

REDESIGNING THE WINDOWS LOGO

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With each new major release of the Windows operating systems, Microsoft has traditionally reworked its logo, which over the years has morphed from an angular design to one in which the window incorporated in the logo looks a lot like a flag. With Windows 10, the company is again changing the logo, this time to a monochromatic angular style to mimic the overall design directive of the operating system itself known as Metro. Here is a sampling of Windows logos since Windows 3.1 that the company included in its [Windows Team blog \[1\]](#) along with the explanation of what the company was trying to say with the images.

This is what Microsoft calls the first Windows logo, and here's what the company blog has to say about it: "Few remember the original Windows logo, yet we found it both refreshing and inspiring in relation to the work we have been doing on the Metro style design visuals. Using simple lines and clear straight forward concept, this logo reminded us of what a great and evocative name we have with 'windows'." [2]

After a few years, the company updated the logo, adding color and motion. From the blog: "For many of us this was the image in our mind when we think of past Windows logos. The now classic window shape and the introduction of the four colors were hallmarks of the Windows brand for many years to come. The introduction of the 'waving effect' gives the logo a sense of motion. This logo would be the basis of the Windows versions throughout the 1990s." [3]

The blog skips over Windows 98 and its logo, which adds the actual name of the Windows operating system. It incorporates the same wavy window graphic that stuck with the product for more than 10 years.

Again, the blog doesn't address the Windows 2000 logo, but it incorporates boldly colored individual panes distributed behind the wavy window. This is the logo

with the most elements to it; afterward the company seemed to strive for cleaner designs.

With the advent of the popular Windows XP, the company again made a significant change. In 2001, Microsoft overhauled the Windows logo again giving it much more of a clean feel. The Windows logo was simplified, removing the black borders and squares flowing behind it. The logo was also given a 'plastic' feel to it and a 3D effect from the rich gradients and shadows. It was created to match Windows XP which had a very clean feel. It used the Franklin Gothic Medium font [4] for the text.

Windows XP introduced a new look and feel to the desktop and the majority of the system in general, with tons of new features. It was known to be the very longest supported version.

In 2006, Microsoft modified their 2001 logo, getting rid of the plastic feel, modernizing the logo and changing the font to Segoe [5].

For Windows Vista and Windows 7, the logo dropped words altogether and concentrated on the visual effects that could be accomplished with newer PCs. The blog says: "Replacing the green Start button was the round glass-like button with a now flattened version of the 'flag' from Windows XP. Internally, this icon became known as the 'pearl.' You can see the intricate lighting effects of the faux glass. In many ways signaling just how powerful of a rendering engine the PC had become. This version of the logo was largely unchanged for Windows 7". [6]

At the end of the logo, the Windows Vista logo says "Vista" at the end while as the Windows 7 logo says "7" at the end.

Microsoft overhauled their logo again to fit in with the new Metro design language on Windows 8, which uses one-color designs and a slightly modified Segoe font. They wanted the new logo to be both modern and classic by echoing the International Typographic Style (or Swiss design) [7] that has been a great influence on their Metro style design philosophy This logo was unveiled on Windows 8 Consumer Preview released February 2012. Instead of using the waved windows design, it uses the real window design, with perspective, this logo is done by Wolff Olins [8].

After a year, Microsoft released Windows 8.1 in 2013. This logo has an additional ".1" at the end. This logo is also slightly less bold, giving a smoother feel.

Windows 8.1 was an update for Windows 8 with some improvements, and some enhances to the Start Screen.

Microsoft officially unveiled the first beta version of Windows 10 in 2014. The text on the wordmark of the logo was unbolded and the logo itself was made a darker shade of blue. The final version of the operating system was released worldwide in 2015.

References:

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