

# Branding:Logos

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These 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**

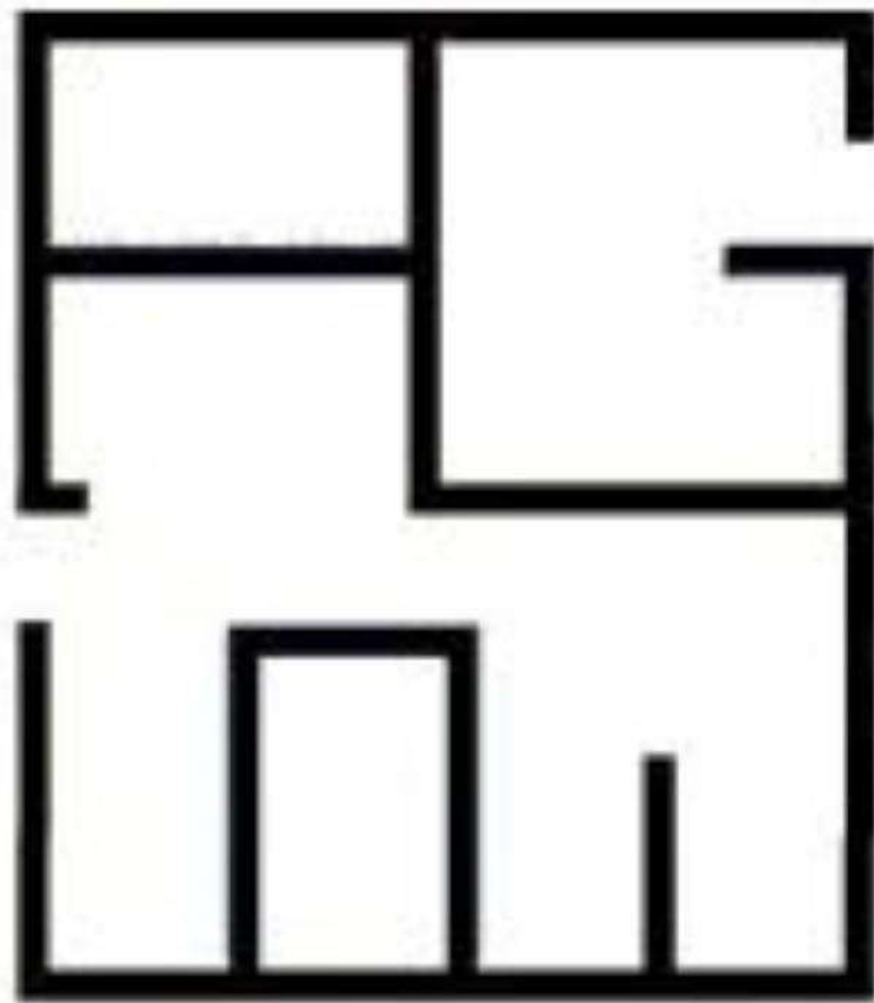


The company provides culinary education and food writing, so the logo is the nib of a fountain pen and inside the pen, you can see a spoon.



