



GOVERNMENT OF TELANGANA

**TELANGANA TRIBAL WELFARE RESIDENTIAL DEGREE COLLEGE (GIRLS),  
MAHABUBABAD: MAHABUBABAD-DIST**

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## INTRODUCTION:










A logo is an image, text, or shape (or a combination) that visually represents your brand identity. It is one of the main recognizing factors of your business since it is imprinted on your products, business cards, website, pamphlets, social media posts, and in the minds of your clients.








Good logo design distinguishes your business and represents the name, purpose, goods and services you provide. Unlike large companies with extensive marketing budgets, small businesses.








A logo comprises various types of marks that represent your brand. It allows you to design your business logo in multiple ways and choose one that might mark your brand in people's minds. The following are the five main types of logos, explained with examples.








- **Wordmark**: This type of logo uses only text appropriate for businesses with a short, memorable name. Examples include Visa, Netflix, and IndiaFilings.
- **Lettermark**: This concise logo has initials or a single letter for instant brand recognition. Examples are NASA, HBO, or CNN.
- **Logomark**: This approach uses a symbol to make your brand memorable. The Apple logo and the Amazon smile are all prime examples.
- **Emblem**: This type combines a wordmark, lettermark, or logomark with a distinct shape. The Lacoste crocodile logo and the Starbucks siren are great examples.
- **Combination Mark**: This option unites a symbol with a wordmark or lettermark, like Nike's simple swoosh symbol.

SL.NO	COMPANY LOGO	IMAGE	YEAR
1	Coca-Cola		8-5-1886
2	Google		4-9-1998
3	Amazon		16-7-1995
4	Pepsi		1898
5	Apple		1-4-1976
6	Starbucks		30-3-1971
7	McDonald's		15-4-1955
8	Microsoft		4-4-1975








9	Nike		25-1-1964
10	Levis		1853
11	Volkswagen		28-5-1937
12	KFC		24-9-1952
13	Shell		23-4-1907
14	Target		1962
15	Dell		1-2-1984
17	eBay		3-9-1995
18	FedEx		5-5-1971

19	Mercedes Benz		28-6-1926
20	Walmart		2-7-1962
21	Twitter		21-3-2006
22	Olympics		25-11-1892
23	Disney		16-10-1923
24	Facebook		4-2-2004
25	Instagram		6-10-2010








26	Toyota.		28-8-1937
27	Bic		25-10-1945
28	Vans		16-3-1966
29	Oreo		6-3-1912
30	Channel		
31	New Balance		1906
32	TikTok		20-9-2016






33	MTV		1-8-1981
34	Dove		8-3-1957
35	Cisco		10-12-1984
36	Steelcase		16-3-1912
37	Kampgrounds Of America		1962
38	Jack in the Box		22-2-1968
39	Hershey's		9-2-1894




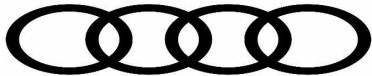

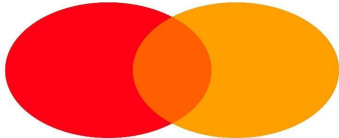

40	Tolerance		16-11-1995
41	National Geographic		13-1-1888
42	Petro China		5-11-1999
43	Xiaomi		1-4-2010
44	Pizza Hut		31-5-1958
45	Heinz		

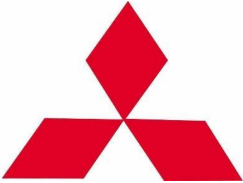



46	Reebok		1958
47	Land Rover		18-1-2008
48	Red Bull		1-4-1987
49	Netflix		29-8-1997
50	Louis Vuitton		1854
51	LinkedIn		5-5-2003
52	Reddit		23-6-2005









53	Lego		10-8-1932
54	Lamborghini		7-5-1963
55	Kodak		23-5-1892
56	Jaguar		4-9-1922
57	Hilton		31-5-1919
58	Tommy Hilfiger		1985
59	Harley Davidson		1903








