

Brand image.

Logo

In 2006, Valerie O'Neil, a Starbucks spokeswoman, said that the logo is an image of a "twin-tailed mermaid, or siren as she's known in Greek mythology. The logo has been significantly streamlined over the years. ~~In the first version, the Starbucks~~

At the beginning of September 2006 and then again in early 2008, Starbucks temporarily reintroduced its original brown logo on paper hot-drink cups. Starbucks has stated that this was done to slow the company's heritage from the Pacific Northwest and to celebrate 35 years of business. The vintage logo sparked some controversy due in part to the siren's bare breasts, but the temporary switch garnered little attention from the media. Starbucks had drawn similar criticism when they reintroduced the vintage logo in 2006.

Other Environmental and social policies

Environmental impacts

In 1999, Starbucks started "Grounds for your Garden" to make their business environmentally friendlier. This gives leftover coffee grounds to anyone requesting it for composting. Although not all stores and regions participate, customers can request and lobby their local store to begin the practice.

Recycling Starbucks began using 10% recycled paper in its beverage cups in 2006 - the company claimed that this initiative was the first time that recycled material had been used in a product that came into direct contact with a food or beverage. Allen Hershkowitz of the natural resources Defense Council called the 10% content "minuscule" but Starbucks received the National Recycling Coalition Recycling Works Award in 2005 for the initiative.