

7 eleven logo history

7-Eleven Logo History: A Visual Chronicle of a Convenience Store Icon

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Introduction: The 7-Eleven logo is instantly recognizable globally. This ubiquitous symbol, representing a convenience store network that spans continents, boasts a surprisingly rich and fascinating history. Understanding the 7-Eleven logo history provides insights not only into the evolution of the brand itself but also into broader trends in graphic design and marketing strategies throughout the 20th and 21st centuries. This article delves into the 7-Eleven logo history, exploring its various iterations, the reasoning behind the changes, and the significance of each design in shaping the brand's perception and market success.

The Early Years: From Tote'm Stores to 7-Eleven (Pre-1969)

The story of the 7-Eleven logo history begins long before the familiar orange and green design. The origins lie in the Southland Ice Company, founded in Dallas, Texas, in 1927. Initially, they focused on home ice delivery. Recognizing a market opportunity, they expanded into selling groceries and other items, adopting the name "Tote'm Stores" in 1946. The Tote'm logo, reflecting the era's design aesthetics, was likely simple and possibly featured imagery relating to the ice delivery or general grocery business. Unfortunately, detailed information about this early logo is scarce, highlighting the challenges in tracing the full 7-Eleven logo history to its earliest roots. However, the transition from Tote'm Stores to 7-Eleven, and subsequent logo changes, is well-documented.

In 1946, Southland Ice Company changed its name to The Southland Corporation. The company began experimenting with extending store hours to 7 a.m. to 11 p.m. – hence the name 7-Eleven. The adoption of this name marked a significant shift in the brand's identity, laying the groundwork for the future 7-Eleven logo history. The early 7-Eleven logos likely reflected this shift, moving away from the Tote'm imagery and incorporating elements reflecting the extended hours of operation.

The Rise of the Iconic Orange and Green (1969-Present): A Detailed Look at the 7-Eleven Logo History

The most recognizable period in the 7-Eleven logo history begins in 1969 with the introduction of the now-classic orange and green design. This logo, a simplified and highly memorable representation of the brand name, featured a bold, sans-serif typeface for “7-Eleven” with the “7” prominently placed above the “Eleven”. The combination of orange and green was strategically chosen, conveying a sense of energy, freshness, and perhaps subtly suggesting citrus fruits and healthy choices.

This design underwent several subtle refinements over the decades. The font might have been slightly altered, the spacing adjusted, or the color palette refined to better suit changing printing and display technologies. However, the core design elements – the combination of orange and green, the prominent 7, and the clear sans-serif typeface – remained remarkably consistent. This consistency speaks volumes about the success of the original 1969 design and its enduring relevance in the 7-Eleven logo history. The brand recognized the power of a strong, unchanging visual identity.

The years of the orange and green logo also saw slight variations based on location and specific marketing campaigns. Some iterations featured the addition of a tagline or other graphic elements, but the core logo remained unchanged. This consistency highlights a key lesson in brand management: the importance of maintaining visual continuity while adapting to changing trends and consumer preferences.

The Significance and Relevance of the 7-Eleven Logo History

The 7-Eleven logo history isn't merely a chronological account of design changes; it's a reflection of broader societal shifts in design aesthetics, marketing strategies, and consumer expectations. The shift from the potentially simpler Tote'm logo to the bolder, more modern 7-Eleven design represents the changing landscape of retail and branding in the post-war era. The long-lasting success of the orange and green logo demonstrates the power of a well-designed, memorable, and consistent visual identity. It's a case study in effective branding that continues to inform and inspire designers today.

The evolution, or rather the remarkable lack of significant evolution, in the 7-Eleven logo design highlights the importance of brand consistency and the risks associated with frequent redesigns. The stability of the logo over the decades reflects a brand that understood its target audience and the power of familiar imagery. The orange and green instantly evoke feelings of convenience, accessibility, and familiarity, a powerful testament to the success of this enduring design.

Summary: This article traces the 7-Eleven logo history, starting with its obscure origins in the Southland Ice Company and the Tote'm Stores era. The focus is then shifted to the defining moment in the 7-Eleven logo history: the adoption of the iconic orange and green logo in 1969. The article analyzes the logo's enduring appeal, highlighting the strategic choices in color and typography, and emphasizes the importance of consistency in

branding. The longevity of this design is presented as a case study in successful brand management and effective visual communication. The article concludes by emphasizing the significance of the 7-Eleven logo history as a reflection of broader trends in design and marketing throughout the 20th and 21st centuries.

