



TELKOM – Communications represented by telephone keypad.



VODAPHONE – Telecommunications represented by up side down speech bubble.



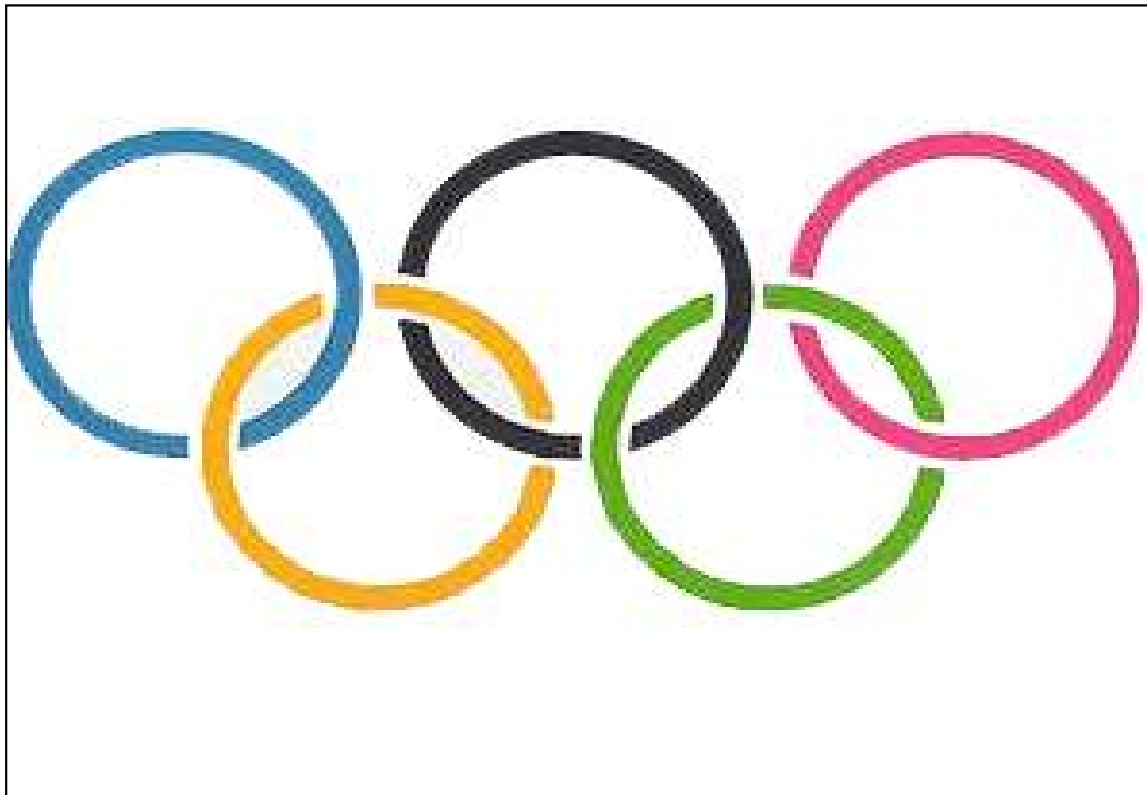
NATAL SHARKS – Rugby Team represented by animal with human features.



AMAZULU – Durban Soccer Team represented by cultural object.



PSL – Premiere Soccer League represented by stylised lion.



OLYMPIC GAMES – five interlaced coloured rings: blue, yellow, black, green and red.

-Designed by Pierre de Coubertin in 1912.

-The five Olympic rings were adopted in 1914 and made their debut at the Belgium Olympiad in 1920.

-The five rings represents the five parts of the world i.e. the Americas, Europe, Asia, Africa and Oceania.

-Though no colour is demarcated to a particular continent or region, at least one of the five colours among the Olympic rings is present on the flag of each of the participating countries.

-The motto of the Olympic games is *Citius, Altius, Fortius*, which is Latin for 'Faster, Higher, Stronger'.



UN – United Nations does Relief and Peacekeeping work.
-World map inside a target sight, surrounded by olive branches.



WWF – Conservation of endangered species.

-World Wildlife Foundation

-Pandas are endangered, image is easily identified and simple to produce.



SANBS – South African National Blood Services represented by stylised blood droplet.

