

**THE
EVOLUTION
OF
INSTAGRAM**

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Instagram one of the most pioneering applications that has catapulted social media, and the way people communicate with one another and express themselves plus, find information. Kevin Systrom and Mike Krieger the founders of Instagram, started this company in 2010. Only nine, years ago who would've known this app would be what is now. Instagram has been the top platform to promote businesses and even discover new talent. Mentioned in their business website, eighty percent of users follow a business. Time says the creators of THE photo sharing platform wouldn't have known that the application would a mass to becoming a "multi-billion-dollar beast used by 500 million people."

The design of the icon started with the CEO himself Kevin Systrom in 2010, the design was more realistic and more reminiscent of the One Step Polaroid instant camera. But due to the style of the camera it came into some troubles trademark issues. Which then led both Co-founders to enlist the help of their friend and designer Cole Rise. According to Pachal from Mashable, Systrom wanted a design Rise already developed but it was being used for his own start up so he reworked a new concept, which was inspired by the Bell & Howell polaroid camera. A year later the design was reworked. In 2016 it was time for a update, Robert Padbury one of the architects for the design and also friend of Rise was there to assist.



Original
designed
by Kevin
Systrom 2010



Redesign by
Cole Rise 2010



Refined by Cole
Rise & Kevin
Systrom in 2011



Update by
Robert Padbury

Instagram has gone through many program changes whether it be software or design. But the most important and what we're here to talk about today is the logo, the icon that's known around the world to 500 million people. To believe that this logo has been seen by five hundred million people and active with over a billion accounts is crazy. The way the icon is used is mainly for advertising purposes it's not used on the actual application just the word-mark at the beginning of your feed.

Instagram was first introduced to the world with the logo being an old-fashioned camera inspired by the Polaroid camera, as its icon and with a rainbow strip, back in 2010. However, no matter the changes made the typeface somewhat stayed the same a handwritten script set out of Billabong. In the beginning the word-mark was more cursive with the tail of the I being script like plus it was all black and white. Now the word-mark is more refined the tail of the I is straight and the remaining of the lettering creates more ligatures.



The image shows two versions of the Instagram wordmark. On the left is the original 2010 version, rendered in a black, highly cursive script. On the right is a more refined version, rendered in a blue gradient script with straighter tails and more distinct ligatures. A vertical dotted line separates the two versions.

Also 2010, the icon was flat with no dimension the colors were more of a neutral color palette. A brown, beige but it also had a pop of color with bit of a rainbow in the corner. A year later the logo became shapelier with more gradient aspects to it. In 2011 the icon enhanced and became more reminiscent of an animation. The icon was like a cartoon version of the original

they brightened up all the colors and add dimension. Two years later they changed the typeface to a more muted blue than the previous black.

The changed completely in 2016 when the logo revamped and basically scraped the past design completely. The design team went for a more modern refined look just an outline of a camera with the background being multicolored. The colors according to the company represents the diversity Instagram brings with people from various ethnicities and nationalities that use the app. Also, in 2016 they changed the typeface once again back to black.

Instagram

With extreme change comes dislike, not many of Instagram's user particularly liked the changes to the icon. There was a bit of controversy over the new simplistic design. Many users found it generic and mediocre. The times asked some veteran Instagram watchers about their view on the new icon Farhad Manjoo described it as "passable, if a little generic". Critics poured in from various social media sources one notable opinion, was one of a Twitter user saying "The new Instagram logo looks like a rejected starburst flavor,".

Instagram's logo change is one that comes with critics and various opinions that come for all over the social media world. But no matter the uproar till be one that'll be looked over a week from now. There are over 500 million users according to Instagram the logo change is not something to quit using Instagram over.

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