

Kyle Zoylu Gogo

Professor Thelma Bauer

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### Google: World Changer

The world wouldn't be what it is today without the internet. The world wide web shaped today's society and created the modern era. Google is one of the many reasons that created a simpler way for humans to connect with the entire planet and everybody in it. This company gave so much information to everyone that a question is just one click away. Nowadays, when people need to look up materials on the web Google is the answer and gives their audience hundreds of thousands of answers. Google's logo is iconic and timeless that it can never be forgotten even if it evolves from time to time it still carries the same essence to it.

Google was first introduced to the world not as Google but as Backrub. In 1996, Larry Page and Sergey Brin the creators of Google first named their web crawler "Backrub." According to blogger Aja Frost the reason why it was called Backrub was because "The engine's main function was to search through the internet's back links." Luckily, in 1997 both creators changed the establishment's name to something less weird. They named the company Google a misspelling of the Latin word "Googol" which in translation means 10 to the 100<sup>th</sup> power. The idea behind the name was that Google's search engine could swiftly provide users with a huge amount, large quantities, or googols, of results. That being said It was great idea to rebrand the company to a much better sounding name that would not creep out the users of the search engine. From once being call Backrub in 1996 evolved into a better, brighter, and smart sounding name in 1997 that we now call Google.

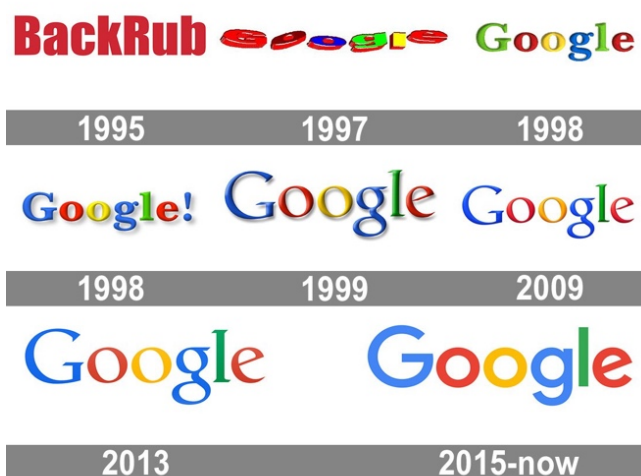
The designer of Google's iconic logo was Sergey Brin, one of the co-owners of the business. The company released their first and official logo to the public in 1998. Two years after Google was established back in 1996. It was said the Brin used a free image editor called "GIMP" to design the logo in 1988. Their first logo was a wordmark type of logo that had the word Google and exclamation point in the end of it. The exclamation point in the end of the logo was a pun on the already famous Yahoo logo during that time but was later removed. The typeface used for the logo was a serif typeface called "ITC New Baskerville Bold" with an increased shadow and letters more rounded. The colors in play of the logo were the primary colors red, blue, and yellow with one secondary color that is green. This logo is the base of Google's following logos that were bound to happen in the future. The first logo only lasted seven months from October 30, 1989 to May 30, 1999 until it was redesigned and replaced the day after. So, in 1998 co-owner of Google Sergey Brin designed Google's first logo by using GIMP a free image editor that only lasted seven months until it was redesigned again.



Every color creates different emotions and feelings. Colors can make a person happy or sad. Google has always been consistent with the color palette they use on their logo. The colors of their logo are the primary colors red, blue and yellow with one secondary color that is green. Designer Ruth Kedar chose to get back to the basics with the color scheme she chose to apply to

the logo. The designers at the company wanted to create a pattern that was easily accepted and recognized, conveying the idea that Google itself was just as accepted and recognizable as the primary color chart taught across the world. The colors the company has chosen will always be remembered by the audience because of its simplicity and timelessness. Looking at how the colors were arranged in it showed that the pattern is blue, red, yellow, blue, green, red, and then blue again. The color green in the pattern has a meaning to it. The green in the design represents Google not following the rules or breaking the rules. The company wanted to show that a little rule breaking won't hurt anybody. Overall, the color scheme Google chose for their company's logo was well thought out and planned. The colors all have meaning in them and it was not just randomly chosen by the designer, but it has a story to tell. Like the color green in the letter L of the word Google. The green represents Google breaking the rules and in a good way.

