

Branding:Logos

The companies' logos contain hidden messages that may not be seen by the eye right away. What do you see?





"The arrow could mean forward direction, speed and precision, and if it remained hidden, there might be an element of surprise, that aha moment." When people see a FedEx truck, they may point to it.



yoga australia

When the lady holds her
leg, it makes the
country/continent of
Australia.





The O in the Cola represents the flag of Denmark, the happiest country in the world.





THE GUILD OF FOOD WRITERS

The company provides culinary education and food writing, so the logo is the nib of a fountain pen and inside the pen, you can see a spoon.



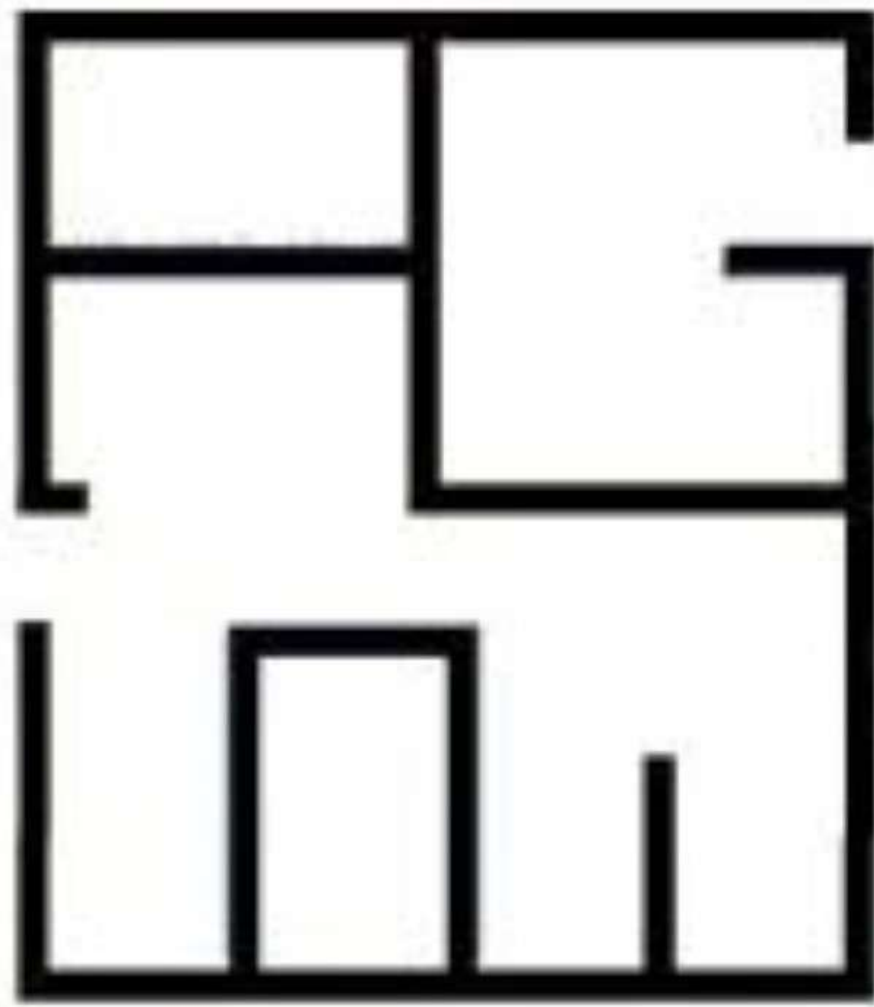
THE GUILD OF FOOD WRITERS



The company is related to music business and the logo contains a cow made from different musical instruments.