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Editor: Mr. David Chen, Senior Editor at BrandCraft Magazine, with over 15 years of experience in the graphic design and marketing industries.

Conclusion: The 7-Eleven logo history showcases the power of a well-conceived and consistently maintained brand identity. The enduring success of the iconic orange and green logo underscores the value of simplicity, memorability, and brand recognition. It's a testament to the thoughtful design decisions made decades ago, decisions that continue to resonate with consumers today.

FAQs:

1. What was the first 7-Eleven logo like? Detailed information on the very first logo is limited, but it likely reflected the company's earlier focus on ice delivery and groceries, possibly being simpler than later designs.
1. Why did 7-Eleven choose orange and green for its logo? The colors likely symbolize freshness, energy, and possibly subtly relate to citrus fruits.
1. When was the iconic orange and green logo introduced? The iconic logo was introduced in 1969.
1. Has the 7-Eleven logo ever undergone major redesigns? While the core elements have remained consistent, there have been subtle refinements in font, spacing, and color palette over the years.
1. What makes the 7-Eleven logo so effective? Its simplicity, memorability, and consistent use over decades have made it highly recognizable and effective.

1. How has the 7-Eleven logo adapted to modern technology? The logo has been adapted for various digital platforms, ensuring consistent brand representation across all media.
1. Are there any regional variations in the 7-Eleven logo? While the core logo remains consistent, minor variations may have existed in the past based on location or specific marketing campaigns.
1. What role did the logo play in the success of 7-Eleven? The logo's strong brand recognition has significantly contributed to 7-Eleven's global success.
1. What can other companies learn from the 7-Eleven logo history? Companies can learn the importance of a simple, consistent, and memorable logo to build strong brand recognition and long-term success.

Related Articles:

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7 eleven logo history: The Success of 7-Eleven Japan Akira Ishikawa, Tai Nejo, 1998 When analyzing 7-Eleven Japan's advanced and innovative management style, the authors of this book explore and highlight the existence of the integrated information system, a symbol of the competitiveness of 7-Eleven Japan. This is because of the key role it plays not only in forming 7-Eleven Japan's corporate strategy but also in developing its functional strategies for logistic support, merchandising and store operations.

7 eleven logo history: *Team 7-Eleven* Geoff Drake, 2011-08-01 In 1980, there were exactly four professional bike racers in America. Six years later, an American cycling team would wear the coveted yellow jersey of the Tour de France. And that same team would go on to win Italy's greatest race--the Giro d'Italia--only two years later. Team 7-Eleven is the extraordinary story of how two Olympic speed skaters, Jim Ochowicz and Eric Heiden, pulled together a small group of amateur cyclists and turned them into one of the greatest cycling teams the sport has known. From humble beginnings in a barn in Pennsylvania to soaring victories in the French Alps, Team 7-Eleven is the complete history that has never been fully told--until now. The 7-Eleven Cycling Team--Team 7-Eleven for short--launched the careers of American cycling superstars Andy Hampsten, Davis Phinney, Bob Roll, Ron Kiefel, and many more. It also changed the cycling world, creating a new team structure based on multiple stars, unified goals, and personal sacrifice for the greater good. And yet at the time it was formed, the number of American cyclists with world-class experience could be counted--literally--on one hand. And the number of American teams that competed in Europe's biggest races was exactly zero. Team 7-Eleven is the amazing story of how two cycling fans

found one exceptional sponsor and created the greatest American cycling team of its era. Written with the enthusiastic cooperation of the team members, Team 7-Eleven will impress cycling fans with behind-the-scenes stories of the team's founding, its growing pains, and its lasting success as the team that established America as a powerhouse in the world of professional cycling.

7 eleven logo history: Seven-Eleven Japan Co Sunil Chopra, 2017 Discusses the structure of the Seven-Eleven Japan supply chain in terms of its facilities network, inventory management, distribution, and information. To discuss how Seven-Eleven has made consistent supply chain choices to support its business strategy of providing convenience to customers. Points to how Seven-Eleven has used information and aggregation in transportation to improve supply chain responsiveness at a relatively low cost.

