

Apple



Apple's iconic logo has an interesting story. The road they took to create the perfect minimalist logo was completed with the help of Rob Janoff. The designer gave the old Newton logo a modern spin in his rendition. Numerous theories surround this fruit logo that bit its own mark in history.

Google



A timely flat design and a custom-made font that exudes the right amount of playfulness, those are the two main ingredients of Google's logo.

The 2015 logo refresh maintained a good contrast in its color scheme which plays well with the Chrome browser's default backdrop. From 1996, the Google logo history has always been consistent with the color sequence of blue, red, yellow, blue, green, and red.

Microsoft



What can you create with four square figures and colors? This technology company has created a powerful design with it.

Looking at its logo history, Microsoft has always emphasized the importance of smart typography. You will notice that their logos are always era-appropriate and great at representing the various aspects of their diverse products.

Amazon



Is it a smile or is it an arrow? The hidden meaning in Amazon's logo has always been a subject of debate. Adding subtle details to your logos can easily make it intriguing. By adding that orange curved arrow the brand has communicated that they offer products ranging from A to Z with a friendly face.

The eCommerce company's use of lower case characters also contributes to the modern laidback look.

Facebook



The leading social media platform has one of the most recognizable initial logos. Facebook used to carry a wordmark logo or a symbol containing a brand's full name. Later on, the brand decided to go with a lettermark in its current design.

Coca-Cola



This world-famous beverage is represented by one of the most iconic pieces of typography. Coca-Cola's logo is inspired by the Spencerian script that gives the design a vintage yet timeless look.

Samsung



Roughly translated to “three stars” this Korean brand aims to be as bright as the celestial bodies. The brand’s oval design creates a stark contrast using blue and white colors which are the common colors seen in the sky. This color scheme fits the company’s tech products.

The text-only design makes it highly recognizable. Plus, Samsung’s logo looks good on virtually any channel because it doesn’t have complicated details that may cause unflattering effects on the design.

Walt Disney Pictures



When you see the Disney logo, you think of immersive storylines and childhood bliss almost immediately. This entertainment industry powerhouse depicts the iconic castle from Cinderella in its logo design.

The graphic elements complement each other and create a magical face for the company.

Toyota



TOYOTA

Japan's top automotive companies include Toyota which has been in business since 1937. Toyota's current logo design process lasted for about 5 years. The ellipses design symbolizes the union of Toyota and its customers.

McDonald's



This fast-food chain is valued at \$43.8 billion at the moment. McDonald's logo is a shining example of how to use color psychology to your advantage. The golden arches placed in a red background make use of mood-enhancing colors that coincidentally, triggers one's appetite.

Science aside, the chain's symbol is undeniably eye-catching especially when you're hitting the road and looking for a place to drive through.