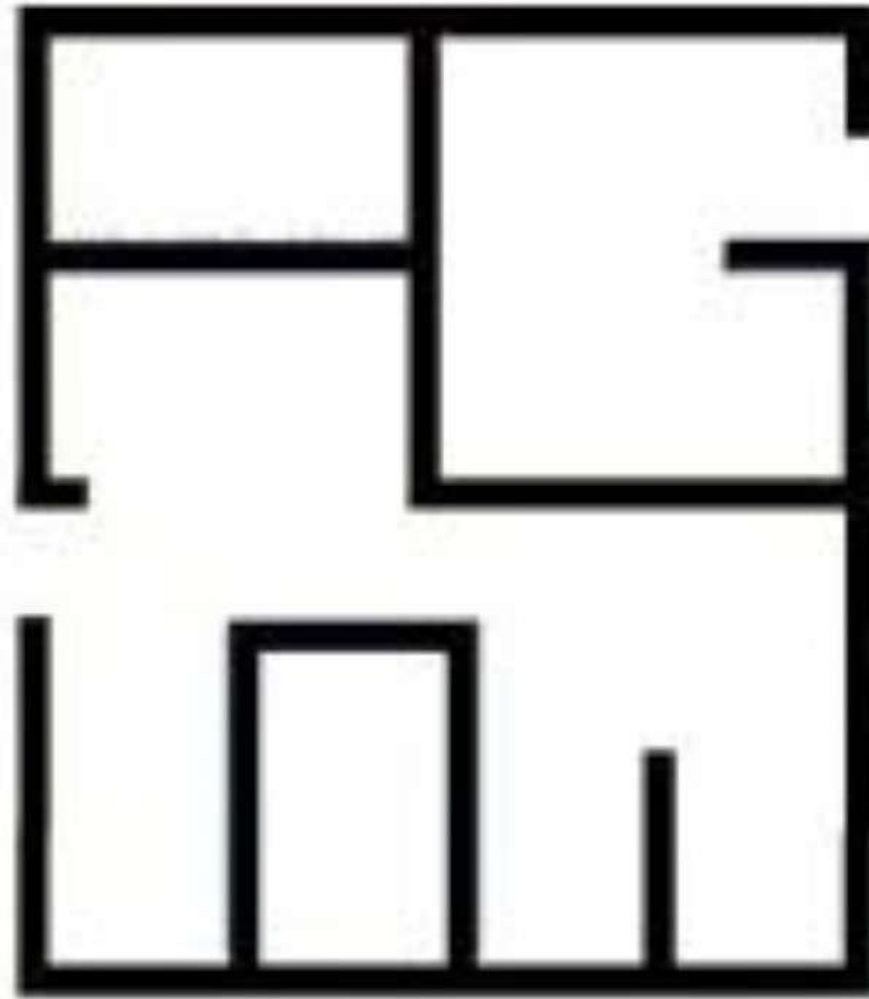


AG LOW



AG LOW Construction

The company specializes in designing floor plans and the logo contains a floor plan of a house.





The Logo is in the shape of a bear with the North Star as its eye and the stream as its mouth. It also shows the great Minnesota outdoors.





beatsTM by dr. dreTM

The red circle is a person you are viewing from the side and he is wearing a pair of Beats Headphones. You can also see the signature “B” of the brand.



beatsTM by dr. dreTM



Baskin Robbins initially offered over 31 flavors of ice cream in their stores. The 31 represent the number of flavors.





PITTSBURGH ZOO
& PPG AQUARIUM

You can see a gorilla and a lioness looking at each other from either side of the tree.





There are 11 college teams within the Big 10 athletic conference.





This logo is an online company so the fork is in the middle and the circle makes an @ sign!





TOBLERONE

This logo shows the Matterhorn Mountain in Switzerland, which is where Toblerone originated. An image of bear can be seen too if you look closer!



TOBLERONE



The “T” people in the middle of the word, “Tostitos” are sharing a chip and salsa (which is the red topper to the “I.”





