

Nokia logo research
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NOKIA
Connecting People

nokia was not so long ago, one of the most important phone manufacturer in worldwide level. Even when the company has show show decline with dawn of the new decade, mostly do to the rapidly advancement in technology and that the market is overflooded by the now bigger fish of apple and samsung's galaxy, the old company has spot in the hearts of many. As most of us kids of 90 our first phone would have been a Nokia, this will make not only the company and its logo a popular icon of the 90's and early 2000 but also create one of the most popular myths/legends the indestructible Nokia phone.

Nokia Company was created in 1865 with very different features that have today. In fact, the company was born when Finland was part of the Russian Empire, on the initiative of an engineer named Fredrik Idestam and Leo mechelin, who established a factory of wood pulp for paper production in Southern Finland. The company, which he named Nokia after moving the factory on the banks of river Nokianvirta had a great blunting due to the prevailing wave industrializing throughout Europe,



Nokia has had a total of five logos throughout its history. Its first logo is quite unique and quite a surprise. Their first logo was designed in 1871 and it features a funny-looking fish, nowadays this would make one wonder more about the correlation between the fish and the phone manufacturing company. As previously mentioned, Nokia's first office was found in front of a river in a city of Finland, which its name is no other than Nokianvirta (Nokia). The fish depicted in the logo is a common fish that swims the rivers of that city. Its design is quite fit for the style of that era; the colors are simple black and white, but to be honest, the fish doesn't particularly show any of the functions and services of the company back in the day, which were manufacturing paper. Around the fish, it can be read "Nokia Osakeyhtiö – Nokia Aktiebolag" making a circle, the typeface can be seen that is quite old and little ornate, this art is quite used in this time era.

The second logo makes a drastic change from the original; the fish totally disappears and as do the ornaments and the black ink used in the logo. In this logo, we can appreciate a more industrial design than the previous one that was traditional and folkloric in a sense. They stop using the circle and turn to a more complicated figure, a pentagon, but it looks like a triangle. The text also changes, and we can read: "1898 S.G.T.O.Y. Nokia".





The third logo reused black and white and turned again to the circle. The text here decreases simply reduced to "Nokia" with a considerably more modern and simple typography, this new logo was introduced in 1965. During this time Nokia fused with other two companies Finnish cable works and Finnish rubber works. This led the company into manufacturing rubber but also moved into the electronics and cable business.

The fourth current logo uses a square typography, straight. The light blue is the color chosen for the letters, and add a drawing at the end of the word, as three arrows composed of pixels as representing the market to which it is dedicated and modernity. The font that is used for this logo was specifically designed for the company, named Nokia wide sans, this logo is own and exclusive use for the company



The fifth and most recent logo has little to no change at all removes all kinds of decorations. The company already is in a position of great recognition and does not need more than His Name. The new font that is used for the logo is now called Nokia pure, this font differs from his predecessor by being just a little bit more standard than the previous slightly narrow font.



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