60	Gucci	GUCCI	1921
61	Ferrari		7-5-1939
62	Exxon Mobil	Exxon	30-11-1999
63	AT&T	 AT&T	5-10-1983
64	Android		23-9-2003
65	HP		1-1-1939
66	Formula 1		19-5-1946

67	Mobil		15-5-1911
68	Domino's		9-12-1960
69	NBC		15-11-1926
70	Audi		16-7-1909
71	BBC		18-10-1922
72	MasterCard		3-11-1966
73	Rolex		1905

74	Mitsubishi		1870
75	Sony	<b>SONY</b>	7-5-1946
76	P&G	<i>P&amp;G</i>	31-11-1837
77	under Armour	 UNDER ARMOUR.	25-9-1996
78	BMW		7-3-1916
79	Nissan		26-12-1933
80	Verizon	<b>verizon</b> ✓	30-6-2000

81	Lacoste		1933
82	Mazda		30-1-1920
83	Colgate		1806
84	Volkswagen		28-5-1937
85	BP		14-4-1909
86	Tesco		1919
87	Adidas		18-8-1949
88	Samsung		13-1-1969

89	Honda		24-11-1948
90	Ford		16-6-1903
91	World Wildlife Fund		29-4-1961
92	GAP		21-8-1969
93	UPS		28-8-1907
94	3M		13-7-1902

95	Visa		18-9-1958
96	IBM		16-6-1911
97	Paypal		1998
98	Sky		8-7-1988
99	Marlboro		1908
100	Hero		19-1-1984
101	Skype		8-2003

<b>102</b>	<b>Alibaba</b>		<b>4-4-1999</b>
<b>103</b>	<b>YouTube</b>		<b>14-2-2005</b>
<b>104</b>	<b>Wikipedia</b>		<b>15-1-2001</b>
<b>105</b>	<b>Subway</b>		<b>28-8-1965</b>
<b>106</b>			
<b>107</b>			

## **1.Coca-Cola**

Coca-Cola logo and brand is the most recognisable in the world. The red and white Coca-Cola logo is recognised by 94% of the world's population.





## **2. Google**

Google is likely to become the most famous and recognisable logo over the next decade. The Google logo appears in numerous settings to identify the search engine company.



## **3. Amazon**

One of the biggest success stories on this list over the last decade, Amazon grew from humble beginnings. Starting as an online book shop in 1994 to become the biggest online retailer in 2021. The logo Amazon used today was created in 2012 and contains the famous smile which is to reflect the smile their customers' service brings.



#### **4. Pepsi**

Over 123 years, the Pepsi logo has undergone 12 iterations with the latest occurring in 2008 at a cost of 1 million dollars.



#### **5. Apple**

The first logo was created by one of the co-founders of Apple Ronald Wayne in 1976. The original did not have the apple but instead was representing the law of gravity that is inspired by an ap with an image of Isaac Newton. Today, the company uses a modernised minimalist flat Apple logo. The logo comes in 3 colours; silver, white and black.



## 6. Starbucks

The largest coffee chain in the world started with its first logo iteration in 1971 and have undergone some of the most well-known brand redesigns. The current logo used came about in 2011 with Starbucks introducing a new logo going back to the original green success they had used previously.



## 7. McDonald's

The iconic McDonalds Golden Arches logo ranks highly on our list. With over 3600 restaurants in over 100 countries, this logo can be seen in most major cities in the world.



## 8. Microsoft

Microsoft's two founders, Bill Gates and Paul Allen created the company's first logo. It consisted of the company's name in a sans serif font and represents the decade of the pretty years well. A major revamp of Microsoft's logo took place in 2012 and it the current logo that is used today.



## **9. Nike**

When Nike changed its name on May 30, 1971, the company started using the Swoosh as its official logo the same year.



## **10. Levis**

Levi's started in 1853 as a dry goods business during the San Francisco "Gold Rush." However, in 1873, after receiving a patent for riveted clothing, the company began selling "blue jeans," an innovative take on the traditional denim pants labourers wore.

Over the years, the company's logo has evolved. Its initial 1886 iteration symbolized its fundamental value proposition of strength by featuring two horses attempting to pull apart a pair of Levi's jeans. The 1936 iteration introduced its signature red tab. Finally, the current "batwing" design which was first introduced in 2008.