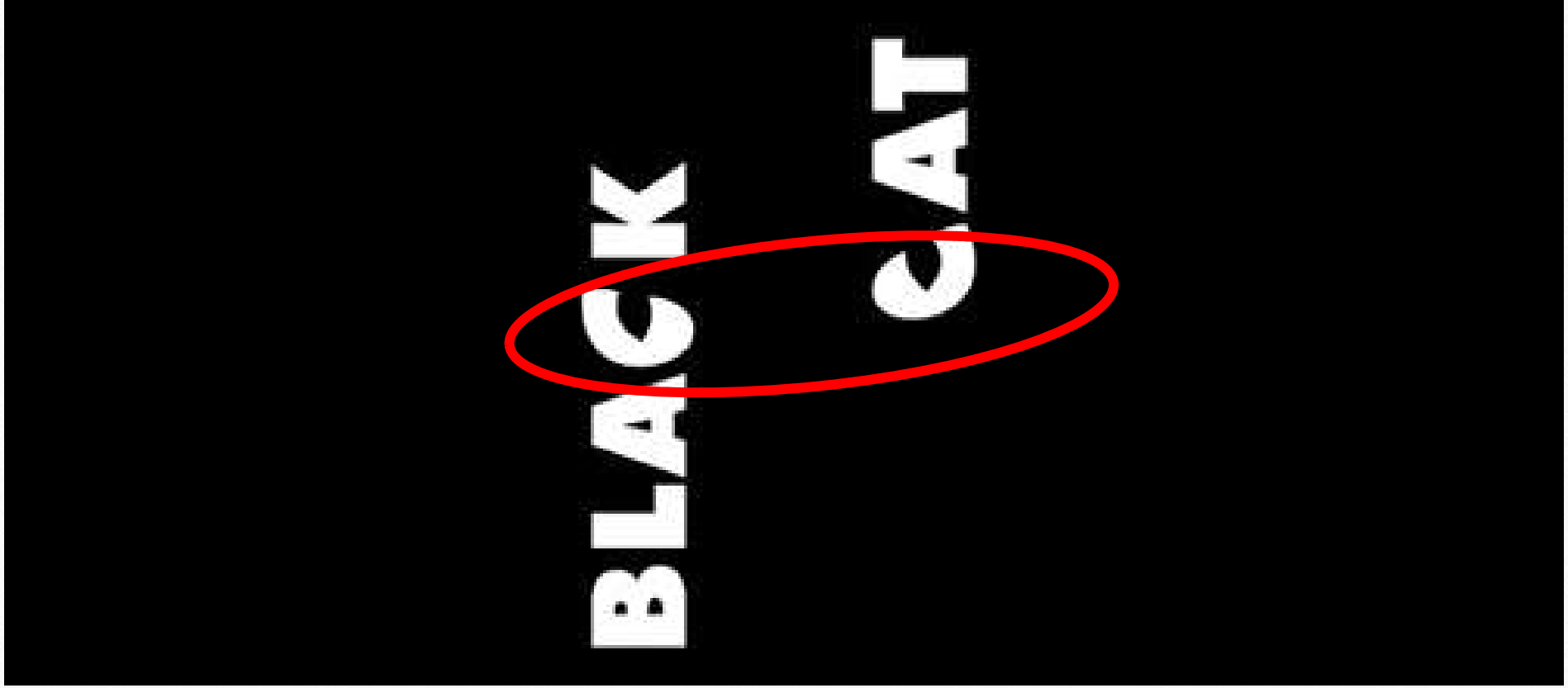
This is the logo for the Milwaukee Brewers baseball team. You can see the B and the M holding the baseball, and together they form a baseball glove.

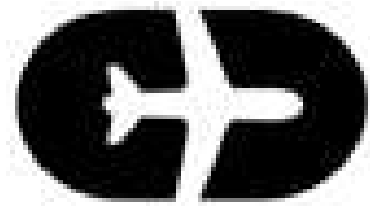


BLACK

CAT

Cat Eyes!





CityDirect

It is an airplane on a runway and it
also makes a C and a D.





The O and the X make a fish.
It is difficult to say exactly
why but they offer fish as one
of their menu options.





THE BRONX
ZOO

You can see that the giraffe's legs make up the New York skyline.





THREE NUTS

GENERAL CONTRACTORS

You can see a thtree
of which inside the
three, there is a
wrench head. There
are also three nuts.