**THE GUILD OF FOOD WRITERS**

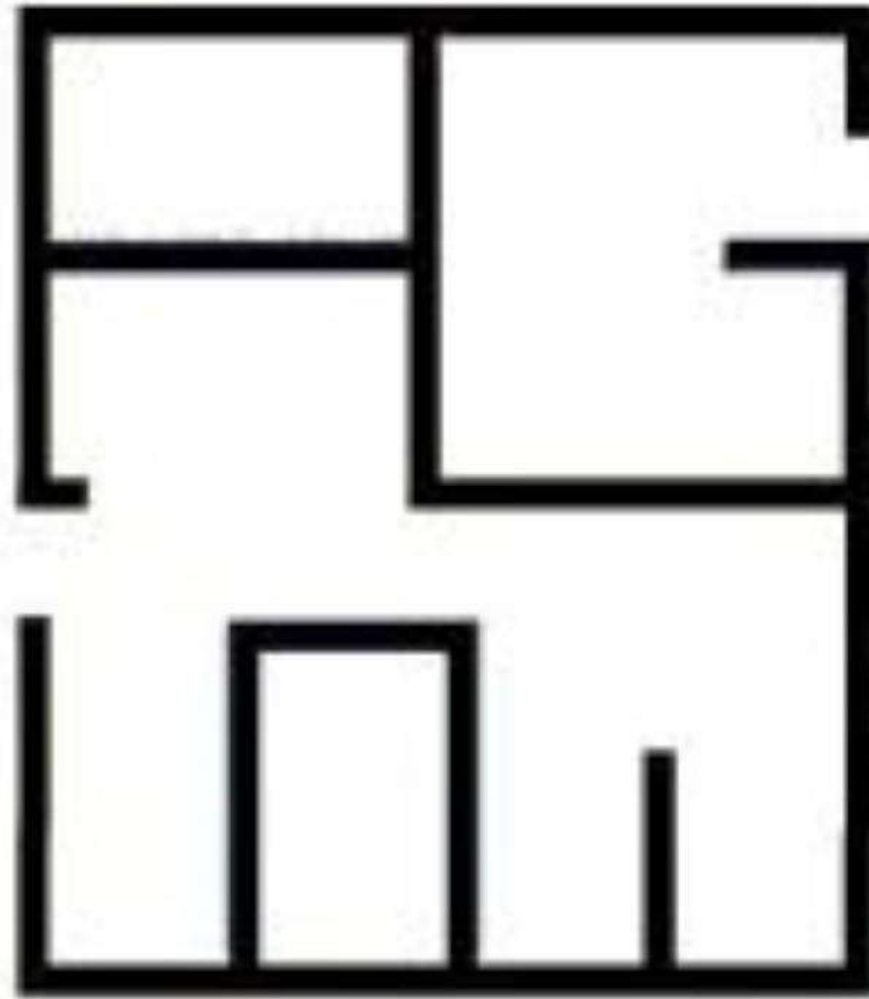
AG LOW





# 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.





beats<sup>TM</sup> by dr. dre<sup>TM</sup>



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.



beats<sup>TM</sup> by dr. dre<sup>TM</sup>





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!

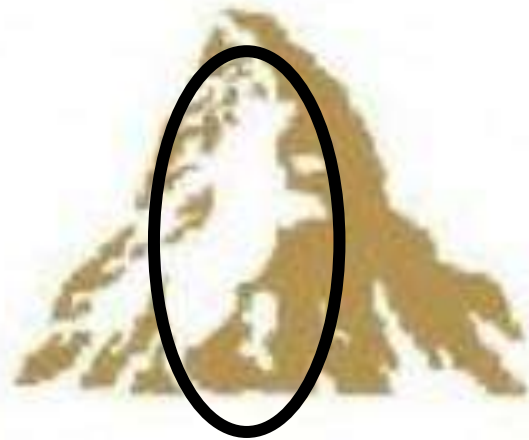




**TOBLERONE**



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**





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.

