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History Of The Starbucks Logo

The logo of Starbucks is a mermaid. In 1971, the founders of Starbucks were looking for a symbol to represent Seattle. They hired a consultant who looked through old marine books until he found a two-tailed mermaid.

At first they used a topless mermaid but since it caused a lot of problems when the logo was put out on trucks and everywhere else, they decided to redesign it so that the hair will cover it up. Then in 1986, a man named Schultz bought out the original partners and changed the logo a bit. He put the mermaid into a green circle. The logo became extremely popular over night.

Starbucks: An Illustrated History



1971

We start by selling coffee beans in Seattle's Pike Place Market.



1987

We add handcrafted espresso beverages to the menu.



1992

We become a publicly traded company.



2011

We mark 40 years and begin the next chapter in our history.