## 11. Volkswagen

Volkswagen was founded in 1937 by the German Labour Front with the construction of its first major plant just a year later in 1938. However, this factory was used primarily as a production plant for military vehicles and weapons during the war, instead of fulfilling its original intention of producing commercial vehicles.

After the war, the British military took control of the factory, and the Volkswagen Saloon cars (The Beetle and Transporter) were officially launched.



## 12. KFC

Founded by Colonel Sanders in 1930, KFC is the most famous chicken fast-food restaurants in the world. The logo KFC use today became in existence in 2018 and after a rebrand. The shape of the logo was changed to trapezoidal and the portrait of colonel sanders was improved.



### **13. Shell**

The first Shell logo appeared in the early 1900s but over time has moved from a pecten or scallop shell to today's simplified shape with the two distinct colours of red and yellow.



### **14. Target**

The name of the company dictated the logo choice. This is how a red bull's eye became the symbol of the massive US retailer.



## 15. Dell

The first Dell logo was created in 1984 and featured the company name in a simple serif font. After a merger in 2016 with EMC Corporation, the company revamped the logo creating thinner letters but proportions saying the same with the new logo.



## 16. Beats

The company was founded by music icon Dr Dre in 2006 and the company was acquired by Apple in 2014. The Beats logo is unique, modern clean and creative. It's a sophisticated symbol that captures the essence of the brand with ease.



## 17. eBay

In 2012 the latest eBay logo was created with a new look as a balanced reflection between eBay's colourful history

and the company's vision toward a "cleaner" and "more contemporary and consistent experience."



## **18. FedEx**

Established back in 1971, FedEx has now become the industry leader globally and most recognisable brand for its delivery services. In 1994 the simple but yet effective "FedEx" logo was created after shortening the name from "Federal Express".



## **19. Mercedes Benz**

This iconic car logo consists of a simple depiction of a three-pointed star that represents its domination of the land, sea, and air.



**Mercedes-Benz**

## **20. Walmart**



In 2008 the giant retailer underwent the biggest logo change of its history, introducing a new font and iconic spark.



## 21. Twitter

The first Twitter logo was created back in 2006. It has grown to be the top 10 visited website in the world in 2020. The bird icon replaced the brand name in 2012 and is synonymous with the 140 character company



## 22. Olympics

The rings are five interconnecting rings, coloured blue, yellow, black, green and red on a white field. It was designed by Coubertin in 1913. The five continents of Europe, Asia, Africa, America, and Oceania are represented by each of the five rings.



## 23. Disney

Disney is the most well-known brand in entertainment and is steeped in history from the time of its inception in 1923. The logo we see today was adopted in 2006 displaying the grandeur of Cinderella's castle.



## 24. Facebook

Launched in 2004 the company had the name "The Facebook", it was changed to "Facebook" in 2005. The logo has gone through only a few modifications continuing with its rectangular shape and the classic blue colour. Facebook is the largest social media site in the world and looks to maintain that status well into the next decade.

**facebook**

## 25. Instagram

Instagram's evolution over the years has been nothing short of amazing. The company was founded in 2010 and grew to 100,000 users within a week of its launch. Then, less than two years later, it was acquired by Facebook for \$1 billion.

Today, Instagram is one of the largest social media networks in the world, with over 1 billion active users every month.



## 26. Toyota.

The Toyota logo shows how simple geometry, when combined, can create plenty of visual interest that sets it apart from competitors. The first oval — the bigger one — symbolizes a steering wheel, and the two interlocking ovals inside of it depict the unity between machine and driver.



## 27. Bic

BIC is a leader in stationery, lighters and shavers business. One of the oldest logos on the list, it consists of a guy with a ballpoint pen ball as a head has been the logo used by Bic for more than half a century.



## 28. Vans

The current Vans logo has been used since 2016. Most people probably recognise the older logo which consisted of Vans logo as purely typographic without the “Off the Wall”.