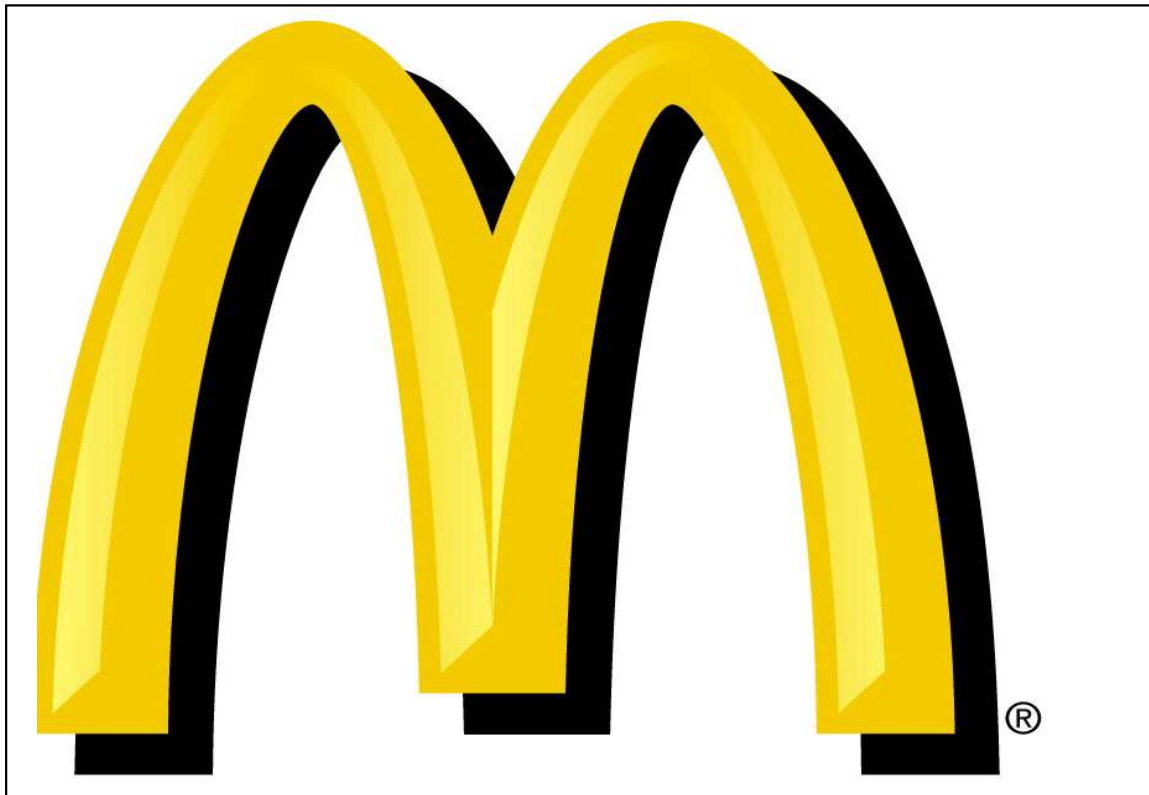


RED ALERT SECURITY – Lightning fast reaction time?



KFC – Kentucky Fried Chicken

-Colonel Saunders' recipe for a traditionally Southern meal is still used today.



- The MCDONALD'S Golden Arches logo was introduced in 1962. The symbol before was the Speedee chef character.
- Created by Jim Schindler to resemble new arch shaped signs on the sides of the restaurants.
- The McDonald's name was added to the logo in 1968.



WOOLWORTHS – Food Retail

-Formal font = good quality



MOFFAT OPTICAL – Optometrists

-Initials M & O

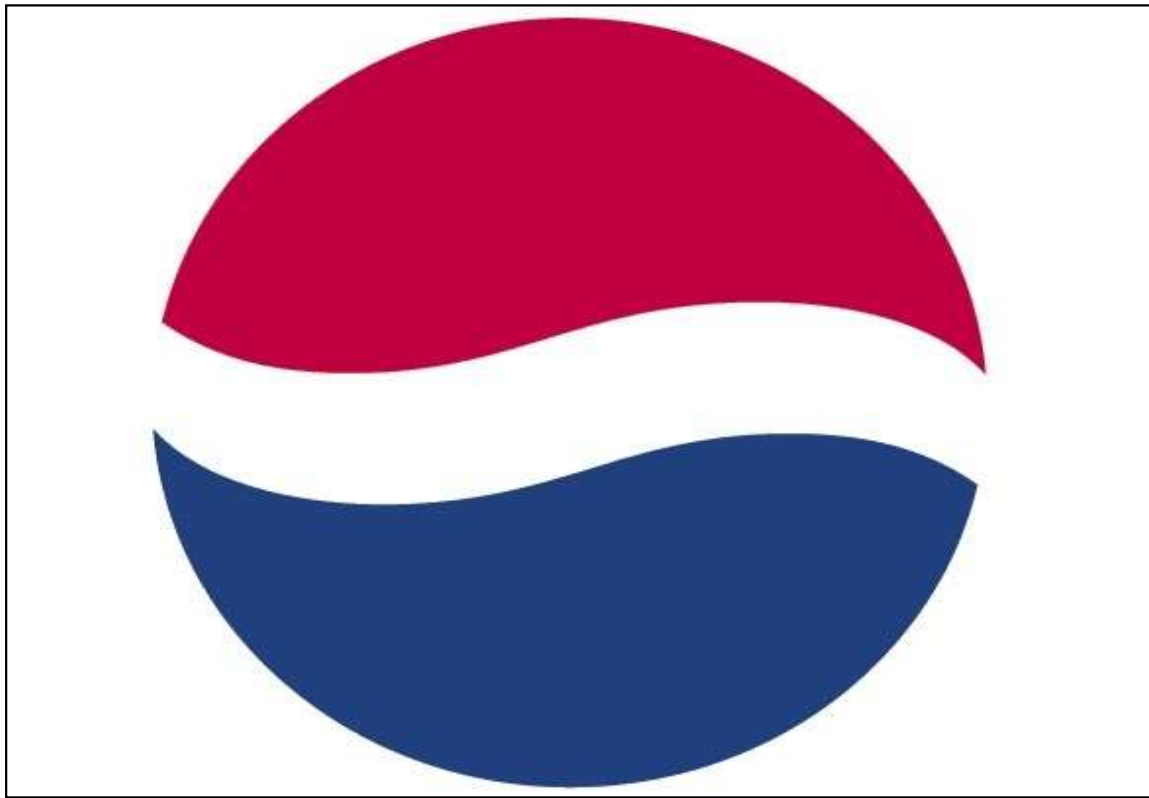
-Red & green is a test for colour blindness and clear vision.



HEART AND STROKE FOUNDATION

-Heart Smart Mark – Promotes healthy food options

-Place setting with a heart-shaped plate to promote healthy eating.



PEPSI - introduced in 1898

– called Brad's Drink after Caleb Bradham (creator - a pharmacist from North Carolina).

- 1941 support of WW II colours change to red, white, blue.



- COCA-COLA was registered as a trademark in 1887.
- Created in Atlanta, Georgia by Dr. John S. Pemberton.
- The Coca-Cola script was designed by Frank Robinson, the company's bookkeeper. He devised the Spencerian script and the slogan: "Delicious and Refreshing."
- The bottle was designed by the Root Glass Company of Terre Haute, Indiana, and introduced in 1915.



