

Type: Type of logo (logotype/iconic/combination marks)

Type of Bussiness: what service or products does this company do

Changes:How many times had this company changed it's logo

Year: The release year of this logo

The Using Time: By 2016, how long does this company use its latest

Visual Attraction: Scale of 1-5

Familiarity: How are you familiar with this logo?

0--I have never seen;

1--I have seen it sometimes but not familiar;

2--I'm very familiar with this logo and I have seen it many times

Improve or not: Compare with the former logos, do you think it has

0--improved

1--not

Font:

N--No text in the logo (Iconic)

D-- the font was designed by designer (Special)

Sans-Serif

Serif

Script

Logo Name	Type	Type Of Bussiness
Google	Logotype/Wordmark	Internet
IBM	Logotype/Wordmark	Technology
Apple	Iconic/Symbolic	Technology
Starbucks	Iconic/Symbolic	Food & Drink
BBC	Logotype/Wordmark	Media
Canon	Logotype/Wordmark	Technology
Amazon	Combination Marks	Electronic Commerce
Nintendo	Logotype/Wordmark	Game
Twitter	Combination Marks	Social Networking
Coca Cola	Logotype/Wordmark	Food & Drink
Snapchat	Iconic/Symbolic	Social Networking
Shell	Iconic/Symbolic	Energy
Pepsi	Iconic/Symbolic	Food & Drink
AT&T	Combination Marks	Telecommunication
Youtube	Logotype/Wordmark	Media
Ge Healthcare	Iconic/Symbolic	Energy
Visa	Logotype/Wordmark	Finance
Adobe Systems	Combination Marks	Design
Lay's	Iconic/Symbolic	Food & Drink
Microsoft	Combination Marks	Technology
Samsung	Logotype/Wordmark	Technology
Dell	Logotype/Wordmark	Technology
Instagram	Iconic/Symbolic	Social Networking
Facebook	Logotype/Wordmark	Social Networking
Walmart	Combination Marks	Retail Company

Xerox	Combination Marks	Technology
Pentagram	Combination Marks	Design
Mobil	Logotype/Wordmark	Energy
McDonald's	Iconic/Symbolic	Food & Drink
CVS	Logotype/Wordmark	Retail Company
Costco	Logotype/Wordmark	Retail Company
Hwelett Packhard	Combination Marks	Technology
Leftloft	Logotype/Wordmark	Design
Sony	Logotype/Wordmark	Technology
Target	Iconic/Symbolic	Retail Company
Designhill	Logotype/Wordmark	Design
Nike	Iconic/Symbolic	Sports
ebay	Logotype/Wordmark	Electronic Commerce
volkswagen	Iconic/Symbolic	Vehicles
Mozilla Firefox	Iconic/Symbolic	Internet
BMW	Iconic/Symbolic	Vehicles
LG	Combination Marks	Technology
Tostitos	Combination Marks	Food & Drink
Hershey's	Logotype/Wordmark	Food & Drink
Pinterest	Combination Marks	Media
TOYOTA	Iconic/Symbolic	Vehicles
CCTV	Logotype/Wordmark	Media
adidas	Combination Marks	Sports
Retro Video Game	Logotype/Wordmark	Game
Dunkin' Donuts	Combination Marks	Food & Drink
GAP	Logotype/Wordmark	Fashion
Xbox	Combination Marks	Game
Electronic Arts	Combination Marks	Game
Playstation	Combination Marks	Game
7-Eleven	Combination Marks	Retail Company
Blue Fountain Media	Iconic/Symbolic	Design
Kappa	Combination Marks	Sports
Burger King	Combination Marks	Food & Drink
Levis'	Combination Marks	Fashion
Ford	Combination Marks	Vehicles
Olay	Logotype/Wordmark	Beauty
Lancome	Logotype/Wordmark	Beauty
Citi Bank	Combination Marks	Finance
NBA	Combination Marks	Sports
Android	Iconic/Symbolic	Technology
Bing	Combination Marks	Internet
Chanel	Logotype/Wordmark	Fashion
swatch	Combination Marks	Fashion
CNN	Logotype/Wordmark	Media
Champion	Iconic/Symbolic	Sports
illy Coffee	Logotype/Wordmark	Food & Drink
DKNY	Logotype/Wordmark	Fashion

