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Google

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During our modern era, everything is becoming more digital and this has made an impact on our daily lives. Every day we enter the internet in different ways and for different reasons without noticing that Google is always there, and that every time we use our phones, computers, or pads, Google is the primary resource out there. But have you wondered who created Google or who designed this logo or what it means? Google is the most critical search engine with "63,000 searches per second on any given day" (Google statistics) that make the web research known and commonly used worldwide. Although Google didn't always look the way we usually see it now, it has evolved through the years trying to reflect a more modern and entertaining logo that every user can identify on their screens.

In 1996 Harry Page and Sergey Brin, two Ph.D. students at Stanford developed a web-based search first called, "BackRub" that refers to the program of "backlink" that was first released on the school campus (McAlone,). This search engine program was to search and find websites capable of having an "immense amount of information" that the system could handle (Bellis). The first logo for Backrub was designed with the use of a san-serif typeface giving a bright red color on the letters while using capital letters to stand out the B and R to give more attention to the design even though it

portrays a simple and clean look. Despite this, in 1997, Page and Brin came up for new ideas for the name and logo of their company. In their meeting discussion to find a new name, another Stanford student called Sean Anderson suggested the name "googolplex" that was later on shortened with Page's opinion to "googol" (McAlone). The meaning of googol refers to "1 followed by 100 zeros" from the book Mathematics and the imagination (Bellis). When Anderson wanted to verify that the name was not used for any other website, he misspelled the title and instead wrote "google.com", making the name official for the company. In 1998, Page created the logo, and it was designed by Brin with a GIMP program including an exclamation point on the end because they wanted to follow the lead of other search sites likeYahoo! in order to be perceived as competitive. As we can see here, the creation of the Google design contains bright colors on each letter with a light back shadowing under it, as well as using a serif typeface with a 3D visual concept that makes the letter stand out, making it more realistic. At the same time, the color of the message brings a more youthful and distracting vision and helps to attract attention.

Later on, in 1999 Page and Brin contacted. the artist and graphic designer Ruth Kedar to design a new version of the Google logo. Ruth Kedar wanted to create a unique logo different than Yahoo and other types of programs but still maintaining the foundation base of the company by "offering fast, comprehensive and above all trustworthy search results" (Kedar on Designing). In some of her prototypes that she designed, she removed the exclamation point and colors by using the typeface of Adobe Garamond and going to a black text color but changing the design on the Os with different designs (The

Google history). For example, in this image the Catull typeface with a Serif font displays and

replaces the second O with a target on one O with red and black colors and the use of tracking to make the letters be more close to each other. However, her prototypes changed once again coming back with the different colors on the letters but adding design features on the Os. On this image, the colors of the logo look less intense than the first logo, but it uses capital letters to stand out more. The Os demonstrate a new feature with the visual of a magnifying glass in one of the Os to enlarge the other O. Finally, after all the different prototypes suggested by Kedar the logo that was used between 1999 to 2010 was chosen, presenting a classic look similar to the first logo, but including a slight shadowing on the back, giving a realistic effect and changing the color of the letter by

repeating twice the color blue and red on the message and changing the angle on the O. According to this, Kedar mention that these colors were meant to display "memories of child play" and the font that shows traditional elements with an "old analog world and the digital era" (Kedar on Designing). After many years in 2010, the company made small details on the design by emphasizing the color on the second by a warm orange color instead of the striking yellow color. In 2013 they came back with a small update of the logo to be adaptable to the mobile screen with a "flat -shaped design" citation giving the letter light and dedicated edges with a rounded shape.
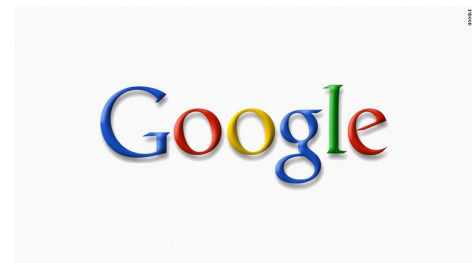
Moreover, after years of maintaining the classic design that everyone was getting used to, the company wanted to keep evolving and wanted the logo to be part of modernization on the technology. In 2015, different designers from Google reunited to discuss the creation of a new

updated Google design in NYC. The new design was presented to maintain the four significant colors that already characterized it, but it changes the Catull typeface for the "tailor-made sans-serif font called Product Sans" (The Google Logo). In this typeface, the designers wanted to display a modern, playful logo with soft colors by giving a more interactive expression on the perspective of less weight and lightness. It is clear that in this logo display a more rounded letter without the thin line in the stokes and adjusting the angle of the Os to be more straight. Therefore this design did not only come with one representation of one design but also came up with a meaningful logo design using the capital letter G. These two logos include the color pattern similar to a rainbow using only the four-color that will represent a small version of the original logo.

This logo was designed to serve as a favicon for the Google websites, making it more dynamic like in the voice search, where it appears as a colorful dot bouncing from the response until it gets the information requested and converts to its original form of the letter G. This version was adjusted for screen devices and is easy for the designers to manipulate, and was meant to look "young, fun and unthreatening" (Kedar on Designing). However, that was not everything; Google was on every screen every day, so the google company began to create the well known "Google Doodle." The Google Doodle was first established in 1998 by Page and Brin when they attended, the Burning Man festival at their school. They included a man figure with thin lines on the back of the second O while creating a message of "Out of Office." A while later, in 2000, Brin and Page received positive responses on the new Google Doodle for Bastille Day designed by Dennis Hwang. Because the design was so popular , many called him the "Chief doodler" (Frost).

Consequently, with all this new design that was released, the Google Doodle surged again, but this time celebrating memorable and essential events like holidays, historical facts, famous people, or birthdays. In actuality, these doodles display different representations of the Google design. It transforms a logo to an animated image and motion effects that also give freedom to people to design and share their ideas with Google too. Later on, Google displays there designs on the website. This represents a more interesting and attractive effect of bringing attention. Google designed to be a more interactive and effective way for users to see, but also has the eligibility to learn exciting facts every day. Technology is evolving every day, and without even noticing, we are involved with them too. This time of modernization and interaction with technology has impacted our lives in which we can use our devices in many ways, and Google is not falling behind. Google is expanding every time more by making our lives easier and by telling us where to go, what our reminders are, and how to make a payment, and even more. For this reason, all these new resources that Google is bringing to us couldn't stop in their design. They want it to show who they are and what they are capable of doing by "ruling the world of the internet"(Google Logo Design).

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