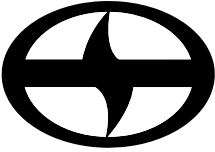
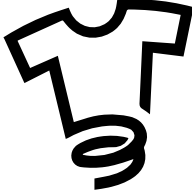
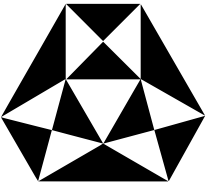


Logos 8

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?

			
Singapore Airlines	Sesame Street	Škoda	Skype
			
Spotify	Spar	Speedo	Smart car
			
Scania	Standard Chartered	Starbucks	Swatch
			
Scion	TAG Heuer	Teespring	Subaru
			
TDK	The North Face	Texas Instruments	Tesla