CLOVER – Dairy Produce

-C"love"R advertising use famous songs featuring the word



OLA – Dairy Produce

-Everyone loves ice cream = stylised heart, like layered treat

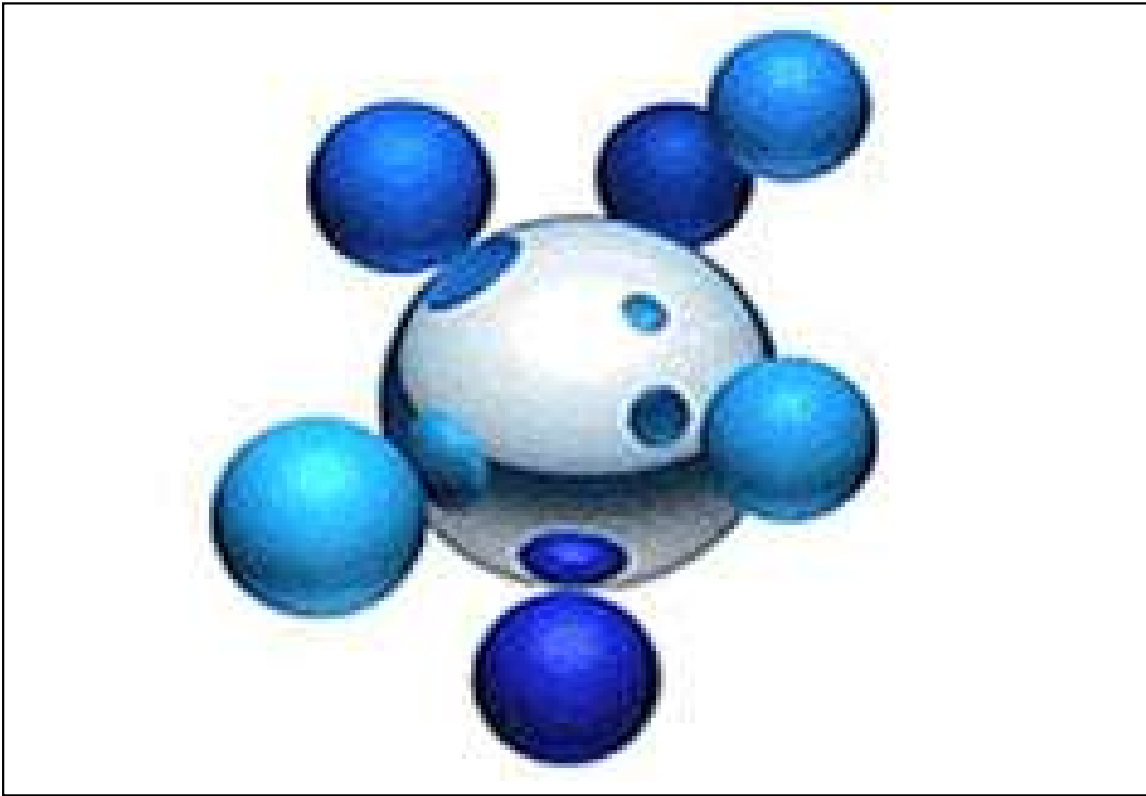


- The first logo in 1901 was a mussel SHELL.
 - The logo since 1904 is a scallop shell called Pecten.
 - Designer Raymond Loewy created and introduced the current emblem in 1971.
 - The small London business dealt originally in antiques and oriental seashells.
 - The word "Shell" first appeared in 1891 as the trademark for the kerosene that Marcus Samuel and Company shipped to the Far East.
 - In 1897 Samuel formed The Shell Transport and Trading Company and each of Samuel's tankers was named after a different seashell.
 - In 1915 the Shell Company of California first built service stations and had to make these stand out from the competition. They chose bright red and yellow (colours reflecting the state's strong Spanish connection).
- www.shell.com



BP – British Petroleum

-More responsible practises and nature friendly products indicated by the chrysanthemum flower



SASOL – Petrochemicals represented by stylised atom



ESKOM – Electricity represented by lightning bolt.



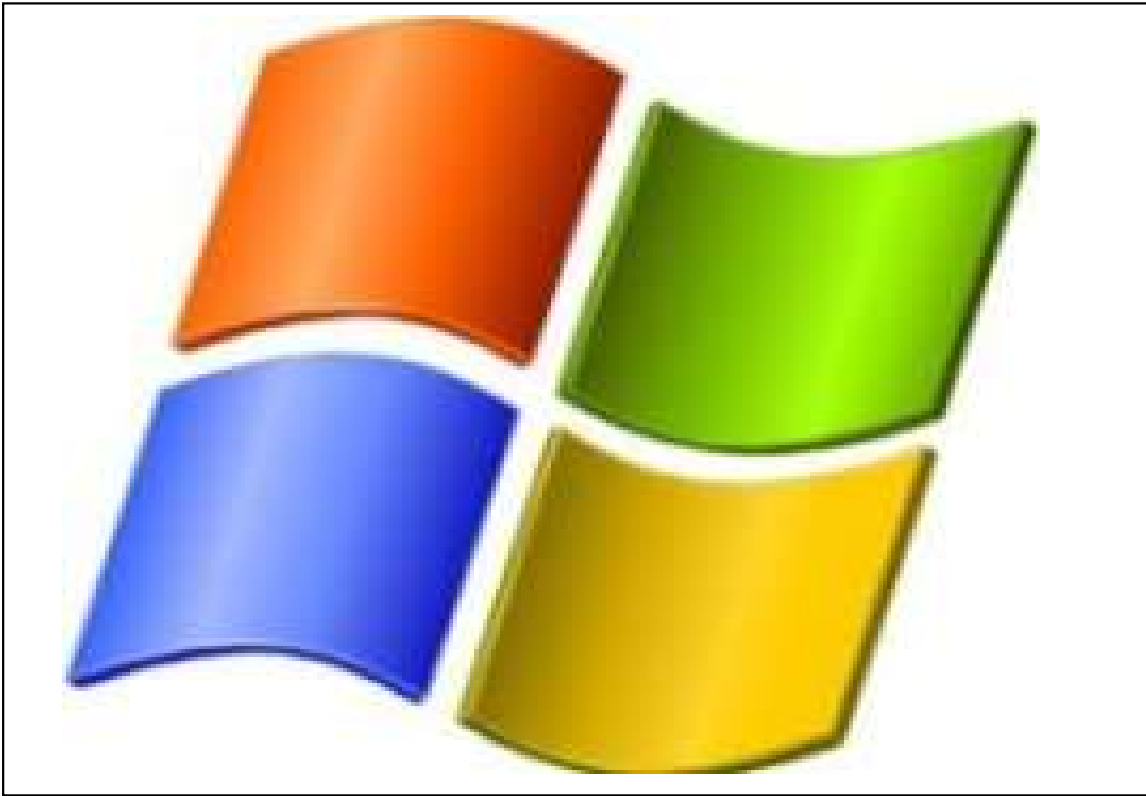
- The LG ELECTRONICS logo has two elements: the name LG grey and the stylised image of a human face in red.
- The slogan is "Life's Good".
- LG is a large South Korean conglomerate producing electronics, mobile phones, and petrochemical products.



