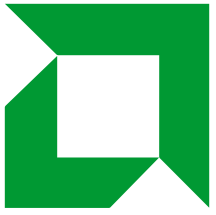
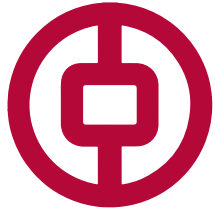
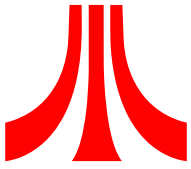


Logos 10

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?

			
Admiral	Admiral Insurance	airbnb	Adobe
			
Adidas	Alfa Romeo	Airbus	Air New Zealand
			
Xbox	ASICS	Bacardi	AMD
			
Yamaha	Audi	Bank of China	Al Jazeera
			
Atari	Avery	Android	Barclays