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# There's Hidden Meaning Behind Some Famous Logos...And Some Will Totally Shock You.



Abby S. Marino  
4 months ago

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Have you ever looked at a logo and wondered how they came up with it? What inspired them to put a half-bitten apple for Apple's logo? Well, you'd be surprised what these 10 modern logos actually represent and mean. Remember: there's a hidden meaning behind every logo!

## Amazon

*corporate-ir*

Your initial thought when looking at the Amazon logo might be that the arrow looks like a smiley face, meaning Amazon is there to make its customers happy. Well, notice that the arrow is pointing from the a to the z; representing the fact that Amazon provides a variety of items for sale, literally from A to Z.

## McDonald's



**i'm lovin' it<sup>®</sup>**

[pictureorphoto.blogspot.ca](http://pictureorphoto.blogspot.ca)

Yes, it really means "M" for McDonald's. McDonald's didn't intend for there to be deeper meaning. However, in the '60s, McDonald's wanted to change their logo but design consultant Donald Cheskin insisted on leaving the golden arches. He said customers unconsciously recognize the logo as "symbolism of a pair of nourishing breasts" (via BBC). Whether we unconsciously believe this or not, Cheskin convinced them and now the logo is one of the most recognizable in the world.

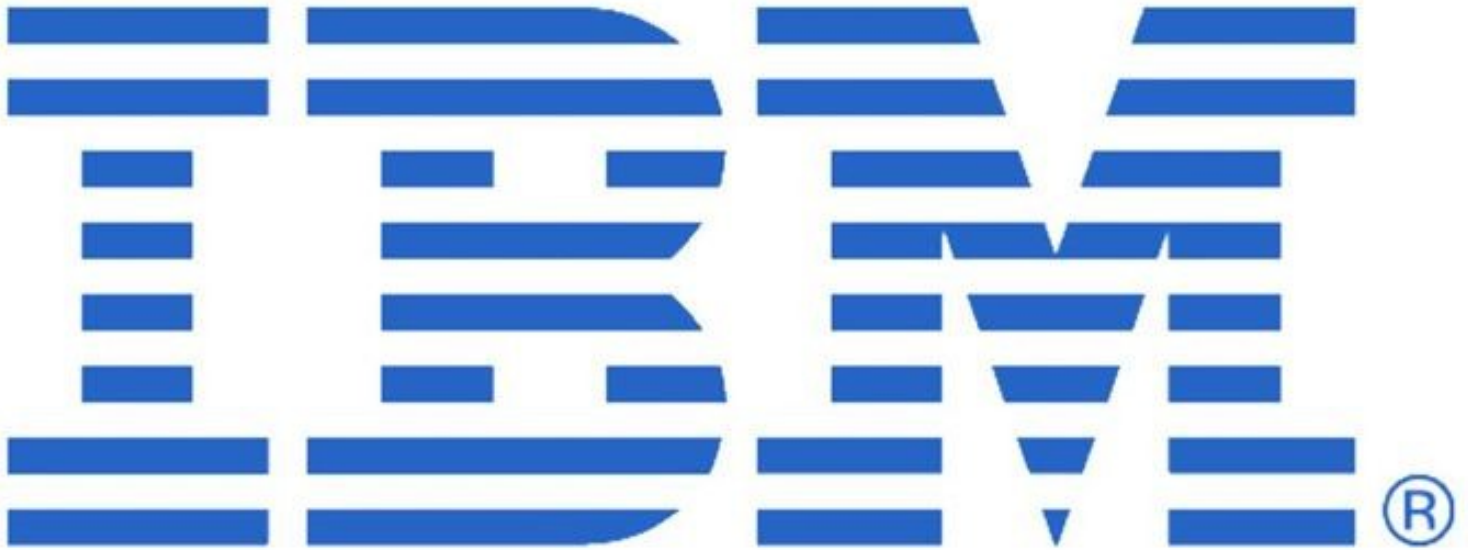
**Apple**



[sa-08.deviantart.com](https://www.deviantart.com/sa-08)

Remember the story of Adam and Eve? The Apple represents the forbidden fruit from the tree of knowledge...with a big old bite taken right out of it.

# IBM



*[aajtech.com](http://aajtech.com)*

IBM's logo is one of the most recognizable in the world...but have you ever noticed the equal sign in the bottom, standing for EQUALITY?

# Adidas



[famouslogos.net](http://famouslogos.net)

The original logo in 1967 consisted of three stripes, and didn't really mean anything, it was just supposed to be unique. In the '90s, Adidas slanted the stripes so that it would represent a mountain, which stands for the obstacles people need to overcome.

## FedEx



[strategyadvertising.com](http://strategyadvertising.com)

The FedEx logo is a creative one! At first glance all you can really notice are the two different colors, but if you look closely you can see an arrow is created between the spaces of the letter 'E' and 'X', representing the company's forward-thinking ways and outlook towards the future.