-APPLE "MACINTOSH" is the name of an apple variety.

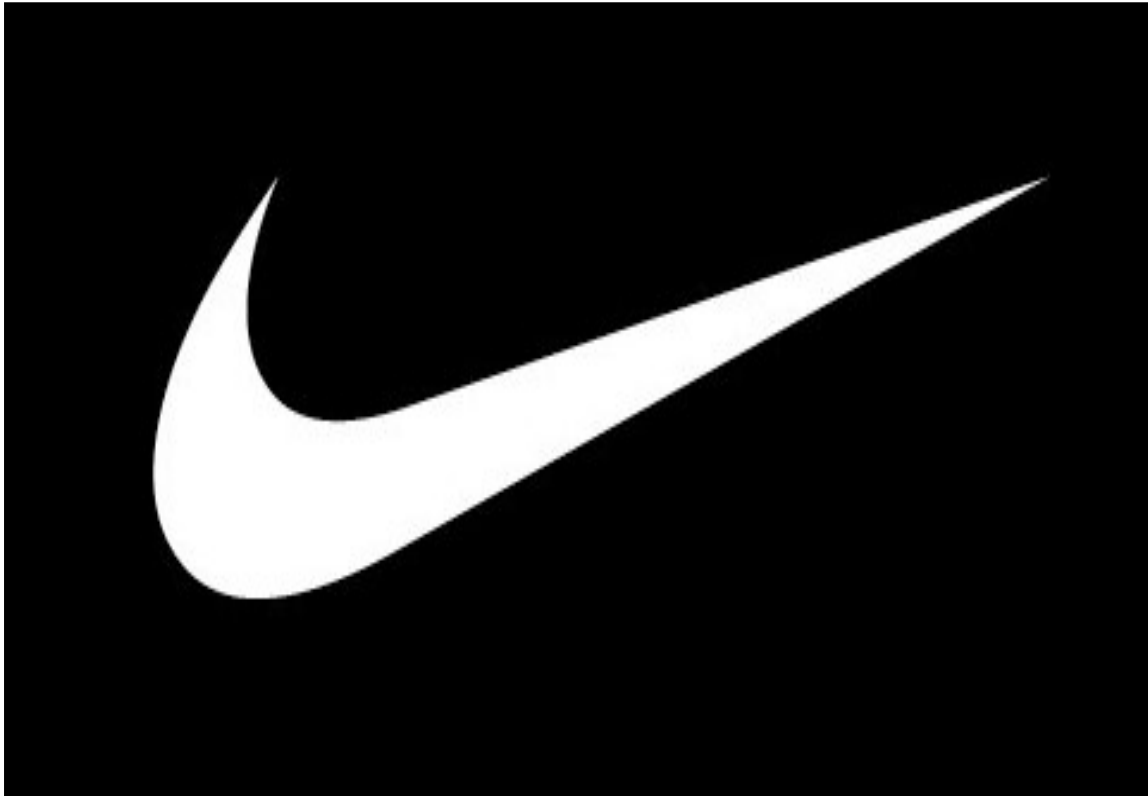
-The idea, name and image of a fruit was conceived by Californian Steve Jobs and his colleagues.

-The motif of a multi-coloured apple with a bite taken out of it is a reference to the Bible story of Adam and Eve, in which the apple represents the fruit of the Tree of Knowledge.



