

12 surprising facts about logos of world famous brands

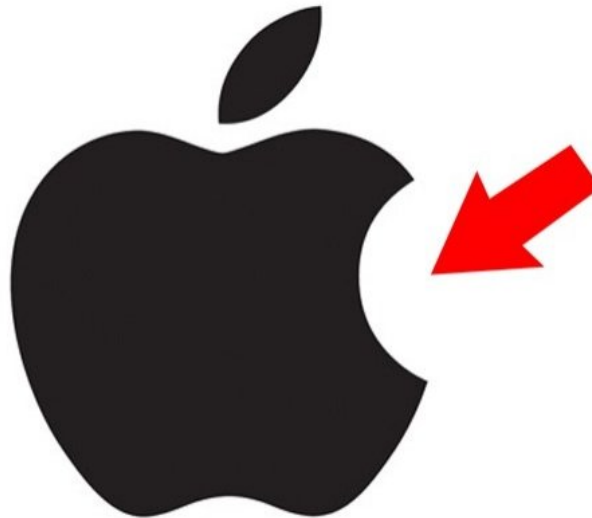
Let's take a look at 12 amazing facts about logos of world famous brands!

1. Score 50 logos of famous brands that day and now
2. The mysterious message behind 15 world-famous brand logos that few people know about
3. Elon Musk explains the true meaning of the Tesla logo

Every day we see the logo of famous brands in the world, but rarely do we take the time to think or learn about its origin or meaning.

We explored **12 secret facts about the logos of world famous brands** and each story has a certain myth. The truth about these symbols is far more interesting than the original rumors about them. Invite you to consult!

Apple



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In the past, there was a story that said the Apple logo was how Apple wanted to pay tribute to **Alan Turing**, the father of computer science who died of a poison apple. However, in fact, it is much simpler, designer Rob Janoff wants it to be flawed because he thinks the bitten apple will create depth, and the intact apple coincides with other round fruits.

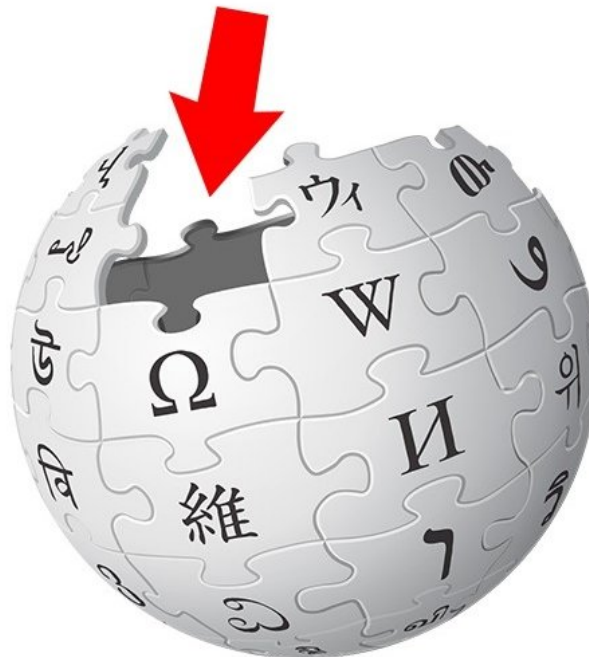
Ferrari



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Many people believe that the famous Ferrari is the symbol of horse power, but this is not true at all. The father of the company, **Enzo Ferrari**, said the logo of the horse was first painted on the airplane of the famous pilot **Francesco Baracca**. Later, this logo was given to Enzo by Francesco's mother after a race; Since then everything has been history.

Wikipedia



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Wikipedia globe icon - the global encyclopedia is Earth, an obvious thing. The pieces include many languages ??that represent the multilingualism of the human world. What's interesting here is that these pieces are not assembled into complete blocks, because Wikipedia is always something that is updated every day.

Android



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The designer **Irina Blok** and her design team are tasked with creating something that includes " *robots and something recognizable* ". This sounds pretty funny, but the inspiration for them to create this logo is from public toilet signs.

