A. Introduction:

1. Can you recognize the brand from its logo?



2. Rank the logos from best to worst.

3. What's better... (explain why)
   a. A Logo accompanied by a word or phrase
   b. A wordless image

4. What words or phrases do you associate with the word "Brand" ?
   Put your ideas into these categories:

Noun	Verb	Adjective

A.Reading

Mastercard is betting customers will know the company by its shiny interlocking circles.
The credit-card network and financial-services firm announced on Monday that it would drop the word "Mastercard" from its logo. It will appear only as two overlapping circles of red and yellow, with orange in the middle, on payment cards and sponsorships, and in stores where the card is accepted.
It's the latest change for the company's constantly evolving logo. Its name used to be featured in the middle of the circles, and in the iteration before this one it was underneath them in a sans-serif font.
It also reflects a changing landscape in payments. Customers are increasingly paying without a physical swipe or insert, but by inserting payment details or swiping a phone — and the word "card" might feel a little old-fashioned.
"As the consumer and commerce landscape continues to evolve, the Mastercard Symbol represents Mastercard better than one word ever could, and the flexible modern design will allow it to work seamlessly across the digital landscape," the company said in a press release.
The company also increasingly wants to be seen as a financial-tech firm instead of only a credit-card network. In the release announcing the logo change, Mastercard called itself a "digital payment company."
Mastercard conducted extensive research for more than 20 months on how recognizable the new logo would be without its name being on it. The world is now full of instantly recognizable logos that contain no words. Apple's bitten apple logo and Nike's swoosh are prime examples. Most of the logos of apps on people's smartphones are just symbols. A design expert spoke about maximizing the effect of a small logo on a phone or watch. He said: "You're trying to optimize for a very small piece of real estate on a very small piece of glass....A 10-letter name is kind of a monster."
The change could make Mastercard one of the few companies that can be widely identified by a wordless logo, such as Nike and Apple.

LIVEWORKSHEETS

1. Match these words from the text to their meaning.

1. Widely
2. Overlapping
3. Drop
4. Firm
5. Release
6. conducted
7. Prime
8. Real state
9. Swipe
10. Seamlessly

a. Abandon; no longer use.
b. Covering part of the same area.
c. Organized and carried out.
d. Of first importance; main.
e. Property consisting of land or building; and area of something (valuable) that people own.
f. The act of passing a card through a machine that can read the information stored on the card.
g. Without any sudden changes, interruptions, or problems.
h. The act of making something public or available for use.
i. Including a lot of different places, people, subjects, etc
j. company or business.

2. Summary
Put these words into the spaces in the summary of the text below.
overlapping advertising likes symbol recognized removing wordless drop

The world-famous credit card company Mastercard is (1) _____ its name from its company logo. It will follow the (2) _____ of Apple and Nike to have a logo that has a (3) _____ only and no writing. Mastercard had traditionally used a logo that had (4) _____ yellow and red circles with the word "Mastercard" written over the top. The company has decided to (5) _____ the word "Mastercard" and use just the two intersecting circles as a (6) _____ logo. The new logo will be used as the brand's symbol on credit cards and in stores, as well as on (7) _____ at sports and other events. The company's marketing officer said over 80 per cent of people spontaneously (8) _____ the new symbol without the word "Mastercard".

C) Video
Watch a video about hidden meanings in famous logos. Write the meanings next to the correct brand.

a. AMAZON
b. TOBLERONE
c. SONY VAIO
d. CISCO
e. BMW
f. NWA
g. NBC PEACKOK
h. PEPSI

1. It's logo hides an animal representing the city where the product is produced
2. It's logo represents two things, one related to the service provided, the other symbolizes a famous USA landmark.
3. It's logo stands for the variety of things you can purchase.
4. It is said that this logo has been influenced by a number of things, including Da Vinci's ideas.
5. This logo represents the blending of two types of signals.
6. Some people claim that the symbol depicts a part of a plane, since the brand started in the aviation industry.
7. This symbol contains two letters, one is explicit, and the other is hidden.
8. The logo represents a change in industry of television.

D) Discussion
What kind of logo would you design for these things in your life?

You	
Your family	
Your job	
Your city	
Your country	

LIVEWORKSHEETS