Melanie Sze
GRA 1111-D311
Monday 2:30PM-5:00PM
Logo Research

 The logo that was chosen for this paper was the “Amazon” logo. Amazon is a website that sells a variety of products. The products include electronics, books, apparel, and other miscellaneous products. Amazon first started out as an online bookstore then started selling electronics, food, and video games. Jeff Bezos originally named the website “cadabra.com.” However, he decided to change it when he believed that typing the letter “A” into a search engine will immediately lead the consumer to Amazon since it started with “A”.

 When observing the logo, we can see that there is an arrow that points from the letter “A” to the letter “Z”. This shows that Amazon has everything the consumer wants from “A-Z”. In the logo, the word “Amazon” is bolded out while the “.com” is not. This shows that the creators wanted the word “Amazon” to stand out. Also, the arrow pointing from “A-Z” is yellow since the creators wanted it to stand out since it is the only thing in the logo that has color.

 The logo is found on many websites. “Amazon” likes to promote their website by putting in advertisements. Also, the “Amazon” logo is printed on their cardboard boxes that are sent to the customer’s home. The “Amazon” logo has undergone many different changes throughout the years. Each logo looked different than the last. The earlier logos had a letter “A” with different images inside of it. Finally, the logo just said “Amazon.com” with regular type-faced fonts.

 I learned that companies usually change their logos and designs due to consumer reviews. If a company loses a lot of costumers because of their new logo design, they will try to come up with something better, something that makes both consumer and designer happy. “Amazon” went through approximately 6-7 logos during 1997 because some consumers did not feel as if the Amazon logo was portrayed correctly. Finally, they changed the logo in 2002 and kept it the same way. This caused the rate of consumers to rise.





The Amazon logo from 2002--

The Amazon logo in 1998.

The Amazon logo in 1997.

The Amazon logo in 1995.