



# The role of a company logo

# Logotypes.







# Recognition.



4 Have you ever fancied a little something en route?



5 Good for endangered species — like Prince Philip



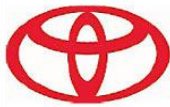
6 Difficult? Better Latte than never at this place



12 Maybe it's big horse, I'm a Londoner's bank



13 This says it all: From here to maternity



14 What *does* this mean, on the car in front of you?



20 Russell Brand and Amy Winehouse don't qualify — yet



21 Listen, Dave, aren't trees green, not blue?



27 Go in and you'll come out ponging of dewberry



28 Warning, Lego nut at work. Or is it a castle?



29 If you don't know this, you live in North Korea



35 Garden centre? Green power? Or an oil giant?



36 You'll be feline good and cool for cats in this motor

...and here's a real danger



Civil servants may have goofed when they designed this logo for the Office of Government Commerce. It was OK until someone turned it 90 degrees to the right



# Recognition.

