

# The 'evolutionary' history of the Google logo

Today is Google's 19th birthday, let us look back on the evolution of the Google logo over the years.

From September 2, 2015, Google officially changed the new logo with a modern, easier-to-see font. This can be said to be a big change, not only because Google is the largest search service in the world but also a provider of many services that we use every day.

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3. 11 products of Google are little known

Today is the day Google officially turned 19, on this occasion invite you to look back at the history of "*evolution*" of Google logos. Surely you will be surprised with the company's first logo.



It sounds unbelievable, but Google's history started in 1995 as **BackRub**. This is a research project of search platform conducted by Larry Page, then at Stanford and Sergey Brin University students, a doctoral student there.

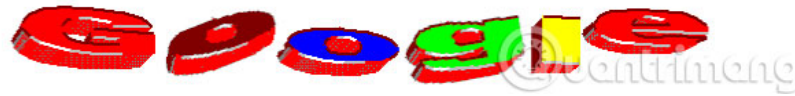


Back in August 1996, BackRub indexed 75 million URLs and retrieved data from 30 million websites - an impressive number at the time. Now, BackRub is written in Java and Python, running on Linux with some Sun Ultras and Intel Pentium machines.



Until 1997, a Google as we know it now takes shape. But website design is still too far from what we see today. Meanwhile, the 3D logo is a trend and so is Google. Below are 2 search boxes, 1 at Stanford and 1 are other websites. Now, mostly we will talk about the evolution of the logo.

**1997**



A Google search engine has formed but only modestly runs on servers at Stanford University.

**1998**



The logo seems to have changed a lot, the obsolete 3D model is gone and replaced with the words Google with 4 colors of green, blue, red and yellow. This logo is designed by Sergey Brin with the GIMP open source image editing tool set.

**1999**



The text of Google is repainted with fresher colors. Add to that an exclamation point at the end of the Google text, which looks a bit like Yahoo. However, this logo was quickly removed.

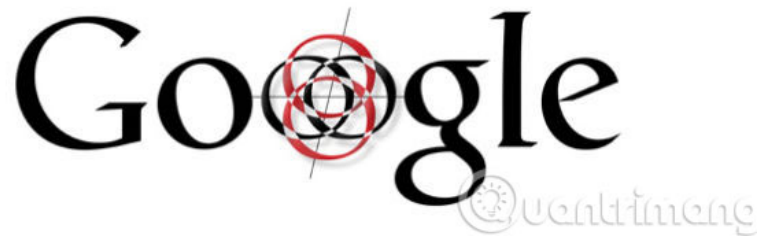
**Concept # 1 in 1999**



At this point, Google has started to have a foothold in the search engine market. Income has also increased and they hired designer Ruth Kedar to help them draw a logo. At that time, Kedar came up with a Google font design with Adobe Garamond font ( *a typeface with antique legs* ). Between the two o-letters are connected by an icon that carries four basic colors to create infinity symbols, ie infinite connections. According to Kedar, " *Brian and*

Page like this logo because it's like Chinese Finger Trap ."

## Concept # 2 in 1999



Continuing to be another concept came out, using Catull's typeface to replace the meaning of infinite connection. The middle o is designed as a target, indicating the accuracy of Google's search.

## Concept # 3 in 1999



Adding another concept logo, using the ITC Leawood typeface, two O-4 colors are intertwined to form a link, implying Google has a global reach mission. However, Kedar thinks that this design seems like an Olympic logo should be canceled.

## Concept # 4 in 1999



It can be said that this is a concept version close to the current reality. The two O's have been separated, the first o still has a cross that describes the accuracy of the search results. The second O is bigger than the previous letter o, and is drawn like a magnifying glass magnifying an edge of the o-shaped front to indicate the search. Logo appears more purple. Kedar said " *Sergey and Grin like magnifying glass and cross, but not both appear at the*

same time ."

## Concept # 5 in 1999



The cross was removed from the o, the magnifying glass remained but there was a happy smile icon in it. The letter L is filled with pink lotus petals.

## Concept # 6 in 1999



Dissatisfied with the previous concept, Kedar continues to draw one more, simpler, smiles and magnifying glass. The Google logo began to appear. However, the biggest difference is that the logo has a shadow behind to create depth, which looks like the text is floating on the white background.

## Concept # 7 in 1999



A simple concept but not simple. The Google logo removed all other elements, just characters. Only the second o is drawn higher and more inclined than the other words. There is a deep reason behind this simple design: making a completely simple, transparent logo shows a sense of freedom and trust of a search engine. At the same

time, it also allows Google to freely design services in other industries without being constrained.

## 1999 - 2010



In the end, Kedar produced a final product, almost a single line with the legendary Times New Roman typeface, a font with a leg that was supposed to be more readable. Kedar said: " *There are many different colors repeated. We completed the text with 3 basic colors, but instead of following a pattern, we added a green color to the word. L, this is the idea that Google will not follow any rules, the texture and shadow of each letter are expressed in a way that is not too gimmicky, so it feels both light and weight. , sturdy but elegant .* "

## 2010 - 2013



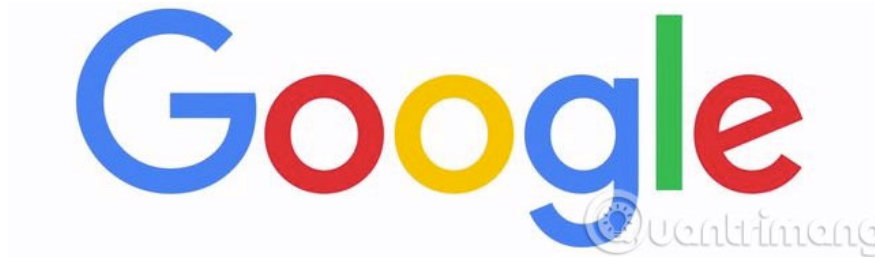
Logo is changed in the direction of lighter, brighter colors, removing shadow elements but the word still seems to emerge to express in quantity.

## 2013 - 2015



Go to the most recent logo. Last year, Google decided to change the new logo to fit the design of everything, select a number of corners and make the logo more readable even on small screen devices.

**September 2015 until now**



And finally the current new logo

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