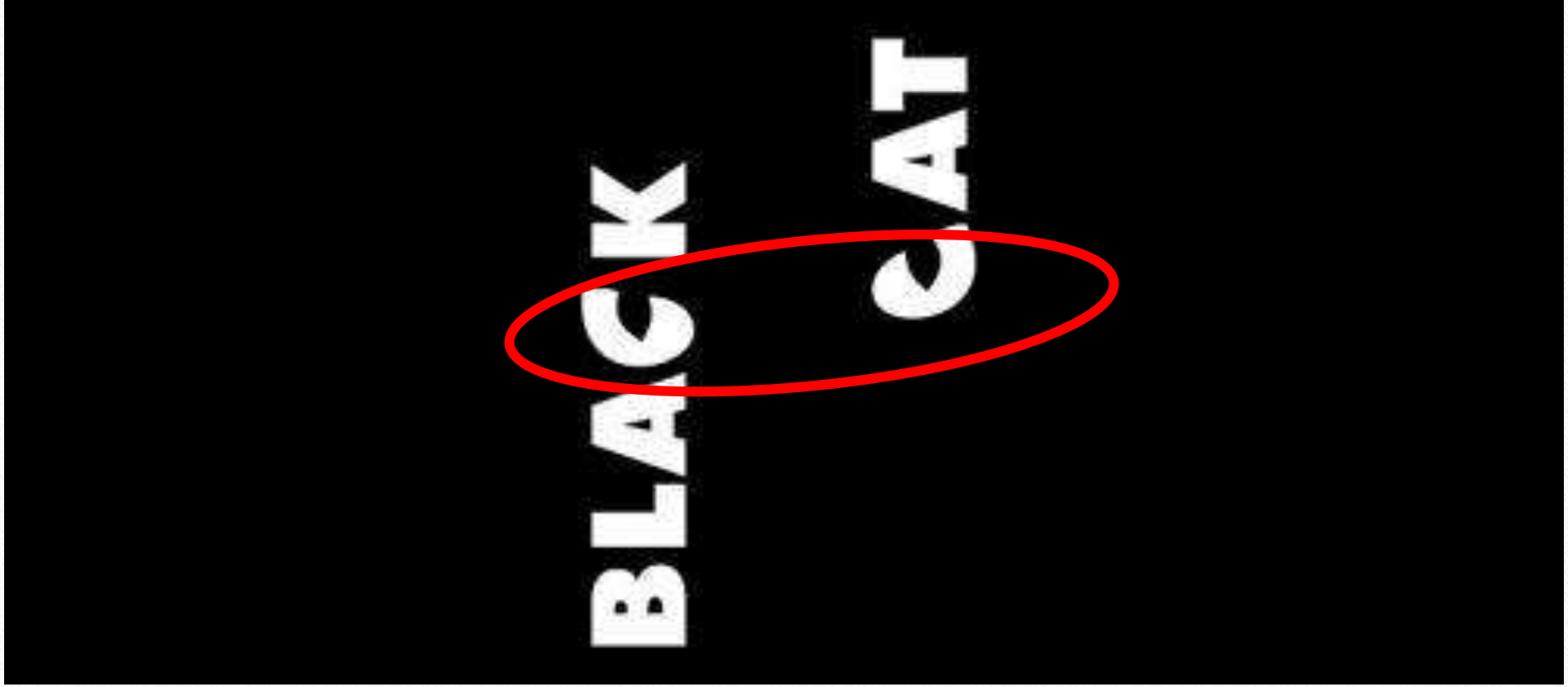


**BLACK**

**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**  

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**GENERAL CONTRACTORS**



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







