



CORPORATE LOGOS

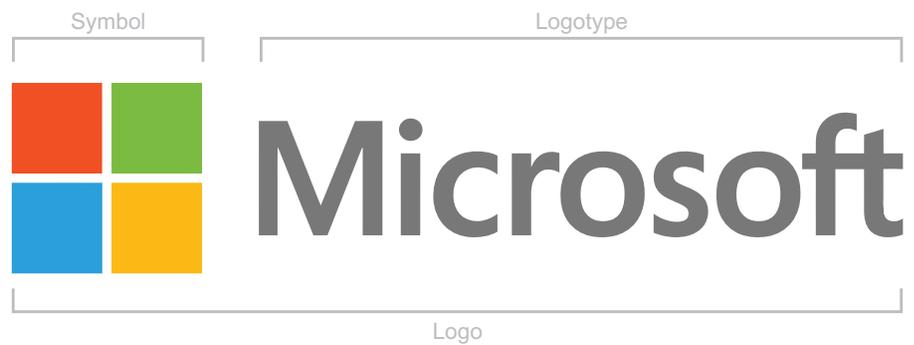
The new Microsoft logo, unveiled on Aug. 23, 2012, is the company's first logo update in 25 years. The new logo marks the fifth time Redmond-based Microsoft has changed it since the company was founded in 1975 and only the second time since Microsoft went public in 1986.

Microsoft, which has used its solid, boldfaced, italicized logo since 1987, has unveiled its new, more colorful logo. The new logo incorporates a multicolored Windows symbol in addition to the "Microsoft" name in straightforward, lighter type.

The Microsoft logo is being introduced at a time when the company is to launch new or significantly updated versions of nearly every one of its products, from Windows to Windows Phone to Office. Many of those products will feature a new look and feel — cleaner, with fewer borders and less clutter, and more colorful tile-based designs.

Microsoft's New Logo

A lot is at stake as the company changes its logo after 25 years



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Jeff Hansen, Microsoft's general manager of brand strategy said that the new logo will "signal the heritage but also signal the future - a newness and freshness." He said that, "we felt it was a good time to express the newness in the Microsoft logo as well." The new logo

features the name "Microsoft" in the Segoe font — a font Microsoft owns and has used in its products and marketing for several years.

The font also figures prominently in the new Windows 8 user interface. The "f" and "t" in the name "Microsoft" are connected in the new logo, just as they were in the old. "It was one of the subtleties we thought we could bring forward," Hansen said.

For the first time, the company's logo will also include a symbol: In this case, a square formed by four multicolored square tiles —

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"It's been 25 years since we've updated the Microsoft logo and now is the perfect time for a change. This is an incredibly exciting year for Microsoft as we prepare to release new versions of nearly all of our products. From Windows 8 to Windows Phone 8 to Xbox services to the next version of Office, you will see a common look and feel across these products providing a familiar and seamless experience on PCs, phones, tablets and TVs. This wave of new releases is not only a reimagining of our most popular products, but also represents a new era for Microsoft, so our logo should evolve to visually accentuate this new beginning."

- Jeff Hansen (Microsoft Brand Strategy General Manager)



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reminiscent of the company's multihued Windows logo in years past. (Ironically, Windows 8's new logo is now single-colored.)The colors in the squares — blue, orange, green and yellow — are those long associated with Microsoft and from which the company's product brands draw.The colors are also meant to convey "the diversity of our products and the diversity of people that we serve," Hansen said.

This new logo comes in advance of the upcoming wave of new products that will include Windows 8, Windows Server 2012, Visual Studio 2012, Windows RT, Windows Phone 8 and Office 2013. Obviously this was not a coincidence. The new logo is already being used on a new wave of Microsoft TV commercials being aired currently

Comments of the new identity of Microsoft

Microsoft has long been a company that makes software, and most of its bread and butter is in its operating system software. But as the world is changing, with mobile displacing the desktop as how technology is accessed, it could be that Microsoft needs to show that it can change with the times. Hence the new logo is about that change.

According to Charles King, principal analyst at Pund-IT. "The multicolored squares in the logo emphasizes the diversity of its products



Microsoft logo 2012 signage

RaoSpeak

Microsoft an astute maneuver has introduced its new logo at the appropriate time. The logo has much going for it, especially the four squares organized strategically into a larger one. The square is perfect geometry. As all Vaastu officandos will know it is the 100% acceptable shape.

The balanced and harmonious juxtaposition of Blue, Red, Yellow and Green within the larger square is an excellent concept
As far as colors goes Blue is source of thought and an excellent adjunct to the software business, which -despite the many additions to company's businesses - still remains its core business. The color Red is dynamic and very suitable for competitive commerce. The use of Yellow will help the company to stand tall against its rivals. The color Green stands for everlasting prosperity and will help the company tide over rough times.

beyond the operating system and the office productivity software." King adds further that Microsoft has a big a stake in the move to mobile computing but is "less known in that space,".

"The new Microsoft logo is simple, clean, and modern," said Josh Crandall, principal analyst at Net Pop Research. "I wouldn't say that this is a new logo, but rather a new window dressing on a well-known brand. The addition of color and simple font push Microsoft further

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History of the Microsoft logo over the years

For the first time, the company's logo will also include a symbol: In this case, a square formed by four multicolored square tiles — reminiscent of the company's multihued Windows logo in years past. The colors in the squares — blue, orange, green and yellow — are those long associated with Microsoft and from which the company's product brands draw. The colors are also meant to convey "the diversity of our products and the diversity of people that we serve," Hansen said.

into the media world and away from simply technology, which is what the previous logo evoked."

"It's smart to upgrade the look in advance of the Windows 8 launch," added Crandall. "People will take notice and think that Microsoft has something new to offer in their latest release." ■

1975 to 1979

1980 to 1981

1982 to 1987

1987 to 2012

From 2012

Microsoft's first logo, used from 1975 to 1979, evokes its era, with its disco-y typeface. The multiline logo, with "Micro" on the first line and "Soft" on the second, reflects how co-founders Bill Gates and Paul Allen supposedly came up with the original company name "Micro-Soft" — something that reflected both "microcomputers" and "software."

The second logo, with some jagged edges and strong diagonals, was used from 1980 to 1981 and reflected the computer and video-game culture of the time, Hansen said.

The third logo, used from 1982 to 1986, introduced a stylized letter "o" with lines through it - meant to symbolize the hyphen between "Micro" and "Soft," Hansen said. The stylized "o" was referred to fondly on campus as the "blibbet" and, at one time, the cafeteria on campus served a "Blibbet Burger."

The Microsoft logo most people are familiar with today was the one the company started using in 1987. It featured a slice in the "o," a connection between the letters "f" and "t." Compared with the earlier logos, it looks more solid, stable - corporate. Microsoft unveiled a new corporate logo at the opening of its 23rd Microsoft store in Boston on August 23, 2012. The company indicating thereby its shift of focus from the classic style to the tile-centric modern interface which it uses/will use on the Windows Phone platform, Xbox 360 and the Windows 8 and Office Suites. The new logo also includes four squares with the colors of the erstwhile Windows logo. This logo is, however, not completely new - it was featured in Windows 95 commercials from the mid-90s. Each color represents a major product of the company: blue for Windows (hence the Windows 8 logo), green for Xbox, red for Office. The yellow is currently not announced.