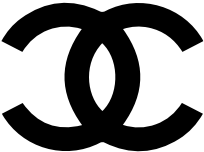
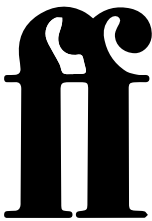
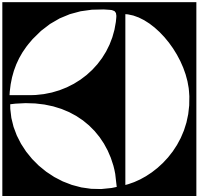


Logos 1

All brands have Logos of some sort, whether it be a graphic mark, emblem, or symbol. They are all around us when you go shopping, for example. Companies spend a lot of money on research and on designing a memorable logo. Douglas Harper's Online Etymology Dictionary states that the first surviving written record of the term 'logo' dates back to 1937, and that the term was "probably a shortening of logogram".

How well do you recall a brand name from the logo?

			
Cisco	Citroen	Costa Coffee	Dacia
			
Daewoo	Daihatsu	Diners Club	Dodge
			
Chanel	DreamWorks	Donnay	Chupa Chups
			
Chrysler	Expedia	Faber and Faber	FireFox
			
Electrolux	Ericsson	Ducati	Estee Lauder