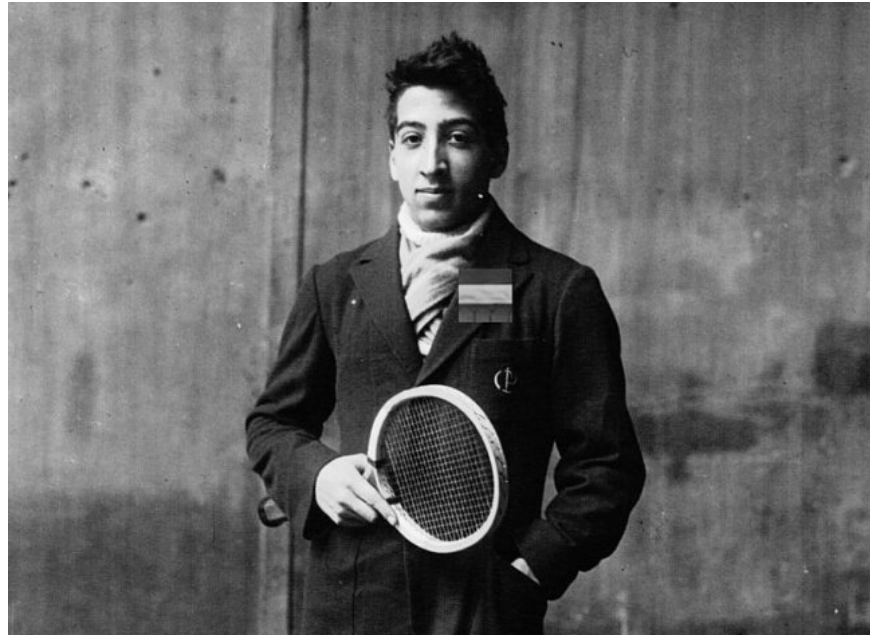
McDonald's



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In 1962, **McDonald's** hired a psychologist Louis Cheskin to work. Louis Cheskin is also the one proposing the **transfer of fast food logo to soft M**. This psychologist said that the letter M should be shaped like a woman's breast, which has the potential for appetite and reminds people of their happy childhood. However, it is worth mentioning here that the Cheskin expert is not the creator of these arches and they are present in restaurants since the 1950s.

Lacoste



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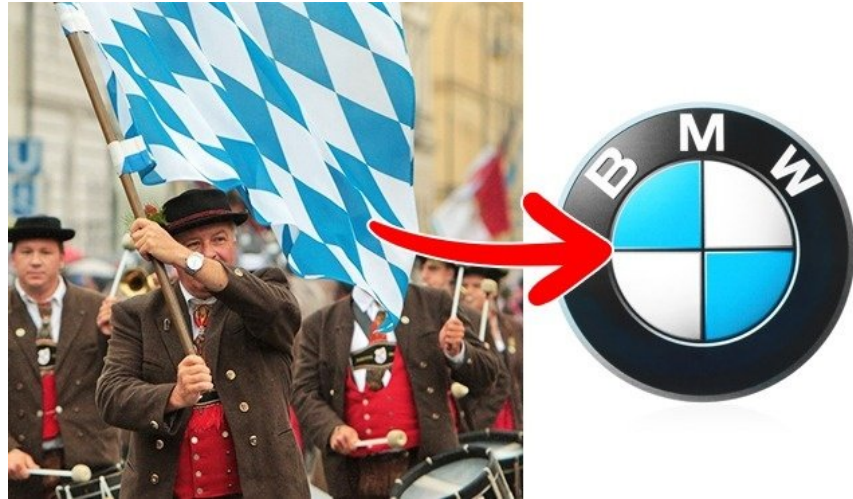


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In 1923, tennis player **René Lacoste** walked the street with his captain, Alan Moore. René Lacoste enjoys a crocodile leather suitcase when looking outside the store. René Lacoste and Alan Moore bet that if René wins the next match, Alan will buy him the suitcase.

However, Lacoste lost. A journalist accidentally heard this story and wrote an article that the famous player "*fought like a crocodile*". **That's how Lacoste got his nickname** and his company then got this famous logo.

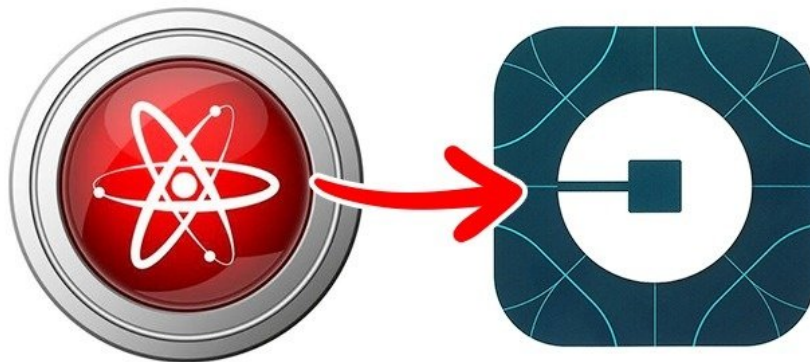
BMW



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Many people believe that the BMW logo represents an airplane propeller and even some of its employees believe it. However, it is much simpler: **blue and white were chosen because of the color of Bavaria**, its hometown.

Uber



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Recently, Uber changed their logo from the " U " to an atomic symbol. The company claims **the new logo implies that its vehicles can be found anywhere, like atomic particles**.

