

A LESSON IN LOGOS

A logo is what people about your company. When you see a logo on an advertisement, for example, you know it's Nike sportswear; the golden says McDonald's; and everyone knows who made the technology you are using when it has an apple on it.

The Apple logo is one of the and most logos in the world. Apple products are used in millions of homes and offices. Over five hundred iPhones every minute, and the company makes more than two hundred billion dollars a year. An Apple product is by people all over the world because of its design and the famous logo.

; when the first Apple laptops produced in 1999, Apple discovered a problem with its logo. When the laptop was closed, the customer saw the Apple logo on the lid. But when the laptop was open, the logo was down. This wasn't a problem for the person using the laptop, but it didn't look good to other people. In the end, the logo around so that it was seen correctly by other people.

Why was this so important to Apple? Because when you see other people using a product, you are more likely to buy it.

2 Read the article again. Are these sentences true (T) or false (F)?

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|---|--|---|---|
| 1 | The writer thinks everyone knows about Apple products. | T | F |
| 2 | On the first Apple laptops, the company didn't use the Apple logo. | T | F |
| 3 | When you are using a modern Apple laptop, other people can see the logo correctly. | T | F |