## 29. Oreo

Oreo is the world's most famous brand of chocolate cookies. Oreo which launched in 1912, is one of the

world's most popular cookie labels and the best-selling one in the USA.



### **30. Chanel**

One of the most famous fashion logos in the world, this famous brand dates back to Paris in 1910 when Gabrielle “Coco” Chanel created the brand.



### **31. New Balance**

This famous sports logo has held onto its basic structure, shape, and appearance for almost half a century.



### **32. TikTok**

Only around since 2016, this logo hasn't changed that much in this time. This video sharing company looks like

they aren't going to lose popularity over the next few years.



### 33. MTV

MTV was launched in 1981 and since then, it has been entertaining fans across the world with the latest and greatest in music and videos. The logo design has a large 'M' with smaller 'TV' positioned at the right corner at the bottom of the letter 'M'. The words 'Music Television' comes beneath.



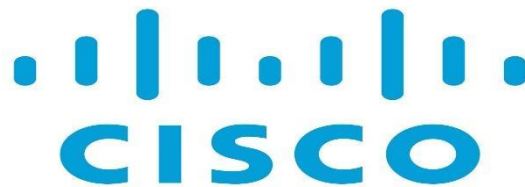
### 34. Dove

The symbol and its colour depict harmony, peace, joy, and prosperity, which forms the company's mission.



### **35. Cisco**

The name Cisco comes from the latter section of the name San Francisco. It is the home to the Golden Gate Bridge, a source of inspiration for the company's logo. The logo is light blue, with vertical lines of varying lengths, which reflect the shape and strength of the golden gate bridge design.



### **36. Steelcase**

Steelcase is a company dealing with a range of architecture, furniture, and technology products and services that are designed to help people reach their full potential. The company's logo is easy to recognize as it's the company's name, 'Steelcase'. The name and its brand were as a result of an advertising campaign in promoting metal office furniture over wooden ones.



### **37. Kampgrounds Of America**

Campgrounds of America also known as KOA is a company offering campground services that were founded in 1962. The company's logo the word KOA and beneath it is KAMPGROUNDS, all in black. Slightly above the letter O in KOA is a triangular-shaped object, perhaps representing a tent. All the wordings are against a thick yellow background.



### 38. Jack in the Box

The company has redesigned its brand logos to a 3D stylization. However, the new logo is criticized to be closer to video game products than burgers. The word `jack` is inside the cube while `in the box` is beneath the cube, all in red color except `jack` which is white but in a red cube.



### 39. Hershey's



This company is known for milk chocolate bars and other confectionery brands, including the popular KitKat. It unveiled a refreshed corporate visual identity which was a move away from its original 3D styling to a flat design bearing its name `HERSHEY` and beneath it are the words `THE HERSHEY COMPANY`.



#### **40. Tolerance**

This logo has a hidden bear that comes from the location of its first manufacturing unit. The logo has a picture of a mountain and the word `Tolerance`.



#### **41. National Geographic**

This logo has a rectangular box in bright yellow. Besides it is the text `National Geographic` in a characteristic sans serif, in capital letters typeface.



## 42. Petro China

The logo features a CNPC emblem with a nameplate beyond it. Above the wordmark is a rounded two-coloured symbol, which resembles a flower with 6 petals in the upper part and a big solid red lower part.



## 43. Xiaomi

This Chinese tech company logo reflects its ambition and interest when it comes to innovations. The logo features a stylized letters `MI` in white in an orange rectangular with round corners.



## 44. Pizza Hut

This current logo was initially designed in 1974. It has black smooth lettering which is beneath a strict and sharp red hat.



## 45. Heinz

The company was founded in 1869 and is the world's oldest and biggest food processing company. The logo entails an elegant title case inscription with its white letters on a scarlet red banner with an arched top and geometric bottom parts.



## 46. Reebok

Established in 1895, this company has become one of the oldest sportswear brands across the globe. The logo has undergone numerous changes, but still to date, uses a symbol inspired by the British Flag. The fonts in the word Reebok are sans serif and look clean and minimalistic.



