A large, black, stylized letter 'D' with a thick, curved stroke that loops back into the top of the letter.

**Devise**

**The definition of design is as expansive as the items, objects, and ideas created by it. Everything around us is a product of design.**

A blue, stylized letter 'E' with a circular arrow-like shape around its top and bottom curves.

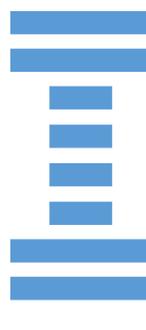
**Engineer**

Each letter in the left margin was designed with us in mind. These logos capture our thoughts, evoke our feelings, and help us make connections, which is one definition of design.

A green and yellow stylized letter 'S' with a curved arrow shape around its top and bottom curves.

**Solve**

**Our minds are captured by the simple sight of these single letters and we are able to instantly recognize the brands represented by them.**

A blue stylized letter 'I' composed of several horizontal bars of varying lengths stacked vertically.

**Imagine**

A colorful stylized letter 'G' with segments in red, yellow, green, and blue.

**Generate**

A red stylized letter 'N' with a thick, blocky design.

**New**

While it may seem that we have come to recognize these brands due to constant exposure, could the answer actually be that the design used to create them plays a much larger role?