Pinterest



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It seems that at a glance, this logo is quite simple, but if you look carefully at the first character, you will find it like a common real-life paper pin. **Pinterest** is literally "pinning" the images on the wall, meaning that only they can pin the images in the virtual world.

Nike



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One of the most recognizable icons in the world is one of the least expensive. **With only 35 USD** - Nike Knight, owner of Nike brand paid this price for a student Carolyn Davidson in 1971 to create it. He was even dissatisfied with the original result. However, the famous Swoosh mark has become a historical symbol and it is not surprising that people compare it with Nike's wings, the goddess of victory.

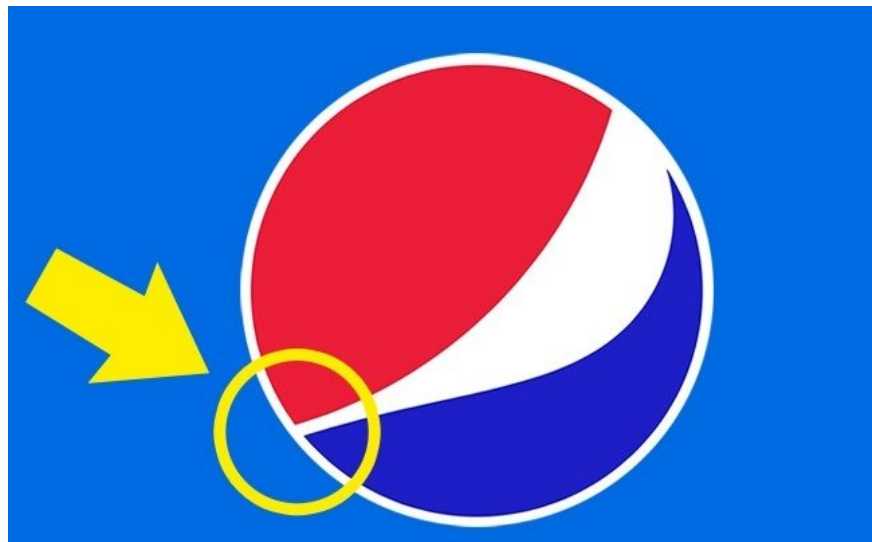
Starbucks



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Very few people know about this, but the **Starbucks** logo is a mermaid holding two tail fins. This badge was inspired by the myth of Melusine, a mermaid married to a mundane man. In 1971, the entire mermaid image could be seen on the coffee cup, but then it was " *censored* ".

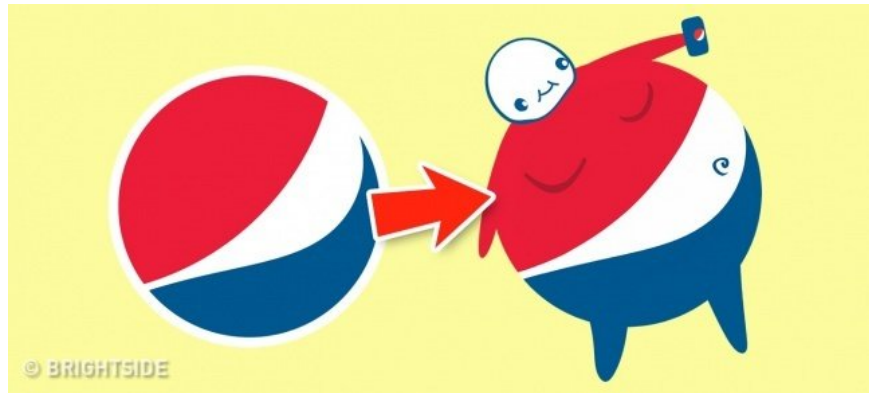
Pepsi



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The Pepsi icon looks simple, but it costs more than you imagine. This logo cost up to 1 million USD (*about 22 billion VND*). The designers developed it according to the ratio of gold that is considered to be the most harmonious and pleasant to the observer's eyes.

There is also another version .



However, this is clearly just a joke. Although without censorship, the effects of Pepsi are similar.

Bonus: Logo "Pink lion" Metro-Goldwyn-Mayer



© imgur © MGM

That's certainly not the way **Metro – Goldwyn – Mayer** makes this famous roaring lion logo. Metro – Goldwyn – Mayer is also known as MGM which is one of the most popular names in film production. MGM was founded in 1924 and has produced countless famous movies from the past to the modern like: Tom & Jerry, the 007 series and the classic works like " *Gone with the Wind* ".

The impressive point that made MGM's brand is the image of the lion roaring at the beginning of each film. **This lion logo has existed throughout the history of MGM for nearly 100 years.**

See also: 10 interesting secrets behind the logos of famous Hollywood studios

Having fun!

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