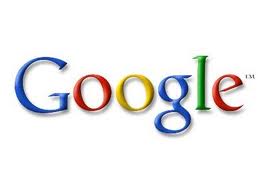
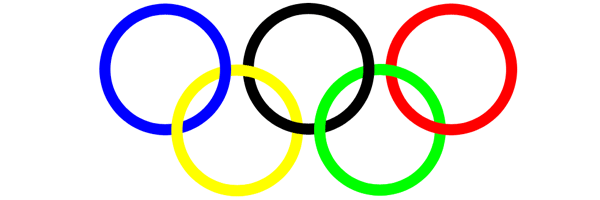
BEST AND WORST LOGOS

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[](http://www.google.com/imgres?q=google&um=1&hl=en&safe=active&sa=N&biw=1024&bih=583&tbm=isch&tbnid=jexiHOt6iOqNYM:&imgrefurl=http://www.slashgear.com/google-me-social-network-debut-at-google-io-11139465/&docid=rLTHEDooGyBLrM&imgurl=http://cdn.slashgear.com/wp-content/uploads/2011/03/Google_logo-1.jpg&w=400&h=282&ei=X2KET4rHK4SmgweS4Ky2Cg&zoom=1&iact=hc&dur=47&sig=115732707226033708349&page=1&tbnh=116&tbnw=180&start=0&ndsp=16&ved=1t:429,r:1,s:0,i:71&tx=111&ty=99&vpx=287&vpy=136&hovh=188&hovw=267)This is a very reconizable logo bercause fedex is a multi national company, so many people see it and know that they are going to recive something.

The google logo is ubiquitous with the internet. Many people go to google right away to search for something. Each day a estimated 900 million people search for 2 [](http://www.google.com/imgres?q=ford+logo&um=1&hl=en&safe=active&biw=1024&bih=583&tbm=isch&tbnid=cU8pUQQCCIBVnM:&imgrefurl=http://www.muscularmustangs.com/database2/fordlogo.php&docid=YUbHUfm5sMbuaM&imgurl=http://www.muscularmustangs.com/database/fordlogo2003.jpg&w=675&h=338&ei=uGKET-r-D4rAgQeD6eitBw&zoom=1&iact=hc&vpx=63&vpy=154&dur=469&hovh=159&hovw=317&tx=177&ty=84&sig=115732707226033708349&page=1&tbnh=84&tbnw=167&start=0&ndsp=17&ved=1t:429,r:0,s:0,i:69)billion pages of information.

The ford logo is so reconziable because ford sells vehicals in many countries so many people are exposed to the logo on a day to day basis. Ford as produced over 8 billion vehicals since its birth.

The Olympics logo is so recognizable because 190 million people watched the Olympics in 2010. And as soon as people see the 5 colored rings they think “Olympics”.

Worst logos

[](http://www.google.com/imgres?q=hard+to+read+logos&um=1&hl=en&safe=active&biw=1024&bih=550&tbm=isch&tbnid=c0u7OOsxaNJKkM:&imgrefurl=http://www.nobodyssweetheart.com/drillpress/index.php/2006/03/&docid=tBxCvH6_ijMDLM&imgurl=http://www.nobodyssweetheart.com/drillpress/images/tails1.gif&w=459&h=297&ei=A2eET_fPOcaCgAfuxpXEBw&zoom=1&iact=hc&vpx=461&vpy=143&dur=5719&hovh=180&hovw=279&tx=162&ty=129&sig=115732707226033708349&page=1&tbnh=98&tbnw=151&start=0&ndsp=18&ved=1t:429,r:3,s:0,i:75)

This logo is bad because the dog is supposed to spell out “TAIL” but is very hard to distinguish and it is also very plain and not very “energetic”

[](http://www.google.com/imgres?q=2012+london+olympics&um=1&hl=en&safe=active&sa=N&biw=1024&bih=583&tbm=isch&tbnid=7Ci7V_OJ9s1TOM:&imgrefurl=http://en.wikipedia.org/wiki/2012_Summer_Olympics&docid=v78KJuQ6YvkyWM&imgurl=http://upload.wikimedia.org/wikipedia/en/thumb/1/10/London_Olympics_2012_logo.svg/200px-London_Olympics_2012_logo.svg.png&w=200&h=222&ei=NGiET7umD8ncggfzu-3sBw&zoom=1&iact=hc&vpx=113&vpy=149&dur=1485&hovh=177&hovw=160&tx=119&ty=92&sig=115732707226033708349&page=1&tbnh=121&tbnw=109&start=0&ndsp=17&ved=1t:429,r:0,s:0,i:69) this logo is to white, and it reminds me of a crumpled box of McDonalds French fries.