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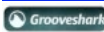
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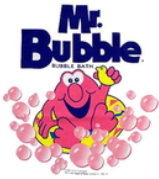
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## Mr Bubble Leaves His Mark on Web Design

October 18, 2008 - 12:31 pm PDT - by [Paul Glazowski](#) [25 Comments](#)



How much value do you place in Web design? More specifically, how important is the construction of a company or website logo to you? Do you pay a good amount of attention to such things, or is it all really non-critical and ancillary?

Most of us judge books by their covers. It's really just a matter of degree than anything else. You can be all cover, some cover, a little cover, and so on and so forth. Yet, with the rise of a full-on economy of online services that require some visual uniqueness to distinguish one from the other, there inevitably surface many similarities. Almost too many. One commonality is **the speech bubble**.

You've seen them everywhere, even if you haven't quite noticed their existence. Ordinarity can do that. IM services show them. As do media providers. Networking sites, mobile or otherwise, are known to sport their share. We thought we'd point some out to see what your take might be on the sameness - or at least the variations on that [simple, popular trait](#). These are in no particular order. If you've got extras we've missed, you know where to post 'em, and be sure to share you thoughts on the trend.



[AIM](#) - As an instant messaging service, AOL's AIM icon is fitting, to say the least. No harm, no foul.



[Google Talk](#) - Ditto.



[Meebo](#) - This is one stellar use of a bubble trail.



[VideoEgg](#) - This headlines a video advertising network. Whether it's a speech bubble or a thought bubble, I can't quite make out the reasoning behind it. Sure looks good, but does it look appropriate? Again, does it matter?



[YouLicense](#) - A music licensing warehouse. It's hard to say whether that's a bubble or one of them Google Maps-type pins with a big 'C' inside.



[imeem](#) - Music networking with subtle play on user talk. I have to say I'm fond of this one.



[Technorati](#) - Might be a stretch to incorporate a speech bubble, but it is what it is. Technorati is blog search and blog cataloguing at its core. Maybe it's communicative by virtue of the millions of blogs and bloggers it sifts through on a daily basis.



[3jam](#) - This company introduced the SuperText in June. The bubble most definitely passes go.



[Bluepulse](#) - Mobile messaging service. I'm cool with the bubble play. You cool?



[Piczo](#) - A website builder introduced some years ago, the logo might be due for a bit of a refresh simply for freshness's sake.

**Angie's list.**

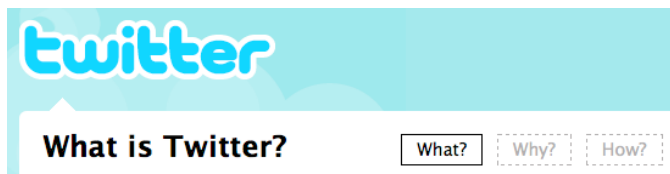
[Angie's List](#) - The bubble is so small that it's pretty much unrecognizable. If you're like me, you first noticed Angie marketing the heck out of her list on NPR. No relation to that list by that guy Craig, from what I gather.



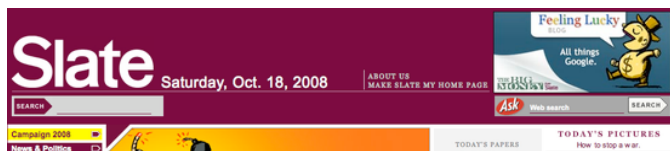
[Posty](#) - Multi-microblogging message manufacturer. Perfectly acceptable.



[Pownce](#) - One micro-blogging service with one icon wrapped in one speech bubble. Also perfectly acceptable.



[Twitter](#) - The guys behind this one have gone and popularized the reverse bubble. (Take a look at the homepage.) Everything but the logo. Rebels. If they've contributed anything to modern Web design, it's that hard-edged triangle that tells you where to talk - just so long as you keep your speech to 140 characters or less. Gotta love 'em.



[Slate](#) - Who's to say Slate will continue to sport that big header bubble after a new design launches next week? We'll just have to wait and see. Whatever the case, that one that's up there right now may

well be the largest of non-functional bubbles yet. Non-functional in a conversational fashion, anyhow. Not that the bubbles above or below on this list are so special.