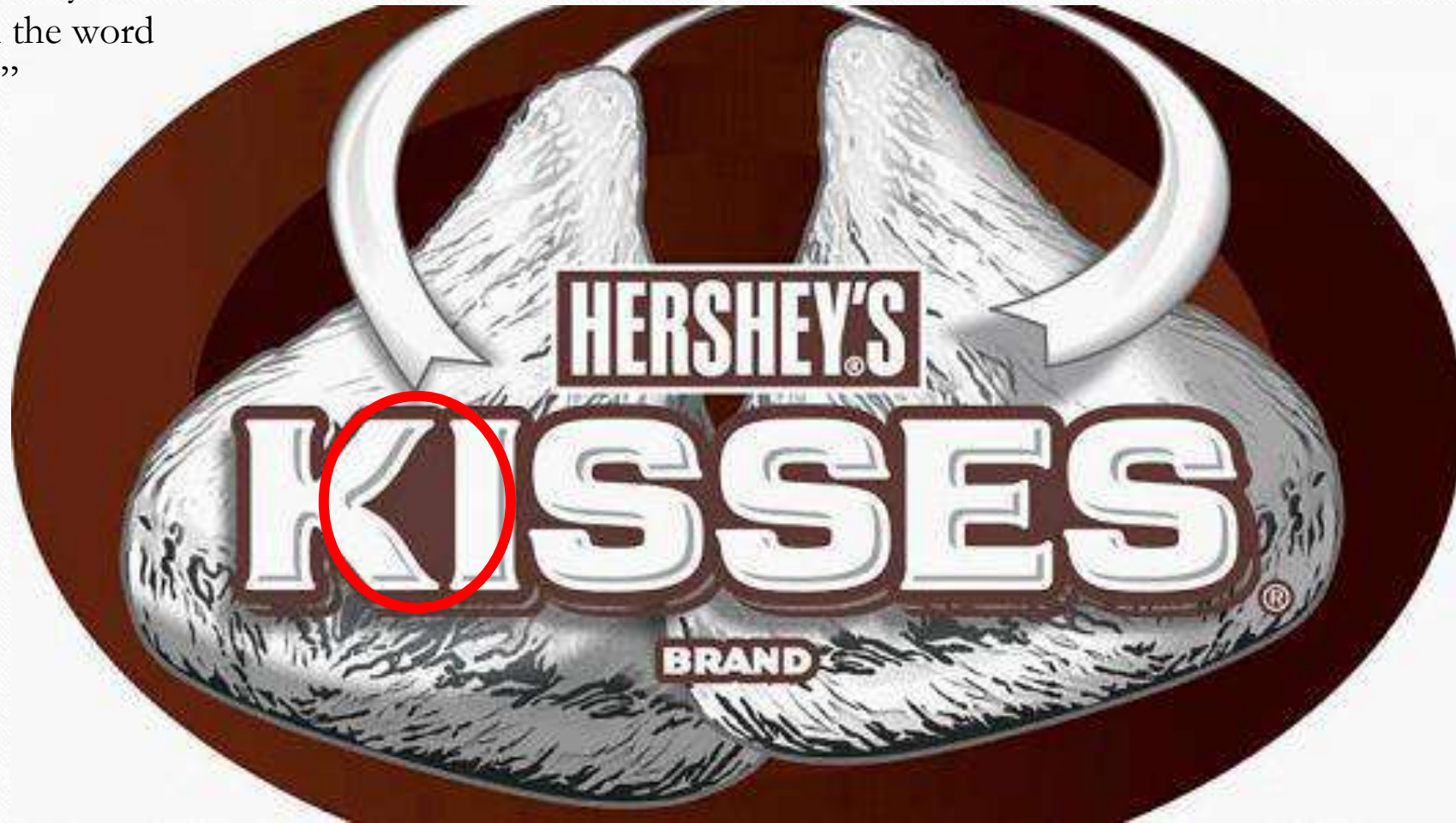
The "R" in the hoop is a rocket taking off. There's also a hidden "H" formed by the hoop and "R."







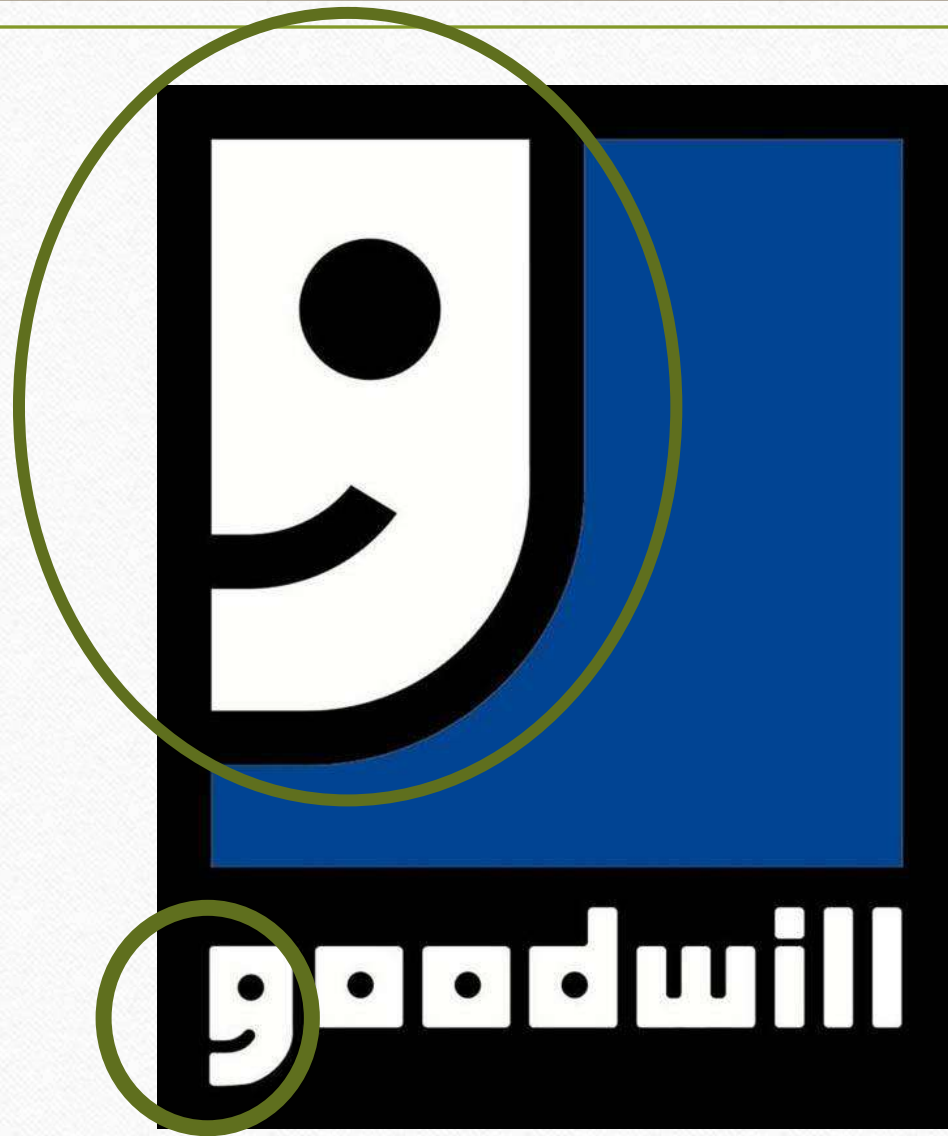
single Hershey's Kiss  
hidden in the word  
"KISSES"







