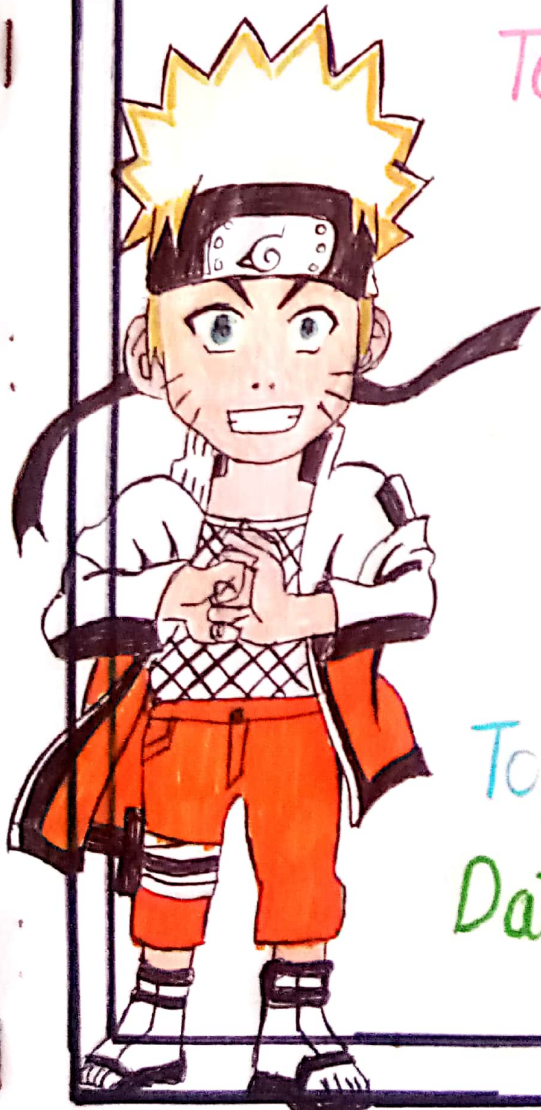


Assignment On
Strategic Management
and Organisational
behaviour



from,
Macedan Pinto
I Bcom B

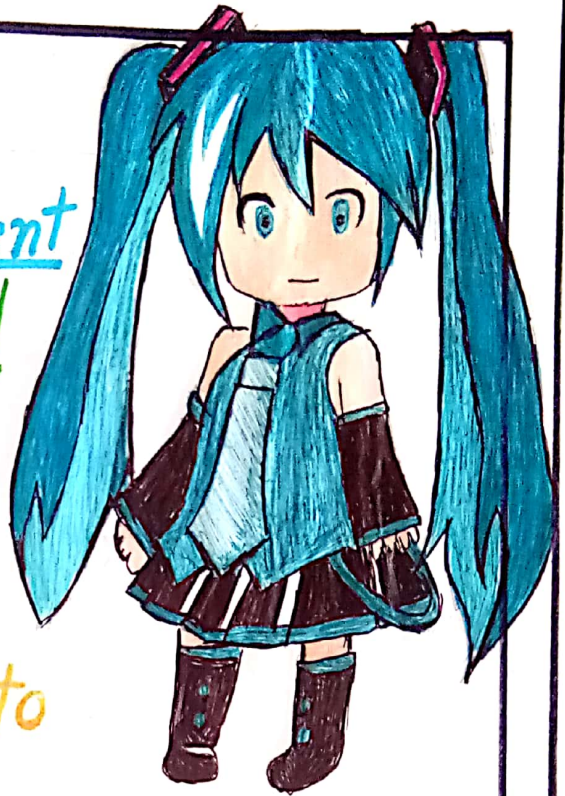


To,
Ms. Seema
Department of commerce
Padua college of
Commerce and
Management

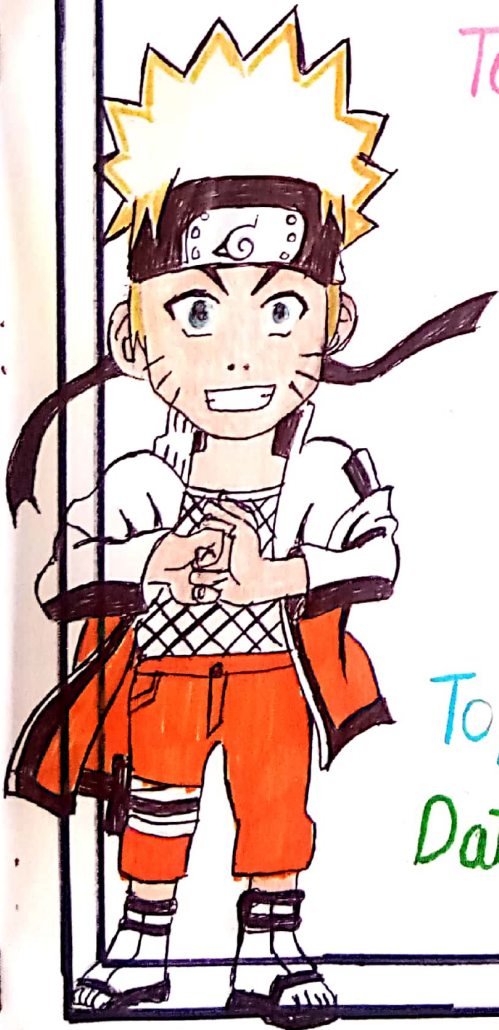
Topic: Logo of company
Date: 4/9/2019

Seem
4/9/19.