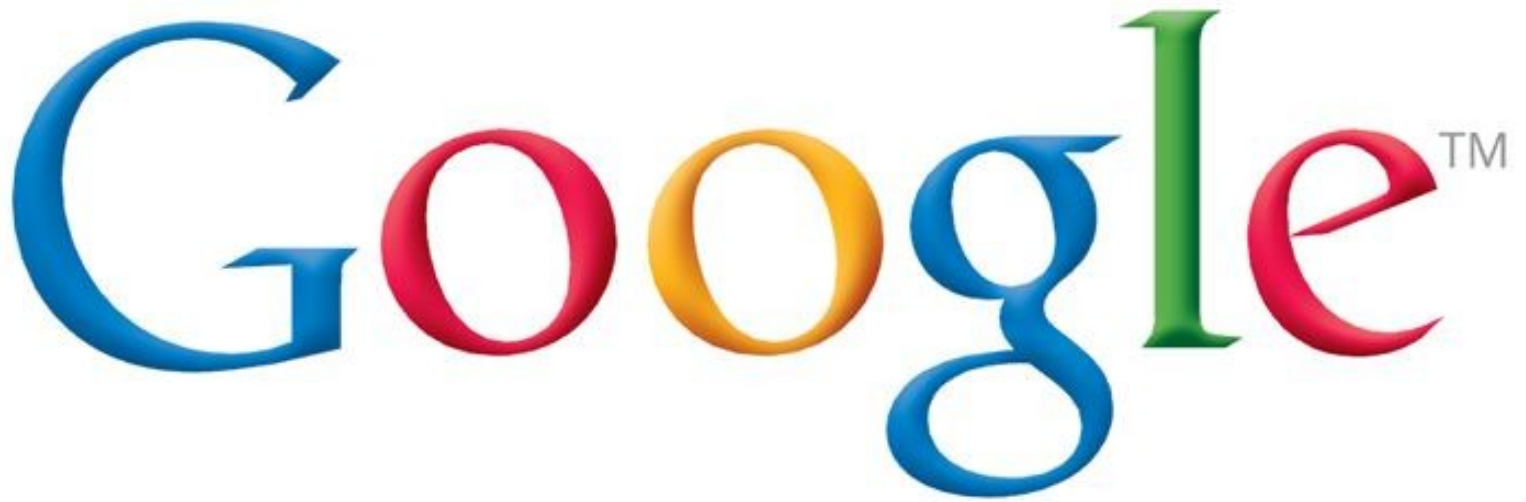
## Audi



[zeroto60times.com](http://zeroto60times.com)

Four hoops...plain and simple, right? Well, wrong. In fact, each of these hoops represent the 4 founding companies of the Auto-Union Consortium way back in 1932: like DKW, Horch, Wanderer and Audi

## Google



[www.blogmost.com](http://www.blogmost.com)

Ever notice how the Google logo has four primary colors in a row then it's broken by a secondary color? This was intentional. Google wanted to show that they don't play by the rules and are also playful without making the symbol bulky. To do that, they just used simple letters and colors.

## Mercedes-Benz



# Mercedes-Benz

[cartype.com](http://cartype.com)

The Mercedes-Benz logo is the most confident one out of the bunch. The tri-star is representative of the company's dominance in quality and style over all things land, sea and air.

# NBC



[en.wikipedia.org](https://en.wikipedia.org)

Yeah, it's a peacock, but did you ever wonder why it has so many colors? That's because, during the '50s, NBC's owner was RCA and they had just begun to manufacture color televisions. Since RCA wanted people still watching on black-and-white TV to know what they were missing, NBC created a colorful logo to adapt to the new technology.

# Volkswagen





[lifo.gr](http://lifo.gr)

The Volkswagen keeps its logo very simple but heartwarming as well. The 'V' and the 'W' can easily be seen. 'Volks', in German, means people, while 'Wagen' means car. It's the car for the people!

## Mobil



[brandprofiles.com](https://brandprofiles.com)

The importance of this logo lies in its colors. The red is said to represent strength and the blue represents faithfulness and security that the company provides.

**BMW**



[logostage.com](http://logostage.com)

It isn't general knowledge that BMW has a history in aviation and that its logo actually stays true to its roots. The blue and white represent a propeller in motion with the sky peeking through. In fact, BMW had a role in World War II as a creator of aircraft engines for the German military.

