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Research Paper - Amazon Logo

“Work hard. Have fun. Make history,” The Amazon slogan. Amazon was found by Jeff Bezos in 1994 under the name “Cadabra.” The history of the Amazon logo has widely changed and developed more recognize and significant logo representative for the Amazon company. Amazon company first started with the online bookstore in 1994 and now they expanded to the large online selling store with everything you need.

The very first Amazon logo was published in 1994 and the tagline for the logo is “Amazon.com, Earth’s biggest bookstore.” Amazon started with the online bookstore, only target on the books. The logo created in the translucent “A” shape and cut out the river shape inside the “A.” The background color is Bondi blue and light blue to create the natural feels, the overspread with the water texture on top the logo to created the natural water waves. The river shape inside the “A” and the water texture are reflecting on



their tagline “Earth’s biggest bookstore,” which represent natural is their marketing point. In addition, the letters “amazon.com” in lowercase cobalt blue color under the “A,” the tagline in the very bottom is italic in the red-orange color. The “A” shape is a bold san serif typeface. The

logo was very creative and interesting to explore more. It's a sans serif typeface for the "amazon.com" and the internet did not verify what font is that. The slogan on the bottom is in italic and serif typeface. Use two different typefaces, weights, colors, and styles to create contrast and provide attention to both texts.

In 1998, Amazon has expanded their market and added music collection. They re-created the logo for the invitation of the music collection, "A large music selection was added to their collection of books and Amazon decided to market

these new products. To that end they created a logo that advertised exactly what they offered." The new logo is more involved with typography and less

graphic in the logo. The updated logo is clearer and recognizable than the early one. The logo in 1994 is more dramatic and the 1998 is cleaner looking. The

logo created in the typeface Officina Sans, but have a different weight to the letters. For instance, the word "amazon" is in bold and the ".com" is regular weight, on top the "amazon.com" is "BOOKS, MUSIC & MORE" is all uppercase and very light weight. The different weight of

each word it created the contrast in the logo. The only graphic in the logo is the gold curve underlines the "amazon.com," only added the curve and made the logo more vital.



1998



2000

In 2000, Amazon has expanded their company and bring in more products to sell on amazon.com. From now on,

amazon is not only selling books and music, they sell things you need. Therefore, the new logo was more recognizable and clean. The logo only included the web address and a curve arrow design element into the logo. Turner Duckworth who designed the Amazon logo in 2000. He kept the original font for the logo itself and removed the extra information beside the web. He has enhance the gold underline curve to an orange arrow key, and the arrow point direction is meaningful. The arrow points to a to z in the “amazon.com”and this represents Amazon.com sells everything from a to z; and also, the arrow curve is a smile shape and this represents they have a good customer service.

A logo’s development shows the company growth. From 1994 to now and continues on, amazon.com has expanded and grown. In 1994, amazon is just a online bookstore and now amazon is a global online selling market who sells everything. Through the daily use to technology. Amazon.com is a 24/7 online store and offer the best services to their customers. They had expended and provided great deal to their customers---Amazon Prime; when you join the amazon prime member you can get free shipping in all of your orders in the fastest 2-days shipping. The company has been expanded and developed. The logo were float with the company expanded and has become cleaner and recognizable, especially with the telltale arrow with the prominent “smile.”



1994



1998



2000

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