A LESSON IN LOGOS

A logo is what people [redacted] about your company. When you see a [redacted] logo on an advertisement, for example, you know it's Nike sportswear; the golden [redacted] 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 [redacted] and most [redacted] logos in the world. Apple products are used in millions of homes and offices. Over five hundred iPhones [redacted] every minute, and the company makes more than two hundred billion dollars a year. An Apple product is [redacted] by people all over the world because of its design and the famous logo.

[redacted]; when the first Apple laptops [redacted] 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 [redacted] 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 [redacted] 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)?

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

LIVEWORKSHEETS