

Google's new favicon

by Bettina, June 2008

So, [Google](#) has a new [favicon](#). And I'm not a fan.

Here is the new Google favicon family:



After seeing the "giant G" for the past 8 years, the new "little g" doesn't seem to have the same pizzazz. It doesn't scream search engine dominance or king of cyberspace. Is Google trying to give the other "g" in their name some time in the spotlight? I'm not sure what kind of thought the Google masterminds put into this favicon change.

Here is what the company had to choose from:



Thankfully, they didn't choose the ugliest design from the drawing board. There are some choices in the mix that would have been much worse. According to the Official Google Blog, the company originally had over 800 designs to sort through. But wouldn't you think they would pick something that said "Google" a little more clearly?

Here are my top five choices for the new Google favicon:

1. 
2. 
3. 
4. 
5. 

I liked the idea of the magnifying glass. After all, this is a search engine. So I made a combo of the giant Google G (that we all know and love) and put it with the magnifier. Any thoughts or opinions?

Bettina's Creation



If you want to give your ideas or criticisms straight to Google, leave your feedback [here](#). You can also submit your own creations [here](#). Otherwise, I would like to hear your thoughts on the new Google favicon. Was it even worth changing?

And if you just can't stand looking at the new favicon, [download this patch](#) that will give you the giant G.

UPDATE (3:50 p.m.): I went ahead and submitted my creation on the Google Favicon submission page. I got some positive feedback and thought 'what the heck.' I think the G might be a little small, but we'll see what the Google folks think. Maybe they can modify it.

I made sure to include my Gmail email address as the primary form of contact. Hopefully this will show them that I am already an avid Google fan. Also, special thanks to Zak for helping me get the final product formatted according to regulations.