## Toyota



[cartype.com](http://cartype.com)

The three ellipses that are found in the logo for Toyota represent three hearts: the heart of the customer, the heart of the product, and the heart of progress in the field of technology

## Pepsi



[bobrinderle.typepad.com](http://bobrinderle.typepad.com)

In 2008, Pepsi spent \$1 million to pay Arnell Associates to come up with the new logo (the old is the on the left and

the new on the right). As a result, Pepsi had to pay millions more to re-brand everything. Then Arnell's document was leaked and it was entitled, "Breathtaking Design Strategy." It proposes that the new logo is some kind of Da Vinci Code. According to Arnell's document, the Pepsi logo draws on Feng shui, the Renaissance, the Earth's Geodynamo, the theory of relativity, the universe, and more.

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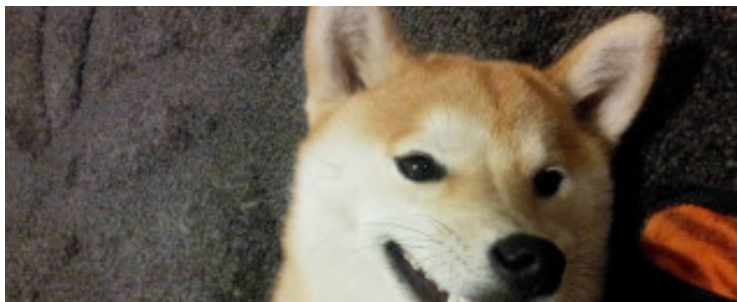
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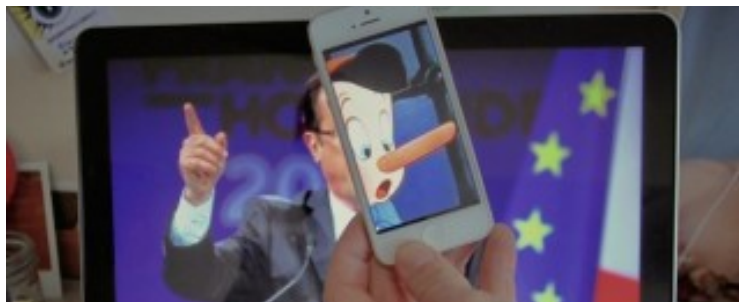
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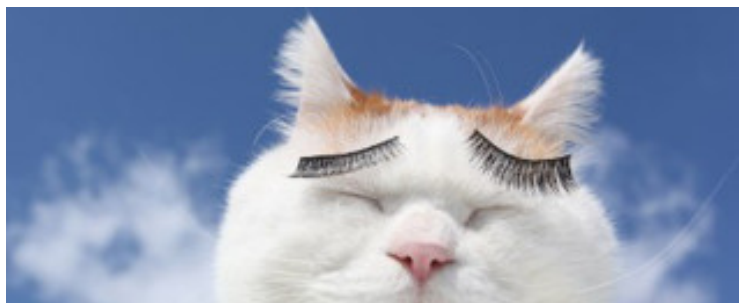
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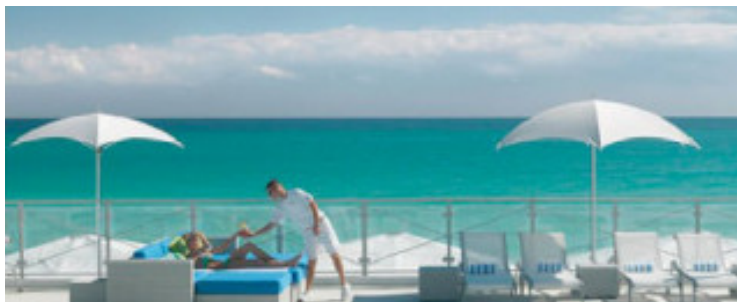
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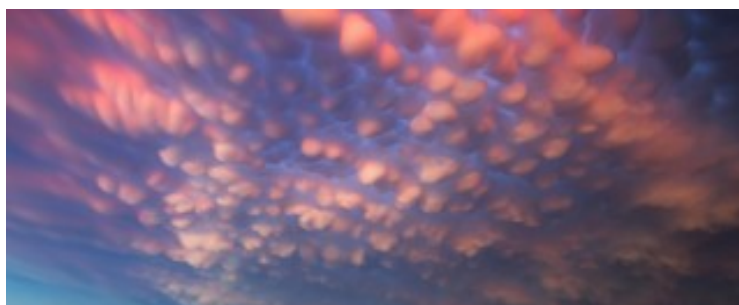
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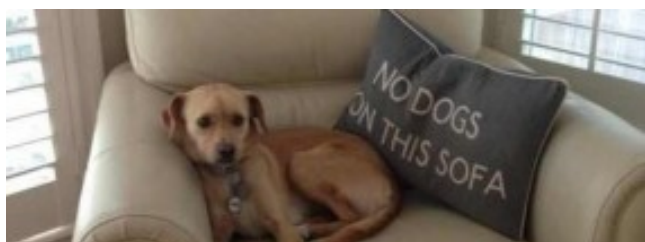
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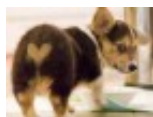
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