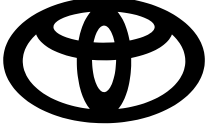


Logos 9

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?

			
TomTom	Tommy Hilfiger	Total	Toyota
			
TripAdvisor	Uncle Bens	UNICEF	UPS
			
The YMCA	Volvo	Victoria's Secret	Wella
			
Tissot	Victorinox Swiss Army knife brand	WordPress	Under Armour
			
Vodafone	Valvoline	Walkman	Whirlpool