



A look back at the FIX logo and website

By Scott Atwell

Most of us who work with the FIX Protocol are aware of the specification's evolution, with each version providing additional functionality. We talk about FIX 4.0 vs. FIX 4.2, what's new in FIX 4.4, and the like, but did you know that the original FIX website was hosted at "world.std.com/~fix"?

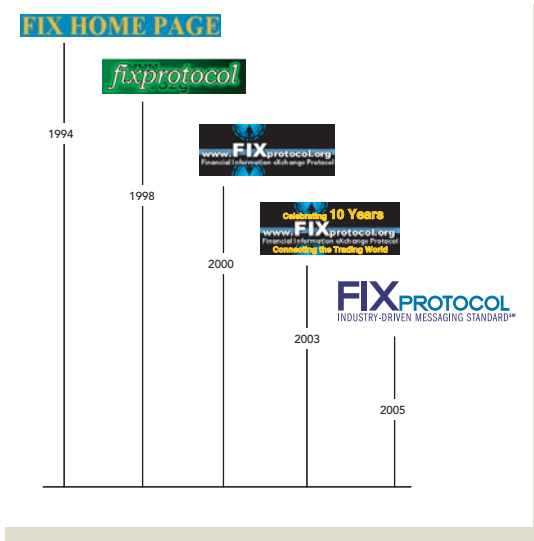
FPL launched a newly re-designed website last September and many of you likely remember the "old website", but how many of you remember the one that preceded it with the "green logo"? I remember when that website was first introduced at a FIX committee meeting held at Merrill Lynch's offices in New York. I also remember encountering technical difficulties in establishing the Internet connection for the demo and having to revert to using a dial-up modem on my laptop.

The FIX website has always been the central resource for the FIX Protocol specification and everything related to FIX. Bob Lamoureux and Chris Morstatt, two of the protocol's original founders, maintained the set of web pages that made up "The FIX Home Page". I was first introduced to FIX in 1995 and had to obtain a dial-up Internet account in order to access the FIX specification (2.7 and 3.0 at the time) as many companies had not yet established enterprise-level connectivity to the Internet. In fact, my first Internet email account at work was established so that I could be on the "FIX Committee" mailing lists. I even had to obtain and use Microsoft Word for the first time (I was a die hard WordPerfect 5.1 user back then) in order to print and work with the FIX Protocol specifications. Amazingly, Sharon Lawrance from Citigroup (Salomon Brothers back then) retained some of Chris Morstatt's files and was able to provide the HTML pages from that era. Another interesting resource that you can find on the Internet is called the "Wayback Machine", an Internet Archive of websites with their web pages "saved" at various dates in history (see: http://web.archive.org/web/*/http://www.fixprotocol.org).

In 2004 FPL celebrated FIX's 10 year anniversary and developed a special "FIX Protocol" logo commemorating the event. In January of 2005, FPL designed a new "FIX Protocol" logo with a more modern and crisp look. The black background is gone, as are the "radio signals", the acronym "FIX" is no longer spelled out, and the website URL has also been removed. FIX has become quite successful and well recognized, you can reach the FIX website via "fixprotocol.org" or "fixprotocol.com", and quite frankly, do you really care what the acronym stands for? The black background used a lot of printer ink and stood out a bit too much on the new FIX website with its white background and fresh look. The new logo also sports a new tag line "INDUSTRY-DRIVEN MESSAGING STANDARD SM" which appropriately describes what the FIX Protocol is and is all about.

What you will find, and I hope enjoy, is a look back at what FIX used to look like. You will see what the original FIX website looked like as well as a progression through the various logos that have been used. It is quite obvious that we have come a long way since then. I should point out that FIX 4.0 which is still widely used was released in January 1996 back when we were still using "world.std.com/~fix" and before we even had the "green logo". If the next 10 years of FIX growth and success are anything like the last, then we'll be in for quite an adventure. **FIX**

FIX logo history



FPL member badges

May 2003 old logo



Jan 2005 new logo



A history of the FIX website look



FIX home page logo on "original" site from Jan 1997



Green logo on "pre-cursor site" from May 1998



10 year logo on "old site" from June 2004



10 year logo on "new site" from Sep 2004



New logo from Jan 2005