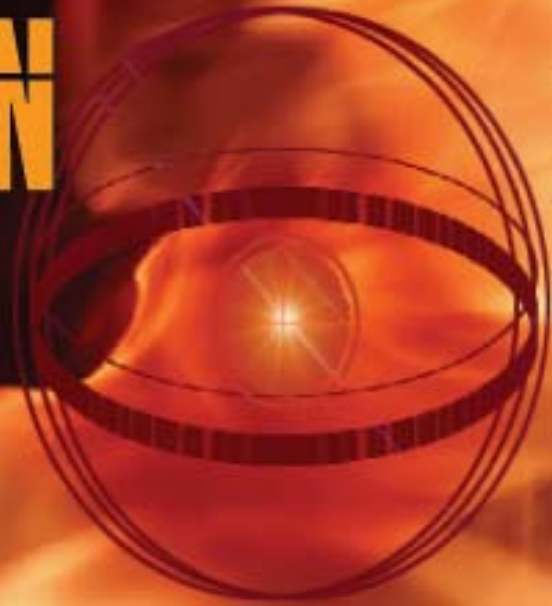


# INTER-MISSION



*Cheap beginnings: Nike's logo came at a bargain price.*

Nike's Swoosh design logo was created by Carolyn Davidson, an Oregon graphic design student, in 1971 when Nike needed a logo to put on the side of its shoes. At the time she was paid the hefty sum of \$35 for her design and also worked as a "one-woman" advertising department for Nike for a few years until they needed a full ad agency. The Swoosh represents the wing of Nike, the goddess of victory and triumph, according to Greek mythology. In the spring of 1972, the first shoe with the Nike Swoosh was introduced.



*Giant takeover: He conquered the company that created him.*

The Minnesota Valley Canning Company started selling canned white cream-style corn in 1903. It created the name Green Giant® to describe its line of sweet peas. The original Giant appeared in advertising for the first time in 1928. Eventually the Green Giant came to symbolize not only the pea, but the company as well. In 1950, Minnesota Valley Canning Company disappeared completely behind the trademark it had created and officially became Green Giant Company.

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