7 eleven logo history: Station Eleven Emily St. John Mandel, 2014-09-09 NATIONAL BESTSELLER • NATIONAL BOOK AWARD FINALIST • A PEN/FAULKNER AWARD FINALIST • Set in the eerie days of civilization's collapse—the spellbinding story of a Hollywood star, his would-be savior, and a nomadic group of actors roaming the scattered outposts of the Great Lakes region, risking everything for art and humanity. • Now an original series on HBO Max. • Over one million copies sold! One of the New York Times's 100 Best Books of the 21st Century Kirsten Raymonde will never forget the night Arthur Leander, the famous Hollywood actor, had a heart attack on stage during a production of King Lear. That was the night when a devastating flu pandemic arrived in the city, and within weeks, civilization as we know it came to an end. Twenty years later, Kirsten moves between the settlements of the altered world with a small troupe of actors and musicians. They call themselves The Traveling Symphony, and they have dedicated themselves to keeping the remnants of art and humanity alive. But when they arrive in St. Deborah by the Water, they encounter a violent prophet who will threaten the tiny band's existence. And as the story takes off, moving back and forth in time, and vividly depicting life before and after the pandemic, the strange twist of fate that connects them all will be revealed. Look for Emily St. John Mandel's bestselling new novel, Sea of Tranquility!

7 eleven logo history: American Nations Colin Woodard, 2012-09-25 • A New Republic Best Book of the Year • The Globalist Top Books of the Year • Winner of the Maine Literary Award for Non-fiction Particularly relevant in understanding who voted for who during presidential elections, this is an endlessly fascinating look at American regionalism and the eleven "nations" that continue to shape North America According to award-winning journalist and historian Colin Woodard, North America is made up of eleven distinct nations, each with its own unique historical roots. In American Nations he takes readers on a journey through the history of our fractured continent, offering a revolutionary and revelatory take on American identity, and how the conflicts between them have shaped our past and continue to mold our future. From the Deep South to the Far West, to Yankeedom to El Norte, Woodard (author of American Character: A History of the Epic Struggle Between Individual Liberty and the Common Good) reveals how each region continues to uphold its distinguishing ideals and identities today, with results that can be seen in the composition of the U.S. Congress or on the county-by-county election maps of any hotly contested election in our history.

7 eleven logo history: How to Knock Over a 7-Eleven and Other Ministry Training Michael Cheshire, 2012-04-01 A true underdog story. Journey with these young leaders as they do church their way. A diner, driving school and an odd jobs company are just some of the ways this group used to build a thriving church. In How to Knock Over a 7-Eleven and Other Ministry Training, author and senior pastor Michael Cheshire brings real-life stories to out of the box church work. His humor is unmatched and the insights you get will cut to the core as you journey with him and his team as they build a church from scratch. This book takes you behind the scenes of a radically different way to build a church. It's a valuable resource for those planning to launch a new ministry or for leaders wanting to be more innovative in their community. This is not a story of the traditional church. Michael and his team sacrifice more than a few sacred cows in their pursuit of God's calling. If you're determined to pursue a calling in any type of ministry, this book will only make your fire

grow.

7 eleven logo history: *Building/Object* Charlotte Ashby, Mark Crinson, 2022-06-16

Building/Object addresses the space in between the conventional objects of design and the conventional objects of architecture, probing and reassessing the differences between the disciplines of design history and architectural history. Each of the 13 chapters in this book examines things which are neither object-like nor building-like, but somewhere in between – air conditioning; bookshelves; partition walls; table-monuments; TVs; convenience stores; cars – exposing particular political configurations and resonances that otherwise might be occluded. In doing so, they reveal that the definitions we make of objects in opposition to buildings, and of architecture in opposition to design, are not as fundamental as they seem. This book brings new aspects of the creative and experiential into our understanding of the human environment.

