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What was your first time being introduced to the company Microsoft? Many people will say through the products and more specifically their windows software but how had Microsoft become such a big company. Microsoft logos and there current one was very effective in helping Microsoft grow. I will show how Microsoft has changed many times throughout its years through their change in their logos, their products and lastly their leap outside of computer software.

A logo is a very important of a company because it's the easiest for someone to recognize a company other than the name. quoted from History.com "Microsoft originally called Micro-Soft, for microprocessors and software" They eventually shortened it down to what we know today Microsoft. The logo in figure 2 was their first ever logo and according to Business Insider this logo was made by bill gates and Paul Allen using a computer program called basic and it was made within less than a day. As we can see this logo had no colors, was basic and was an eye sore compared to their new modern logo in figure 1. There first ever logo was an eye sore because of the lack of color, the font they used and because it didn't flow naturally. Microsoft newest logo made it very simple and easy for people to remember and read due to the red, green, blue and yellow squares (Fig. 1) creating a literal four panel window referencing to their first major product the windows software. As we saw the evolution of Microsoft logo that was not the only thing that changed in Microsoft plans.
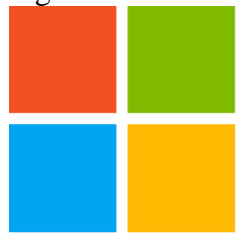
An important part of Microsoft evolution/change were the products that they had created. Most people overlook it but if it wasn't for the product of Microsoft windows most computers would just be lines of code/numbers going across their screen. According to the history channels this day in history in 1985 Microsoft released a new operating system called Windows which had a graphical user interface unlike others. This software was ground breaking and something different however it was way different from what we currently know and use. Windows was Microsoft major focus until they decided to head into the market of gaming.

This day in history "in 2001, Microsoft joined the video-game market with the launch of its Xbox console, which proved to be a hit." People loved the console and other companies like Sony had the PlayStation to rival it. The Xbox eventually lead to the Xbox 360 and the new Xbox one and its variants. The newest Xbox one runs on a special version of windows created by Microsoft which allows console gamers (Xbox one players) to play with people that play games on a computer using the software windows. The Xbox success lead to Microsoft creating a whole sub company to handle different ventures for the Xbox.

Microsoft started out as a man bill gates leaving college and his friend Paul Allen quitting his programmer job to create which one is one of the biggest and successful companies. It went through many variations from its eye sore logo being created by a coding program to the new logo being created by professional designers in program that are more made for creating logos. Now today the Microsoft logo is almost a universal logo that everyone knows.
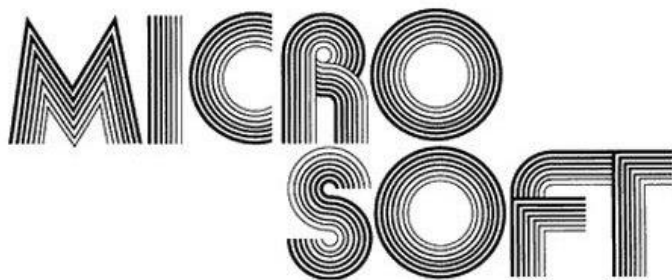
Figure Reference

Figure 1

Microsoft logo 2012

Figure 2

Microsoft logo 1975

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