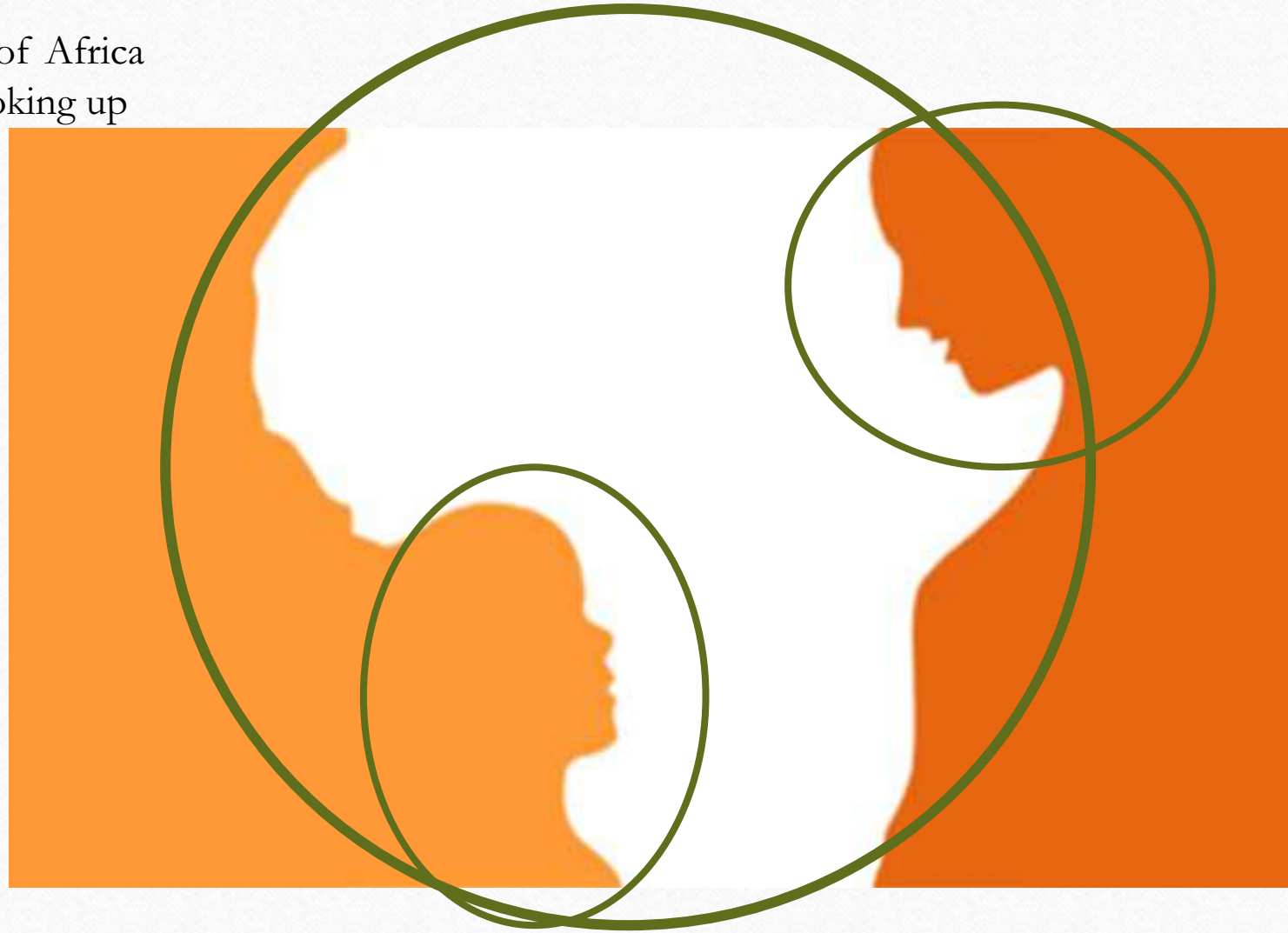
Gillette

Check out the “G” and the “i”, in particular the dot on the “i” and notice how it looks like a razor’s edge that cuts right through the “G” at the same angle.





