

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 |