

Research Writing Assignment

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<http://2.media.dorkly.cvcdn.com/36/25/3c365c6a39a9e8beb3bd9792a7cedf16.jpg>



Nintendo is one of the world's largest electronic and video game corporations. The company's headquarters are in Tokyo, Japan. It was founded by Fusajiro Yamauchi in September 1889, originally produced handmade hanafuda playing cards, the same year the company's first logo was introduced. The logo consisted of the company name in kanji: “任天堂”, same pronunciation as Nintendo. Nintendo brand became worldwide, they decided to change the logo characters to the English, the best recognizable language that could easily captured consumers' attention. In 1950, Nintendo chose to use the spade from playing cards as the representation of their logo imagery. Until 1960s, the company abandoning previous ventures in favor of toys, and transformed itself into a handheld video games manufacturer, the logo design first time staring focus on: “Nintendo” these letters.

Their video games are based on race and battle so in 1960's they started using racetrack on their logo which is the line surrounding the name. After 1967, Nintendo logo basically stabilized, brand image is the “Nintendo” name in Pretendo typeface with the same racetrack surrounding. The color changed many times between brown, red, black, white, and blue. In 2006, Nintendo first time released a logo in achromatic gray, they stick with this logo till today. The logo employs a clear cut typeface. The use of bold fonts lends it tremendous prominence and credibility, the use of simple typeface font stands out from the rest game companies. The company's plain logo design compliments Nintendo's image among its rivals as well as its millions of followers. The pundits

reckon the secret behind Nintendo's success is its use of an expressive logo that is both intelligent and precise, just like its video games.

links:

<https://www.prophet.com/downloads/articles/aaker-nintendo-story-decade.pdf>

<http://logos.wikia.com/wiki/Nintendo>

<https://www.logaster.com/blog/nintendo-logo/>

<https://www.logaster.com/blog/nintendo-logo/>

<http://kotaku.com/5893485/nintendos-great-logo-identity-crisis>

<http://www.famouslogos.us/nintendo-logo/>

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