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## History of the Playstation Logo



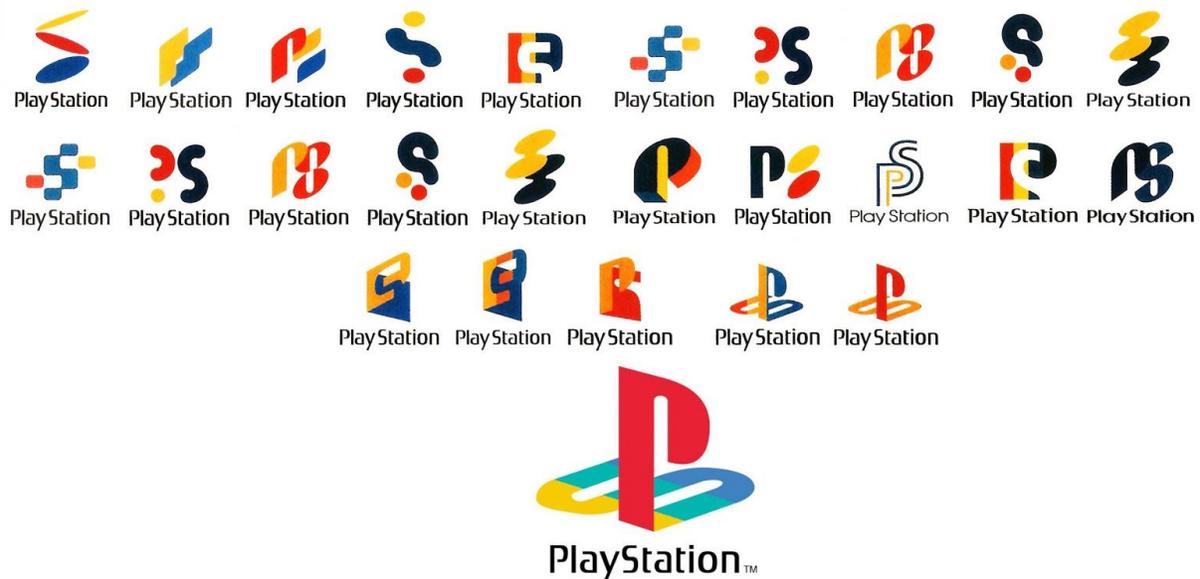
In the early 90's Nintendo was trying to create a successor to the Super Nintendo Entertainment System. They wanted to create a console that would take advantage of the new evolving CD technology to create console that would be able to support games like never before, but Nintendo had no experience with this so they decided to collaborate with Sony to make this new console. Unfortunately this deal did not last and Sony was left with an incomplete prototype, but it did not stay that way for long because Sony quickly realized that they had some real potential in their possession and were ready to use it. In the year 1994 Sony revealed their brand new and completed console the Playstation and with this new console came a logo to go with it, this is its story.

Sony is an electronics company that started back in the year 1946 after the second world war by Masaru Ibuka over the years they have

developed all kinds of personal electronic devices to be used at home like tape recorders, TVs, audio systems. In the 90's they were really invested in making smaller personal devices these included the TDC-D3 Walkman, The DD-1 the world's first electronic book player and the CFD-K10 boom box. As stated before at this point Sony was a multi focused company that was making revenue in many industries that is except for the gaming one. After 1994 all of that changed, before that Sony had to actually make the console and so before they could do that they thought to themselves what is the message we want to express with our console that our competitors do not?.

The design of the logo was entrusted in Manabu Sakamoto The first version of the logo actually didn't even have the iconic P and S on it the logo was just made up of three slanted circles colored in yellow, red and, blue. After that the company decided to follow more of a theme and would always include a PS in one way or another they did this by trying different letter fonts and styles to see what would fit, this included 8-bit pixel work overlapping letters and 3D lettering to name a few. They would always make sure to include the same three colors. In later designs they would

include the color of cyan. These colors were meant to represent Passion, Joy, Charm and elegance. The logo went through twenty redesigns before they finally decided on the now iconic PS. The logo would continue to be updated with each new iteration of the Playstation that came out. The playstation one would go on to sell 102.49 million units worldwide and last until 2006 when it was finally discontinued 6 years after its successor the Playstation 2 was released.



With the success of the Playstation Sony had to think of how they wanted the console to evolve for the next generation they decided to look at what the electronics market was interested in. CD's were becoming more mainstream and DVD's were beginning to replace VHS tapes as the main

way to view media so Sony decided to make advantage of that. When the Playstation 2 came out on March 4th 2000 it was completely different from its predecessor and so was their logo.



The Playstation 2's new logo was a complete redesign the round stylish font used in the original to a now sharp font made up of long straight lines. The colors have also been updated from the warm red and yellow to a now cool purple to light blue gradient and the original logo was repurposed to be put on the center of the new remotes.



The Playstation 2 went on to revolutionize the gaming market by not only being backwards compatible letting players use their Playstation 1 disks on it, but also by being functional as a DVD player making it a very popular

multipurpose electronic. The Playstation 2 would go on to sell over 155 million units and would finally be discontinued on January 4th in 2013.

The success of the Playstation was going on strong but Sony knew that it would not last forever, so on November 11th of 2006 the Playstation 3 was released as part of the seventh generation of consoles to compete with Microsoft's Xbox 360 and the logo was once again updated but the interesting thing was that the Playstation 3 actually had 2 logos the first was an all black sans serif font called "the spider-man" because it was the same one used for the spider-man 3 movie. This version was used from 2006-late 2009



The next version of the logo kept the large PS3 but changed the font to a simpler sans serif font. When asked by *The Times* why the font was changed, Sony Computer Entertainment exec Kaz Hirai replied that the company wanted to "set a new direction for the PS3." And what better what to do that than by resetting the logo.



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