

## Microsoft Gets New Look

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We're all familiar with the Microsoft logo, right? Not any more-- the company introduces the 5th major change in logo in its history.



Since 1987 the Microsoft logo consisted of a simple solid, boldfaced and italicised logotype. The 2012 logo uses a more lighter non-bold, non-italic logotype (Segoe, font fans) and incorporates the familiar multicolour Windows symbol.

The intention of the new logo to "signal the heritage but also signal the future— a newness and freshness," Microsoft brand strategy GM Jeff Hansent tells the *Seattle Times*. It will appear not only on Microsoft products, but also on the company website and Microsoft Stores around the world.

A lot hinges on this holiday season for Microsoft-- it will not only launch Windows 8, but also Windows RT, the Surface tablet, the latest Office iteration and Windows Phone 8.

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