

A LESSON IN LOGOS

Reading

- 1 Look at the product in the photo. Do you recognize the logo on the laptop? What is wrong with it? Read the article and check your ideas.

▶ 80

A LESSON IN LOGOS

A logo is how people recognize your company. When you see a tick logo on an advertisement, for example, you know it's Nike sportswear. The gold 'M' on red says 'McDonalds'. And everyone knows who made the technology you are using when it has an apple on it.

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

However, when the first Apple laptops were produced in 1999, Apple realized they had a problem with their logo. When the laptop was put on a table, the customer saw the Apple logo on the top of the laptop. But when the laptop was open, the logo was upside 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 was turned round so that the logo was seen correctly by other people.

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



118

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

- 1 The writer thinks everyone knows about Apple products.
- 2 On the first laptops, the company didn't use the Apple logo.
- 3 When you closed the first laptops, you saw the logo upside down.
- 4 On modern Apple laptops, other people can see the logo correctly when you are using it.
- 5 If we see other people doing something, we often copy them.

- 3 Discuss these questions as a class.

- 1 Do you agree with the last sentence in the article? Is it true for you? Why? / Why not?
- 2 How important do you think logos are? Do they make you buy products?

Wordbuilding word forms

- 4 Match these word forms with the definitions (1–5).

advert advertise advertisement advertiser advertising

- 1 (verb) to tell the public about a product, job or service
- 2 (noun) short for the word *advertisement*
- 3 (noun) a person or company that advertises
- 4 (noun) a notice, picture or film telling people about a product, job or service
- 5 (noun) the activity of telling the public about a product, job or service

▶ WORDBUILDING word forms

When you learn a new word, try to learn its other forms. Use a dictionary to help you.

produce (v), *product* (n), *productive* (adj),
production (n), *producer* (person / company)

For further practice, see Workbook page 83.

- 5 Look at the wordbuilding box. Complete these sentences with the correct form of *produce*.

- 1 I work for Mercedes and we _____ cars and other vehicles.
- 2 Coca-cola is one of the most famous _____ in the world.
- 3 Wine _____ in France are worried about low sales this year.
- 4 My brother works in video _____. He makes videos for online advertising.
- 5 I've had a very _____ day and I've finished all my work.