MICROSOFT – Computer Software

-Window = name of product

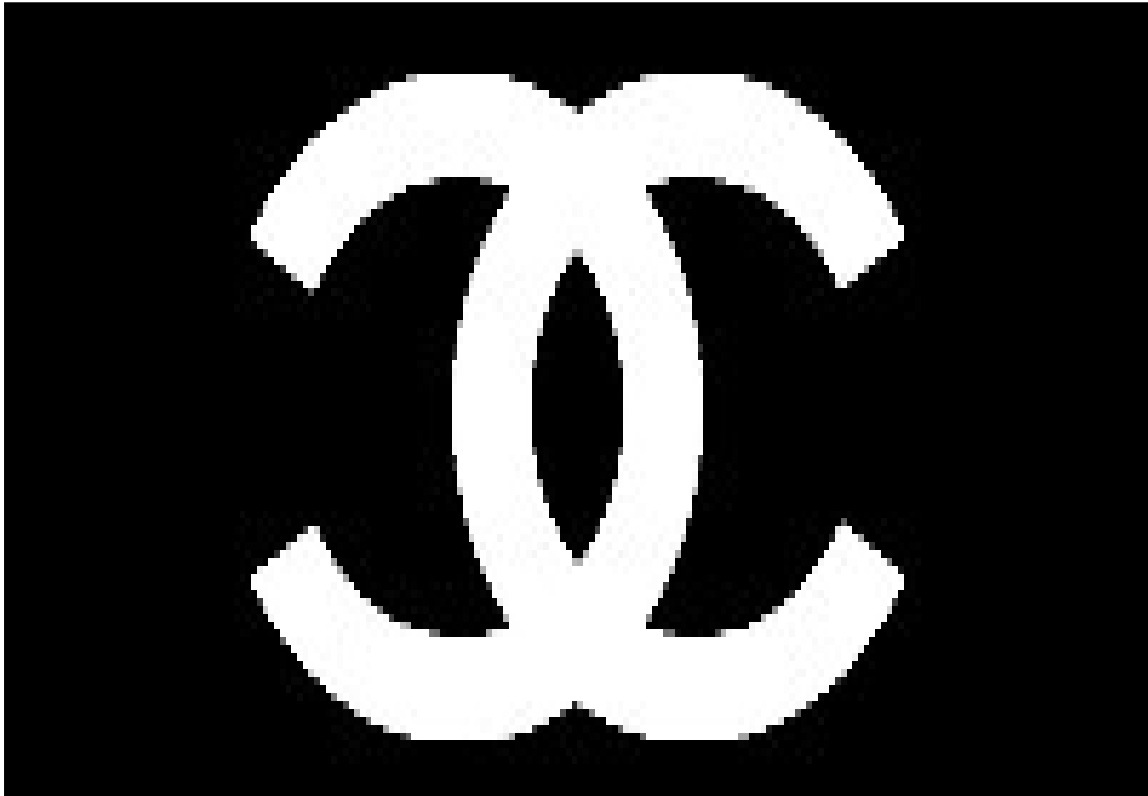


- The company's first logo appeared in 1971, when the word "NIKE," the Greek goddess of victory, was printed in orange over the outline of a checkmark, the sign of a positive mark.
- The Nike logo represents an abstract wing of the Greek Goddess of victory, Nike.
- The popular Swoosh logo is a graphic design created by Carolyn Davidson in 1971 for \$35.
- The solid tick design was registered as a trademark in 1995 when the company name became superfluous.
- The slogan "JUST DO IT" evolved into a battle cry which supports the symbolism of the logo and company name.

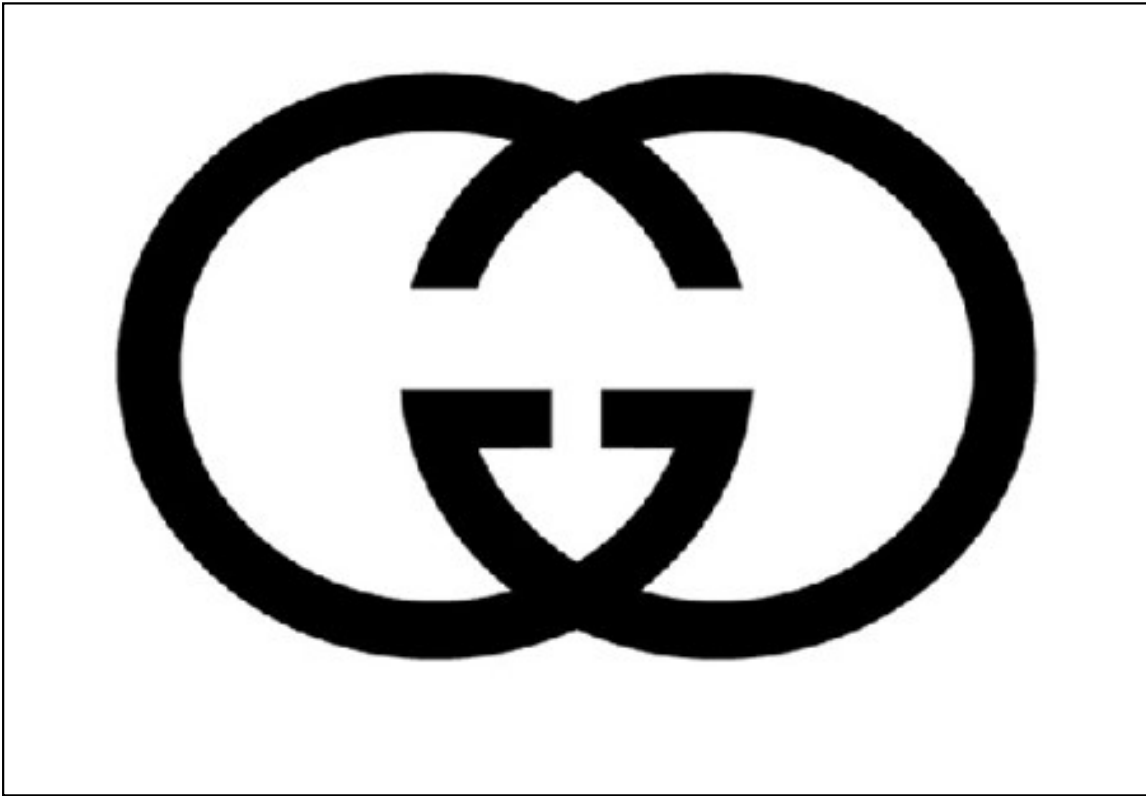


ADIDAS – Sports wear

-Distinctive three lines of logo on products



- The CHANEL logo is an overlapping double 'C' - one facing forward and the other facing backward.
- It comes from the nickname "Coco" Chanel.
- The House of Chanel is a Parisian fashion house in France founded by Gabrielle Bonheur "Coco" Chanel.
- Chanel is famous for its line of perfumes, clothing and fashion accessories.



