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Before Amazon…

- Amazon started under the name as Cadabra, an online bookstore in 1995.

- Jeff Bezos, the founder of Cadabra which is now called Amazon.

- Cadabra was not that successful at the time because most people did not have access through the internet, and it was complicate to use.

Digging Deep into the logo

- A 'smile' often resembles happiness and productivity, which is the goal that amazon manages to execute.

- Looking at the smile simulates many references and/or messages. For example, the smile is resembled as an arrow that starts from A to Z.

- Small details are interesting but overall, it's a universal language that everyone can understand.

More into Linguistic Function

- Looking at the smile visually, we see that it extends from letter 'A' to 'Z', which completes the entire alphabet. This method interprets that amazon sells various products from 'A' to 'Z'.

- As we can obviously see, the smile refers to customer's expectation/experience when they shop to their website.

- According to experts, the color used for black represents "dominance, supremacy and elegance, while the orange color stands for pride and happiness."

Left --------------------------------------> Right

Brands w/ similar logos

- Compared to other brands like amazon, in design wise, some viewers may think that the smile may resemble dental health or product consumption, etc.

- For instance; Colgate, Danone & iHop uses a similar method for the smile. This ranges from domestic products to an extensive media platform and so on.

Colgate; toothpaste brand

DANONE; multinational food-product
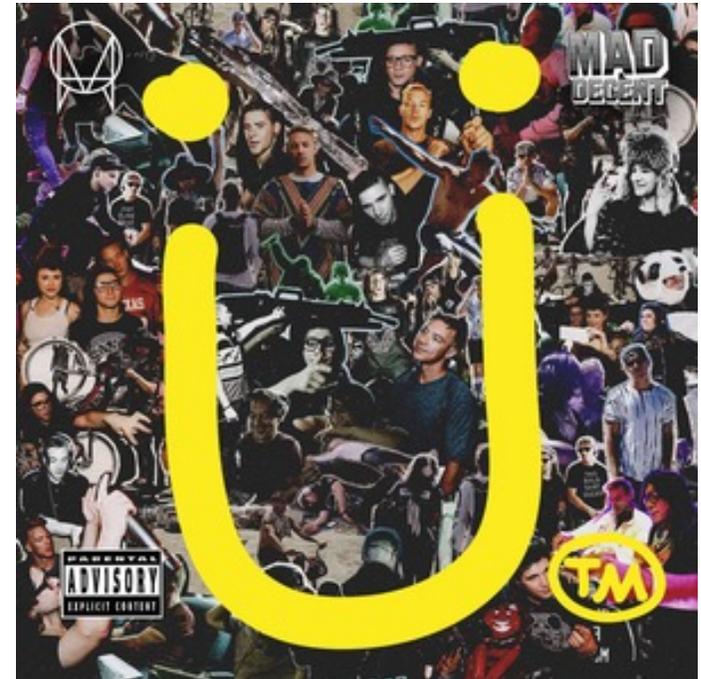

Kool-aid man (franchise); food product for kids

Crayola; art product for kids

IHOP; American Restaurant brand

Jack Ü album, Skrillex & Diplo

Is Amazon 'goodwill?'

- Yes, because the logo refines on customer's service and satisfaction. It serves its purpose to best represent amazon and how useful people find it when they browse their website. Not to mention, amazon is also contributing to climate change, meaning that amazon proves to adapt to today's issues and is eco-friendly.

- Life is not perfect, and as you can expert, bad reviews can happen for certain reasons. Starting from unsatisfactory service to reporting intolerable working conditions and crushing unions is a downfall for amazon.

- As Paul Rand states in one of his articles, "If, in the business of communications, "image is king," the essence of this image, the logo, is a jewel in its crown." Every logo is unique to their dedicated image/title and that is where the amazon logo stands strong in their field. (Active, hard-working and productive).

Reference based on cites and sources

- "All mankind is of one author, and is one volume; when one man dies, one chapter is not torn out of the book, but translated into a better language; and every chapter must be so translated." – John Donne

- "For the former, design is a means for invention and experiment, for the latter, a means of achieving economic, political, or social ends." – Paul Rand

- "Visual communications of any kind, whether persuasive or informative, from billboards to birth announcement, should be seen as the embodiment of form and function: the integration of the beautiful and the useful." - Paul Rand

- "Constructivist design that is capable of analysis and reproduction can influence and enhance the taste of a society and the way it conceives forms and colors. Design that is objective, committed to the common weal, well composed, and refined constitutes the basis of democratic behavior." - Josef Müller-Brockmann

- "Signs that are wholly arbitrary realize better than the others the ideal of the semiological process - The word symbol has been used to designate the linguistic sign or more specifically, what is here called the signifier." - FERDINAND DE SAUSSURE

- It is only by association with a product, a service, a business, or a corporation that a logo takes on any real meaning. It derives its meaning and usefulness from the quality of that which it symbolizes. – Paul Rand

Example of Effectiveness

- A simple smile on the box will instantly be recognized as the amazon icon.
- For instances, Nike is one of the top brands that would commonly introduces the logo/icon itself without the title.

Nike Advertising Posters

Conclusion

- My opinion towards the amazon logo is unique and how the 'smile' functions well for the brand is interesting. Design can benefit many media, it's what many designers such as Saussure himself say, 'symbols are linguistic signs and can be understood by identifying the figure itself.' Also, if I would reiterate Paul Rand states, 'what makes a good design', it will take as much invention and experimentation in order to execute the final delivery for certain media.

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