7 eleven logo history: *Wheelmen* Reed Albergotti, Vanessa O'Connell, 2014-07-01

The sensational New York Times bestselling in-depth look at Lance Armstrong's doping scandal, the phenomenal business success built on the back of fraud, and the greatest conspiracy in the history of sports. Now with a new afterword. Lance Armstrong won a record-smashing seven Tours de France after staring down cancer, and in the process became an international symbol of resilience and courage. In a sport constantly dogged by blood-doping scandals, he seemed above the fray. Then, in January 2013, the legend imploded. He admitted doping during the Tours and, in an interview with Oprah, described his mythic, perfect story as one big lie. But his admission raised more questions than it answered—because he didn't say who had helped him dope or how he skillfully avoided getting caught. The Wall Street Journal reporters Reed Albergotti and Vanessa O'Connell broke the news at every turn. In *Wheelmen* they reveal the broader story of how Armstrong and his supporters used money, power, and cutting-edge science to conquer the world's most difficult race. *Wheelmen* introduces U.S. Postal Service Team owner Thom Weisel, who in a brazen power play ousted USA Cycling's top leadership and gained control of the sport in the United States, ensuring Armstrong's dominance. Meanwhile, sponsors fought over contracts with Armstrong as the entire sport of cycling began to benefit from the Lance effect. What had been a quirky, working-class hobby became the pastime of the Masters of the Universe set. *Wheelmen* offers a riveting look at what happens when enigmatic genius breaks loose from the strictures of morality. It reveals the competitiveness and ingenuity that sparked blood-doping as an accepted practice, and shows how the Americans methodically constructed an international operation of spies and revolutionary technology to reach the top. It went on to become a New York Times Bestseller, a Wall Street Journal Business Bestseller, and win numerous awards, including a Gold Medal for the Axiom Business Book Awards. At last exposing the truth about Armstrong and American cycling, *Wheelmen* paints a living portrait of what is, without question, the greatest conspiracy in the history of sports.

7 eleven logo history: *The Absolutely True Diary of a Part-Time Indian* (National Book Award

Winner) Sherman Alexie, 2012-01-10 A New York Times bestseller—over one million copies sold! A National Book Award winner A Boston Globe-Horn Book Award winner Bestselling author Sherman Alexie tells the story of Junior, a budding cartoonist growing up on the Spokane Indian Reservation. Determined to take his future into his own hands, Junior leaves his troubled school on the rez to attend an all-white farm town high school where the only other Indian is the school mascot. Heartbreaking, funny, and beautifully written, *The Absolutely True Diary of a Part-Time Indian*, which is based on the author's own experiences, coupled with poignant drawings by Ellen Forney that reflect the character's art, chronicles the contemporary adolescence of one Native American boy as he attempts to break away from the life he was destined to live. With a forward by Markus Zusak, interviews with Sherman Alexie and Ellen Forney, and black-and-white interior art throughout, this edition is perfect for fans and collectors alike.

7 eleven logo history: *Eleven Rings* Phil Jackson, Hugh Delehanty, 2013-05-21

Through candor and comprehensiveness, Jackson writes a convincing revisionist take, in which he emerges as an excellent coach . . . highly readable . . . reflects Jackson's polymathy. —The New York Times Book Review Part sports memoir, part New Age spirit quest, part pseudo-management tract . . . But the

primary thing with Jackson—as with all the old bards, who were also known for repeating themselves—is the voice. —Sam Anderson, *The New York Times Magazine* A New York Times Bestseller The inside story of one of basketball's most legendary and game-changing figures During his storied career as head coach of the Chicago Bulls and Los Angeles Lakers, Phil Jackson won more championships than any coach in the history of professional sports. Even more important, he succeeded in never wavering from coaching his way, from a place of deep values. Jackson was tagged as the “Zen master” half in jest by sportswriters, but the nickname speaks to an important truth: this is a coach who inspired, not goaded; who led by awakening and challenging the better angels of his players’ nature, not their egos, fear, or greed. This is the story of a preacher’s kid from North Dakota who grew up to be one of the most innovative leaders of our time. In his quest to reinvent himself, Jackson explored everything from humanistic psychology and Native American philosophy to Zen meditation. In the process, he developed a new approach to leadership based on freedom, authenticity, and selfless teamwork that turned the hypercompetitive world of professional sports on its head. In *Eleven Rings*, Jackson candidly describes how he:

- Learned the secrets of mindfulness and team chemistry while playing for the champion New York Knicks in the 1970s
- Managed Michael Jordan, the greatest player in the world, and got him to embrace selflessness, even if it meant losing a scoring title
- Forged successful teams out of players of varying abilities by getting them to trust one another and perform in sync
- Inspired Dennis Rodman and other “uncoachable” personalities to devote themselves to something larger than themselves
- Transformed Kobe Bryant from a rebellious teenager into a mature leader of a championship team.

Eleven times, Jackson led his teams to the ultimate goal: the NBA championship—six times with the Chicago Bulls and five times with the Los Angeles Lakers. We all know the legendary stars on those teams, or think we do. What *Eleven Rings* shows us, however, is that when it comes to the most important lessons, we don’t know very much at all. This book is full of revelations: about fascinating personalities and their drive to win; about the wellsprings of motivation and competition at the highest levels; and about what it takes to bring out the best in ourselves and others.