[Real Networks](#) - That's right, Real Networks. What an oldie. And the verdict is still out on whether it's a goodie. I find it necessary at times, but not all that enjoyable, sadly. Hey, at least they're taking the fight to the MPAA. Even though that fight isn't very helpful to Joe "DRM-hating" Consumer. Here's to a classic logo!



[ClubMom](#) - An online community for moms. Who's got anything against that? You love your mom? I love mine. Logo is simple and straightforward. Woot.



[Scrapblog](#) - "Share digital scrapbooks" is the pitch. We last spoke about them in August. I can't quite get a grip on the logo, but neither does it bug me. The service behind the name is snazzy, so I'll go ahead and give it a thumbs up anyway.



[CoComment](#) - Does that count as a bubble? I'm not so sure. I want to believe it does, because it would make sense to connote some form of communication there. An extra big of flair couldn't hurt.



[BubbleShare](#) - Photo sharing made simple. My verdict on this speech/thought bubble: not a fan.



[Yedda](#) - A so-called knowledge community based out of Israel. Thought bubble is approved.



[WooThemes](#) - Premium WordPress Themes is the subtext. How about...no?



[Skype](#) - Just one big cloudy bubble. Yes, yes, yes, yes, and yes.



[BooRah](#) - Location-based food and restaurant reviews. It's a humorous design, as you can see.



[Loud3r](#) - A little bit of PopURLs, a little bit of Alltop. And a big, ostentatious, look-at-me logo. With a '3' in place of an 'E' for extra hipness.



[Snooth](#) - Global wine reviews and shopping options. This is perhaps the most clear-cut example yet of a speech bubble of all items presented here.

**Tags**

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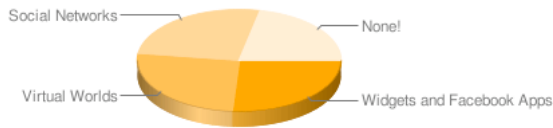
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[October 18, 2008](#)  
[@ 12:44 pm](#)


Hehe. Right on! Although I'd probably give Twitter and Skype a pass. But still, I hear you

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- o  [dualaudi](#)  
[October 19, 2008](#)  
[@ 8:14 am](#)


you don't see the "what is twitter" bubble?

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- o  [R. Richard Hobbs](#)  
[October 18, 2008](#)  
[@ 12:59 pm](#)

Does <http://balloon.korelab.com/> count?

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- o  [Paul Glazowski](#)  
[October 18, 2008](#)

[@ 4:29 pm](#)

Hm, not sure. Perhaps.

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**Michael Levit**

[October 19, 2008](#)

[@ 12:12 am](#)

My old company, Paltalk certainly uses the speech bubble as well

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**Andrew**

[October 19, 2008](#)

[@ 5:03 am](#)

Quotiki is about quotations, and so its use of the speech bubble in web design is appropriate.

Here's a link to the Quotiki page for my favorite quote:

<http://quotiki.com/quote.aspx?id=3845>

BTW, I know that there is some disagreement about the attribution of this quote.

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**Rajeev Edmonds**

[October 19, 2008](#)

[@ 5:18 am](#)

Bubble serves two purposes, one it becomes a part of the logo, second it clearly shout something to the clients.

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**Trevor Elliott**

[October 19, 2008](#)

[@ 6:34 am](#)

Hmmm - Did you guys steal this idea from?: ...

