

Netflix freshens up its logo to mixed reviews

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N stands for **Netflix's** — and it also stands for “new.”



Freshened up “N.”

The streaming service rolled out a new “N” emblem today across its **Facebook**, Twitter and Instagram profiles surprising its users. The red N, which replaces the full brand name, follows the flat, so-called “material design” trend that’s seen in recent [Google](#), YouTube and [Instagram](#) redesigns.

Netflix isn’t ditching its red and white logo it [unveiled in 2014](#). Rather, the redesigned “N” is a new element for its mobile apps and **social** media profiles. The full “**Netflix**” word will still be used on advertisements and show bumpers.

Reactions were mixed:

Another week, another logo fail... What the hell is this [#netflix](#) 2003?
pic.twitter.com/mRmu2JnC2N

— Dam (@DamsTweets) [June 20, 2016](#)

<https://twitter.com/bangbangbruja/status/744974689840168960>

<https://twitter.com/J0se/status/744972855406821377>

And someone already posted a think piece about the change on Medium, calling it [“cold” and “not needed.”](#)

Netflix is the latest tech company to freshen itself up, following revamps from [Facebook](#) and [Uber](#).

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