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| far cry | adorns | indelible | allure | pockets |
| | alluring | homage | humble beginnings | pivot |

Starbucks



1971



1987



1992



2011

with time, starting with a detailed brown twin-tailed siren and undergoing three simplifications to its current iconic form.

In 1971 the Starbucks founders wanted an unforgettable name for their new coffee company. They had heard that words beginning in "st" were 3) _____ and memorable, and so they initially settled on "Starbo," the name of a town that they came upon on a map. They then thought of "Starbuck," the name of one of the characters from a classic maritime tale "Moby-Dick". Since they were selling coffee beans, tea, and spices from around the world, it made sense for their brand name to pay 4) _____ to the early coffee sea traders, as the Starbucks website states.

When designer Terry Heckler sat down to design the Starbucks logo, he focused on the brand's nautical theme. Through his research, Heckler was inspired by a Norse woodcut of a two-tailed siren from the 16th century, a mythological creature that lured sailors to into the rocks. "It's a metaphor for the powerful 5) _____ of caffeine that draws in coffee lovers," he said. The association with seafaring ties together central ideas of the Starbucks brand: making great coffee from around the world accessible in an appealing space.

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Nokia



1865



1865



1965



1978

From its 6) _____ in the paper production business to its dominant role in the mobile phone era, the transformation of the Nokia logo design has been nothing short of remarkable.

The Nokia story began near the Nokianvirta River in 1868. A Finnish man named Knut Fredrik Idestam founded a company to supply Europe with their increasing demand for paper products. For a long time, Nokia did just fine as a paper mill and production factory, but in the 1950s, competition started to set in all over the region. Many of those competitors had deeper 7) _____ to wait out the smaller companies like Nokia. Idestam's successors realized that they were on the route to bankruptcy, so they decided to 8) _____.

In the early 1960s, Nokia started re-training all its paper mill workers on electrical engineering projects. The gamble worked. Of course, the modern-day story for Nokia isn't nearly as rosy as the second half of the 20th century was. Still, their rise to mobile phone dominance in the 1980s proved to be a 9) _____ from the firm's background in paper.

Interestingly, the very first Nokia logo design was neither related to paper production nor to technology. It was a part of a fish, specifically a salmon with its mouth open. You might wonder why a fish? It represented a connection to nature, to the very essence of the place where Nokia originated. This original Nokia logo remained unchanged for almost a century. That's a testament to the power of a simple and unique design.