

BRAND LOGOS WITH **HIDDEN MESSAGES**

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FedEx advertise their speed and delivery accuracy more than you might think, and actually promote these factors in their logotype by hiding an arrow between the 'E' and the 'X'.



The yellow underlining arrow in the **Amazon** logotype points from the 'A' to the 'Z', which illustrates the sheer variety of products that the online store sell. It's also been shaped as a smile, which represents customer satisfaction.

The Pinterest logo is written in a red, cursive script. The letter 'P' is stylized with a small loop at the top and a sharp point at the bottom, resembling a pushpin.

The point (excuse the pun) of **Pinterest** is for users to 'pin' web clippings onto their own customisable online board, so it's no surprise that a pin has been incorporated into the letter 'P' in their logotype.

The Gillette logo is written in a bold, black, italicized sans-serif font. The letters 'G' and 'I' are cut very sharply at the top and bottom, giving them a razor-like appearance.

The hidden message in this logo is difficult to spot, but if you look closely you'll notice how razor-sharply the 'G' and 'I' have been cut. This represents the sharpness and precision of the **Gillette** razors.



The 'VA' of the **Sony VAIO** logo has been made to look like an analogue signal, and the 'IO' resembles the numbers 1 and 0 - which represents a digital signal.



Cisco was founded in San Francisco, which explains the name, but this is also referenced in their logo. The series of blue lines represent an electromagnet, but also symbolise San Francisco's iconic Golden Gate Bridge.



The face seen in the **LG** logo is made up of the letters of the brand - with 'L' illustrating a nose, and 'G' forming the remainder of the face. Some people also claim it coincidentally looks like a modified Pacman symbol!

Continental

Tyre manufacturers **Continental** looks incredibly minimal upon first glance of their logotype, but the white space is anything but redundant. Look closely at the 'C' and the 'O' and you'll notice the white space creates a tyre.



Formula 1 is commonly known simply as F1. With the black F and the red pattern signifying speed on display – where does the 1 come in? Take a closer look at the white space between these two elements.



The Baskin Robbins ice cream chain offer a variety of 31 different flavours, and the number 31 has been incorporated within the 'B' and 'R' initials in pink.



The 'U' in the **Unilever** logo is creatively filled in with a variety of random images, but every single icon used actually represents an aspect of the Unilever business. For instance: a recycle icon for their sustainability, and lips for beauty and taste.

Shelter

Shelter is a British charity that campaigns to end homelessness and to put shelters over people's heads. They've also included a shelter within the branding, and the 'H' has been made to look like a house.



Roxy is Quiksilver's female clothing line, and the logo reaches out to this market by using a heart. What you may not have spotted however, is that the logo has been creatively formed by rotating two Quiksilver logos.



Canadian railway company **VIA** has subtly included parallel lines that resemble train tracks, by using the white space either side of the 'I'.

Eagle

The bizarre looking typeface used for the 'E' of the logo of **Eagle Consumerables** makes a lot more sense when you notice its similarity to the profile of an eagle.



The **BMW** brand has a background in aviation, and the logo stays true to this history. The white sections represent a moving propeller, and the blue sections represent the sky.



It's fitting that an eagle, the national emblem, is used to promote the **Washington Capitals**. What you may have missed however, is the blank space underneath it leaving behind the silhouette of Washington's iconic Capitol building.



THE GUILD OF FOOD WRITERS

The Guild of Food Writers rather obviously write about food, and the logo design smartly uses a spoon to create the image of an ink pen nib.



Almost every sports or music star can be seen wearing **Beats** headphones, and the logo is actually wearing a pair too. The 'B' and the red circle have been positioned to look like a person wearing the headphones.



Carrefour is French for crossroads, which is why two arrows have been included in French colours in this brand logo. The white space between the arrows also subtly displays a hidden 'C' for Carrefour.



The white space in the centre of the **NBC** logo creates the silhouette of a peacock, and the colours are its feathers. It symbolises that NBC are proud of what they broadcast.



Upon first glance of the **Goodwill** logo, you see a smiley face. However, this face is actually just a much larger version of the 'G' from the 'Goodwill' text below it.