

Symbols Under Your Thumb

By Brianna Edwards

Theory

As smartphones popularity grow, design shifts to appeal to a mainstream audiences.

This is mostly apparent to tech companies that was created in the late 90s and early 2000s.

Brief History (Google)

Origin of Google's logotype

- Google's first true logotype was created on Oct 1998
- It was designed by the co-founder, Sergey Brin
- color scheme consist of Red, Green, Blue and Yellow
- Baskerville Bold as it's font
- The inclusion of the exclamation mark (base of Yahoo! Logotype)

Naturally, the logotype changed overtime

- Ruth Kedar redesigned the logotype for the May 31, 1999, version
- It had small changes through out the years where more and more 3D effects was taken away until 2015



Brief History (Applications)

Smartphones

- After home computers, smartphones were the next big thing.
- Smartphones use universal symbols such as the power, Wi-Fi and sound symbol.
- Both use applications, but phones mainly present them as big visual icons.
 - Is for frequent use as they are displayed on the home screen

What are Icons?

- An icon is a graphic representation of an object/subject
- Similar to the relationship of signified and signifier.
- Difference being is that icons can change
- Act as a logo of a product/company

What are the benefits of icons

- Visuals are easier to identify the applications
- They serve as buttons, so they are large enough for human use



Google Applications

The Family

- Products such as Gmail, Maps and Calendar provide different kind of functions, and most of them they intertwine with one another in some way.
- Most of them work in unison with one another
- The intended use were on PC desktop
- Some were for personal and business

Design

- They have simple and good use of geometric shapes
- Loosely have connection to reality





Google Applications

The Changes



To the next level of simplicity

- In 2015, Google updated their logotype, and this follows for their family of application in 2020
- Their logotype changed to their typeface so San serif, specifically called “product sans”
- Reliant on silhouettes

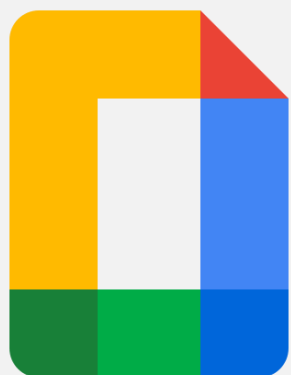
Their Audience

- Google’s first main audience were young university students
- “it was a service provided primarily for students of universities because this was the audience that was actually entering the online field” - Ruth Kedar
- Google has grown to a massive company so now they aim to appeal to anyone and everyone

Their goal with this Branding

- The design was to continue to go for “simple, colorful and uncluttered”
- They’re goal is to organize information and simplified for universal use
- They do this by bring their products to multiple of devices
 - Phones, TV, watches and cars

The Changes



Public Response

Audience opinion

- People were mixed in favor of the changes
 - Some hated it some loved it
- People has nostalgia for these logos
- Some made an argument that everything looks too similar
- Multiple of companies started to change their logos as well
 - Artistically it created a meme of "oversimplified logos" memes

My Opinion

- At first, I dislike the changes
 - I saw it as unnecessary since the logos before were already simple
 - As icons it fails to have a clear visibility far away or extremely small
- Just like the everyone else I'm just curious on where do they go from here?

What Google see:



What I see:



The fox is out of the bag (in Beta) on our new #Firefox icon, so here's a look at our history. Great work from our UX and brand teams.



10:00 AM - 26 Sep 2017

133 Retweets 304 Likes

20 133 304

Ben Francis @bfrancis · 6 Oct 2017

Replying to @madhava



2 1 13

At this point, everything is squares, circles and triangles as their silhouettes. As a consumer, I just bored, and no number of pretty colors can change that.

Conclusion

Questions or Comments?