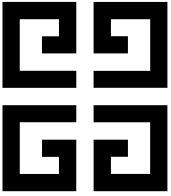
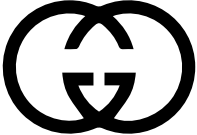
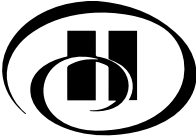


Logos 2

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?

			
Givenchy	GlaxoSmithKline	Goodyear	Gucci
			
Haagen Dazs	Hallmark Cards	Harley Davidson	Head
			
Fred Perry	Hyundai	Heineken	Giorgio Armani
			
General Electric	HSBC	HTC	Hermes
			
Holiday Inn	Honda	Hilton Hotels	Hot Wheels