GUCCI – Fashion House

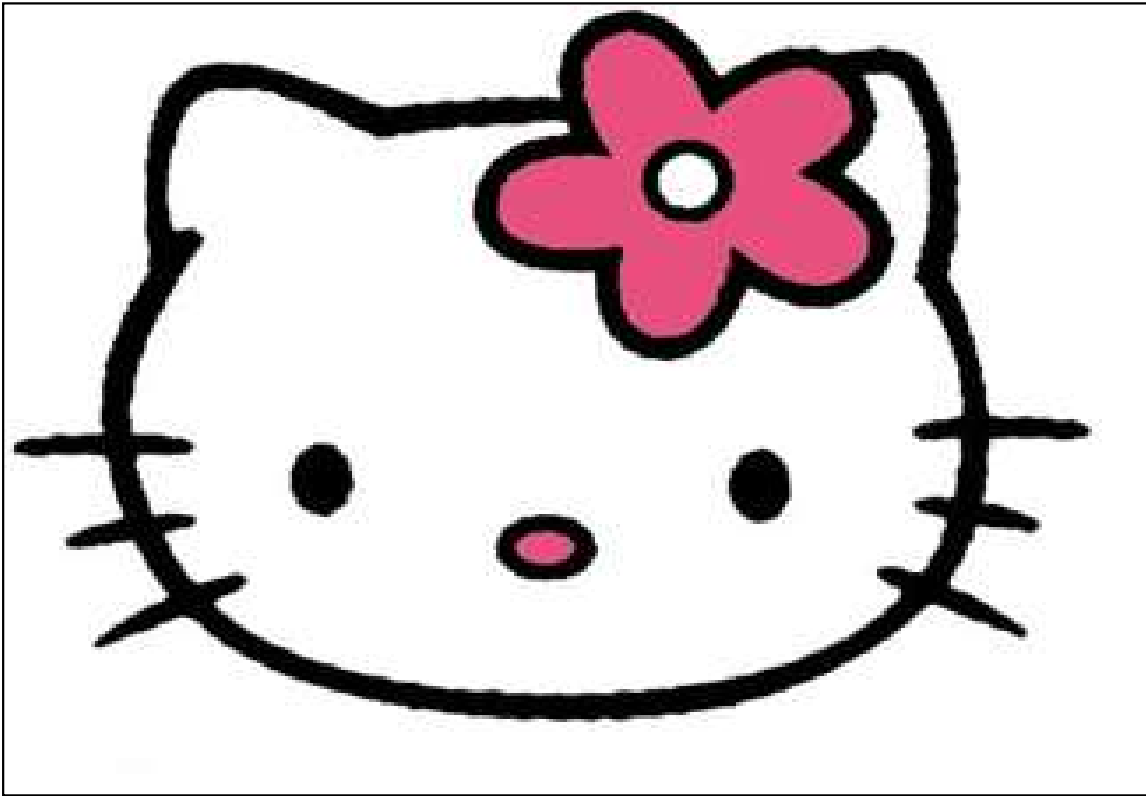
-Simple design



BAD BOY - Fashion House

-Eyes form the ds in name

-Facial expression = attitude and name



HELLO KITTY – Fashion Accessories

-Stylised cat with pretty librette



- The current TOYOTA Mark consists of three ovals: the two perpendicular centre ovals represent a relationship of mutual trust between the customer and Toyota.
- These ovals combine to symbolize the letter "T" for Toyota.
- The space in the background implies a global expansion of Toyota's technology and unlimited potential for the future.



-MERCEDES-BENZ is the world's oldest automobile manufacturer and the logo is a simplistic three-pointed star.

-It was designed by Gottlieb Daimler to show the ability of his motors for use in air, on land and sea.

-It was first seen on a Daimler in 1909.

-When the patent for the name "Mercedes" was registered in September 1902 Daimler Motoren Gesellschaft had no characteristic trademark.

-Then Paul and Adolf Daimler - the company founder's two sons who were now in charge of the business - remembered that their father had once used a star as a symbol.

-It was combined with the Benz laurel wreath in 1926 to signify the union of the two firms.



