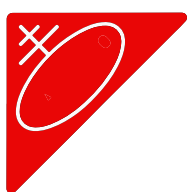
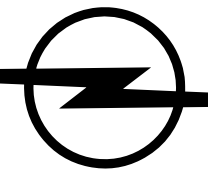


Logos 6

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?

			
Maserati	Mazda	McAfee	Mercedes-Benz
			
Lufthansa	Martini	Mizuno	Mitsubishi
			
NATO	Nabisco	Mulberry	Monster
			
Louis Vuitton	Nikon	Nickelodeon	Nissan
			
New Balance		Ocean Spray	Opel