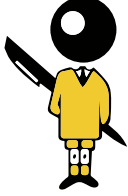
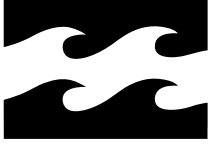
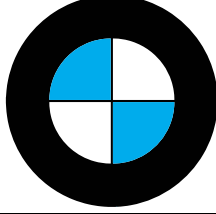
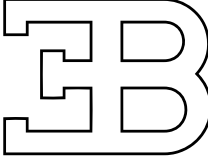


Logos 11

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?

			
BIC	Billabong	BlackBerry	Body Shop
			
Bitcoin	Black Decker	BMW	Boeing
			
Amazon	Bosch	British Airways	Benetton
			
Beats Electronics	Bridgestone	Buik	Tesla
			
British Leyland	Bugatti	Burger King	Castrol