

Draft

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Nintendo, an company that makes video game consoles and exclusive games has gain a huge leap of popularity from kids to adults alike. Their console system starting with Nintendo Entertainment System(NES) to the recent Nintendo Switch leds to the huge success that made up for the company that Nintendo is well known today. Nintendo wasn't always a gaming company , They used to be a playing card company by the same name calling themself Nintendo to NG.The most important aspect of the company is the Nintendo logo and the history behind the changes of design for Nintendo.This had a few people wondering how the logo has continuously evolve over the decade from being the black and white Japanese Kanji character of the word Nintendo to become what the company logo is now known today with its English name with its white and red looks.



Nintendo started out as a playing card company before fully being invested to becoming a video game company. The company put their logo initial in their playing

card which shows a bold script-like N as their Nintendo first initial (this is shown in the first image with the ace of spade). Around a couple of years later during 1960-70's they started to make tabletop board games which the company decides to switch their initial from N to NG, which also caused the company to switch their name from Nintendo to Nippon Game. The logo was using the color that stands out on most of their tabletop game which is red Nippon Game. It was only temporarily used for board game that had figures from Disney and other companies. At that point Nintendo went from playing cards to board games. It wasn't until 1967 that Nintendo started using the name with the type fill being white and the background being red. This new design was used in the Nintendo Ultra Machine. When the NES was released they finally switch to the traditional Nintendo name and became a full fledged video company and from there on the red and white logo for Nintendo continues to convey to many consumers to easily spot what the company is known for today.



Nintendo logo never started with the original English typeface of Nintendo, it originally started as a Japanese Kanji (it's japanese part of writing system) in which the 3 character of the letter would all spell out Nintendo. When they were a playing card company they implemented their script-like n logo on their playing cards. In 1960 to appeal to the western audience they went with the Roman script with their English typeface of Nintendo. With the earlier board game each script appears in black with different color background. At the end of the 1960 the logo was more modernize making Nintendo typeface from script to san-serif. When Nintendo start selling toys the logo changed to a more simplified san-serif typeface known as Continuum font to appeal to the kids. At certain point where the Nintendo Game (Nippon Gaming) timeline, the design for nintendo game logo was not the black or white nor the popular red and white color contrasting logo known today , but rather it was an san-serif pinkish red typeface for various board game. In 1973 Nintendo start using another part of their writing system which was Katakana to spell out their company name, which only stayed for a few year while reverting back to the tradition English typeface of Nintendo which was used in the Family Computer product that they made for the future to come



The current logo of Nintendo is more straightforward and polished, compare to their predecessor logo with a san-serif red typeface that spells out Nintendo in English with a oval rectangle covering it. The red box is containing all the shapes and the words. The typeface is less blocky compared to older logo used in the late 1900's. An interesting fact is Nintendo is now a full-fledge company. They make a brand new handheld console called the Switch which also had their name not blocked by the circle rectangle .but instead a regular red rectangle the type is color in white. There are other variation such as the black and white which is uncommonly used. The type is more spaced out and the design of the Switch logo is using the traditional color of white and red which represent the joy-con (the switch controller)



Nintendo is a well-known company to gamers and people worldwide, kids who play their classical console system enjoy retro gaming back in their childhood years, are now adults. Kids enjoy playing their newest system too. The simple and straightforward design of Nintendo makes everyone in the world realize Nintendo is a great gaming company. The logo of Nintendo came from a long way from being a small playing card company into being a full fledge video game company!

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