LOGOS



A logo is a picture but it is a picture with meaning. Companies spend many thousands of pounds designing their logos. The best logos can cost even more.

The logo for Gap, the clothing company, is the name of the company in white on a dark blue background. In 2010, the company decided it was time to change their logo. But no one liked the new logo. So, after only a week, the company started to use their old logo again.

One of the logos for the social networking site Facebook does not use the whole word. It just uses the first letter. This letter is in white on a light blue background. Another Facebook logo has the whole word in white on a light blue background.

The Olympic Movement, who choose the city for the Olympic Games, use five coloured rings on a white background as their logo. The five rings link together. They represent the five parts of the world who compete in the Games: Africa, the Americas, Asia, Europe and Oceania.

The logo for the sports-clothing company Nike looks like a black check mark on a white background. Sometimes the logo has the word Nike above the check mark. But often now the company just use the check mark on its own.

LIVEWORKSHEETS