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## Gmail reveals new logo as part of wider brand update

The logo has been unveiled in conjunction with new brand Google Workspace, which seeks to integrate the tech company's productivity apps more seamlessly.

By [Henry Wong](#) October 7, 2020 12:54 pm October 7, 2020 3:06 pm

Google has rebranded its email service Gmail, as it launches new brand Google Workspace to group its productivity tools such as Drive and Cal.

These apps were previously brought together as Gsuite, and Google says it hopes that the new brand will help integrate them better for workers.

All of these apps' logos have been redesigned as well.



#### Gmail's new logo

The new logo for Gmail now resembles an M and is made up of Google's brand colours – blue, red, yellow and green.

It means that it's in closer alignment with Google's other services like Google Maps and its internet browser Google Chrome.



#### Google's existing wordmark

The previous logo had a red and white colour scheme and more closely resembled an envelope. With its shadowing, it also appeared more three-dimensional as opposed to the flatter redesign.

All design has been done in-house at Google.

## Google Workspace



### Google Workspace's icons

The logo is part of a new brand called Google Workspace. According to the tech company, Google Workspace is a more “connected, helpful, and flexible experience”.

Popular organisational tools Drive, Calendar and Meet will join Gmail in this group. Collaborative tools such as Docs, Sheets and Slides will also be grouped here.



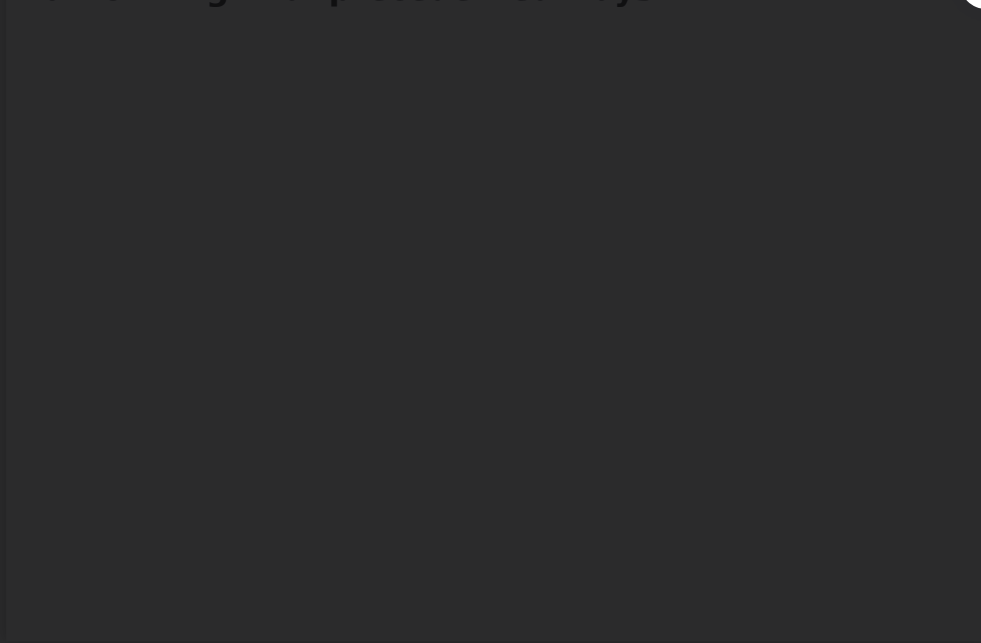
### The new logo for Cal

All of these apps have new logos in line with Gmail's four-colour and flat design. While the services will come under the umbrella of Google Workspace, they can all still be used individually.

The logos can also be animated, as seen in the video below, where they are separated into differently-coloured layers. It reveals how the overlaid areas become different colours in the static logos.



## “Work itself is tranforming in unprecedented ways”



Google says that the brand update has been prompted by the transformation of the workplace, accelerated by changes caused by the pandemic.

The company says: “Work itself is transforming in unprecedented ways. For many of us, work is no longer a physical place we go to, and interactions that used to take place in person are being rapidly digitized.

“Office workers no longer have impromptu discussions at the coffee machine or while walking to meetings together, and instead have turned their homes into workspaces.”

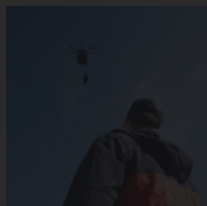
It hopes that Workspace will meet the changing needs of workers, for example adapting to the increasing mix of remote work and in-person collaboration.

The new brand identity will roll out over the coming months, according to Google.

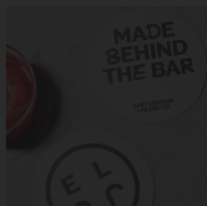
***What do you think of the new logo and identity? Let us know in the comments below.***

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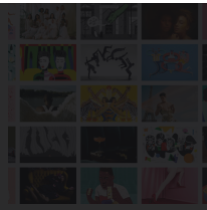
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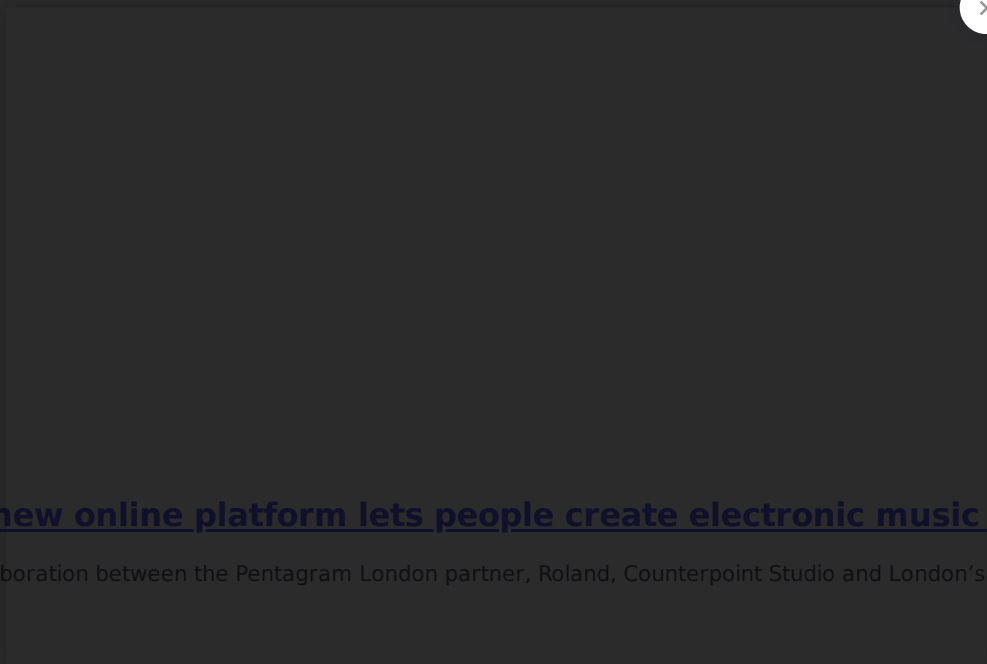


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