

adorns oversaturated indelible pockets
far cry alluring homage humble beginnings pivot

Starbucks



1971



1987



1992



2011

It's difficult to recall a time when the iconic green Starbucks logo, with its friendly two-tailed siren [sair(ə)n], wasn't ubiquitous. The image, that 1) _____ thousands of building facades in

nearly every city around the world, has left an 2) _____ mark on our collective consciousness. Its design evolved 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 mining 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 moniker to pay 4) _____ to "the seafaring tradition of the early coffee 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. "It's a metaphor for the allure of caffeine, the sirens who drew sailors into the rocks," he told. The logo's inviting aura and association with seafaring tie together central ideas of the Starbucks brand: making great coffee from around the world accessible in an appealing space.

Nokia



1865



1865



1965



1978

From its 5) _____ 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 almost a full century later, in the 1950s, competition started to set in all over the region. The paper market in that area became 6) _____ with competitors, and many of those competitors had deeper 7) _____ to wait out the smaller guys like Nokia. Idestam's successors realized their firm was on the route to bankruptcy with so much local competition, 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 ascension to tech mobile phone dominance in and around 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 locality, and to the very essence of the place where Nokia originated. This original Nokia logo remained unaltered for almost a century. That's a testament to the power of a simple and unique design.