Evolution is when something evolves into something better to adapt to its new setting. The Google logo has been constantly evolving and changing over time to keep up with their consumers. Google has changed its logo 8 times until they finally settled down to their latest and amazing design in 2015. Looking at the previous designs the company had one thing in common. The color scheme of Google remains the same from their official logo in 1998 to the present day. The only thing that has changed for the better is that Google's designers finally went for a minimalist typeface. They left the serif world and evolved into a sans serif typeface. The latest logo is suited for all devices from computers, laptops, tablets, and phones. The designers of the latest logo gave it a light heart animated feel. Product Sans the typeface used is also easy to manipulate for designers to adjust when necessary. Google's latest logo gave their brand a more playful edge.



Aside from Google's brand-new logo they also launched something else that was recognizable across all platforms; mobile, in particular. The now-famous 'G' is now used on Google's smartphone app and as a favicon for the website. The letter 'G' is incorporated with Google's well-known colors.



Google has updated many things in their company that has also evolved into making a dynamic logo, meaning that when you begin a voice search on a mobile or tablet, you'll see four bouncing dots. This has been a subtle change, but it made Google a more expressive brand which proves that it's listening, thinking, and replying. Just like a person would.



#### Google Logotype

A sans serif logotype that retains our distinct multi-color sequence.

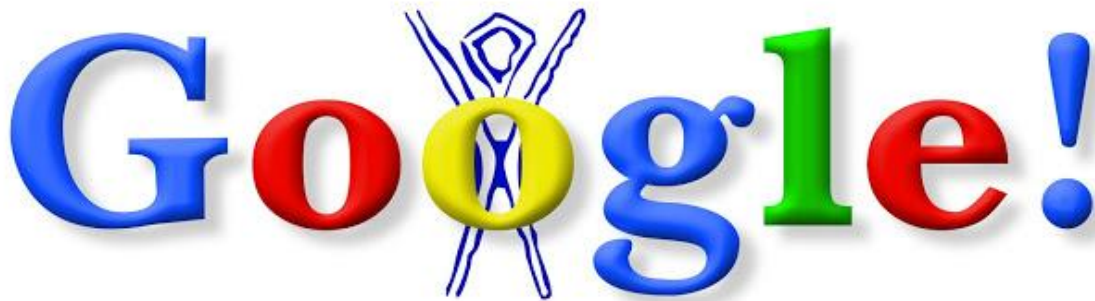
#### Dots

A dynamic distillation of the logotype for interactive, assistive, and transitional moments.

#### Google G

A compact version of the Google logo that works in small contexts.

An interesting thing Google has done as well is the “Google Doodle.” The Google Doodle is a unique creation which can be seen different times of the year, it depends if there's something special about that particular date. The first Google Doodle was released in 1998, and it was used as a somewhat ‘out of office’ message. The first-ever Google Doodle consisted of a stick figure placed behind one of the O's.



Nowadays, there's a Google Doodle for just about anything, from popular holidays to the birthdays of famous icons. This is a way Google can stay relevant and interactive. Showing their audience that they care and that they are ready to help their consumers.



Carnival 2019  
5 Mar 2019



Estonian Parliament Elections 2019  
3 Mar 2019



Girls' Day 2019  
3 Mar 2019



Desi Arnaz's 102nd Birthday  
2 Mar 2019



Bedřich Smetana's 195th Birthday  
2 Mar 2019



St. David's Day 2019  
1 Mar 2019



So, Google's evolution throughout the years has been a huge boost for them. The company widened their arms and introduced various of designs to stay on track. They updated their typeface, made the famous 'G', create a dynamic logo, and improved their Google Doodle. Evolving their company made them a standout and their consumers are all for it.

In conclusion, Google has been part of the lives of internet users. Google has grown and adapted to the technological future that is today. They fulfilled their mission statement that says they wanted to "organize the world's information and make it universally accessible and useful." Google has done that, and they should be proud of themselves because their consumers are. The company made people's lives easier and that's what makes them amazing. Their brand, logo, and visual identity is iconic and timeless, and it will never be forgotten even if it evolves from time to time because they listen to what they people want and give them what they need.

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