

# Nokia changed its logo after nearly 60 years

Nokia launched a new logo after nearly 60 years to emphasize to users that the Finnish company is no longer making phones, aiming for strong growth in the future.

Picture 1 of Nokia changed its logo after nearly 60 years

Nokia's new logo consists of 5 simple flat images forming the word NOKIA on many different background colors depending on the purpose of use, no longer constrained by the "legendary" blue color of the old icon.

CEO Pekka Lundmark said that one of the reasons the company changed its logo is that many people still think Nokia is making phones. Therefore, the company's logo change aims to emphasize the current business area, focusing on networking and industrial digitization.

Changing the logo is the first stage in the development strategy that Nokia CEO launched from 2020.

In the coming time, Nokia will come up with an appropriate strategy when shifting its focus to providing 5G equipment for factories and data centers, competing with Microsoft and Amazon.

Nokia's phone manufacturing division was acquired by Microsoft in 2014. But unfortunately, Microsoft closed this business a short time later, causing the Nokia brand to "disappear" from the phone market. smart.

In May 2016, HMD Global was founded by former Nokia employees and announced to buy the rights to manufacture Nokia branded phones until 2024 to relaunch the Nokia brand.

But it seems that now HMD Global is going against the original goal. It is not clear whether HMD Global will use the new Nokia logo on the next phone models or not.

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