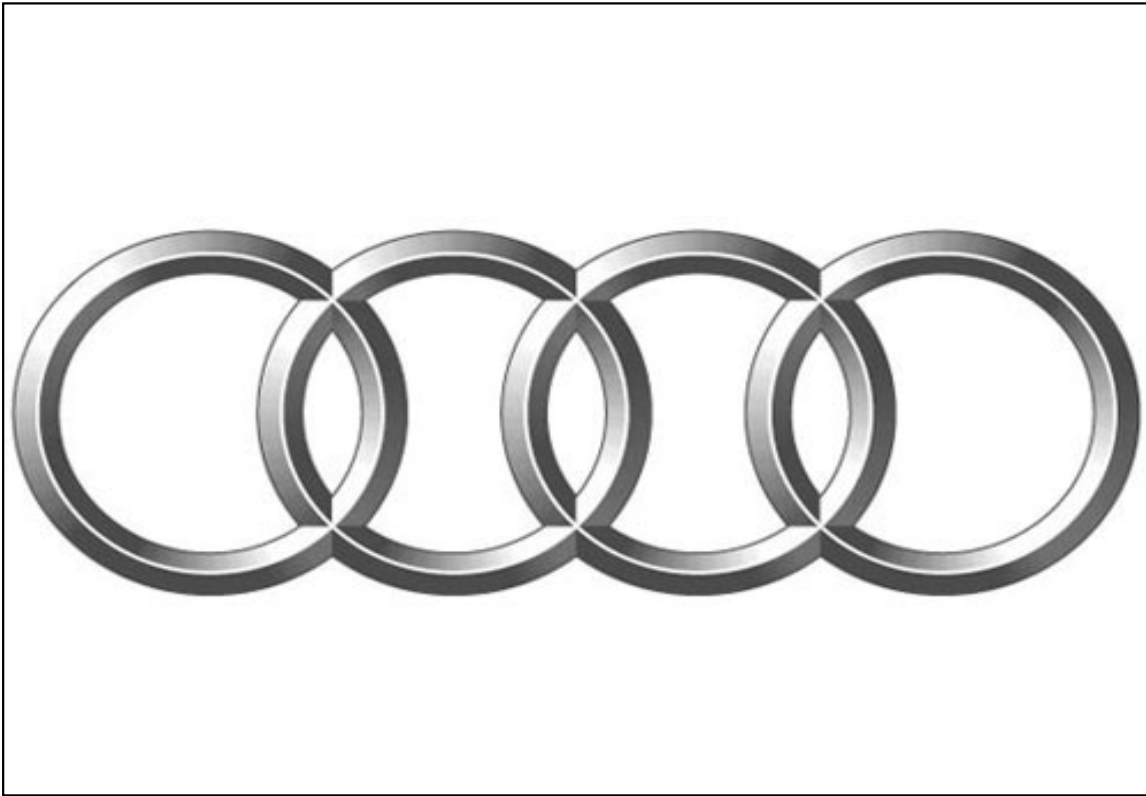
VW – Volkswagen

-“People’s Cars” awards for advertising customer relations rather than vehicle performance.

-Germany 1930’s

-Iconic BEETLE and BUS design

-Unique engine sound



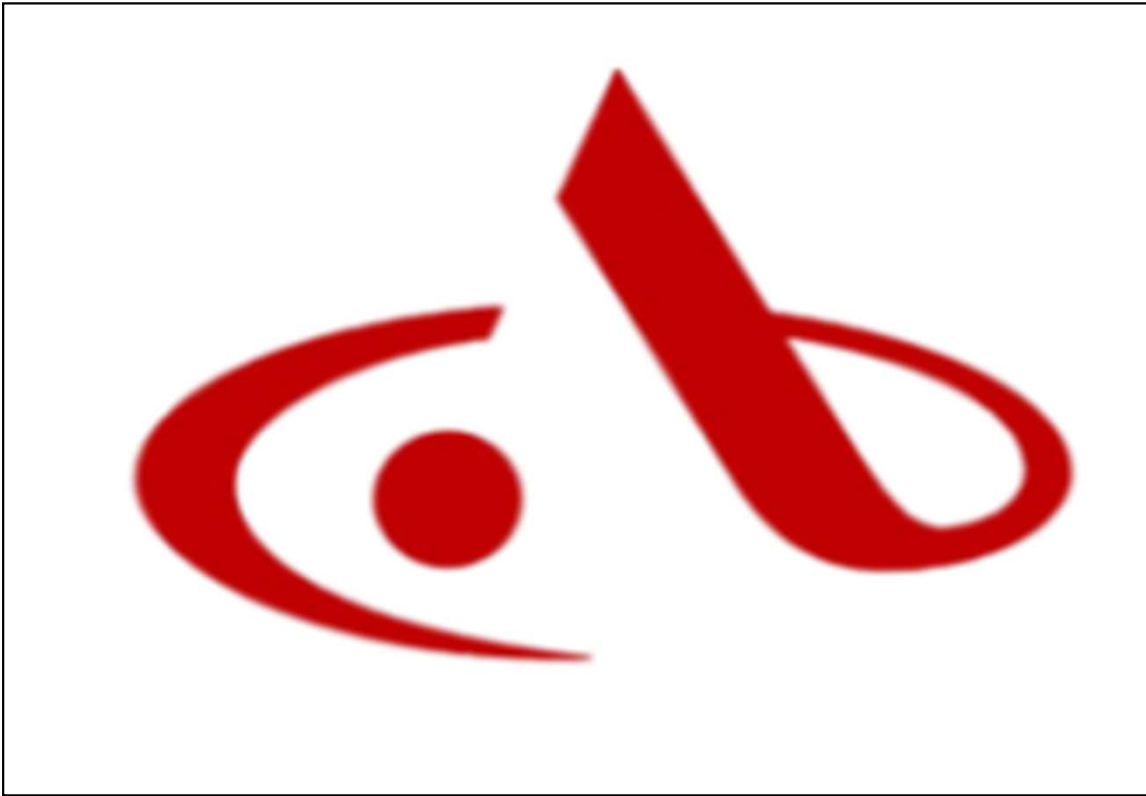
- AUDI - four rings interlinked represents the merger of four manufacturers in 1932
- 1932 Audi, DKW, Horch and Wanderer merge into one company
- 2009 new logo better 3D look