7 eleven logo history: [Back to the Future: Untold Tales and Alternate Timelines](#) Bob Gale, John Barber, Erick Burnham, 2016 Originally published as *Back to the future issues #1-5--Indicia*.

7 eleven logo history: [Hearts of Lions](#) Peter Nye, 2020-05 Bike racers were America's media darlings less than a century ago--dashing, eccentric, and very rich daredevils. Until the 1920s bike races drew larger crowds than all other American sports events, including Major League Baseball games. Prize-winning racer and journalist Peter Joffre Nye vividly re-creates this period of sports history, forgotten until now, in *Hearts of Lions*, a true story of courage, daring, and occasional lunacy. Revised, updated, and expanded, this second edition of *Hearts of Lions* is based on interviews with more than one thousand cyclists whose racing careers span from 1908 through the 2016 Rio Olympics, along with interviews with trainers and family members. Included are stories about Joseph Magnani, the lone American from southern Illinois who rode on the dusty roads of Europe in road racing's golden era of the 1930s and 1940s; Lance Armstrong, whose rise in the mid-1990s was eclipsed in the doping era that still casts a long shadow over the sport; Kristin Armstrong, a three-time Olympic gold medalist who set new standards for women in cycling; and Evelyn Evie Stevens, who chucked a Wall Street career in her mid-twenties to compete in two Olympics and win several world championship gold medals. *Hearts of Lions* is a colorful, exciting, classic work on the art of bicycle racing over 140 years against a backdrop of social, political, and technical changes.

7 eleven logo history: [The Role of Language and Symbols in Promotional Strategies and Marketing Schemes](#) Epure, Manuela, Mih?e?, Lorena Clara, 2018-09-28 In the increasingly competitive global market, successful and meaningful intercultural advertising plays a key role in reaching out to consumers from diverse language and cultural backgrounds. Therefore, it is crucial for individuals and businesses to be able to navigate the field of marketing communications to cut through the noise in a consumerist society to persuade their target audience. *The Role of Language and Symbols in Promotional Strategies and Marketing Schemes* provides emerging research

exploring the theoretical and practical aspects of the power of words and symbols used in promotional strategies and marketing schemes. Featuring coverage on a broad range of topics such as shock advertising, branding, and celebrity endorsement, this book is ideally designed for marketers, managers, business professionals, academicians, researchers, and graduate-level students seeking current research on the use of language and symbols in marketing tactics.

7 eleven logo history: Eleven Patricia Reilly Giff, 2008-12-24 Sam is almost 11 when he discovers a locked box in the attic above his grandfather Mack's room, and a piece of paper that says he was kidnapped. There are lots of other words, but Sam has always had trouble reading. He's desperate to find out who he is, and if his beloved Mack is really his grandfather. At night he's haunted by dreams of a big castle and a terrifying escape on a boat. Who can he trust to help him read the documents that could unravel the mystery? Then he and the new girl, Caroline, are paired up to work on a school project, building a castle in Mack's woodworking shop. Caroline loves to read, and she can help. But she's moving soon, and the two must hurry to discover the truth about Sam.

7 eleven logo history: A Life in Stages Frank Farr, 2022-01-04 "The station where you begin your life, does not need to be your station at the end of your life. The choice is yours." Growing up poor in wartime England, Frank Farr is an indifferent student, and once he gets into his rebellious teen years, struggles with juvenile delinquency and seems headed for trouble. But when he is presented with the opportunity of a place in a boarding school for "bright delinquents" Frank gets mentored into a passion for learning...and his life takes an entirely different direction. "From shop floor to board room" Beginning as an assistant in a Canadian supermarket, Frank's willingness to work hard and to continuously learn, starts him on an ascent to the highest levels of the corporate retail world, a happy marriage, fatherhood, and travels around the world. "Good Luck is where preparation meets opportunity" A Life in Stages follows Frank's rise from unpromising beginnings to eighty-two years of living a good life, learning, working hard and enjoying the love of family and the companionship of friends and colleagues.

