

The History of The Nintendo Logo

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What is Nintendo?

- Nintendo is a brand that is known for making millions of well-known gaming franchises such as Mario, Legend of Zelda, Pokémon etc.
- They are also known for making well-known, innovative consoles such as the Nintendo 3DS, Switch, Nintendo 64 etc.
- The Nintendo Franchise is originated in Japan.

Nintendo's Origins

- Before Nintendo become a huge video game franchise, it started off as a company that sells playing cards.
- Their logo starts off with Kanji letters meaning “Nin Ten Do”.
- Later, their logo has an ace of spade with a N to further advertise their assortment of playing cards in the west.



Nintendo's Logo in the 1960s

- Nintendo wanted their logo to fit both the international and Japanese market, so they made their logo italicized with a serif and san-serif font.
- The idea they are going for is a versatile, simplistic universally understood design for the consumers to acknowledge their franchise

NINTENDO
Nintendo

NINTENDO
Nintendo

Logo in the late 1960s

- When Nintendo starts to advertise their toys such as the Ultra Machine, their logo has changed into bulky red text with a hexagon surrounding it.
- Although this logo variation is considered successful, Nintendo did not stop experimenting with their logo designs.



Logo in the 1970s

- The hexagonal shape around the logotype is now an elongated oval. The thickness of the font is also adjusted to make the long have a harmonious look to it.
- While they have that logo, Nintendo advertised the Famicon and The Color TV games.



Nintendo®

In the 1980s

- In 1983, Nintendo officially become a company for electronic games. Their logo is now colored in red with a tighter elongated oval around the clean, san serif font. Japan around the 1980s-2000s have their logo blue



2006

- Nintendo made their logo gray while maintaining the clean text and the elongated oval. This was used when Nintendo released a highly popular console, the Wii.
- The Wii was innovative for the fact it has motion controls for almost if not all their games.



2016 and Onwards

- As of 2016 and onwards, the logo now has a red background with white font and oval to keep its minimalistic nature.
- The Nintendo Switch was highly advertised during the time this logo is used, considering majority of the packaging is dominantly red.



In Conclusion

- Throughout Nintendo's growing franchise, they manage to keep their logo recognizable yet very minimalistic in nature.
- Even if someone is not a fan of video games, most people will highly recognize their logo since it has made a friendly corporate identity.
- Nowadays, Nintendo keeps producing innovative yet creative games that has been keeping consumers intrigued as well as being introduced to the highly popular Nintendo Switch.

Bibliography

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