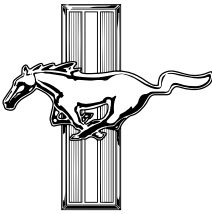


Logos 4

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?

			
Colmans	Burberry	Mustang	Unilever
			
Ferrari	Philip Morris	ING	Lindt
			
Cadillac	Wimbledon	Nordstrom	Michelin
			
Versace	Nvidia	Malibu	American Express
			
Fruit of the Loom	Porsche	Rank	Pringles