

# Microsoft Logo Study

## 1. Results of Research

We made a website (<http://url.ly/microsoftlogosurvey>) and we used social networks to share link asking peoples to reply to six question, with a grade from 1 to 10 about 5 dimensions of logo and their personal opinion about. As result, we had more than 100 replies. We trashed answers like "1,1,1,1,1" because they are not relevant and we calculated the average for each dimension.

### Microsoft Logo Survey

<b>Name</b>	<b>6,87</b>
<b>Aesthetic</b>	<b>5,58</b>
<b>Dynamic</b>	<b>4,91</b>
<b>Shape and Color</b>	<b>4,93</b>
<b>Creativeness</b>	<b>3,89</b>

Total Replies: 106      Valid Replies: 101

### Index

1. Results of Research
2. Analysis of logo
3. Strategy and Objectives
4. The new logo project
5. Conclusion (and reward)

The results show that actual Microsoft logo is strong for its name ("*Microsoft*" sounds good) and has quite good aesthetic dimension perceived by consumers.

We can individuate problems in Dynamic, Shape/Color and Creativeness dimensions, that we are going to analyze.

## 2. Analysis of Microsoft Logo

The current Microsoft logo is 22 years old. At the time of its creation, the B2C market actually didn't exist - nobody had a private PC at home in 1987. The business model in computer market was focused on hardware, not on software: manufacturers were producing machines and they did not give high importance to internal software. Additionally, the **graphical capacity** of computers was very **low**, not allowing to use all shades, blurs etc., as they couldn't be displayed with limited palette of colors.

The current Microsoft logo is supposed to be **simple** to satisfy both B2B and B2C markets. In our opinion, today this logo is not really suitable to compete in B2C market, for several reasons.

Today, after the internet boom, the role of multimedia has increased. The aesthetics, creativity and dynamics became more important for the computer users, who seek visually attractive products. We believe that current logo is inconsistent with the appealing products offered to the customers these days, like Windows 7, Zune, Xbox, or MSN which are very modern and up-to-date.

Looking to our results, we can say that the dimension of **Name** (6,87/10) is satisfying with a good grade. Microsoft is an good perceived by consumers and keeps a strong brand recognition. The dimension of **Aesthetic** (5,58/10) is still quite satisfying, and gives indications for a possible minor changes. Microsoft logo is pretty beautiful to see.

Criticisms emerge from the results of other dimensions.

Poor results in **Dynamic** (4,91/10), **Shape and Color** (4,93/10) are symptoms of obsolescence of the logo. This impression is confirmed by the bad results of the **Creativeness** dimension (3,89/10). The results of those three dimensions give indications on how the logo could be changed. We want to improve dynamic, shape and color and creativeness to make a more appealing logo.














To get a comprehensive idea about the trends in the technology and internet sector, and to find other useful informations, we can compare the difference between logos of several players in the two markets where Microsoft operates: **B2B** and **B2C**.

**B2B Market comparison:**

The image displays a horizontal timeline of B2B logos. Each logo is shown with its corresponding year below it. The logos are arranged in a grid-like fashion, with horizontal lines separating the rows. The logos shown are:

- MICROSOFT** (1975): A black rectangle with the word "MICROSOFT" in white, bold, sans-serif capital letters.
- Microsoft** (1987): The word "Microsoft" in a black, bold, sans-serif font.
- CISCO SYSTEMS** (1984): The words "CISCO SYSTEMS" in red, sans-serif capital letters above a teal bar with a white bar chart pattern.
- CISCO** (2008): The word "CISCO" in red, bold, sans-serif capital letters above a teal bar chart pattern.
- intel.** (1968): The word "intel." in blue, lowercase, sans-serif font.
- intel inside** (1991): The words "intel inside" in blue, lowercase, sans-serif font inside a blue circle.
- intel Leap ahead** (2006): The word "intel" in blue, lowercase, sans-serif font inside a blue circle, with "Leap ahead" in a smaller blue font to the right.
- IBM** (1956): The word "IBM" in black, bold, sans-serif capital letters.
- IBM** (1972): The word "IBM" in black, bold, sans-serif capital letters, with each letter filled with horizontal white stripes.
- Sun microsystems** (1982): A blue logo consisting of four squares forming a larger square, followed by the word "Sun" in blue, lowercase, sans-serif font, and "microsystems" in a smaller blue font below it.
- ADOBE SYSTEMS INCORPORATED** (1982): The word "ADOBE" in white, bold, sans-serif capital letters inside a dark blue rectangle, with "SYSTEMS INCORPORATED" in a smaller white font below it.
- Adobe** (2000): A red logo consisting of a white triangle pointing up, followed by the word "Adobe" in black, bold, sans-serif font.

