



investTM Logo Game

Chapter 3-A



The Right Logo

- Logos give people the first impression about your company
- Be sure it fits your identity
- Choose colors that appeal to the target audience



Famous Logos

- Many of the well-known company logos are recognizable by viewing only a small portion of it
- Can you guess which ones?



Do you know this logo?



Pinterest



Do you know this logo?



Do you know this logo?



Do you know this logo?



Do you know this logo?



Pepsi



Do you know this logo?



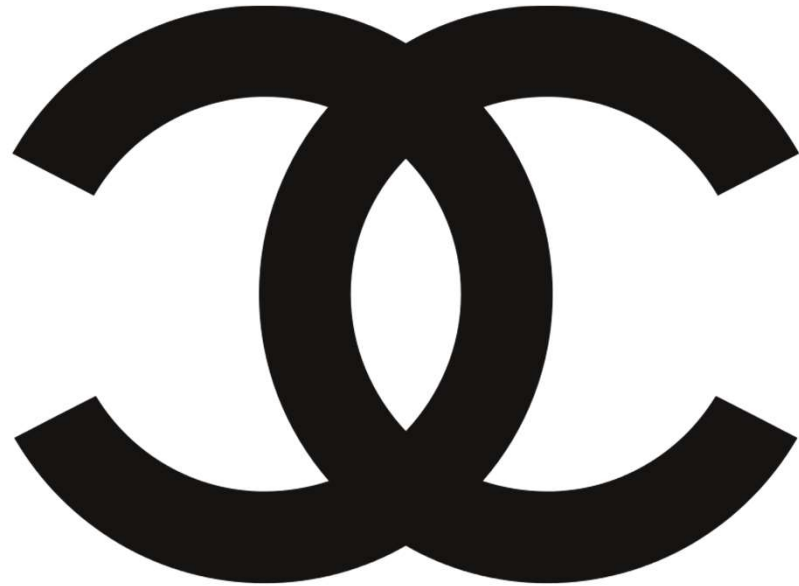
Do you know this logo?



Do you know this logo?



Do you know this logo?



Chanel



Do you know this logo?



PlayStation



Do you know this logo?



Target



Do you know this logo?



investTM



Do you know this logo?



Do you know this logo?



beat



Do you know this logo?



Adidas



Taglines and Slogans

- Slogans are a way for a potential customer to immediately understand the mission of your company
- They should be easy to remember and include as few words as possible
- Be precise and concise so the consumer is not confused about your brand



Who does this tagline/slogan belong to?

Are you in good hands?

A: Allstate

What's in your wallet?

A: Capital One

The fabric of our lives

A: Cotton Incorporated

The best a man can get

A: Gillette

Because I'm worth it

A: L'Oreal



Who does this tagline/slogan belong to?

Good to the last drop

A: Maxwell House

Made from the best stuff on Earth

A: Snapple

The few, the proud, the...

A: Marines

You're now free to move about the country

A: Southwest Airlines



Other Insurance Brands

Zurich

Slogan: *Zurich. Because Change HappenZ.*

MetLife

Slogan: *Have you met life today?*

State Farm Insurance

Slogan: *Like a good neighbor, State Farm is there.*

Travelers

Slogan: *Better coverage for what's important to you.*

