

# Maybe you don't know the meaning behind the logo of world famous brands

The logos all represent the message the company wants to convey. It's just that you have enough sophistication to recognize.

1. The mysterious message behind 15 world-famous brand logos that few people know about
2. Score 50 logos of famous brands that day and now
3. 12 surprising facts about logos of world famous brands

In the world today, most famous brands have their own logo logos for their brands. Most of us know about those logos, but don't know all the meaning inside or the messages they want to send to consumers.

The following is a list of the secrets behind the logos of some famous brands. Try to see what they are.

## 1. LEGO



This is an extremely famous toy brand in the world, coming from Denmark. LEGO itself is actually a variation of the word "leg godt" - meaning "play fun" in Danish. So the assembled toys give users the comfort of playing it.

## **2. Fanta**



Fanta orange juice is probably too familiar to most consumers around the world. The first person to come up with the idea of launching this product is Max Keith - director of Coca-Cola branch in Germany since World War II.

This name is derived from the German word "fantasie", who wanted to let consumers know that Keith and his colleagues used their imagination to create a new product. So when we use it, we will not forget the person who created such a quality product.

### 3. Nintendo



Nintendo is a multinational company founded by Fusajiro Yamauchi on September 23, 1889 in Kyoto, Japan, Nintendo is the world's largest video game development company by revenue. According to Japanese, this name

means "Deputy wearing heaven", or "Heavenly heaven" (Nin: trust, deputy; Ten: heaven - heaven; because: heaven).

## 4. Cadillac



For enthusiasts with cars, this brand is probably nothing strange. With 100 years of development and development today Cadillac has a strong foothold in the luxury car market as well as consumers.

The first one founded Cadillac, the current top brand is Henry M. Leeland. This name comes from his ancestors - a French explorer named Antoine Laumet de La Mothe, Sieur de Cadillac. This name helps him remember his ancestors.

## 5. Durex



Durex is a condom brand once produced by UK-based SSL International. In July 2010 the company was resold to the British Reckitt Benckiser. This name is made up of three acronyms: "Durable, Reliable, Excellence." (Sustainable, reliable, excellent).

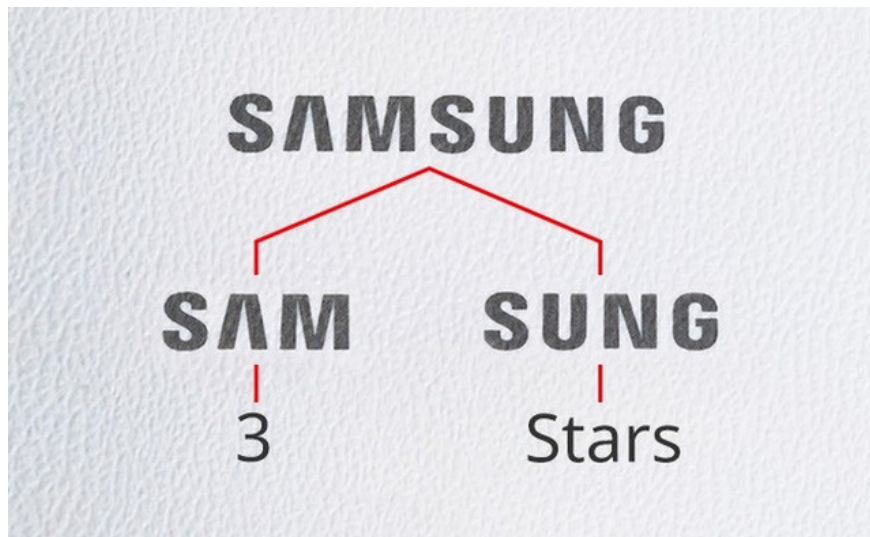
## 6. Levi's



For jeans-loving gentlemen, there's nothing strange about this famous brand. The products of this brand give users the ease of use.

What is the meaning of the word Levi's? In fact, in his logo, Levi metaphorically a . butt - which is greatly enhanced when wearing jeans.

## 7. Samsung



Samsung is a phone brand originating from Korea and is now well received by many countries around the world. Translated in Korean meaning, sam means "number 3" or "tam", while "Sung" is "star". Samsung can understand with the meaning of "Three Stars".

And these 3 stars of Samsung are 3 outstanding features in their products that are: Excellent, diverse and powerful that the company pursues.

## 8. SEGA



Sega is an acronym for the phrase "Service Games of Japan" (Japanese game service). With this name, we also partly understand that this is a company specializing in producing games. Earlier, the company also provided military game machines for military bases.

## 9. Audi



Like Cadillac, Audi is also one of the most famous automobile brands with 'super products' that supersede users. The logo of this brand consists of 4 circles linked together, these 4 circles represent 4 companies that founded

the brand in 1932: DKW, Horch, Wanderer, and Audi.

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