**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 | Image result for mazda logo  Instantly recognised |
| McDonalds | Image result for mcdonalds  Instantly recognised |
| Microsoft | Image result for microsoft logo  Instantly recognised |
| Mitsubishi | Image result for mitsubishi logo  Instantly recognised |
| Mustang | Image result for mustang logo  Recgnised when saw |
| Ngk sparkplugs | Image result for ngk spark plugs logo  Didn’t recognise |
| Nike | Image result for nike logo  Instantly recognised |
| Nissan | Image result for nissan logo  Instantly recognised |
| 007 [The James Bond logo] | Image result for 007 logo  Instantly recognised |
| Olympic games logo | Image result for olympics logo  Instantly recognised |
| Puma | Image result for puma  logo  Instantly recognised |
| Revlon | Image result for revlon logo  Recognised when saw |
| Ralph Lauren | Image result for ralph lauren logo  Recognised when saw |
| Rolls Royce | Image result for rolls royce logo  Recognised when saw |
| RedHat | Image result for redhat logo  Instantly recognised |
| Samsung | Image result for samsung logo  Instantly recognised |
| Shiseido | Image result for shiseido logo  Didnt recognise |
| Spark NZ | Image result for spark nz logo  Instantly recgnised |
| Stop | Image result for stop sign  Instantly recognised |
| Suzuki | Image result for suzuki sign  Instantly recognised |
| Telecom NZ | Image result for telecom nz logo  Instantly recognised |
| Terminator [the movie] | Image result for terminator logo |
| Toiohomai Institute of Technology | Image result for toi ohomai logo  Instantly recognised |
| Toyota | Image result for toyota logo  Instantly recognised |
| Toshiba | Image result for toshiba logo  Instantly recognised |
| Tesla | Image result for tesla logo  Didn’t recognise |
| The-Warehouse | Image result for warehouse logo  Instantly recognised |
| Trend Micro | Image result for trend micro logo  Didn’t recognise |
| Twitter [ which 2 logos are instantly recognisable] | Image result for twitter logo  Image result for twitter logo  Instantly recognised |
| Yamaha | Image result for yamaha logo  Recognised when saw |
| Youtube | Image result for youtube logo  Instantly recognised |
| YSL | Image result for ysl logo  Didn’t recognise |

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

* Why do the pictures/logos displayed above have significance.

They are simple and through repetition become a part of your memory. To the point that are part of our culture’s collective consciousness. They take no effort to remember and almost everybody associates them with their product instantly upon seeing them, it doesn’t even take any conscious thought.

* When you see the logo of a company you know well, what “thoughts” arise

Personally, I often immediately am reminded about the effectiveness of modern advertising when I see a well known company, even if it’s one whose product I use often, it astounds me the psychology behind it. More to the point, I am reminded of their product and if it is something useful for me, sometimes I will even think about what I need to acquire, often without even realising that thought has arisen due to the advertising.

* When you see the logo of a company you know well, what “feelings” arise

Not always but in general, advertising can bring about a feeling of lacking, of not having enough despite our material comfort. This applies equally to different products like food or technology. It can bring about a wanting for the product or even not specifically that product but a similar product, eg fast food after seeing McDonalds.

**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.