B2C Market comparison:

		
1975	1987	
<hr/>		
		
1976	1982	1998
<hr/>		
		
	1995	1998
<hr/>		
		
	1997	1999
<hr/>		
		
1955	1973	
<hr/>		
		
1960	1990'	
<hr/>		

In both markets, Microsoft keeps an average logo against competitor. But, due to its leadership position in both market, its brand image is weakening compared with other players with updated logos. For example, Apple or Google have an **appealing** logo, more than Microsoft, in B2C market. Cisco and Intel have updated logo which is in line with the requirements in new technologies and ICT sectors.

And now, to better understand the sentiment of the market, here are showed some opinions of people who replied to our survey.

Some people said that Microsoft logo is **old**, outdated:

- 🗣️ *"It's still the same **since the 80s**. It's time to **upgrade** it!"*
- 🗣️ *"You see it - You know it's **20+ years old**"*
- 🗣️ *"It's too much static. **It remembers me the 90's** and something **not connected to the web**"*
- 🗣️ *"Why '**total black**'? I think that color should be more **appealing**"*

Other people said that Microsoft logo has good meaning for its history and its products, but it should be update to be able to deliver the appropriate message today:

- 🗣️ *"It's **synonymous with computing** as much as the old IBM logo"*
- 🗣️ *"I think that the name Microsoft totally fits with the main activity of the firm. Nevertheless I think that for a firm that is supposed to be one of the best in computers, the logo could be **more original**, even if it has to **remain sober** regarding the size of the firm."*
- 🗣️ *"The **simplicity** of the logo is an indication of **concreteness** and certainty in the **development of reliable software** and simple in their use"*
- 🗣️ *"The **logo is nice** but I think it **should be changed** a bit to give more sense of dynamism and innovation! **Modify** it, but not too much!"*

The consequence of an old logo, in today's market, could provoke problematic changes for Microsoft business in B2C market, like this sentence testifies:

- 🗣️ *"Until 2 years ago, I associate the word "Microsoft" to "Computer". Today is no longer the case. It seems to have lost much appeal, so, in the next week I will buy an Apple computer"*

### 3. Strategy and Company Objectives

Microsoft mission statement says:

*"Our mission is to help people and businesses throughout the world **realize their full potential**."*  
- Microsoft corporate website

*"At Microsoft, **success comes from our passion for creating value** — value for customers, shareholders, and partners; value for our employees and the communities around the world where we do business."*  
- Bill Gates, Microsoft Chairman

Microsoft achieve its mission by operating in **five** market segments, both in Business to Consumers and in Business to Business (and hybrid too).

Those segments are:

#### **Client (B2C)**

Includes the Windows product family and is responsible for relationships with personal computer manufacturers.

### **Server and Tools (B2B)**

Software server products, services and solutions, including: Windows Server operating system, Microsoft SQL Server, Microsoft Enterprise Services, Visual Studio, System Center products, Forefront security products and Biz Talk Server.

### **Online Services Business (B2C-B2B)**

Consists of an online advertising platform with offerings for publishers and advertisers, personal communications services such as e-mail and instant messaging, and online information offerings such as Live Search and the MSN portals and channels.

### **Microsoft Business Division (B2B-B2C)**

Includes the Microsoft Office suites, desktop programs, servers, and services and solutions; Microsoft Dynamics; and Unified Communications business solutions.

### **Entertainment and Devices Division (B2C)**

Consists of the Xbox video game system, including consoles and accessories, Xbox Live operations, Zune digital music and entertainment device; Mediaroom, mobile and embedded device platforms, Surface computing platform, and Windows Automotive.

Microsoft states they want to achieve the mission through pursuing following **objectives**:

- 🎧 Constantly update and improve their products
- 🎧 Continually evolve the Company
- 🎧 Accelerate new technologies as they emerge
- 🎧 Better serve their customers

## **4. The new logo project**

Starting from the weaknesses of current logo, emerged by the survey, the comparison and the analysis, our advice is **to change**.

