

Visual language: reading symbols and narratives

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Starbucks Logo The logo of the Starbucks Coffee Company represents its products worldwide. A twin-tailed mermaid covers the logo and represents the uniqueness, seductive taste, and inspiring innovation that Starbucks delivers not only in the field of coffee making but also in the baking of spicy bakery products. The mermaid also represents the quality that the company delivers to its customers. “ For people all over the globe, she is a signal of the world’s finest coffee” (Steve).

The logo of Starbucks has undergone three main changes until now. Given below are the earlier versions of the Starbucks logo.

Earlier Versions of Starbucks Logo

The first version of the companys logo was brown in color. The twin-tailed mermaid did not cover the whole design of this logo as it does in the current design. Moreover, the mermaid in this logo was topless which also gave rise to controversies. The words of Starbucks, Coffee, Tea and Spices were also there in the logo. The logo underwent a change in 1987 when the company changed its color from brown to green and covered the mermaid’s breasts with her hair. This logo served the company from 1987 to 2010 and did not include the words of Tea and Spices. The company designed the third version in 2011, which is also the current version of the Starbucks logo. In this logo, the company removed the words of Starbucks and Coffee by spreading the mermaid all over the logo. The company also changed the color of the logo from faded green to a vivid shade of green. Today, the company is using the third version as the main logo along with the second

version as the secondary logo.

Works Cited

Steve, Michael. " So, Who is the Siren?." Starbucks. com, 05 Jan. 2012. Web.
08 Feb. 2012.