

# Yahoo overhaul will include new logo

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The faded Internet star's new symbol has been redesigned to better reflect what the company aims to be under chief executive Marissa Mayer, according to a blog post by chief marketing officer Kathy Savitt.

"We'll be keeping the color purple, our iconic exclamation point and of course the famous yodel," Savitt said.

"After all, some things never go out of style."

Since former Google executive Mayer became boss at Yahoo early last year, the California company has snapped up 21 startups including the billion-dollar buy of blog platform Tumblr.

Mayer's plan for reviving Yahoo's fortunes includes making priorities of [mobile devices](#), video, personalized [digital content](#), and elevating the company's popularity outside the United States.

"Over the past year, there's been a renewed sense of purpose and progress at Yahoo, and we want everything we do to reflect this spirit of innovation," Savitt said.

"While the company is rapidly evolving, our logo - the essence of our brand - should too."

To build excitement about the change of the well-known purple logo, Yahoo will tease US visitors with variations on the theme daily leading up to the unveiling.

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