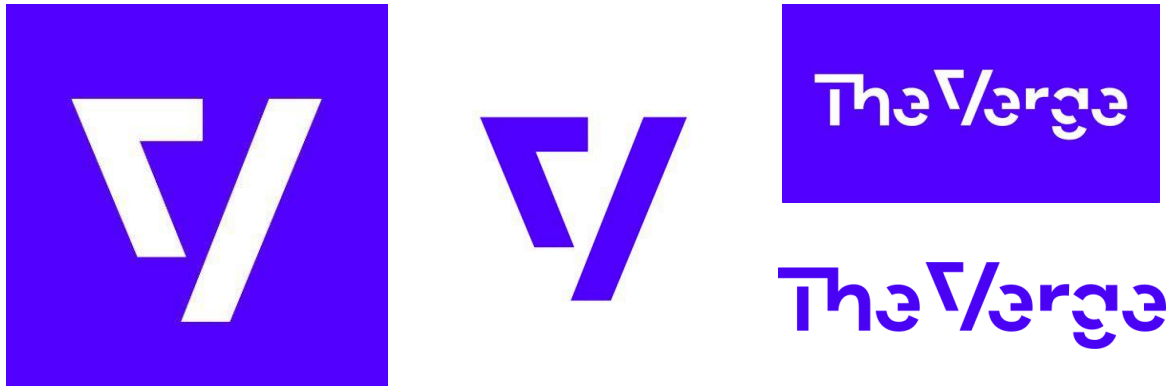


The Verge

Logo



The main icon of The Verge is the V from their full text logo. It's separated into two pieces that are reminiscent of an apostrophe and a forward slash. To me, this is representative of The Verge's crossover between journalism and technology.

Colors:

The main colors of the Verge are purple, dark gray, and white, with a seafoam accent color. They also use several other colors, namely pink, yellow-green, and orange. All of The Verge's colors are very vibrant and "pop" off the page.

Main Colors:

#5200FF, #131313, #FFFFFF, #3CFFD0

Other Colors:

#E7B0D1, #C2DC1D, #E73801

TheVerge.com

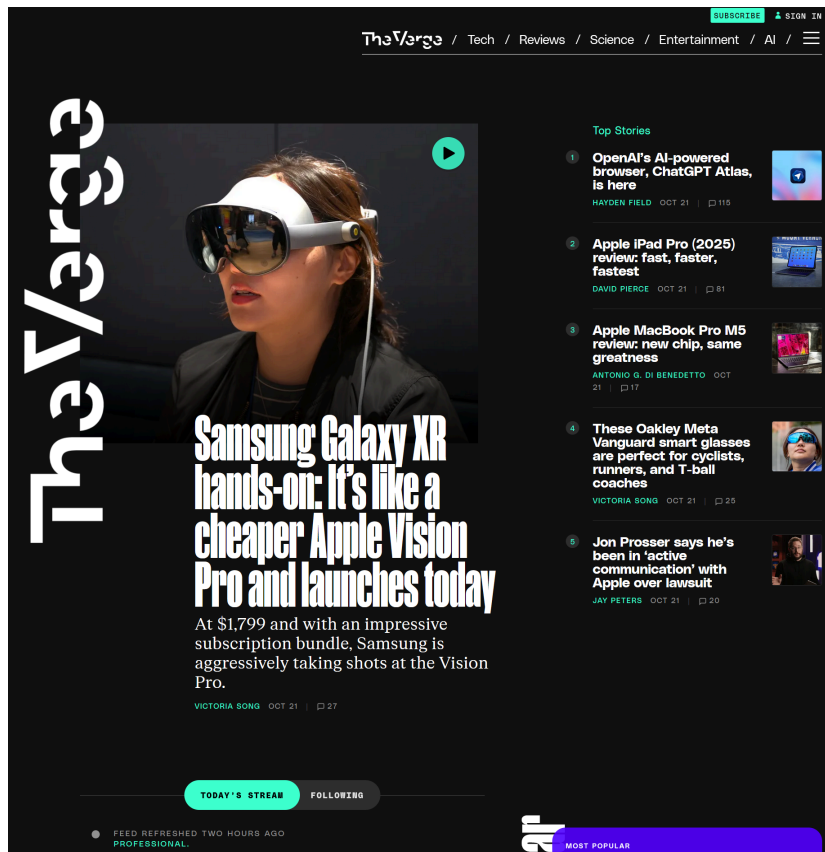
The Verge is most well-known for its website and news reporting. It covers all aspects of technology and digital media, but is most focused on “gadgets” and reviews of all the new devices that come out each year.

The Verge is very focused on modernism in journalism and not just reporting on technology, but implementing it and its novel mediums into the way it reports. For example, The Verge has recently been moving towards federating its site and has

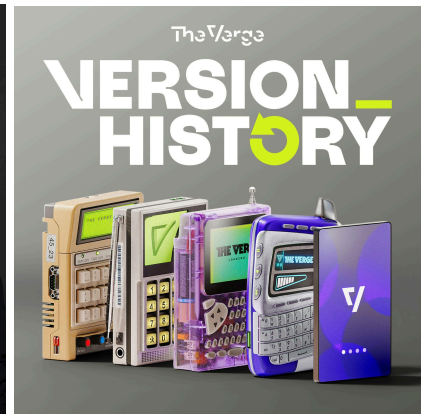
implemented small live posts that provide information quickly, similar to a tweet.

The website breaks the convention of many news organizations, which often just replicate the design of a traditional newspaper, and instead focuses on organically sorting content for the user and providing breaking news through the aforementioned live feed.

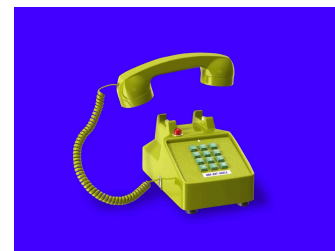
The Verge is focused not only on tech but on the ways that journalism and design overlap with it.



Podcasts



The Verge has several very popular podcasts. In the design of these, you can see a clear focus on analog hardware in a 3D stylized style. This calls back to their focus on gadgets and physical technology. They also have a consistent font between the Vergecast and decoder.



Phone from the intro to "The Vergecast hotline" on the Vergecast video edition



The Verge

This logo represents how The Verge lies within the crossover between technology and Journalism. I made the logo out of text elements with the single quote evoking journalism and the ‘/_’ evoking a file path or command prompt.



The Verge

This logo represents how The Verge focuses not only on the day-to-day updates within technology but also on the evolution between them. It shows the evolution between the old rotary phone and the smartphone of today.



The Verge

An important beat The Verge covers is gaming. I made this logo by modifying a gaming controller and console to reflect the shape of The Verge logo.



The Verge

Sound is extremely important to The Verge. From their reporting on the newest audio gadgets to their network of podcasts, this logo represents their unique relationship with auditory technology.



The Verge

I would be remiss without including laptops in one of the logos for The Verge. Laptops and desktop computers are integral to The Verge's coverage of consumer and professional technology.



The Verge

This logo represents The Verge's place on the cutting edge of technology. From generative AI to autonomous robots, The Verge covers all of the developments within the tech sector.

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ITS GADGET
SEASON

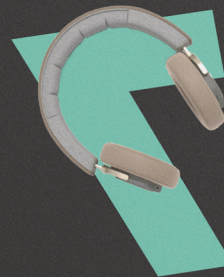


THE LAST WEBSITE ON THE INTERNET



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