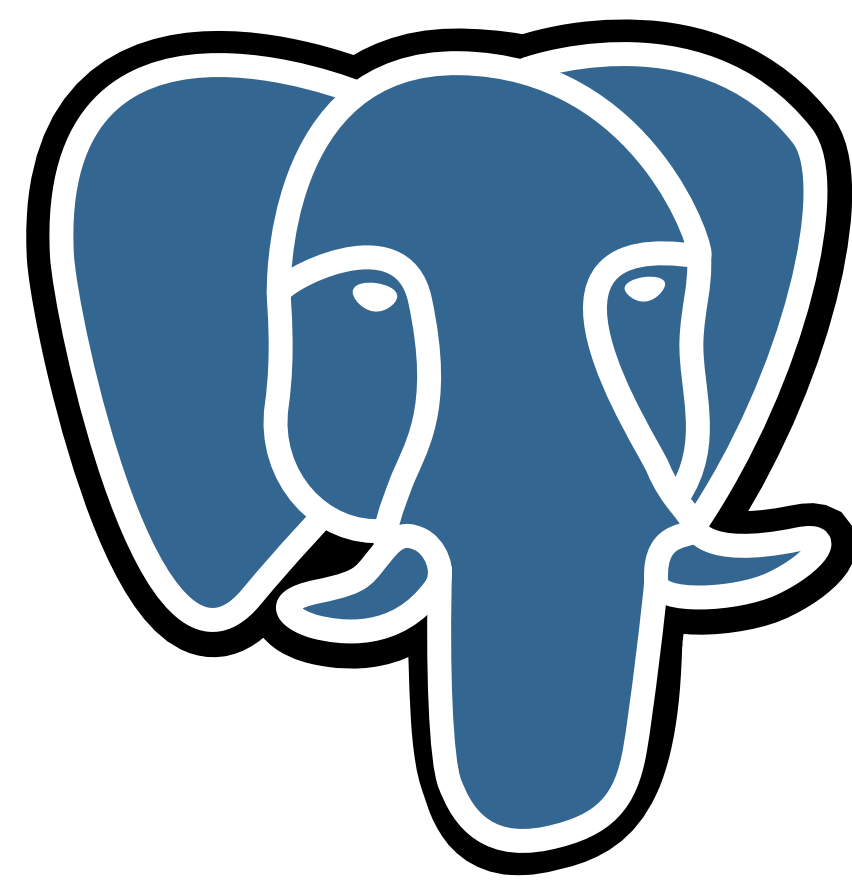


History of the PostgreSQL Logo



1996 – First Logo

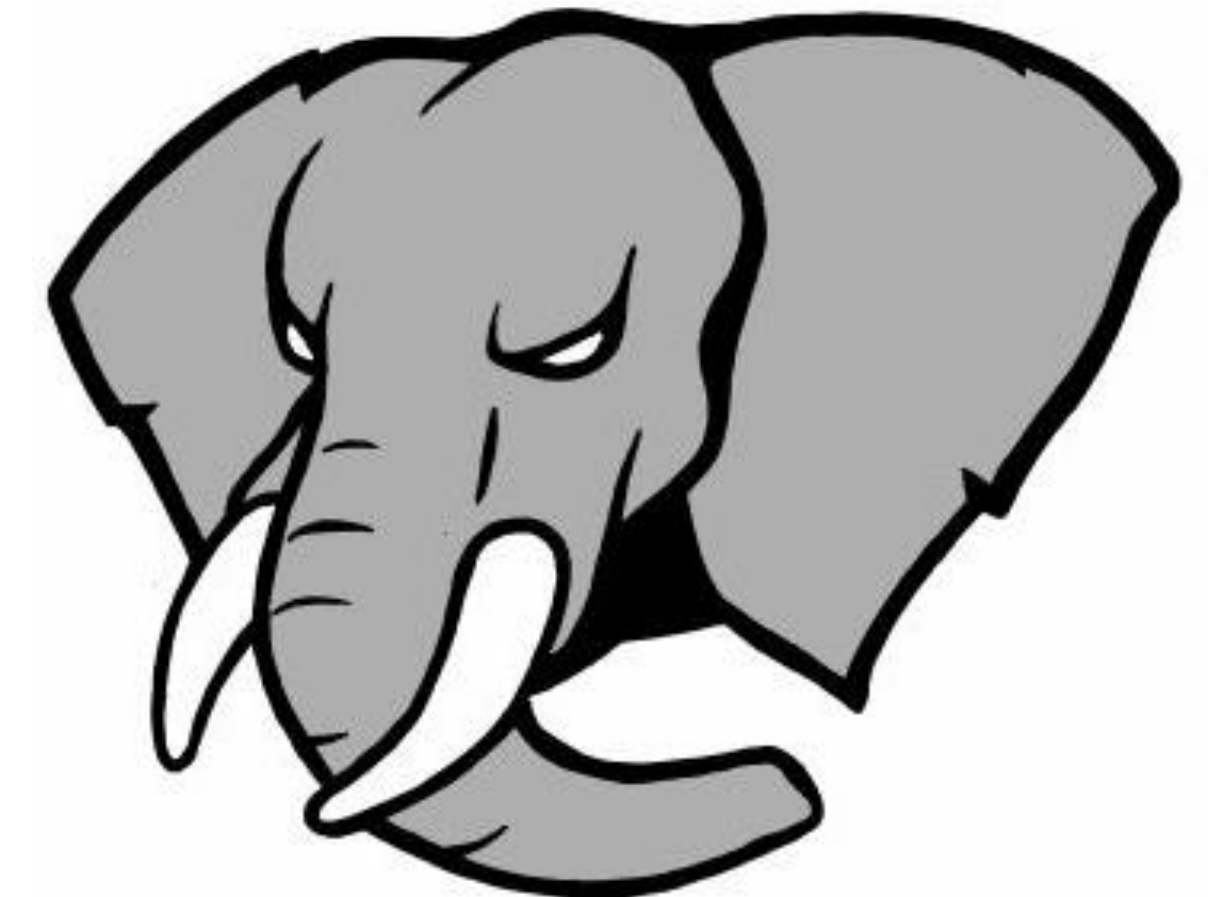
First Postgres emblem
– a "brick wall" graphic