#### **47. Land Rover**

The oval shape of the logo is speculated to have been inspired by a tin of fish, which the designer Maurice Walks was eating at the time. The green colour may symbolize nature and the vehicle's ability on off-road terrain.



#### **48. Red Bull**

This famous energy drink was created in 1987 by entrepreneur Mateschitz. Its logo entails two red bulls butting heads in front of a yellow spot, which symbolises the sun.



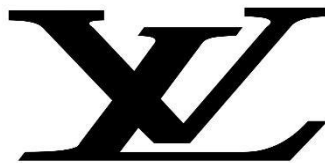
#### **49. Netflix**

Its current logo was debuted simultaneously with a new website in 2014. Its customized typeface was created on two fronts: Gotham Bold and Gotham Book. Its streaming services opted for a red and white colour combination.

**NETFLIX**

## **50. Louis Vuitton**

Its logo symbol reminds of the company's founder. The `L` and the `V` are interlocked in an intricate fashion. Its logo is executed in two main styles. One is the whole brand's name which is usually under the monogram in uppercase. The LV uses straight `V` with an overlapped italicised `L`.



## **51. LinkedIn**

The company's logo has the word `Linked` coloured in blue shade and the word `in` inscribed in a blue square with round angles. This logo represents the professionalism, seriousness, and reliability of the company.



## 52. Reedit

The logo of the company is also called Snoo. It has different elements such as an antenna, which makes Snoo an alien capable of travelling in time and space. It has no gender and its eyes are red, which makes it stand out among other alien logos.



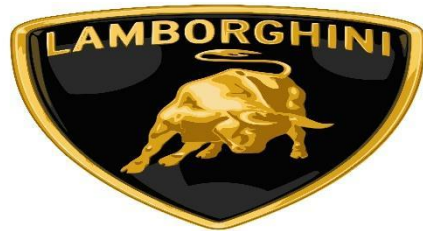
## 53. Lego

This is a famous toy manufacturer which was established in 1932. In the logo, the letters are all in the capital and are placed closer to one another.



## 54. Lamborghini

Lamborghini was introduced in 1963. Its logo depicts a golden bull on a black crest with a golden outline and elegant sans serif lettering above the bull's head.



## 55. Kodak

The company's current logo was designed by the Identity design agency and has two `K`s with their vertical bars straight and angular while the rest of the letters featured round and smooth bottom parts.

The image shows the word "Kodak" in a bold, red, sans-serif font. The letters are lowercase, and the 'K's have a distinctive angular design.

## 56. Jaguar

The company's logo depicts a leaping jaguar with a snarl on its face. It was initially introduced as a hood ornament but is now on a badge in silver, metallic grey, and black.



## 57. Hilton

The Hilton hotels and resorts is a chain of international hotels that have existed for more than 90 years. The logo has gone through several shifts from its original design to a darker palette, soft and elegant serif typeface.



## 58. Tommy Hilfiger

The palette of this logo has managed to remain consistent over time since its introduction in 1985. However, notable changes are with the colours where the original version of the logo was with white letters, while the current is in blue.



## 59. Harley Davidson

The company is a legendary brand of one of the most celebrated motorcycles in the world. Its logo has undergone numerous changes since the inception of the company in 1903. Today, the brand uses a monochrome colour palette with bright orange in frames, and



`Motorcycles` lettering placed over and below the wordmark.



## **60. Gucci**

The double G symbol of the company was created by Aldo Gucci, son of the company's founder Guccio Gucci, in the 1930s. It consists of two interlocking letters in a modern sans serif typeface.

**GUCCI**

## **61. Ferrari**

This car brand is highly associated with wealth and prosperity. Its logo depicts a reared horse. This iconic symbol was originally designed in the 1920s. Today, the main symbol is a horse on its hind legs. The colour on the logo is black, for the horse and yellow background.



## 62. Exxon Mobil

Exxon Mobil logo depicts vibrant colours, symbolizing energy. It also promotes reliability as shown by the cross in the two `X`.



## 63. AT&T

This company's logo is flat and has the capitalization of the letters AT&T. the colour palette has light blue as the main colour. The company's symbol is a 3D image of the globe.



