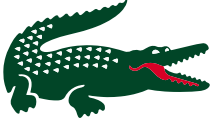
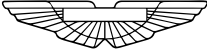
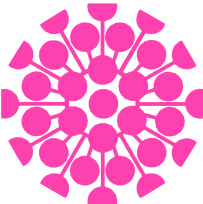


Logos 5

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?

			
Lacoste	McLaren F1	KFC	Levi Strauss
			
Crocs	Wendy's	Aston Martin	Rémy Martin
			
Toblerone	Dropbox	Anonymous	Tupperware
			
Lotus	Nestlé	Faber Castell	Hello Kitty
			
Red Bull	Bentley	White Star Line	Longines