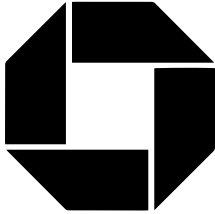
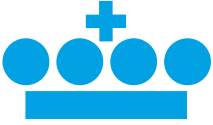
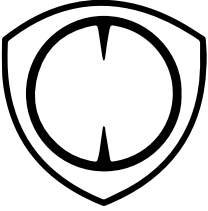
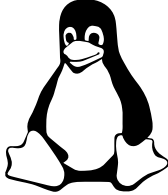


Logos 3

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?

			
John Deere	Interflora	jpmorganchase	Knorr
			
Lada	Krispy Kreme	Korean Air	KLM
			
IKEA	EUFA	Lamborghini	Kappa
			
Intel	Logitech	Fisherman's Friend	Lancia
			
Le Coq Sportif	Lexus	Land Rover	Linux