Snickers	Logotype/Wordmark	Food & Drink
Siggraph	Combination Marks	Design
Macy's	Logotype/Wordmark	Fashion
H & M	Logotype/Wordmark	Fashion
Verizion	Combination Marks	Telecommunication
CLINIQUE	Logotype/Wordmark	Beauty
Wilson	Logotype/Wordmark	Sports
Origins	Combination Marks	Beauty
Air Jordan	Iconic/Symbolic	Sports
Louis Vuitton	Logotype/Wordmark	Fashion
The North Face	Combination Marks	Sports
New Balance	Logotype/Wordmark	Sports
Fujitsu	Combination Marks	Technology
Yahoo	Logotype/Wordmark	Internet
YSL	Logotype/Wordmark	Fashion
Intel	Combination Marks	Technology
Lowe's	Combination Marks	Retail Company
EXPRESS	Logotype/Wordmark	Fashion
Panasonic	Logotype/Wordmark	Technology
T-mobile	Combination Marks	Telecommunication
Walgreens	Logotype/Wordmark	Retail Company
Nestle	Combination Marks	Food & Drink
Puma	Combination Marks	Sports
Bestbuy	Combination Marks	Electronic Commerce
Zara	Logotype/Wordmark	Fashion
Audi	Iconic/Symbolic	Vehicles
Bank of American	Combination Marks	Finance
Mastercard	Combination Marks	Finance

Famous Logo

logo

improved or not?

Objective	
Changes (Times)	Year
6	2015
7	1972
5	2007
4	2011
6	1997
5	1956
3	2000
4	2006
3	2012
12	2007
1	2011
10	1999
11	2008
4	2007
4	2015
7	2004
5	2014
1	1993
5	2007
7	2012
4	1993
3	2010
2	2016
3	2015
6	2008

11	2008
1	2010
8	1964
8	2006
1	1996
3	1997
5	2012
1	1997
6	1973
4	2004
1	1996
4	1995
2	2012
9	2000
5	2013
5	2000
3	1995
4	2012
2	2014
1	2010
5	1989
2	2010
4	2005
2	2005
6	2013
5	2012
3	2013
3	2010
2	2009
2	1969
1	2003
1	1969
5	1999
4	2000
8	2003
2	2010
1	1935
7	2012
2	1969
10	2014
3	2016
1	1925
1	1983
2	1983
1	1919
4	1996
1	1984

6	2005
1	1969
7	2005
3	1968
2	2015
1	1968
3	1999
1	1990
1	1985
1	1854
2	2010
3	2008
4	1988
5	2009
1	1962
3	2006
4	2008
1	1980
5	2004
3	2001
6	2005
6	1995
4	2005
6	2008
2	2010
6	2009
3	1998
5	1996

Font	Subjective	
	Using Time (By year 20	Visual Attractiver
Sans-Serif	1	5
D	44	3
N	9	4
N	5	2
D	19	1
D	60	2
D	16	2
Sans-Serif	10	2
D	4	3
Script	9	5
N	5	2
N	17	2
N	8	5
Serif	9	2
D	1	2
N	12	2
D	2	1
D	23	5
N	9	4
Serif	4	5
D	23	2
D	6	2
N	0	2
Serif	1	2
Sans-Serif	8	3

D	8	4
D	6	5
D	52	1
N	10	2
D	20	2
D	19	3
D	4	2
Script	19	4
D	43	2
N	12	5
D	20	4
N	21	3
Sans-Serif	4	2
N	16	2
N	3	2
N	16	1
Sans-Serif	21	5
Decroative Style	4	5
D	2	3
D	6	5
N	27	2
D	6	5
D	11	2
D	11	2
Sans-Serif	3	2
D	4	1
D	3	1
D	6	1
D	7	1
D	47	1
N	13	4
D	47	2
D	17	3
D	16	3
D	13	1
D	6	1
Serif	81	2
D	4	2
D	47	3
N	2	4
Sans-Serif	0	4
Sans-Serif	91	4
Sans-Serif	33	5
D	33	4
N	97	2
Script	20	5
Serif	32	1

D	11	2
Sans-Serif	47	5
Sans-Serif	11	5
Script	48	1
Serif	1	2
Sans-Serif	48	1
Script	17	2
Sans-Serif	26	4
N	31	2
Serif	162	4
Sans-Serif	6	3
D	8	1
D	28	5
D	7	1
Serif	54	2
D	10	3
Sans-Serif	8	1
Sans-Serif	36	1
D	12	1
Serif	15	1
Script	11	2
Serif	21	2
D	11	1
Sans-Serif	8	2
D	6	2
N	7	1
Serif	18	1
Sans-Serif	20	2

Familiarity	Improved or not
2	1
2	1
2	0
1	1
1	1
1	1
2	1
1	0
2	0
2	1
1	1
1	0
2	0
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2	1
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1	0