

Logo Types and Famous Logos: Listening and Note-taking

Part 1. Watch the video “What Makes a Truly Great Logo” and take notes by filling in the spaces below.

What are the three main types of logos?

1. _____ mark

Example:

2. _____

Example:

3. _____ iconography

Example:

The video includes one more (fourth) modern type of logo, called the logo system. What are some examples?

A design student created the Nike swoosh in what year? _____

What pay did she receive at first? _____

How many years later did she receive more money and stock in Nike? _____

Part 2. Watch the video “16 Famous Logos with a Hidden Meaning” and take notes by filling in the table below.

#	Company	What the logo symbolizes or its origin
16	Hyundai	
15		Name from owner’s name; three stripes = mountain represents challenges
14		Bite = byte
13		Two letters = analog wave; 1 and 0 represent a digital signal
12	Amazon	
11	Baskin Robbins	
10		Thread in eye of needle – company’s past in weaving; All the letters in the name of the company

#	Company	What the logo symbolizes or its origin
9	Continental	
8	Formula 1	#1 and red symbolizes speed
7		Pins on a bulletin board
6	Beats	Headphone on a head
5		Silhouette of a bear; Bern, Switzerland – its origin; bern means bear
4		Rotating blades of an airplane symbolize company's beginnings; Bavarian flag (made in Germany)
3	LG	
2	Evernote	
1	Coca-Cola	