<http://blog.eachday.com/2007/8/1/bubble-logo-insanity>

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**Paul Glazowski**

[October 19, 2008](#)

[@ 3:47 pm](#)

There's an article linked in the 3rd paragraph. Thanks for the extra link to the original logo poster 😊

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**Pete Cashmore**

[October 19, 2008](#)

[@ 6:35 am](#)

Bubbles are becoming a cliché, tis true. I blame Twitter 😊

BTW, see also the Web Design Toolbox - <http://mashable.com/2007/07/24/web-design/>

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**Mark Drapeau**

[October 19, 2008](#)  
@ 6:40 am

Bubbles, ha! Smooth curves, heh! Squares and hard angles are going to totally make a comeback - you'll see. You think square websites are "out" but the TRULY hip are beyond that and already going retro!! =)

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**R. Richard Hobbs**

[October 19, 2008](#)  
@ 6:50 am

har har - somewhat metaphorically speaking, I drive a Jeep Liberty (bubble) but I always PREFERRED the line of my old ride, my trusty, rusty Cherokee (square); a college kid blew past me on the Garden State Park in an old rusty Cherokee yesterday - had to say to myself, "still luv that line".

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**Shawn**

[October 19, 2008](#)  
@ 6:50 am

One more bubble. I'm the guilty designer...  
<http://3terra.com/uploads/newquotikilogo.gif>

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**Shawn**

[October 19, 2008](#)  
@ 6:52 am

oops! looks like Andrew already commented on Quotiki.

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**Dan Leslie**

[October 19, 2008](#)  
@ 6:51 am

Don't forget the logo for the "blogger's best friend" Zemanta: <http://www.zemanta.com/>  
They recently received a round of funding from Union Square Ventures. CTO Andraž Tori gave a talk at the Global Semantic Web Meetup Mashup on Thursday at the Web 3.0 Conference, sponsored by Reflexions Data.

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**CPO**

[October 19, 2008](#)  
@ 7:03 am

So many examples of poor design. The web 2.0 craze is to blame for so many sloppy and generic logos. Has everybody forgotten about kerning either? /graphic designer rant

Interesting article though folks, nice work. =]

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**Susan**

[October 19, 2008](#)  
[@ 7:37 am](#)

Here's a longer list of bubble logos—includes most of the ones listed above, plus others

<http://blog.eachday.com/2007/8/1/bubble-logo-insanity>

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**Torley**

[October 19, 2008](#)  
[@ 8:10 am](#)

Hilarious, but so true — thanks for a bubblelicious compilation!

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**casey**

[October 19, 2008](#)  
[@ 8:55 am](#)

Is it just me or does Mr Bubble have nothing to do with this aside from the word bubble. There is no speech bubble involved with Mr Bubble that I can see anyway....

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**Paul Glazowski**

[October 19, 2008](#)  
[@ 8:58 am](#)

It's just a stab at humor 😊

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**Ben**

[October 19, 2008](#)  
[@ 3:25 pm](#)

Nice post, v funny 😊

---^-----

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**honour chick**

[October 19, 2008](#)  
[@ 7:09 pm](#)

thanks mr. bubbles... who ever u r

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**tyler**

[October 20, 2008](#)  
[@ 3:22 am](#)

wow thats kinda eerie!

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**Sean**

[October 20, 2008](#)

@ 1:22 pm

LyricWiki has a speech bubble too: <http://lyricwiki.org/lyricWiki.png>

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- [Shane Rounce](#)  
  - [October 20, 2008](#)  
[@ 4:09 pm](#)

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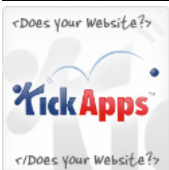
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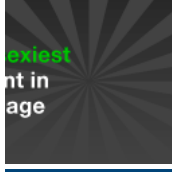
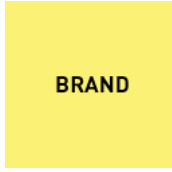
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The logo features the text 'W3 &lt;MARKUP/&gt;' in a small font at the top, followed by 'CSS &amp; XHTML' in large, bold, white letters on a red background, and 'for your designs' in a smaller font at the bottom.

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The logo features a stylized blue infinity symbol above the text 'ConVerdge' in a bold, sans-serif font, with 'communities' in a smaller font below it.

The logo features a stylized orange and black dog silhouette above the text 'BlogRovR' in a bold, sans-serif font, with 'partner' in a smaller font below it.

The logo features the word 'edgecast' in a bold, sans-serif font, with 'Content Delivery Network' in a smaller font below it.

The logo features the letters '(mt)' in a bold, sans-serif font, enclosed in a square border.

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