## 64. Android

The company's logo was designed in 2007 by Irina Blok, a graphic designer of Google. Its logo is a robot that has a quadrangular torso, a semi-circular head with two antennas, and bars with round ends for limbs. Its colour is `Android Green`.



## 65. HP

The company's logo combines the names of its founder, Hewlett Packard. It has a blue colour which symbolizes excellence and white colour prompts grace.



## 66. Formula 1

Its logo was completely redesigned in 2018. It is composed of a bright red stylised `F` learning forward, and the diagonal line of `1`. It looks powerful and modern.



## 67. Mobil

The company's logo stresses its strength in its service through the use of vibrant colours. The blue spells security whiles the red in the letter `O` depicts strength.



## 68. Domino's

The logo has three dots each representing its first 3 locations when the emblem was created in 1965. The light blue `Domino`s` wordmark is on the right from a diagonally located red and blue rectangular emblem with the three dots, two in a blue part, and one on the red.



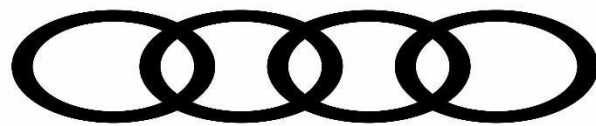
## 69. NBC

The logo is bright with six vibrant colours, each symbolising the company's six divisions. A peacock in white is facing to the front.



## **70. Audi**

The company was formed after four companies came together, Audi, Hoch, DKW, and Wanderer. Each of the four circles in the logo represents each partner.



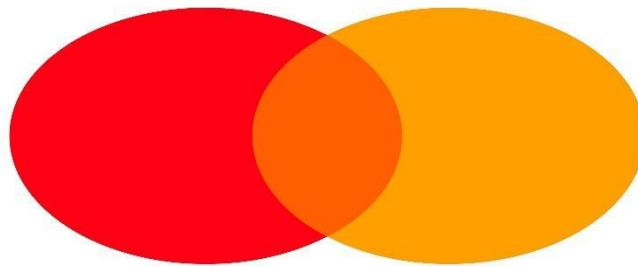
## **71. BBC**

This is the world's oldest and largest broadcasting channel. Today, the company uses the logo which was designed by Martin Lambic Nairn in 1997. The news logo has the company's name, each letter inside a square box, and uppercase `news` underneath. The name is in white with a red background.



## 72. MasterCard

The logo has a unique combination of red and yellow colours. The red colour indicates courage and passion whereas the yellow hints at prosperity.



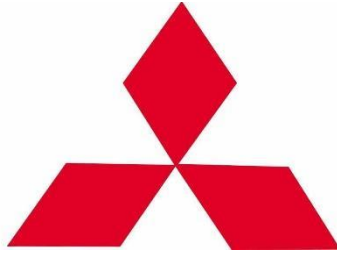
## 73. Rolex

Its iconic logo has been with the company for a decade with little or no amendments to its shape and proportions, except for very minor ones. The brand uses a bright forest green for its logotype, written in a serif typeface.



## 74. Mitsubishi

The logo encompasses 3 diamonds, representing reliability, success, and integrity.



## 75. Sony

Its logo design found its meaning with the Latin origin of its name. The word means sound and it depicts communicating strength in a simple way.

**SONY**

## 76. P&G

The logo features a minimalistic serif type. Both the letters are capitals and are italicised.

***P&G***

## 77. under Armour

Founded in 1996 in the USA, Under Armor is one of the youngest famous American sports brands.



## 78. BMW

The company was established in 1913, and initially, it was specializing in aircrafts engine production. It changed its name from RAPP Motorrenwerke to Bayerische Motoren Werke, or simply BMW in 1916. Today, the company went minimalist on its logo and drew it in 2D. The circle with blue and white checkers has a thin grey outline and a thick white frame, where a grey `BMW` inscription extends.



## 79. Nissan

The company's logo has undergone several changes but maintained its Nissan name and elements such as the rectangular block and outline circle. Today, the logo is 3D, with a sharp and flat text and design.