1997 – The Cheetah

Before embracing the elephant, a sharp-looking cheetah design was used

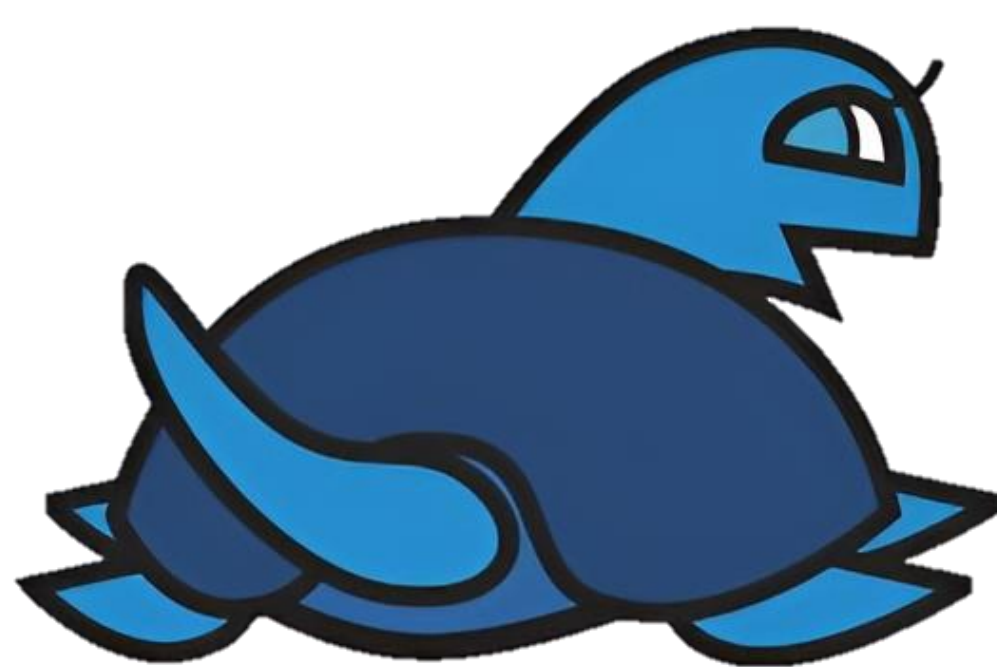
Name «Slonik» russian for "little elephant";
adopted via the replication project Slony-I



It appeared that elephants "never forget" –
ideal metaphor for a database!

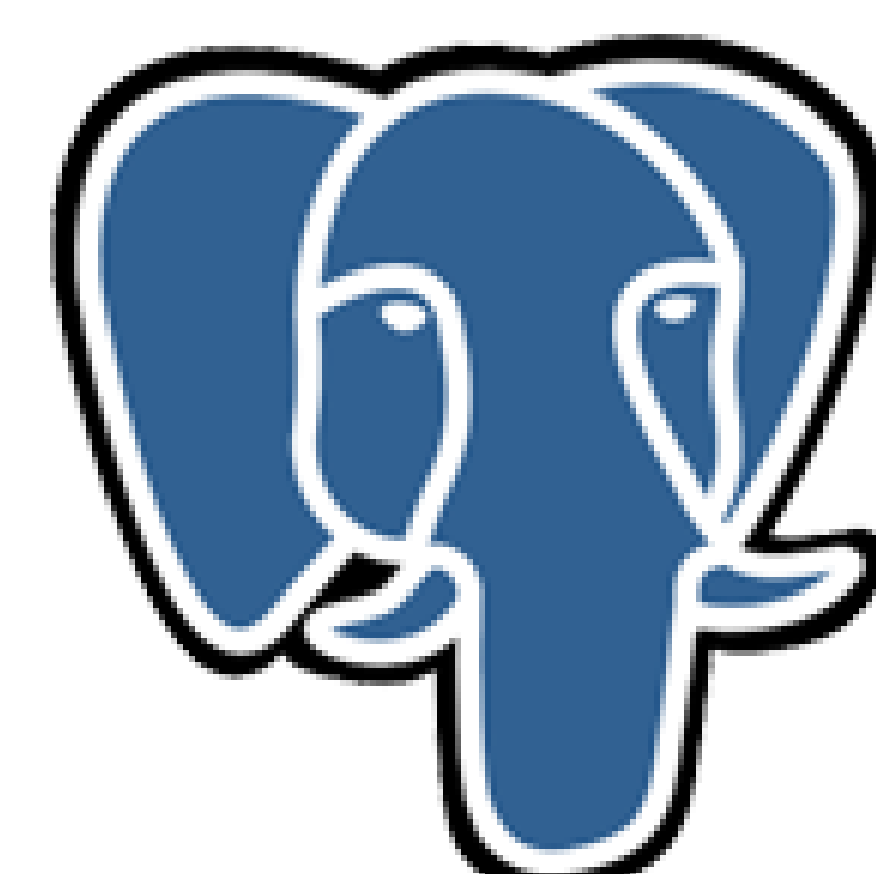
Fun fact:

For a time, the Japanese community used a turtle logo because an elephant carried unwanted connotations



Since 2003

Official blue elephant head logo becomes the brand standard



PostgreSQL