AT&T

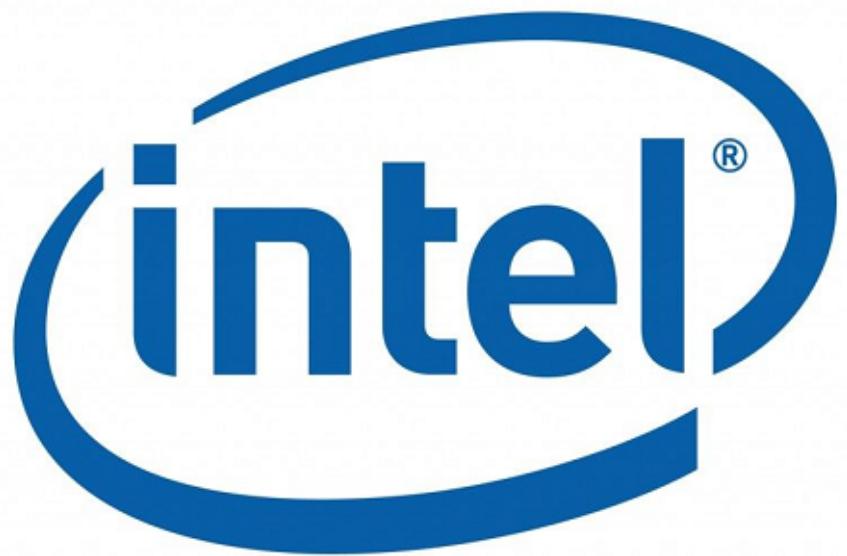


AT&T

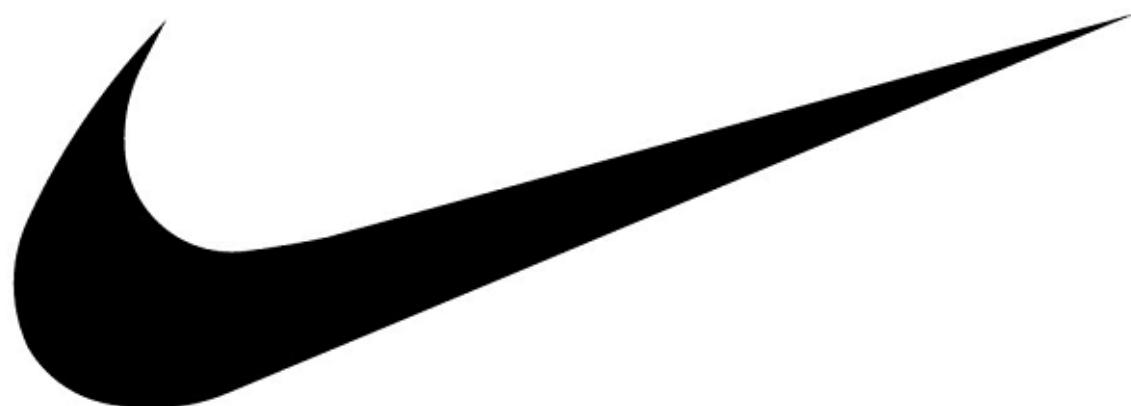
Louis Vuitton



Intel



Nike



Cisco



GE



Mercedes-Benz



Mercedes-Benz

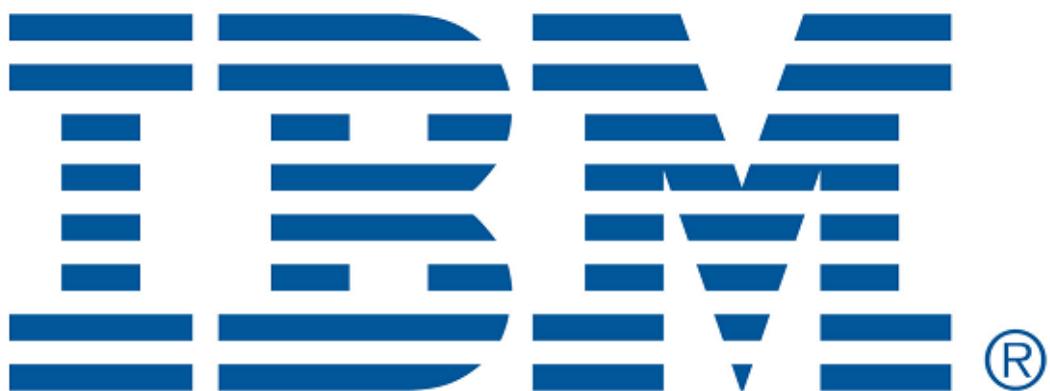
Oracle

ORACLE®

Verizon

verizon[✓]

