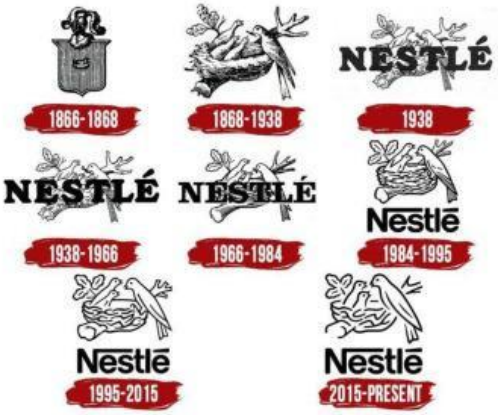
steeped aligns humble beginnings indelible
commemorate standing the test tribute

Nestle



From its 1)_____ to the contemporary version, the Nestlé logo has undergone transformations that mirror the company's own expansion and innovations. In the early days of brand building, the logo design began its journey with a symbol 2)_____ in heritage and familial pride.

In 1866 the famous Swiss company was taking its first steps into the world. Its visual identity concept was built around the founder Henri Nestle's family name, which translates from German as "The Nest." The original Nestlé logo design depicted the Nestle family crest. The heart of the crest featured a delicate image of a bird nestling in its nest. Although this original logo stayed with the company for a brief period of only two years, it left an 3)_____ mark on the brand's identity.

The Nestlé logo design embarked on a new era in 1868. In this fresh rendition of the logo, the nest was now home to four birds, each intricately illustrated. The nest itself became a work of art, with the branches and oak leaves. It wasn't just a logo anymore; it was a rich illustration, reflecting both the natural world and the nurturing values at the heart of the brand. This 1868 version of the Nestlé logo design became an iconic representation, 4)_____ of time until 1938.

The latest chapter in the story of the Nestlé logo began in 2015. The redesign kept the iconic composition of the logo almost untouched. However, by enlarging the emblem, the whole logo was given a more balanced and solid appearance. This era of the Nestlé logo design serves as a perfect example of how minor adjustments can breathe new life into a well-known image.

Apple

1976 1977 1995 1998 2001 2007 2015

Apple has one of the most popular logos in the tech world. However, the image of the company was not always so. The first logo was designed in 1976 by Ronald Wayne, one of Apple's founding partners, along with Steve Wozniak and Steve Jobs. In the image, which was used for barely a year, there was Newton sitting under the tree with an apple hanging above him. The designer sought to capture the essence of science, which is why he thought of Newton, as a relevant scientist of the subject. The idea was bright and fun but after a year it was decided to completely renew the image.

In 1977, graphic designer Rob Janoff was commissioned to create the company's new logo. His design philosophy 5)_____ seamlessly with Apple's ethos. In creating the logo, he sought a balance between minimalism and meaning.

There were different theories why Janoff opted for the bitten apple. One of them says that it's a 6)_____ to the late father of computer science, Alan Turing, a computer genius, who committed suicide by biting an apple poisoned with cyanide. People found this to be a fitting gesture by Apple — to 7)_____ the life of a man who had made their mission of advanced technology possible. Though a beautiful story, it's a misconception. According to Janoff, the reason the apple has a bite taken out of it is so that people wouldn't confuse it with a cherry or tomato, and it introduces a play on words with "byte" – a unit of digital information, at that.

The Elegant English Club
C1 & C2
LIVEWORKSHEETS