Choosing Origin Logo

I chose Spotify as my logo redesign assignment because this brand is a modern music streaming brand which represents the new trend of technology and entertainment. Reimagining it in retro styles can show how Spotify could have looked if it had existed in the 19s.

1.   80s Spotify (Vinyl & Neon Style)

For the 80s redesign, I focused on neon lights, vinyl records, and the arcade culture. I placed the Spotify waves in the center of a vinyl record, outlined the design with neon blue, and used a pixel-style font to represent the influence of arcade games and nightlife in the 1980s.

2. 2000s Spotify (CD & Y2K Style)

For the 2000s redesign, I used CDs and Y2K design elements to reflect the digital shift in music. The Spotify waves were reimagined as part of a broken CD, which is paired with metallic and holographic colors, and a sharp chrome-style font to capture the futuristic and playful energy of the early 2000s.