IBM



BMW



SAP



Marlboro



Marlboro

Budweiser



Visa

VISA

Walmart



American Express

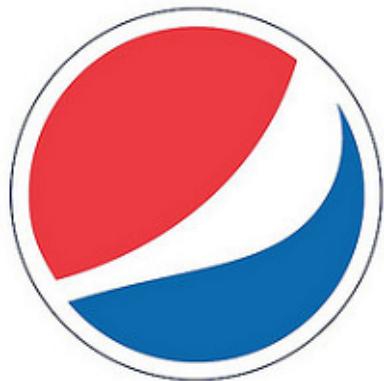


Honda



HONDA

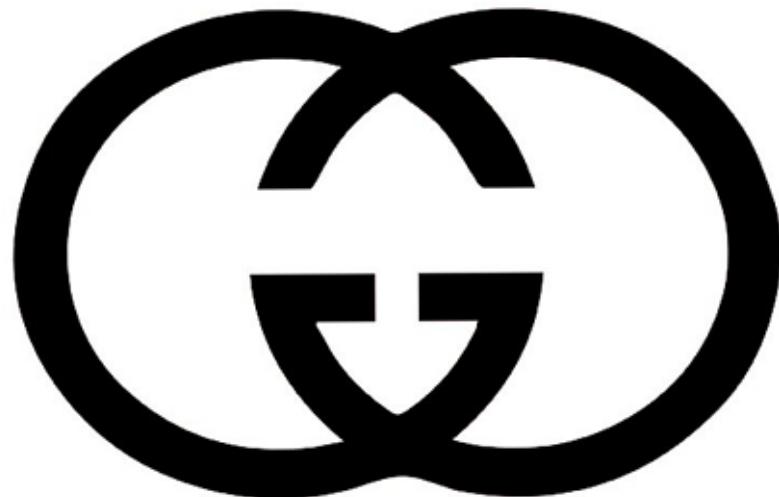
Pepsi



pepsi

Gucci

GUCCI



L'Oreal

L'ORÉAL

Home Depot



Hermes



HERMÈS
PARIS

Nescafe



Starbucks



Accenture

accenture >

Gillette

Gillette™

Netflix



NETFLIX

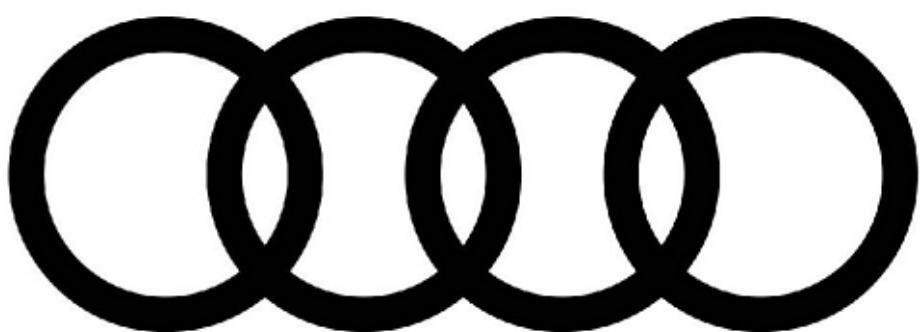
IKEA



Frito-Lay



Audi

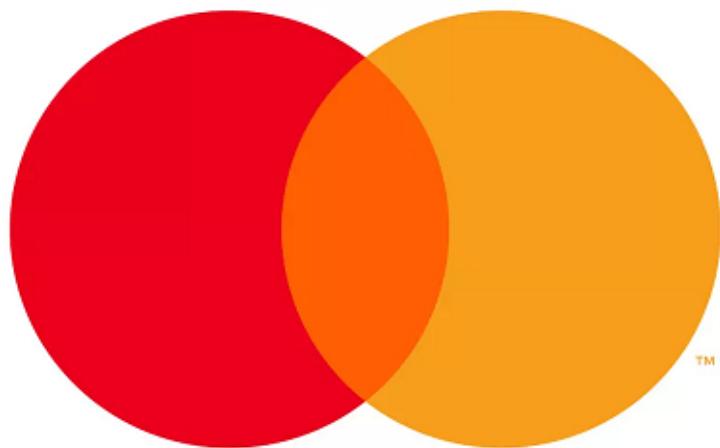


Wells Fargo

The Wells Fargo logo is displayed on a solid red background. The word "WELLS" is stacked above the word "FARGO". Both words are in a bold, yellow, sans-serif font. The letters are slightly shadowed, giving them a three-dimensional appearance. The "W" in "WELLS" and the "F" in "FARGO" are particularly prominent.

**WELLS
FARGO**

Mastercard



Siemens

SIEMENS

CVS



Zara

A large, bold, black serif font logo for Zara. The letters are thick and have a classic, elegant appearance. The logo is centered on a plain white background.

ESPN

The ESPN logo, featuring the word "ESPN" in its signature white, bold, italicized font, centered on a red background.

Ford



HSBC



HSBC

Nestle



Nestlē®

UPS



TM

HP



J.P. Morgan

J.P.Morgan

Deloitte

Deloitte.•

Fox



Chase

CHASE 

Bank of America



H&M



Citi



Sony

SONY

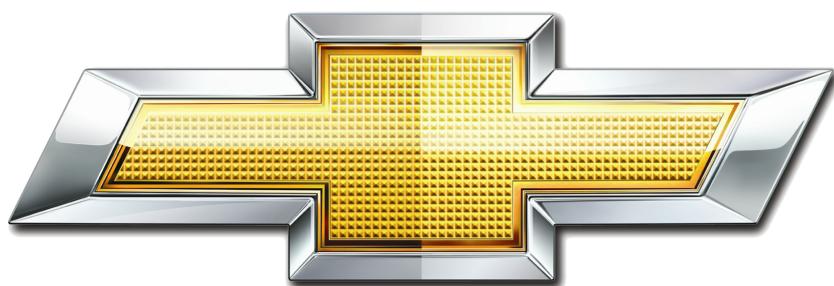
Adidas



Porsche



Chevrolet



CHEVROLET

Cartier

Cartier

Pampers



Adobe



Ebay



PwC



pwc

Colgate

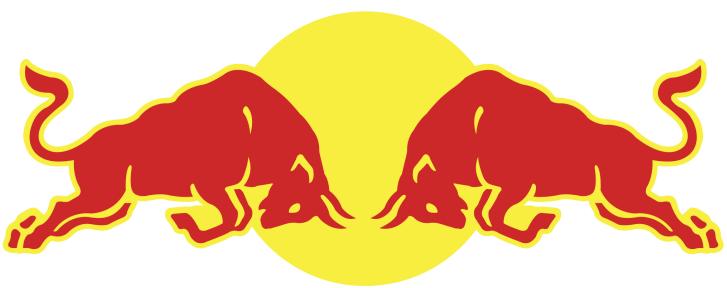


COLGATE-PALMOLIVE

Corona



Red Bull



Red Bull

Lexus



T-Mobile



Lowe's



Santander



Santander

Danone



DANONE
ONE PLANET. ONE HEALTH

PayPal



Rolex



ROLEX

Chanel



Goldman Sachs



Nissan



Costco



Heineken



Heineken®

Uniqlo



Lancome

LANCÔME
PARIS

KFC



Caterpillar



RBC



FedEx

FedEx®

Dell



Allianz



Nivea



Philips



Hyundai



Hewlett-Packard Enterprise



**Hewlett Packard
Enterprise**

LEGO



Huawei



John Deere



JOHN DEERE

BASF



Kellogg's

Kellogg's

