

The logo that *everyone* loves

It was 1977 and the American graphic designer Milton Glaser had been asked to (1)..... up with a logo for New York State. He pulled a red crayon from his pocket and began to sketch on the (2)..... of an envelope: first an I, then the simple outline of a heart, followed by two letters, N and Y. Glaser's doodle (3)..... to the development of one of the most successful advertising campaigns of all (4)..... It was so successful, in fact, that the torn envelope (5)..... his original idea is now in a permanent collection in a museum. The upbeat message of Glaser's design, which (6)..... the kind of joyful graffiti that a young lover might carve into a tree, (7)..... to New Yorkers as well as tourists. Glaser himself acknowledges that it seems strange that a logo could have such an impact but it seems his design really did (8)..... about a change in people's attitudes at a time when the city had been going through difficult times.