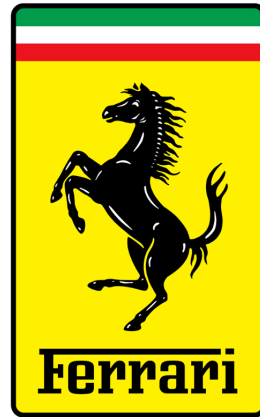


1. Ferrari – The Prancing Horse



Story:

The black prancing horse was originally painted on the plane of Italian WWI pilot Francesco Baracca. After his death, his mother suggested Enzo Ferrari use the symbol for good luck. Ferrari later added a yellow background, representing his hometown of Modena, Italy.

2. Paramount Pictures – The Mountain and the Stars

Story:

The mountain represents Ben Lomond Mountain in Utah, where the founder, W.W. Hodkinson, grew up.

The 22 stars originally stood for the 22 actors and actresses signed to the studio in its early days.



A V I A C O M C O M P A N Y

3. Starbucks – The Twin-Tailed Siren

Story:

The founders wanted a nautical theme (Seattle is a port city). They found a 16th-century Norse woodcut of a two-tailed mermaid (siren) — a mythological creature who lured sailors. It represents the irresistible lure of coffee!

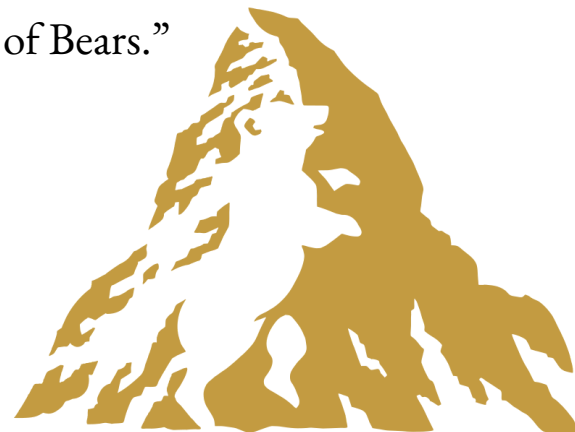


4. Toblerone – The Bear in the Mountain

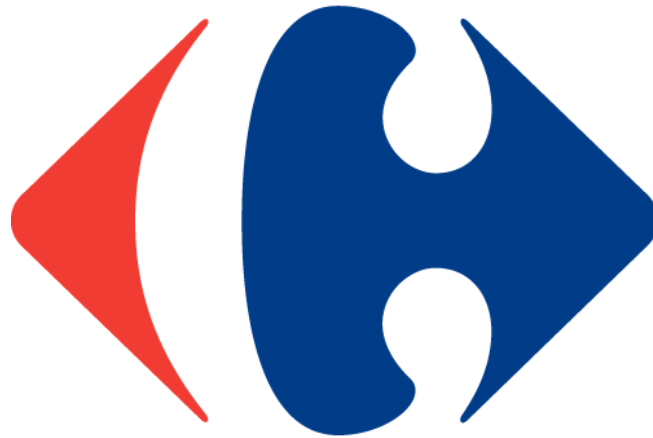
Story:

The logo shows the Matterhorn Mountain in Switzerland.

If you look closely, you'll see a bear hidden inside — a nod to the city of Bern, Toblerone's birthplace, known as "The City of Bears."



5. Carrefour – The Hidden “C” and Crossroads



Story:

“Carrefour” means **crossroads** in French.

The **red and blue arrows** point left and right, forming a **white “C”** in the middle — symbolizing the brand name and its meaning.

The colors echo the **French flag**, showing national pride.