

Yahoo launched a new logo, reminding the world that the 'king' still exists

The new Logo is expected to create a new, stronger start for Yahoo.

The memories of a golden age are gradually falling back in the past, today, Yahoo is no longer a really famous brand, especially for young people from the '10x' generation and up, but this is still a dear name for many people, carrying a sky of memories whenever they recall a period of 'internet playing' practice.

Despite not having implemented many major projects in a long time, Yahoo still knows how to make the world mention its name. And the 'tactical' not so effective and the company used this time was to launch a new logo as a reminder: 'We, the once king of the internet world, still exist and will return. strong. '

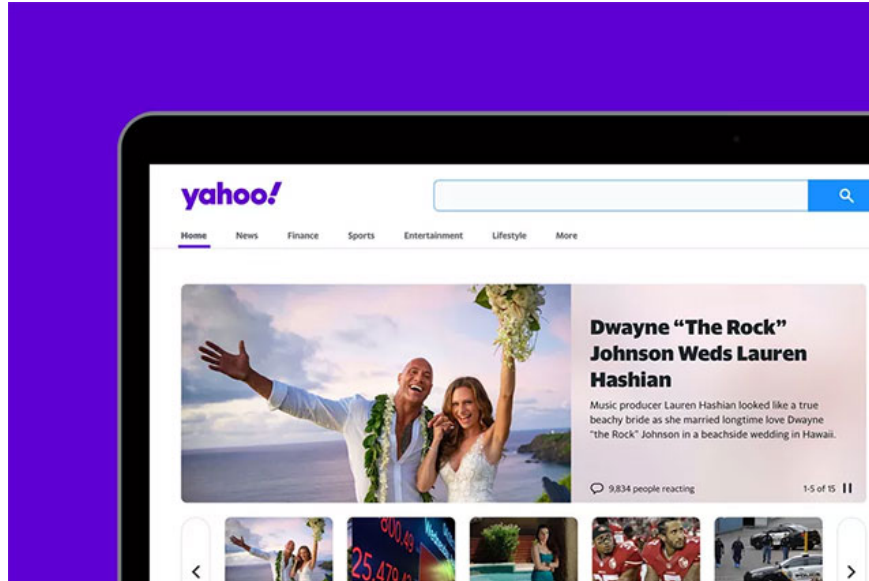
1. The hit technology products were once 'dead' in 2018



Yahoo has barely been able to make any really big impact on the tech world in general over the years

Of course, the appearance of the new logo is even more important than that. The new Logo is expected to create a new, stronger beginning for an empire that has dominated the world for a long time. This logo is designed by a team of engineers from Pentagram. This is the company behind many bold and highly appreciated logo designs that can come as the sans-serif symbol of Citibank, the OMNY system of New York City and the logo of the Cooper Hewitt Museum. The new Yahoo logo model marked the company's first major change since the 'complete blood transfusion' of the senior leadership team with the departure of the entire former board of directors and the arrival of Ms. Marissa. Mayer as CEO in 2013.

1. Yahoo has returned to the Yahoo Together chat application, inviting experience



This new logo of Yahoo looks quite lacking in personality compared to the old version

However, it is fair to say that this new Yahoo logo looks rather lacking in personality compared to the 2013 version and far less than the previous versions. The lower-case, sans-serif style makes this logo look like a startup with a limited budget and is launching a first advertising campaign by pasting its logo in public areas. so!

The only really special and commendable element here is Yahoo's iconic exclamation point, fortunately this still exists as a little 'yahoo!'. In this year's logo, this exclamation mark becomes much more prominent when standing 'alone in one style', completely different from the other 5 characters. Pentagram explained that the whole exclamation point is set at an angle of 22.5 degrees, leaning forward, and besides creating striking and impressive at first sight, this design also helps bring a sense of about youthfulness, dynamism and excitement (perhaps somewhat implied changes in the way Yahoo operates in the future).

1. Vietnamese security engineer was awarded by Yahoo for discovering a critical flaw in Yahoo Messenger



The only truly praiseworthy element in the new logo is Yahoo's iconic exclamation mark

Yahoo, after more than a decade of weakness with the business situation almost poorly operating, tried to rebound itself in the early 2010s by appointing a new CEO, spending heavily to buy about potential startups like Tumblr, Flickr, and beat Apple and Disney in the broadcast program.

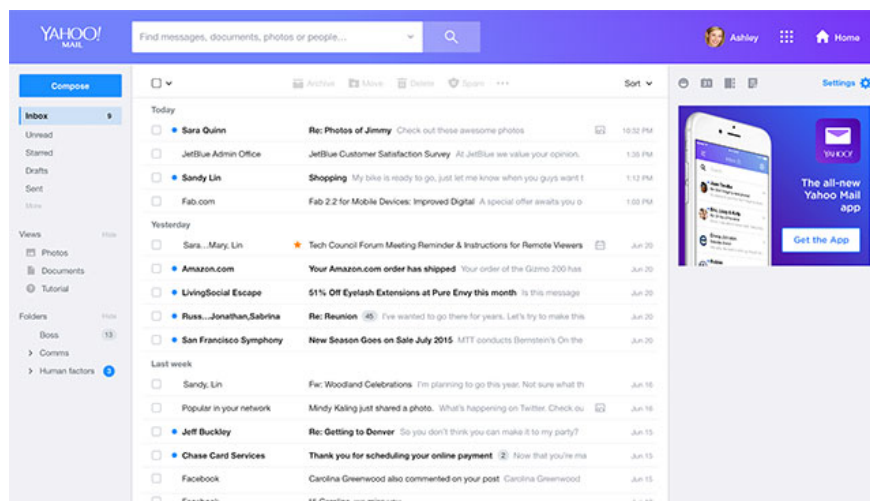
However, these rare moments of light quickly died out and eventually failed to recover a heavy and old entity like Yahoo. Tumblr, Flickr now have a new owner and become tools. The most popular in the world. While Yahoo's news and TV service initiatives also collapsed. Worse, Yahoo itself had to sell itself to Verizon to avoid a collapse that would almost certainly occur.

1. Goodbye Yahoo! Messenger, a time to remember!

Since that time, Yahoo has been almost impossible to make any major impact on the tech world in general, except occasionally appearing in the newspaper with sales issues. Bowl and scandals related to the company's products.

In addition to the appearance of the new logo, Yahoo has also announced an updated version of its flagship Yahoo Mail app (the company is probably hoping that customers have 'forgotten' the serious security scandal that led to the personal data of nearly 3 billion Yahoo Mail users being leaked in 2013. Or as the scandal scanned users' emails to find data sold to advertisers exposed in August 2018).

1. The ups and downs of Marissa Mayer, from Yahoo's hope to Verizon's acquisition of Yahoo for \$ 4.48 billion



Yahoo Mail will receive new updates with many notable features and tweaks

Putting aside the unhappy things in the past, the new Yahoo Mail app has been added with many notable features and tweaks, such as attachments dedicated tabs, offers and offers' Grocery View 'provides information about stores and items near you.

Hopefully, the appearance of the new logo as well as the next version of the Yahoo Mail application will bring a fresher breeze to Yahoo's business situation, helping it to soon return to the race with other big companies.

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