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Cover Trail

How the cover got made

1 Sergey Brin as cartoon character. "Too cute for the cover," not recognizable



2 Drawing of someone wearing Google goggles. "I like this, but it's too weird. Can we see Sergey in a photo?"



3 "Looks like a story about Google Glass, and no one wants to buy a magazine about nerd goggles"



4 "Looks like Time magazine. Need to make it more 'us'"



5 "This is far too 'us'"



6 Make the secondary line big. Finished