7 eleven logo history: In the Name of Peace Paul Sande, 2019-11-19 Hamza bin Ladin was always the natural successor to his father's leadership of al-Qaeda. Seeking to avenge his father's death, he ordered a strike on America that would make 9/11 a distant memory. Now rookie FBI agent Walsh must bring together and lead an unlikely group of allies to unravel bin Ladin's plot and save America from disaster! In the Name of Peace combines the dangers of terrorism, hacking, and government mass surveillance in a techno thriller that will take you on an enthralling and captivating thrill ride. Like a really good episode of 24 - Readers' Favorite

7 eleven logo history: Franchising Carrie Shook, Robert L. Shook, 1993 More than 540,000 franchised businesses dot the American landscape, ringing up total sales of \$758 billion - which equals almost one-third of the nation's retail market. No doubt about it, franchising is already big business and it's getting bigger every year. (A franchised business opens up every 17 minutes!) In this fascinating and thoroughly researched book, Robert and Carrie Shook - two experienced business writers - take you inside the franchising industry to show you how ten of the best-managed franchisors operate and the exact steps to take and to avoid if you're thinking of buying a franchise. The ten enormously successful franchises they examine include fast-food businesses such as McDonald's, Pizza Hut, and Dunkin' Donuts... service providers like H&R Block, Century 21 Real Estate, Duskin Corp., and ServiceMaster... as well as Midas Mufflers and the 7-Eleven convenience stores. Each franchise is looked at in great depth, making you privy to information rarely divulged to those outside the franchising industry or even to most franchisee-owners. Among other things, you'll discover what goes on inside the executive suites of these franchise operations... how key decisions are made and the business lessons that can be learned from their blunders; the sort of relationship that exists between each franchisor and its franchisees... training, services, and financing provided; fees and expenses to expect; how well a franchisor communicates with, and how extensively and strongly it supports, unit owners; candid comments from a wide cross-section of franchisees about what it's really like to own and run a particular franchise... how much money you can make, the

amount of time you have to put in, the day-to-day problems you face, and anything else you'd ever want to know. In short, you'll see from the inside what it takes to successfully operate various kinds of franchises; if you have the temperament and skills to succeed; and how to avoid every pitfall from inadequate policy manuals to needless restrictions or controls.--BOOK JACKET.Title Summary field provided by Blackwell North America, Inc. All Rights Reserved

7 eleven logo history: Becoming Trader Joe Joe Coulombe, 2021-06-22 Build an iconic shopping experience that your customers love—and a work environment that your employees love being a part of—using this blueprint from Trader Joe’s visionary founder, Joe Coulombe. Infuse your organization with a distinct personality and culture that draws customers in a way that simply competing on price cannot. Joe Coulombe founded what would become Trader Joe’s in the late 1960s and helped shape it into the beloved, quirky food chain it is today. Realizing early on that he could not compete and win by playing the same game his bigger competitors were playing, he decided to build a store for educated people of somewhat modest means. He brought in unusual products from around the world and promoted them in the Fearless Flyer, providing customers with background on how they were sourced and their nutritional value. He also gave the stores a tiki theme to reinforce the exotic trader ship concept with employees wearing Hawaiian shirts. In this way, Joe laid down a blueprint for other business owners to follow to build their own unique shopping experience that customers love, and a work environment that employees love being a part of. In Becoming Trader Joe, Joe shares the lessons he learned by challenging the status quo and rethinking the way a business operates. He shows readers of all types: How moving from a pure analytical approach to a more creative, problem-solving approach can drive innovation. How finding an affluent niche of passionate customers can be a better strategy than competing on price and volume. How questioning all aspects of the way you do business leads to powerful results. How to build a business around your values and identity.

7 eleven logo history: Convenience Store Woman Sayaka Murata, 2018-06-12 Shortlisted for the Best Translated Book Award Longlisted for the Believer Book Award Longlisted for the Warwick Prize for Women in Translation A Los Angeles Times Bestseller The English-language debut of an exciting young voice in international fiction, selling 660,000 copies in Japan alone, Convenience Store Woman is a bewitching portrayal of contemporary Japan through the eyes of a single woman who fits into the rigidity of its work culture only too well. The English-language debut of one of Japan’s most talented contemporary writers, selling over 650,000 copies there, Convenience Store Woman is the heartwarming and surprising story of thirty-six-year-old Tokyo resident Keiko Furukura. Keiko has never fit in, neither in her family, nor in school, but when at the age of eighteen she begins working at the Hiiromachi branch of “Smile Mart,” she finds peace and purpose in her life. In the store, unlike anywhere else, she understands the rules of social interaction—many are laid out line by line in the store’s manual—and she does her best to copy the dress, mannerisms, and speech of her colleagues, playing the part of a “normal” person excellently, more or less. Managers come and go, but Keiko stays at the store for eighteen years. It’s almost hard to tell where the store ends and she begins. Keiko is very happy, but the people close to her, from her family to her coworkers, increasingly pressure her to find a husband, and to start a proper career, prompting her to take desperate action... A brilliant depiction of an unusual psyche and a world hidden from view, Convenience Store Woman is an ironic and sharp-eyed look at contemporary work culture and the pressures to conform, as well as a charming and completely fresh portrait of an unforgettable heroine.

