

THE EVOLUTION OF THE WORLD FACTBOOK'S LOGO

The World Factbook has had three logos. The first, unveiled in 2001, was a circular design that incorporated the publication's name in a band around a stylized globe and four distinctive arrowheads representing the four cardinal directions. It was used on the covers of four *World Factbook* editions from 2001 to 2004 but then largely ignored.



A second, short-lived logo showed a world globe balloon carrying passengers on a journey of discovery through *The World Factbook*. Used on internal Agency communications in 2012-13, it never appeared on any published copies of the *Factbook*.



The current *World Factbook* logo, introduced in 2014, has proved to be very popular. It consists of three elements artfully combined: a globe (carrying on the tradition of the first two logos), an eagle head profile (echoing the eagle on the Agency's seal), and a monocle that the eagle wears (serving as a symbol of intelligence). This simple, yet eye-catching logo works well in either positive or negative renditions, and has appeared on all *World Factbook* covers since 2014.

