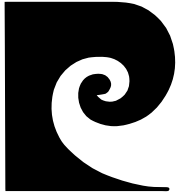
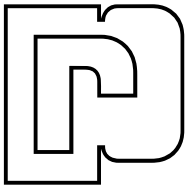
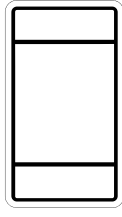


Logos 7

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?

			
Pantene	Pepsi	Peugeot	Philips
			
Pampers	Pierre Cardin	Pizza Hut	Playstation
			
Oxfam	Qantas	Puma	Polaroid
			
Paco Rabanne	Quaker	Santander	Royal Bank of Scotland
			
Rolex	Quicktime	Rolls-Royce	SAAB