

Google

Logo company's today are a great feature to commercials, advertisements and products. All the things that we use are from logo company's, it could be a phone that you are using or even a laptop. Logo company's today usually make their money of modern technology that comes out. The recent technology made with deals of other companies. The company I will be talking about is google.

Google is a search engine that had been founded by Sergey Brinn and Larry Page in 1998. The two founders had gone to Stanford University and had both came up with the idea of mass media website. They had wanted search engine that would show up multiple links and not websites that were not ranked to best to worst. The idea had been that it would be better to have more links to go through than just having a few links.

The creator of the google logo was Larry Page and the designer was by Sergey Binn. The first version of the logo was created in 1998 and had been created using a graphic program which was called gimp. Originally logo had an exclamation point at the ending of it but then had been changed in 1999, then changed again in 2010. The 1999 logo had the letters enlarged, while the 2010 logo had been turned into a medium size.

Google's market capitalization price in 2019 had been \$927 billion dollars, which is close to 1 trillion. Alphabet the parent company of google is worth 990 billion, being much closer than google in being worth 1 trillion dollars. Google is now creating products to further its popularity and revenue. The reason being that the creators know that it can't always be the normal search engine and must evolve with time. Google does this by having products such as smart phones and other enterprise markets.

Originally the first google logo had been made in 1996 and had been named backrub. The reasoning for the name changes of the logo had been because the name had been a little to creepy. Backrub had been the first name of google because of its ability to go in the back lines of the internet. Then in 1997 the logo name had been chosen to be google. The name having an interesting Latin meaning of 10th to 100th power.



In 1998 the first google logo had been made, the look having colors of red, yellow, green and blue. The design had been made with an image editor app called gimp. While the logo had the letters being different colors and an exclamation point at the end of it the graphics were not really to great or too bad. Another logo the editor had made had the look of the first letter having a lighter red and second having a darker red and the rest being the same. The logo had also been facing upwards with a 3d look to it. Surprisingly google had copied yahoo's brand logo, with yahoo also having an exclamation point at the end.



The year 1999 Page and Brinn were not really into the logos that had been made for google, so they had called for a friend to help them out. The friends name was Ruth Kadar, she had been a designer for playing cards. She had many various types of google logo designs. One of the designs being the letters being black but the middle of the logo having a sort of star looking shape, the shape the colors of the first logo. Another design Ruth had made had the letters black again, with the middle having the 'o' be multi circle look to it. The multi circle had the main colors of red and white.



Ruth Kadar third design of the logo had the two o's together while also having them be the only letters with different colors. The rest of the colors were black but the logo in whole grew, having the letters size being bigger. Not only that but the there was an x in the middle of the two o's. Ruth's fourth design of the fourth logo had the O look like a magnifying glass being tilted to the left. Ruth had another O have a huge x on it. The L also had a color change of being blue plus the E and G being purple.



Kadar's fifth design had the magnifying glass again but also had a U being in the middle of it. The color type colors had been switched around for the letters. At the same time a lighter blue had been added, while a light type of 3d look was added. The end of magnifying glass a has the color of purple. The sixth design had gone back to the normal of the first one. Some of the colors had returned but the g and l had the same colors of blue and purple. Ruth had also brought back the 3d look of the logo as her first design also had.



Ruth's sixth design of the google logo had the same 3D look but had different some color for the letters changed. The color for the g now being blue and the L now being green. The E's color had also been changed to the co with the rest of the letters now being centered together. As for the rest of Ruth's final designs she had decided to make the rest of them flat instead of 3D.





In conclusion the google logo may have seemed easy but In reality, It had taken many tries to get the logo right and correct for the two founders of google.

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