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



Le Tour  
de France





Guy riding a bike



The logo for the Museum of London is centered on a white rectangular background. It features a dark blue, irregularly shaped central area containing the text "MUSEUM OF LONDON" in white, bold, sans-serif capital letters. This central area is surrounded by concentric, wavy layers of color: a ring of bright pink, followed by a ring of orange, and an outermost ring of light blue. The entire logo is set against a larger white background, which is itself framed by a thin black border. On the left and right sides of this white background, there are dark brown, horizontal rectangular elements that resemble the binding of a book.

**MUSEUM  
OF LONDON**



This logo has an interesting shape that isn't just abstracted blobs of color. The colors represent the geography of London and its change over time. This represents the constant change of London and its people of in the past, the present, and the future.



*MyFonts®*





Online resource that allows users to access a large number of fonts. The “My” is stylized to be a hand, giving the impression that users can get their hands on whatever font they would like.









Hidden inside the gold ring is a code: 9cc4c12949af31474f299058ce2b22a. It was cracked by a threat researcher and turns out to be the MD5 hash of their mission statement. MD5 is a 128 bit cryptographic hash that is used to verify file integrity.





*Pinterest*





*Pinterest*

Pinterest got its name from the idea of “pinning” things you like to a board. To continue with this idea of the pin, the “P” represents a pushpin that brings the real aspect of tacking something to your wall.







Logo colors come from the Barvarian flag.

Video:

<https://www.logodesignlove.com/bmw-logo-evolution>



**LION BIRD**  
STRONG HOLD



An example of visual manipulation. You see a bird with wings and the lion's face is made up with the body of the bird. Your eyes fill in the rest in the gaps to complete the lion's head. The lion represents the way that the brand attacks its profession, and the bird represents power.



**LION BIRD**  
STARS HOLD



GREENLABS



This is a digital marketing and web solutions company. The tree helps accentuate the “green” aspect of their brand and friendliness to the environment. The crown of the tree is a brain that represents the intelligence of its staff members.





**Circus of  
Magazines™**



It looks like a circus tent that is formed by magazine pages.







The three stripes are staggered to appear to be a mountain. The mountain represents the challenges and trials that Adidas athletes will face and overcome.





Unilever



Unilever produces many products across several different product categories. They built the “U” out of some of their core products. This helps our viewer piece together how many different areas Unilever has products in.





S P A R T A N  
G O L F C L U B



You can see the outline of a spartan in a helmet or you may see a golfer taking a swing with his trajectory beside him.





PITTSBURGH ZOO  
& PPG AQUARIUM



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







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

