



Foot Locker



POWER OF LOGOS



LACOSTE



LALOI Batiste



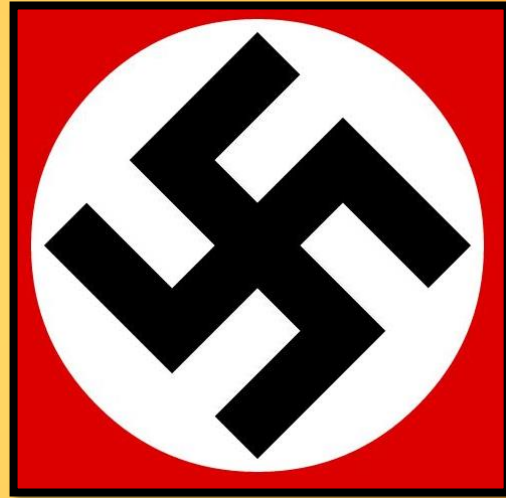
BEAUCHALET Mathieu

3IRC – 2021/2022

What is a logo ?



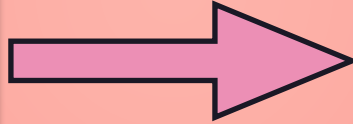
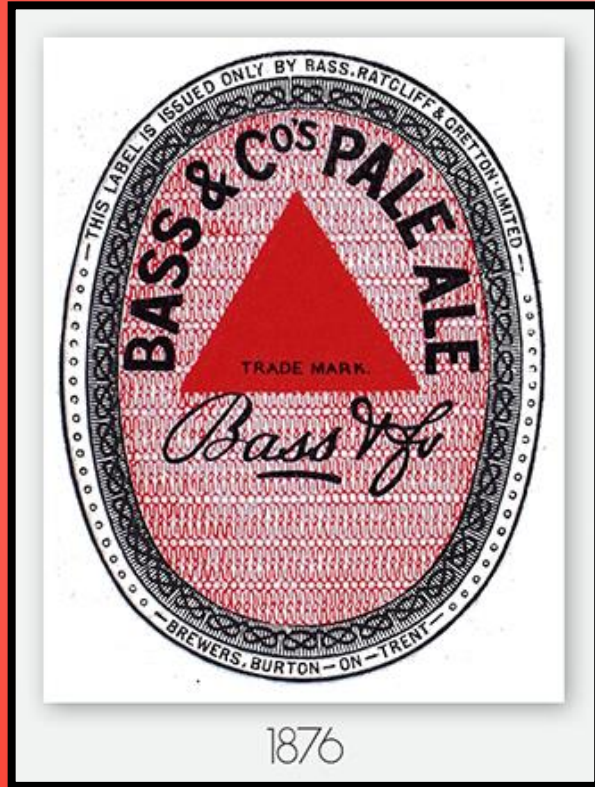
What is a logo ?



A brief History check



A brief History check



Types of Logo

The Google logo is displayed in its characteristic multi-colored font, with each letter in a different color: blue 'G', red 'o', yellow 'o', blue 'g', green 'l', and red 'e'.The Subway logo features the word 'SUBWAY' in a bold, sans-serif font. The letters 'SUB' are yellow and the letters 'WAY' are green. The 'S' has a yellow arrow pointing left, and the 'Y' has a green arrow pointing right.

1 – Wordmark

Types of Logo



2 – Icon

The color Trick



NIKE



1971



1978



1985



1995



35\$

GOOGLE



1997



1998



1998-1999



1999-2010

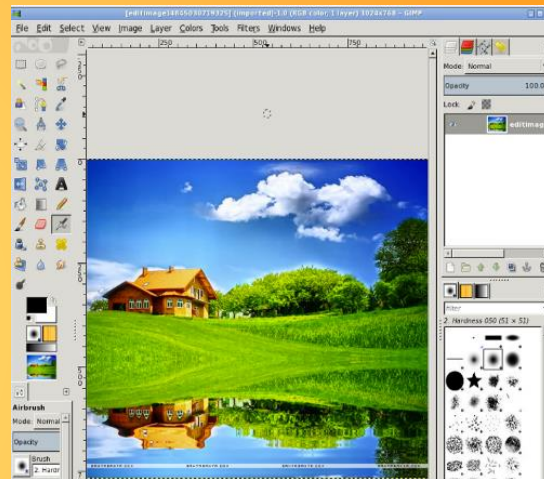


2010-2013



2013-2015

Google



0\$

COCA-COLA

COCA-COLA. Coca-Cola

1886

Coca-Cola

1890



1900

Coca-Cola

1905s

Coca-Cola

1940



1950



1969

Coke
Coke

1985



1987



1993



2003

Coca-Cola

2007

0\$



TWITTER



2006



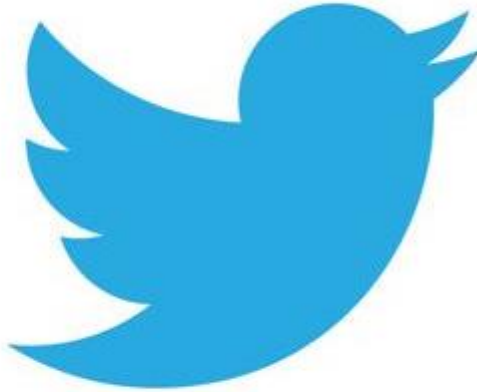
2007



2009



2010



2012

15\$

Image Details
Photographer: simonox
Title: Moonlight drive in California
Image: 429798

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10 Most Expensive Logo Design In History



\$280,000



CITY OF
MELBOURNE

\$625,000



\$625,000



pepsi

\$1,000,000



\$1,800,000



\$15,000,000



posten

\$55,000,000

accenture

\$100,000,000



\$211,000,000



Symantec.

\$1,280,000,000

amazon.com

The Amazon logo arrow, a curved orange line with a small arrowhead pointing to the right, is positioned below the text "amazon.com".

amazon.com[®]



amazon





TOBLERONE[®]



 **TOBLERONE®**



TOBLERONE

FedEx

FedEx

FedEx





Carrefour



Carrefour



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Kahoot!



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