16 Famous Logos with a Hidden Meaning

eslvideo.com Quiz by: rmdcb

1. What does the Hyundai logo symbolize?

○ a.) A mountain

○ b.) Two people shaking hands

○ c.) The letter H

2. What does the three stripes in the Adidas logo represent?

○ a.) A river

○ b.) A mountain

○ c.) A triangle

3. Who designed the Apple logo?

○ a.) Steve Jobs

○ b.) Rob Janoff

○ c.) Adolf Dassler

4. What do the first two letters of the Vaio logo symbolize?

○ a.) A digital signal

○ b.) An analog wave

○ c.) A computer chip

5. What does the orange arrow in the Amazon logo represent?

○ a.) A smile

○ b.) A road

○ c.) A product

6. What number does the pink part of the Baskin Robbins logo represent?

○ a.) 21

○ b.) 31

○ c.) 41

7. What does the Toyota logo represent?

○ a.) A cowboy

○ b.) A needle and thread

○ c.) A car wheel

8. What can you see in the Formula One logo?

○ a.) The number 1

○ b.) A car

○ c.) A checkered flag

9. What does the Pinterest logo represent?

○ a.) A pin

○ b.) A board

○ c.) An image

10. What animal is hidden in the Toblerone logo?

○ a.) A lion

○ b.) A bear

○ c.) An eagle

11. What does the BMW logo symbolize?

○ a.) A car wheel

○ b.) Rotating blades of an airplane

○ c.) A Bavarian flag

12. What does the LG logo represent?

○ a.) A person's face

○ b.) A computer

○ c.) A light bulb

13. What does the Evernote logo feature?

○ a.) A dog

○ b.) An elephant

○ c.) A cat

14. What is hidden in the Coca-Cola logo?

○ a.) A star

○ b.) The Danish flag

○ c.) A heart

15. What does the letter B in the Beats logo resemble?

○ a.) A microphone

○ b.) Headphones

○ c.) A speaker

16. What does the red stripes in the Formula One logo represent?

○ a.) Speed

○ b.) Danger

○ c.) Power

17. What does the logo of Amazon hint at?

○ a.) Variety of products

○ b.) Fast delivery

○ c.) Customer service

18. What is the main color of the Baskin Robbins logo?

○ a.) Blue

○ b.) Pink

○ c.) Green

19. What does the logo of Vaio also represent?

○ a.) A computer

○ b.) A digital signal

○ c.) A smartphone

20. What is the main theme of the video?

○ a.) Famous logos

○ b.) Hidden meanings in logos

○ c.) History of brands

Transcript

Adidas, Apple, BMW, Coca-Cola, Toyota — we see these famous brands everywhere, but never consider what their logos mean exactly. But every line, curve, and color has meaning behind it. Most of them were designed to indicate something much more than simple beauty. Curious to know? Watch the 16 famous logos with a hidden meaning you've never noticed.

Number 16, Hyundai. Many people think that the logo of the South Korean company Hyundai is simply the first letter of its name. In fact, the letter H symbolizes two people, a client and a representative of the company, shaking hands. That's very thoughtful.

Number 15, Adidas. The name Adidas is derived from that of its founder, Adolf Dassler. The company's logo has changed over time, but it has always included three stripes. The current logo is three stripes at an angle which together form a triangle. This symbolizes a mountain, which in turn represents the challenges that all sportsmen have to overcome day after day.

Number 14, Apple. Rob Janoff, the designer who came up with the world famous Apple company logo, explained his idea in one of his interviews. He bought a bag of apples, placed them in a bowl, and spent time drawing them for a week, trying to break the image down into something simple. Taking a bite out of an apple was part of the experiment. Completely by coincidence, he realized that bite sounded exactly the same as the computer term byte. Isn't this guy top of his field?

Number 13, VAIO. The first two letters of the VAIO logo symbolize an analog wave. The last two are similar to the numbers one and zero, that is, symbols of a digital signal.

Number 12, Amazon. At first glance, Amazon's logo appears to be nothing special. However, it was designed with the company's philosophy in mind. The orange arrow is similar to a smile because the company wants its customers to be satisfied. The arrow is also stretched between the letters A and Z, in a hint that the company sells absolutely every product you can imagine.

Number 11, Baskin Robbins. The pink colored parts of the BR section make up the number 31, which is how many ice cream flavors Baskin Robbins used to famously sell.

Have you tried them all?

Number 10, Toyota. Many people compare the logo of this Japanese car producer to an image of a cowboy wearing a hat. In fact, it represents a stylized image of a needle eye with a thread passing through it. This is a hint at the company's past — they used to produce weaving machines. However, the individual parts of the logo also spell out the letters of the company's name.

Number 9, Continental. Continental, a famous car tire producer, has a logo in which the first two letters depict a car wheel. Yeah, everything genial is simple.

Number 8, Formula 1. If you look carefully at the white space between the letter F and the red stripes, you can see the number one. The red stripes are also meant to be a graphical representation of the high speed of Formula 1 cars.

Number 7, Pinterest. On Pinterest, people collect images they like from across the internet and pin them to their online boards. That's why the image of a pin is hidden in the letter P. Simple and clear.

Number 6, Beats. Beats, an audio equipment producer based in the USA, uses a logo in which the letter B looks like headphones on a person's head. Less definitely means more.

Number 5, Toblerone. Toblerone, the famous chocolate company based in Bern, Switzerland, has a silhouette of a bear in its logo. That's because Bern is sometimes called a city of bears. You can see a lot of these animal figures throughout the town, in fountains, at the clock tower, and even on buildings.

Number 4, BMW. They say that the central part of the logo symbolizes the rotating blades of an airplane, which is linked to the company's early history of aviation technology. In fact, it is simply a part of the Bavarian flag, the area of Germany where the company originated.

Number 3, LG. The logo of this South Korean electronics company is a stylized image of a person's face. According to the company, this represents its aspiration to have ordinary human relations with our customers.

Number 2, Evernote. We all know that elephants have impressive memories. They can remember both faces and events. That's why Evernote, a note-taking application, uses this animal as part of the logo. The corner of the elephant's ear is folded over in a similar way how people fold the corner of a page to make notes.

Number 1, Coca-Cola. In the Coca-Cola logo, in the space between the letters O and L, you can clearly see the Danish flag. It's purely a Coincidence. Nevertheless, Coca-Cola has used this as part of its marketing campaigns in the Scandinavian country.

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