TWITTER – Social Networking



FACEBOOK – Social Networking



ABSA – Banking = stylised font
-Amalgamated Banks of South Africa



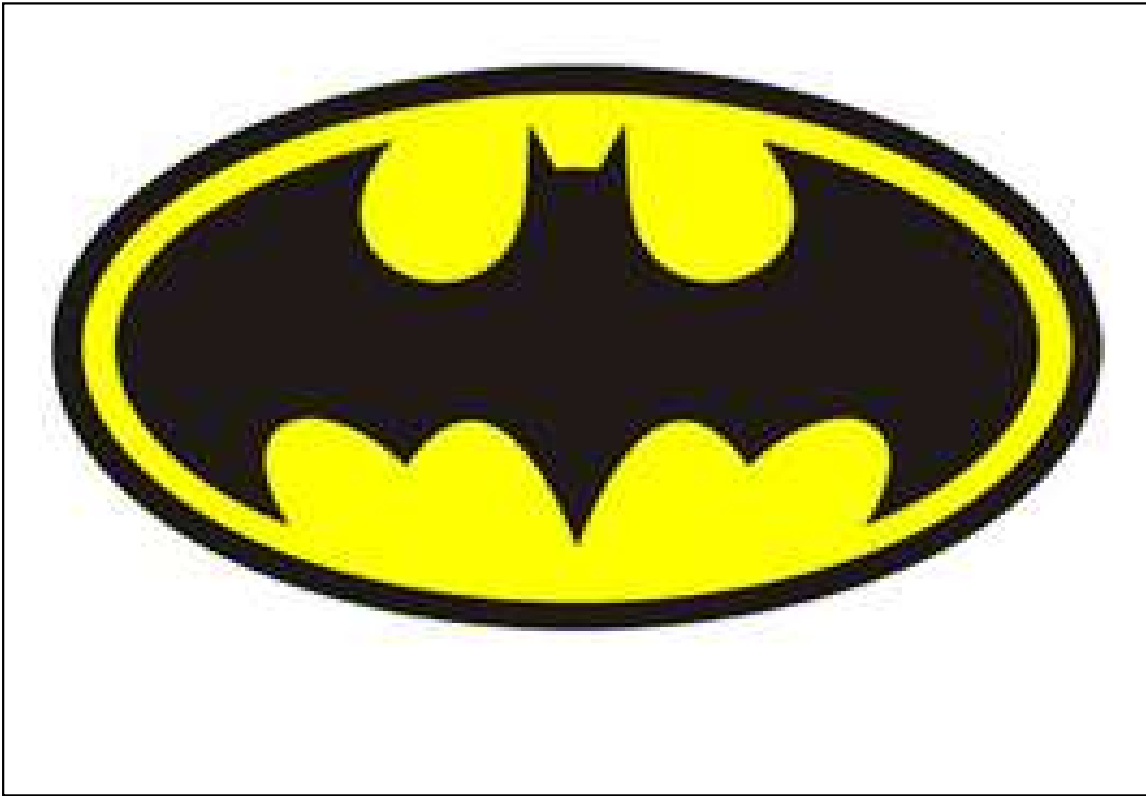
FNB - First National Bank

-Very iconic picture associated with Africa = sun rising/setting behind a silhouetted acacia tree



SANLAM – Insurance

-safe in our hands = protects what is dear to you



BATMAN – Movie and Comics Franchise
-bat symbol representing superhero



SUPERMAN – Movie & Comics Franchise
-Kryptonian symbol for hope on superhero's chest

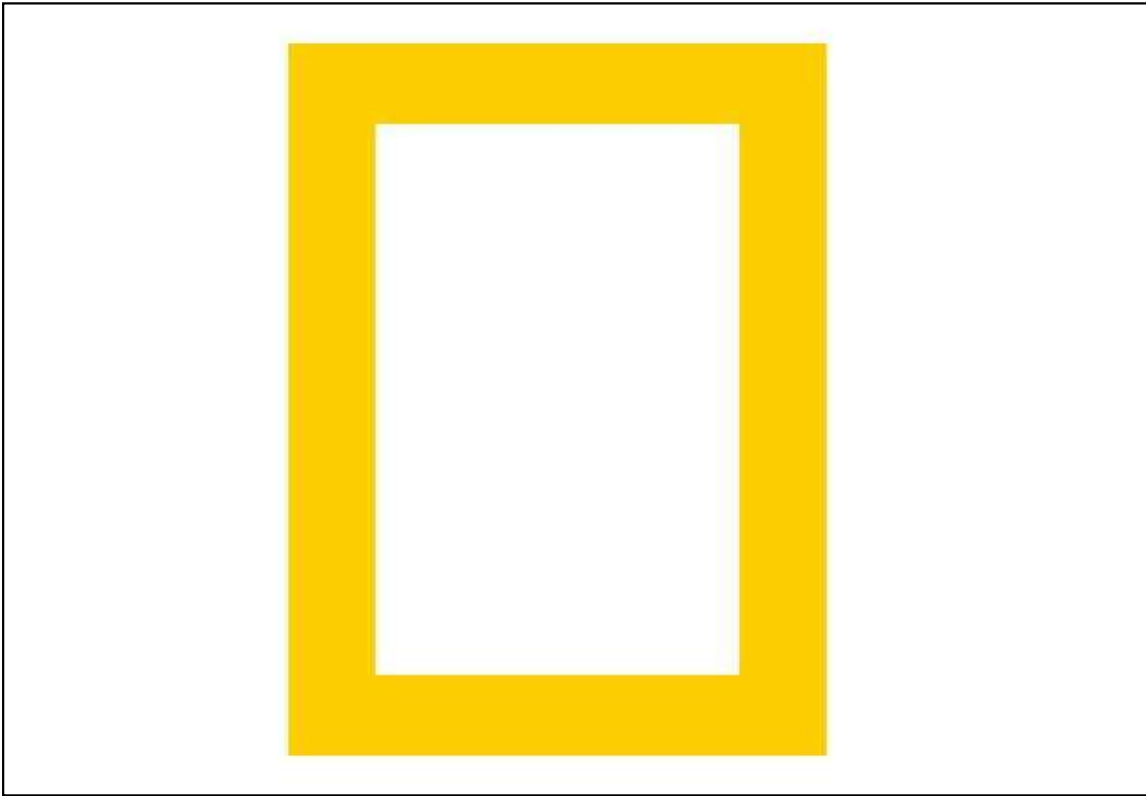


MNET – Broadcaster
-Ribbon M used in all contexts



SABC 3 – Broadcaster

-3rd channel in group from same company



NATIONAL GEOGRAPHIC – Media and Publishing of Nature Magazine

-Photo frame represents the famous publication's reputation for capturing images