So, we developed the following criteria for the new one:

- 🎧 Should be **EVOLUTION** rather than revolution, to maintain the brand recognition.
- 🎧 The evolution should be a "lifting", like removing wrinkles. The change of font should be subtle.
- 🎧 Should be **both suitable for B2B and B2C**, so there should be the balance between dynamics, colors attracting the young, modern software user and underlining the "professional" properties of Microsoft as business partner.
- 🎧 The characteristic "**O**" has to stay. It is a traditional symbol of Microsoft logo.
- 🎧 Should be consistent with the overall business strategy, as well as particular products and their image.
- 🎧 Should bear in mind the trends, tastes of consumers these days, or even create a new trend for the future.
- 🎧 Should be able to compete with corporate logos of other players in its markets.
- 🎧 Should have the potential for the further evolution and development.

Describing the new logo proposal:

*“New logo wants to deliver the message that Microsoft is on the crest of the wave in every technology which can help its customers to satisfy their needs, both on B2B and in B2C markets. Microsoft is a reliable and trustworthy partner which helps you to do business in the best way you can imagine, and a young and up-to-date friend with which you can have fun and manage your digital life in the quickest and the simplest way. At the same time, new logo should keep the soul of current logo, its history and it should represent Microsoft under a corporate view.”*

So, here we show the proposal for a new logo (in comparison with the old one).



As seen in the past, Microsoft always added a slogan to its logo. Today slogan is *“Your Potential. Our Passion.”*. This slogan targets, in our opinion, business operators, and it is not suitable for B2C market. We can say that Microsoft is facing a fierce competition in B2C market, with the new **Apple’s** strategy of decrease price - increase hardware attributes of its products, the expansion in new sectors like mobile phones or entertainment, and strong competitors in online business like **Google**.

Microsoft needs to increase the emotional effect of its logo to improve its image and to deliver the appropriate message to consumers. So we propose to **change** the current slogan in:

***“Your Dream. Our Passion”***

This because the word **“Dream”** reflects the awareness that the first thing that Microsoft think when doing business is what consumers want; the word **“Passion”** is suitable to deliver the idea that people who work in this Company do their job because they love doing it and not only because they are paid.

Now we are going to be deeper in the analysis of our proposal.



### Font

We used **Calibri**, a simple, soft rounded and modern font. We kept the **italic** style and the **black color** to avoid a disruptive breaking with the past. We used **bold** style too to give to the logo more consistence. This has effect on the Aesthetic dimension, which is increased.

### Glossy

Glossy effect is symmetrical and gives to logo a sensation of modernity and news. Moreover it breaks the black color which could appear boring with the effect of increase the Shape and Color and the Creativeness dimensions.

### “PacMan” O

We decided to keep this particular “O” called PacMan by Microsoft community. When people watch this logo, we want they see the link with the past, projected to the future. This has effect on Creativeness dimension.

### New Slogan

New slogan is colored by **blue**. Blue is a common color which is used by Microsoft for other products like **Bing**. Moreover, blue is described as a favorite color by many people, and it is often described as peaceful, tranquil, secure, and orderly. So slogan is delivered with an *subliminal stimulus* which communicates that **Microsoft will keep its promise**. This influences the emotions perceived by consumers and the Creativeness and Shape and Color dimensions.

### Shadow

The mild shadow makes logo more elegant and gives the impression that the logo is depth and not flat. Plus, the transition from black (logo) to the color of background (in this case, white) is gradual.

## 5. Conclusion (*and reward*)

To be honest, we know Microsoft has 3 ways to work on its logo.

Microsoft can **trash** this report and keep its current logo.

Microsoft can **change** its logo following different criteria.

Microsoft can **accept** our idea and use it, or improve it.

Our opinion is that Microsoft needs to **act**. We are in a **time of change** and Microsoft can not wait. Microsoft needs to face challenges and changes, and its shake has to be communicated with a brave decision: a **redesigned logo**.

So, the timeline of Microsoft logo would appear like the below:



## 5.1 The reward

Yes, nobody works for free. And we are not an exception. We think that our work is valuable, and we ask for reward. We are not going to ask tons of bucks.

We ask only **6,000 \$** for our work, and moreover, the possibility to work for Microsoft in Marketing department. We think that Microsoft is a good enterprise where work and develop our personal career.

---

**Euromed Management**  
**Communication Marketing Course**  
Prof. **Marcel Saucet**

Team:

- **Tiziano Tassi (Italy)** - [www.linkedin.com/in/tizianotassi](http://www.linkedin.com/in/tizianotassi)
- **Jacek Schab (Poland)** - <http://www.linkedin.com/in/jacekschab>
- **Guilherme Pinheiro (Portugal)**