7 eleven logo history: DFW Deco Jim Parsons, David Bush, 2017 Vivid imagery and original research are the hallmarks of DFW Deco: Modernistic Architecture of North Texas, the latest in Jim Parsons and David Bush's series of books documenting Art Deco and Art Moderne design in the Lone Star State. DFW Deco examines a vibrant architectural heritage that spans legendary eras in American history, from the Roaring Twenties through the Great Depression to World War II. DFW Deco explores the full range of modernistic building styles and some of the uniquely Texan influences that shaped the growing cities of North Texas. Classic zigzag skyscrapers promoted by

Fort Worth boosters and Dallas businessmen, Art Deco storefronts in the booming towns of the great East Texas oilfield, and streamlined facilities inspired by innovations in transportation and communications all have a place in this book. DFW Deco looks not only at whole buildings, but also at their finely crafted details, ranging from vibrant tile murals depicting the scope of Texas history on Fort Worth's monumental Will Rogers Memorial Center to stylized gold-leaf pinecones and cotton bolls in the ornate People's National Bank Building in Tyler. Using a mix of original and historical photographs, this lavishly illustrated book promotes an appreciation of Main Street movie theaters, innovative suburban homes, and even a surprising collection of modernistic soft drink bottling plants. DFW Deco also documents the federal programs that helped build exceptional courthouses, schools, and post offices from small towns to big cities. The book ends with a chapter of short biographies of the architects and artists who created these landmarks. By illustrating the broad reach of modernistic design in North Texas, the authors hope to advance the preservation of significant buildings and encourage readers to explore the region themselves and discover their own Art Deco treasures.

7 eleven logo history: Employment Relations Amie Shaw, Ruth McPhail, Susan Ressia , 2018-01-01 Overview This is the second edition of the well-regarded local text, *Employment Relations*. This new edition takes an even more practical approach to a complex area, considering both the industrial regulation and human resources dimensions of the employment relationship. As well as providing a comprehensive guide to employment relations in Australia, the text also offers a selective international comparative view on the management of the employment relationship. The text explains and emphasises the real-world connections between the important theories of industrial relations and human resources, which are key components of the employment relations discipline. The overarching aim is for students to gain a deeper understanding of the 'World of Work', through the discipline of *Employment Relations*.

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PASTE'S BEST MEMOIRS OF THE DECADE • NAMED ONE OF THE TEN BEST BOOKS OF THE YEAR BY The New York Times Book Review • O: The Oprah Magazine • The Washington Post • People • Entertainment Weekly • Vogue • Los Angeles Times • San Francisco Chronicle • Chicago Tribune • New York • Newsday • Library Journal • Publishers Weekly In a profound work that pivots from the biggest questions about American history and ideals to the most intimate concerns of a father for his son, Ta-Nehisi Coates offers a powerful new framework for understanding our nation's history and current crisis. Americans have built an empire on the idea of "race," a falsehood that damages us all but falls most heavily on the bodies of black women and men—bodies exploited through slavery and segregation, and, today, threatened, locked up, and murdered out of all proportion. What is it like to inhabit a black body and find a way to live within it? And how can we all honestly reckon with this fraught history and free ourselves from its burden? *Between the World and Me* is Ta-Nehisi Coates's attempt to answer these questions in a letter to his adolescent son. Coates shares with his son—and readers—the story of his awakening to the truth about his place in the world through a series of revelatory experiences, from Howard University to Civil War battlefields, from the South Side of Chicago to Paris, from his childhood home to the living rooms of mothers whose children's lives were taken as American plunder. Beautifully woven from personal narrative, reimagined history, and fresh, emotionally charged reportage, *Between the World and Me* clearly illuminates the past, bracingly confronts our present, and offers a transcendent vision for a way forward.

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