

YouTube's new logo and layout annoys creators

By  Julia Breakey

1 Sep 2017

YouTube has officially launched its new layout for both mobile and desktop, but creators are less than enthused with the surface-level fixes.



The new YouTube logo.

The most notable changes come in the form of the header (now white) and logo (changed for the first time ever to accommodate even the “tiniest” of screens). Other new features include the ability to change playback speed on the app, and a dark mode on desktop.

“ Notice anything different about us? 💎💎

We have several □newupdates□ rolling out over the next fewdays! <https://t.co/HQ50o6960R> (1/6)
pic.twitter.com/oYo49zCRiG— YouTube (@YouTube) [August 29, 2017](#) ”

As with most design updates, the layout was met with some nonconstructive backlash.

“ Ooooookay hold it right there youtube what is this newlayout you have... 💎💎💎💎💎— Dylan (@dylanhawk_)
[August 29, 2017](#) ”

“ NewYouTube Layout

meh— KEEM 💎💎 (@KEEMSTAR) [August 29, 2017](#) ”

But this time, most creators had more pressing issues with the face lift. YouTube’s subscription feature has long been accused of being faulty, with videos not always popping up in users’ feeds. Monetisation has also been deemed broken, and some don’t believe notifications work well either.

There has been little indication that YouTube is working on these reported issues.

“ Creators: hey the website is still very broken

YouTube: never fear we have a plan

Creators: thank goodness

YouTube: here is a newlogo pic.twitter.com/yStwzC89He— Gus Danger Johnson (@Gusbuckets) [August 29, 2017](#) ”

“ *YouTubers: Please fix notifications and monetization*

YouTube: NEW LOGO pic.twitter.com/fBF6UD3HWp— Kyle auske (@KyleBauske) [August 29, 2017](#) ”

“YouTube's new logo is the same as the last one, just moved a bit around for no reason. If anything summed up YouTube, it's that.—Daniel Hardcastle (@DanNerdCubed) [August 29, 2017](#)”

Of course, there were some pleased with some of the changes, though they were in the minority.

“Woohoo! The YouTube App finally has the 2x Speed Option 🎉🎉🎉🎉🎉🎉🎉 pic.twitter.com/B3hut0XFpK—
Safwan Ahmedmia (@SuperSaf) [August 30, 2017](#)”

“ New Youtube layout? Oh yeah I love it :))))))))))))))))))) @YouTube pic.twitter.com/Xn9wkGT34L— Alice □
(@pastadiet) [August 30, 2017](#) ”

One user thought fit to put the change into perspective.

newyoutube layout may be ugly, but lets never forget the monstrosity they created in 2012

pic.twitter.com/enr1OCHh70— Quackity (@QuackityHQ) [August 29, 2017](#)

It seems the overarching issue creators have is that YouTube has been ignoring their complaints for so long they don't think the company cares about them as much it used to.

“YouTube's new logo is basically just admitting that the site's original intentions are out of the question.—Jab (@jab50yen) [August 30, 2017](#)”

“ i know it ain't deep but i just noticed that youtube's new logo puts their logo before "you" ”

YouTube comes before "You"  pic.twitter.com/QoSm3wJiR—Mike (@Piemations) [August 29, 2017](#) ”

ABOUT JULIA BREAKEY

Julia is a junior writer at Memeburn; a UCT film graduate with a passion for dogs, media, and dog-centric media. If she's not gushing about the new television show that you need to watch, she's rewatching *The Good Place* (which you need to watch).

- *Wait, she's rewatching The Good Wife (which you need to watch).*
- *Why is South Africa not watching South African movies? - 28 Feb 2018*
- *And the Safta nominees are... - 5 Feb 2018*
- *#VarkFishChallenge: South African Twitter's latest meme - 25 Jan 2018*
- *2017 in review: This year's absolute worst of the worst - 22 Dec 2017*
- *2017 in review: The heinous horrors that got you angry this year - 21 Dec 2017*

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>