Assignment On
Strategic Management
and Organisational
Behaviour



from,
Maddan Pinto
I Bcom B



To,
Ms. Seema
Department of commerce
Padua college of
Commerce and
Management

Topic: Logo of company
Date: 4/9/2019

~~Seema~~
4/9/19

Beats



The logo for Beats by Dre is pretty simple. The 'b' is enclosed in a circle followed by the brand name. The circle, though, isn't just a circle. It actually represents a human's head, and the 'b' letterform represents the brand's headphones. This gives the brand a personal element, allowing a customer to see themselves in the headphones.

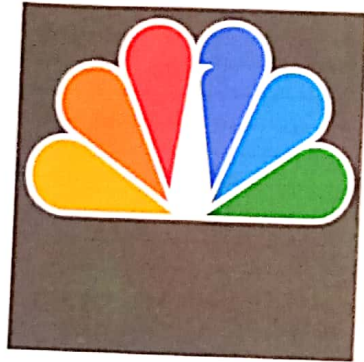
CISCO



Cisco, the worldwide leader in networking for the internet, is named after its headquarters' location in

San Francisco. While its moniker doesn't have a hidden meaning, the blue stripes above the logo not only represent an electromagnet but also, the Golden Gate Bridge.

NBC



NBC's logo has a couple of hidden meanings. It's clear that it's a peacock, but why? When the logo was developed color televisions were being introduced, & the network wanted a logo that would cause black & white tv owners to make the switch. So, they went with the common phrase, 'proud as a peacock', promoting that they were proud of their new color system. The six different colors of the feathers represent the six different divisions of NBC.

Amazon



Amazon is a powerhouse when it comes to online shopping, & their logo reflects that. The yellow arrow in their logo starts at the letter 'a' & ends at the letter 'z', implying that they sell everything from a to z. The arrow also represents a smile, with the arrow head being a stylized dimple or smile line. The smile indicates the happiness people feel when they shop with Amazon.

Baskin Robbins



Baskin Robbins is known for its seemingly limitless flavors of ice cream. That famous number is hidden in the 'B' & the 'R' of their logo, acting as

is known worldwide for its technology, but not everyone knows the meaning behind its logo. Vizio represents the integration of both analog & digital technologies in its products. The letters 'vi' are made to look like an analog wave, while the 'io' resemble the numbers 1 & 0, representing a digital signal or binary code.

Picasa



Picasa, Google's former image organizer & editor, has an interesting logo mark. At first glance it looks like a simple camera shutter, but the negative space in the center of the shutter actually forms a house. This is because Picasa is considered 'home' for all of your photos, & casa in Spanish means home.

Museum of London



The Museum of London has an interesting, organic look. The shapes of color actually represent something, though, & aren't just abstracted blobs of color. They show the geography of London & how it has changed over time, representing the constant change of London & its people in the past, the present, & looking towards the future.

Eighty 20



Unless you're really good at math, you probably wouldn't be able to guess the meaning behind Eighty-20's logo. The squares actually represent the binary pattern for 1010000 & 0010100; which mean eighty & twenty.

London Symphony orchestra



The logo for the London Symphony orchestra can't only be read as the initials 'LSO', but also as an orchestra conductor. The elegant way it looks adds to the elegance of the orchestra.

My Fonts



My Fonts is an online font resource, allowing users to access a number of fonts. The 'My' in My fonts is stylized to look like a hand, giving the impression that users can get their hands on whatever fonts they'd like.

Le Tour De France



Le Tour De France logo has two hidden messages inside of it. The first is a bit more obvious, with a cyclist making up the letter 'u', but the second is more subdued. The yellow circle that acts as the bike's wheel is also a sun, indicating that the events of the race only occur in the daytime.

AG Low



A.G. LOW [CONSTRUCTION] LTD.

A G Low, a construction company, has a simple logo. It spells out the name of the company - though in a unique way. It's laid out to look like the floorplan of a home.

Galleries Lafayette

Galleries
Lafayette

Galleries Lafayette is an upscale french department store. Not only is the typography elegant & fancy, but the Eiffel tower is hidden in the letter 'f', solidifying its french roots.

Newman

NEW
MAN

Upon first look, this logo for a french clothing company doesn't look ground breaking. But it does have a bit of a visual trick. If you look closely, you can read the logo the exact same way upside down. This implies that the company is innovative & their clothing can serve multiple purposes.

Greenlabs



greenlabs, a digital marketing & web solutions company, uses a tree as their logo. This accentuates the 'green' aspect of their brand, but what about the labs? The crown of the tree is actually a brain, which represents the intelligence of their staff.

game cube



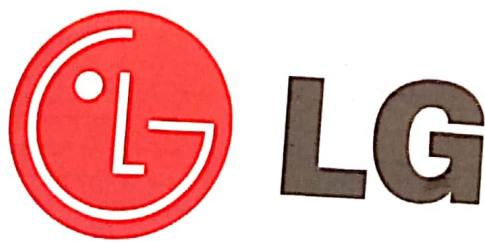
gamecube's logo is very interesting to look at, & for good reason. Not only is it a cube within a cube, but the outer cube forms a '0' around the inner cube, leaving a '1' in the negative space.

BMW



BMW's logo colors come from the Bavarian flag, which are blue & white. Their logo is derived from the Rapp-Motoren works' logo, which is very similar. It is commonly thought that the logo represents the blades of a spinning propeller, due to their aviation history & an ad created in the 1920s.

LG



LG is recognized worldwide, & most people recognize the 'L' & 'G' in the logo mark. What most people don't realize, though, is that those letters actually help to create a face. The 'L' makes the nose & the 'G' makes up the rest of the face. This gives the brand a human element, & makes it more inviting & approachable.