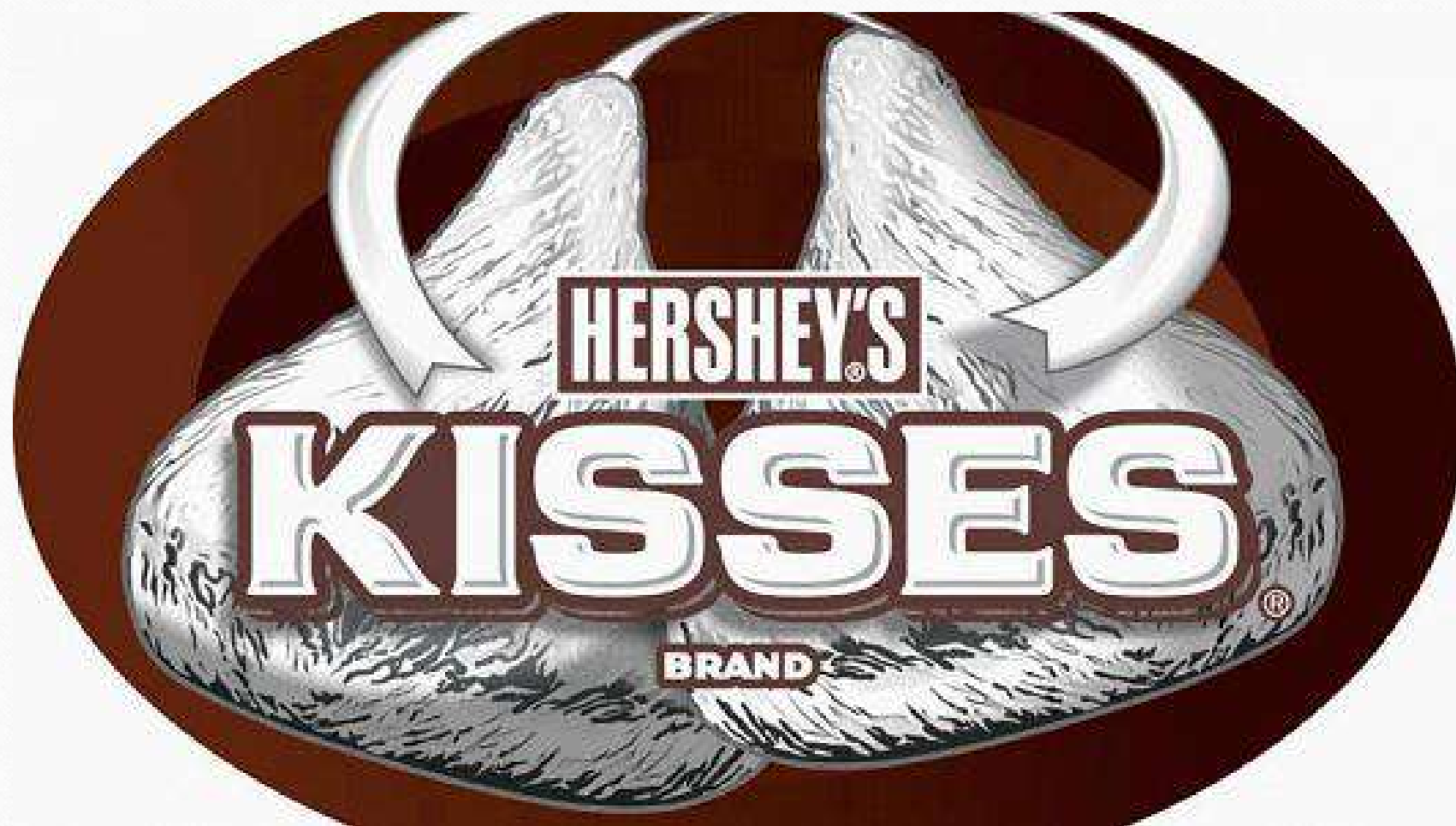
the continent of Africa
and a child looking up
at mother.



