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Learn the Wisdom behind the Three Famous Game Shop Logo Designs by [Tammy Becker](#)

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Although there are a lot of popular game shops all around the world, there are three that have ruled the gaming industry.

I doubt if there is a child growing up in urban America who hasn't played or at least heard of these three famous games.

But considering that these corporations produce highly competitive video games, their brand marks are quite simple and sophisticated which complements the company image.

Let's learn how these three famous companies have designed their game shop logo designs that have contributed massively towards their success.

### 1. Nintendo:

Did you know that this company started out as Japanese playing cards manufacturers?

Their company monogram consists of a capsule like shape that gives a childlike and soft aura due to its rounded edges. To balance the soft image they have given the monogram a clear cut and professional type face so that the overall aura of the monogram is formal and proper. As far as the colors are concerned; Nintendo has recently altered the overall theme color of their trademark from red to grey.

The red color made the trademark bright and attractive. It also made the emblem playful and energetic which perfectly complemented the corporation image and appealed to the youth. The recent change to gray tones has made the logo professional and corporate but it lacks the energy and the passion of the previous design. Nonetheless, this is one of the most recognizable and popular designs of all time due to its simplicity, elegance and consistency.

### 2. PlayStation:

Did you know that the PlayStation 2 is the first video game system to use the DVD technology?

PlayStation is one of the most widely played video game of all time. PS is owned by Sony and was first introduced in Japan. A unique feature about their brand mark is that it is changed quite a few times since its launch. This could have proved to be quite disastrous for a brand as customers are unable to associate with companies that frequently change their brand marks but that has not been the case with PlayStation. One of the reasons for that is that even though they change their overall design regularly, the color, background and the dimensions of the symbol always remain the same. The popular colors that are used in their symbol are red, yellow and blue which make their symbol bright, energetic and attractive.

### 3. Xbox:

This famous trademark design started as a bright green cross with 3 dimensional effects but was later accompanied with a silver ball that made the image more realistic and appealing. This emblem would also have been appropriate for a repair shop logo. It is the simplicity and the consistency of the design that has made it so popular. The grey and bright green colors give a sophisticated and

chic aura to the emblem.

So, there you have three of the famous gaming emblems that have ruled the gaming industry.

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