Goodbye, Windows Flag

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22 February 2012

Microsoft unveils the new logo for Windows 8-- abandoning the familiar multicolour "flag" in favour of a minimalist take on the Metro design already seen within Windows 8 itself.

According to the company the new design is "Authentically Digital" by not imitating real-world materials (such as glass or wood) and "humble, yet confident." The logo will be found throughout all Windows 8 releases, and will change colour according to the user's choices of themes and preferences.

For those with long memories (like us!) the new logo will remind of the very first Windows 1.0 logo, from back in 1985. A similarly minimalist and clean design, it even comes in a similar shade of blue. The more familiar "flag" came around in the 1990s with Windows 3.1.

We should see more of the new Windows logo in the Windows 8 Consumer Preview, available from February 29.

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