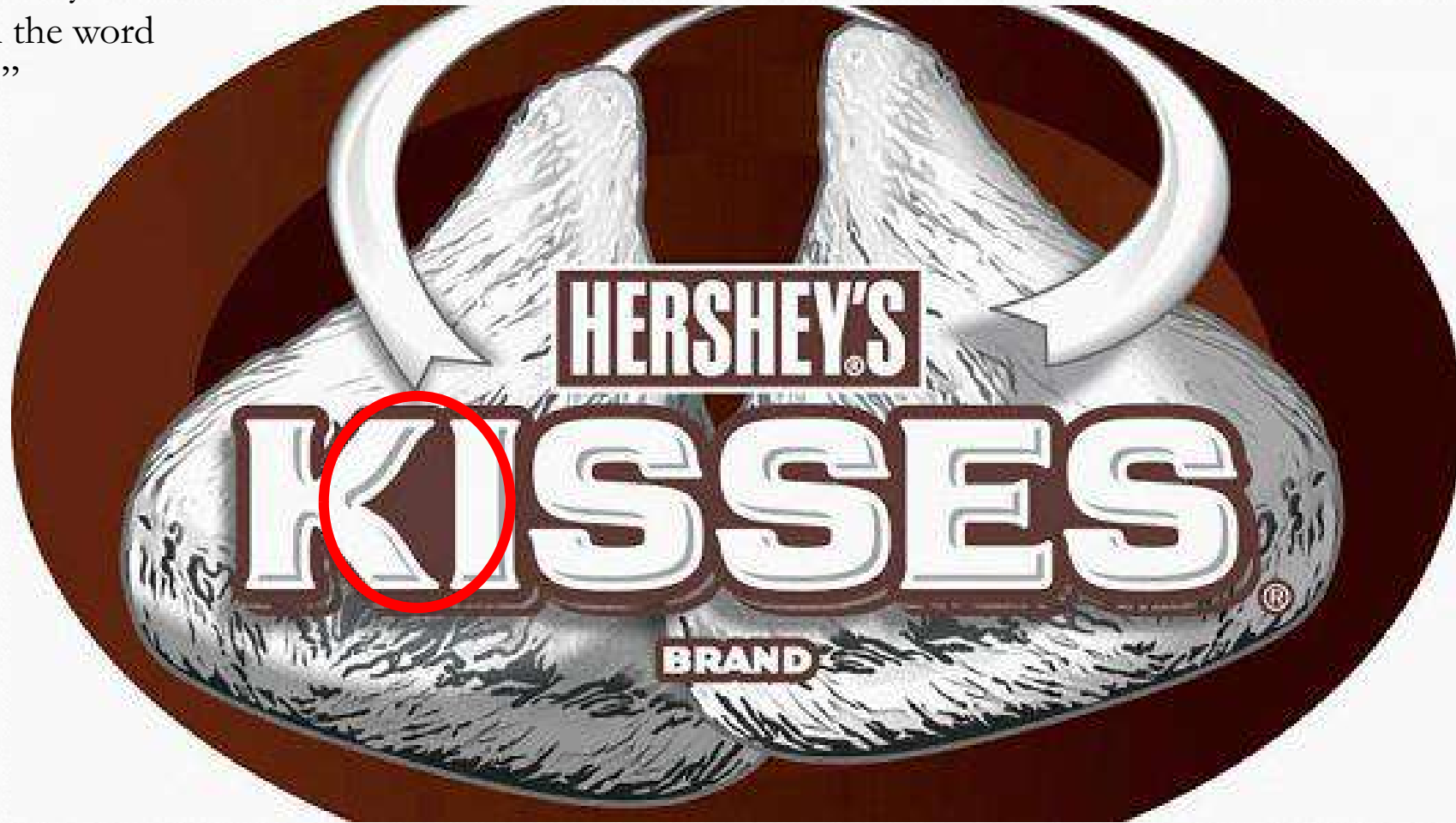


The "R" in the hoop is a rocket taking off. There's also a hidden "H" formed by the hoop and "R."



