**Enterprise Comp5204**

Class Notes/Revision: Company Structures

**Part 3: Company Logos**

You are to perform an Internet search and find/paste the logo images for each the following companies. Make a list of each one that you “instantly recognised” and those that you knew but had to find a look at to recognise it.

|  |  |
| --- | --- |
| 7up | Instantly recognised |
| AllBlacks ‘Silver fern” | Instantly recognised |
| Adidas | Instantly recognised |
| Alfo Romeo | Didn’t recognise |
| Amazon | Instantly recognised |
| Android | Instantly recognised |
| ANZ | Instantly recognised |
| Apple | Instantly recognised |
| Aston Martin | Didn’t recognise |
| Bentley | Had to see to recognise |
| Bing | Instantly recognised |
| Blackberry | Didn’t recognise |
| BMW | Instantly recognised |
| BNZ | Instantly recognised |
| Bugatti | Didn’t recognise |
| Calvin Klein | Instantly recognised |
| Chorus | Instantly recognised |
| Chrysler | had to look at to recognise |
| Cisco | Didn’t recognise |
| Chanel | Had to look at to recognise |
| Coca Cola | Instantly recognised |
| Compaq | Recognised when I looked at |
| Commonwealth Games | Didn’t recognise |
| Dell | Instantly recognised |
| Danger | Instantly recognised |
| Dior | Instantly recognised |
| Estee Lauder | Did not recognise |
| Exit | Instantly recognised |
| Emergency | Instantly recognised |
| Facebook | Instantly recognised |
| Fanta | Instantly recognised |
| Ferrari | Recognised when I looked at |
| First aid | Instantly recognised |
| Ford | Instantly recognised |
| Farmers trading company | Instantly recognised |
| Google | Instantly recognised |
| Givenchy | didn’t recognise |
| Go | Instantly recognised |
| Give way | Instantly recognised |
| Gucci | Recognised when I looked at |
| Haier | Instantly recognised |

|  |  |
| --- | --- |
| Holden | Instantly recognised |
| Honda [ one for the car  a different one for the motorbikes] | Instantly recognised  Recognised when I saw |
| Jeep | Recognised when I saw |
| Kawasaki | Didn’t recognise |
| Levis | Recognised when I saw |
| Lockheed Martin | Didn’t recognise |
| Lord of the rings [ The movie] | Instantly recognised |
| Louis Vuitton | Recognised when I saw |
| Maserati | Didn’t recognise |
| Mazda |  |
| McDonalds |  |
| Microsoft |  |
| Mitsubishi |  |
| Mustang |  |
| Ngk sparkplugs |  |
| Nike |  |
| Nissan |  |
| 007 [The James Bond logo] |  |
| Olympic games logo |  |
| Puma |  |
| Revlon |  |
| Ralph Lauren |  |
| Rolls Royce |  |
| RedHat |  |
| Samsung |  |
| Shiseido |  |
| Spark NZ |  |
| Stop |  |
| Suzuki |  |
| Telecom NZ |  |
| Terminator [the movie] |  |
| Toiohomai Institute of Technology |  |
| Toyota |  |
| Toshiba |  |
| Tesla |  |
| The-Warehouse |  |
| Trend Micro |  |
| Twitter [ which 2 logos are instantly recognisable] |  |
| Yamaha |  |
| Youtube |  |
| YSL |  |

**Task: Write a paragraph for each of the points below**

* Why do the pictures/logos displayed above have significance.
* When you see the logo of a company you know well, what “thoughts” arise
* When you see the logo of a company you know well, what “feelings” arise

**Task: You are to design your own logo**

* Based on the Initials of your name(s) and some other artwork/colouring/background create your own logo. This logo will be used later in the semester when you website create your website.