The initial logo for Traf-O-Data was created in 1972 and featured a unique and memorable emblem, composed of three black figures, forming a stylized monogram. The big black letter “D” was composed of two parts and a black circle in the middle. The circle was standing for “O” and the left bar of the “D” looked like “T”, so the whole image could be read as “TOD”, an abbreviation of the company’s name, which was specialized in traffic light computer technologies in the very beginning of its history.

The bold black logotype was placed on the right from the emblem and featured a smooth and rounded serif typeface, which looked very stylish and friendly.

1972 — 1975



<https://1000logos.net/microsoft-logo/>