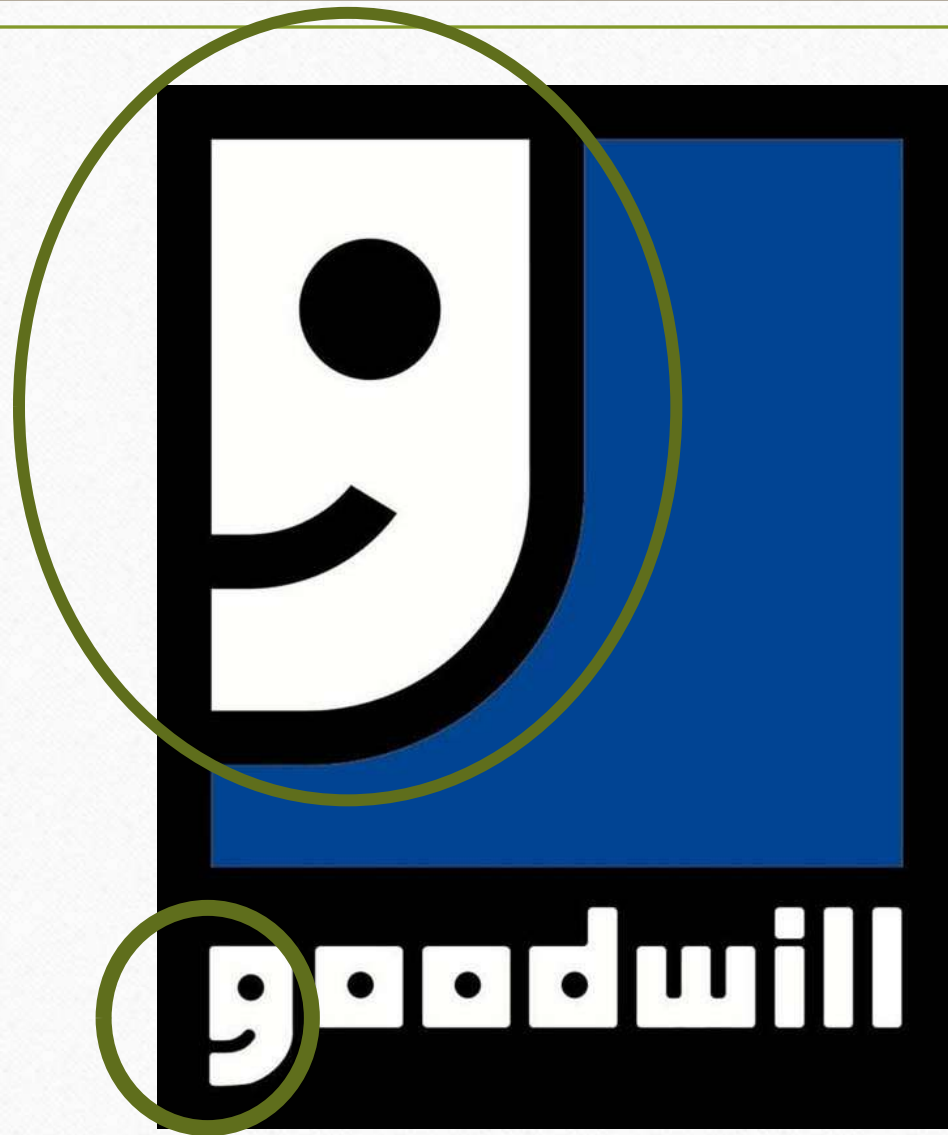


single Hershey's Kiss
hidden in the word
"KISSES"





the lowercase "G" in
"goodwill" doubles as a
smiling face and appears
twice in the company's
logo.



Le
de Tour
France

The image shows a stylized logo for 'Le Tour de France'. The text is written in a bold, black, hand-drawn font. 'Le' is at the top, 'de' is to the left of 'Tour', and 'France' is at the bottom. The word 'Tour' is the largest and most prominent. A bright yellow circle, representing a sun, is positioned behind the 'u' in 'Tour'. The entire logo is set against a white background, which is framed by a thin green border. The frame is mounted on a light brown wooden surface, with dark brown horizontal bars visible on the left and right sides.

Guy riding a bike

