is us and the "Tube" being in red also creates dominance balancing both sides so that one doesn't over power the other. "The logo is an embodiment of excitement, entertainment and experience for users that they can

always count on and never get tired of.” The You Tube logo uses the type face called Arial which is from the sanserif typeface which is supposed to immediately grab your attention.

As You Tubes stock grow in numbers so does its popularity and that causes other large cap companies to come in and swoop the infant company off its feet. If you don’t know who I’m pointing fingers at I’m specifically referring to Google. “On October 9, 2006, it was announced that the company would be purchased by Google for US\$1.65 billion in stock. The purchase agreement between Google and YouTube came after YouTube presented three agreements with media companies in an attempt to escape the threat of copyright-infringement lawsuits.” There were integrations of both companies that made “Goo Tube” as people refer to it as very successful with created plenty of profit.

In terms of longevity, I believe that the logo of you tube will be branded for life as it will continue to entertain people of all nations. It will continue to help seek talented people who put there face in front of a camera every week so that they can please their audience. I myself find it intriguing that people like making a fool of themselves, documenting their everyday lives and routines, talk about the important things that goes on in their everyday lives that can affect others that maybe going through the same thing and relate to. YouTube is considered a cyber community where individuals share their views and ideas and get credit from it.

**Sources:**

1. [www.famouslogos.us/youtube-logo/](http://www.famouslogos.us/youtube-logo/)
2. [https://en.wikipedia.org/wiki/History\\_of\\_YouTube](https://en.wikipedia.org/wiki/History_of_YouTube)
3. <http://logos.wikia.com/wiki/YouTube> for YouTube images

## You Tube logo changes



“The logo consists of the black word "You" and a red rounded rectangle with the word "Tube" in it next to it. This logo is still being used on YouTube Merchandise and on some other pages.”



“This modification of the YouTube logo was introduced in July 2011 as a part of the Cosmic Panda experiment. It officially became the new logo a few months later. It has the red square in a darker color this time. Also, in 2012, the slogan "Broadcast Yourself" was retired. This logo is still used on the YouTube Help Center page.”



“On December 19, 2013, the red rectangle was made lighter in color. Also, the word "You" was made blacker and the shadow behind the word "Tube" was removed.”



“The gradients were completely removed from the logo in October 2015”.