NAMS

Novice to Advanced Marketing System

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10 Famous Logos… With Their Hidden Meanings

Amazon

The online retailer. Notice how the arrow beneath the logo jumps from a to z – signifying that the retailer sells everything… from a to z!

Toblerone

The chocolate bar. It's easy to see the image of the Matterhorn that's printed

on every box of Toberlone… but had you noticed the bear within the mountain? The bear is there in homage to the symbol of Bern, Switzerland, where the chocolate is produced.

Sony Vaio

"Visual Audio Intelligent Organizer", or PC. This logo celebrates the integration of analog and digital technology. The 'VA' is symbolic of an analog wave and the "IO" of a binary 1 0.

Goodwill Industries

The nonprofit organization. The Goodwill logo plays on perspective and can be

perceived as either lower case g, or a smiley face. Either way it gets the message across!

Fedex

The shipping giant. Notice the white arrow hidden between the E and X at the end of the logo. This is representative of moving forward and to the future.

IBM

The tech giant. Perhaps one of the most well-recognized logos ever created, the IBM logo was originally conceived in 1972. The horizontal stripes, as well as being memorable, are used to suggest 'speed and dynamism'.

NBC

The National Broadcasting Company. This logo coincides with the company's motto to look forward and not back with the peacock's head turned facing the right. It also represents the pride the company feels towards the programs it produces with the tail and colors presented.

Apple

Another tech giant. This is another incredibly popular and well-recognized logo… but not many know the story behind its creation. The apple itself is used to represent the fruit from the 'Tree of knowledge' – made famous by a bite from Eve.

Mobil

The oil giant. This logo is a great example of the importance of colors in logos. The blue here is used to represent faithfulness and security, while the red within represents strength.

BMW

The car manufacturer. The BMW logo is a tribute to the work the company did during the Second World War in building aircraft engines for Germany. The white portion of the inner circle symbolizes propeller blades, and the blue represents the sky.

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