## 80. Verizon

The logo shows a strong colour combination of red and black. The red checkmark represents the company's commitment to excellence.



## 81. Lacoste

The logo has seen several changes and today's logo has a smaller crocodile, with an enlarged inscription. The lettering became thinner and with straight distinct cuts. Generally, the crocodile is green with white dots and a red mouth.



## 82. Mazda

The Mazda logo has a stretched `M` that looks like a pair of wings. It is owl-like and spells a futuristic attitude and goal-oriented feature of the company.



### **83. Colgate**

The company's logo has a combination of red and white colours. The red symbolizes dynamism while the white signifies sincerity.



### **84. Volkswagen**

The company's logo comprises of its initials, `V` and a `W`. Both letters interact superbly with one another. The blue colour stands for excellence, reliability, and class whereas the white colour symbolizes nobility, purity, and charm.



## 85. BP

The company's current logo has a flower shape in bright shades of green and yellow. The lettering `BP` is in lowercase and at the top right corner.



## 86. Tesco

Its logo uses blue and red colours to depict prosperity. The colours are from the British flag, where the company was initially operated from.



## 87. Adidas

The company has four logos. The stripe on the trefoil logo symbolizes the company's dedication to variety. The trefoil leaves stand for the 3 parts of the world, namely: North America, Europe, and Asia where its products are

sold and the mountain-shaped logo conveys the concept of overcoming challenges and pursuing one's goals. Lastly, the round emblem stands for the globe and adaptations to changes.



## **88. Samsung**

The word Samsung means 3 stars. The logo has a dark shade of blue colour while its wordmark has a customized typeface. It has a distinctive feature in its letter `A` which has no horizontal bar.



## **89. Honda**

The logo uses the capital letter `H` to depict confidence and durability. It was named after its founder Soichiro Honda.



## 90. Ford

The logo is oval-shaped to depict reliability and affordability. It was named after its founder Henry Ford and has the logo has the `F` and `d` in style.



## 91. World Wildlife Fund

Today's logo has lettering `WWF` in bold and modern round sans serif typeface. It features the WWF acronym below the Panda. The colour choice is black and white.



## 92. GAP

The company has redesigned its logo seriously over time. Today, the logo has a monochrome combination, with black lettering on a white background. The letters are spaced out from each other, hence adding sophistication and light feeling.

G A P

## 93. UPS

The logo uses lowercase letters and is easily recognisable due to the unusual shape of the `u` character. Throughout its existence, the company has stayed loyal to its colour palette. It has a brownish and gold shade on its logo.



## 94. 3M

The logo has a 3 and M which overlap.



## 95. Visa

The new logo has smooth iconic lettering in dark gradient blue, almost close to purple shades.



## 96. IBM

Its logo symbolises progressive growth in the field of graphic design. In 2018, the company decided to reintroduce its original full logo, which was created in 1956. Today, it has a white `IBM` inscription on a dark grey horizontally-oriented rectangle.



## 97. Paypal

The company has always preferred blue, with some modification on its shades. It has a clean, round sans serif type.



## 98. Sky

The logo has `News` lettering written in lowercase and use a lightweight sans serif typeface. Its colour palette has a red, black, and white combination.



## 99. Marlboro

Its logo was designed in 1932 and has barely changed. A black inscription is placed on a white background with a red geometric figure on top.





## 100.Hero



Hero MotoCorp Limited is an Indian multinational motorcycle and scooter manufacturer headquartered in Delhi. It is one of the world's largest two-wheelers.

## 101. Skype

Originally launched in 2003 with a red logo with a gradient word mark, a new icon was unveiled in 2019, with the Skype name disappearing.



## 102. Alibaba

Alibaba The Chinese e-commerce giant operates in more than 200 countries. As of 2020, this is the only logo iteration since the company's inception in 1999.



## 103. YouTube

The large video streaming service owned by Google has evolved little in regards to its logo design from its first iteration in 2005. The most significant change happened with the design of the current logo in 2017 with the word mark in black and a slightly modified typeface.



## 104. Wikipedia

The logo we see today from Wikipedia involved supplementing the previous [logo design](#) at the bottom with two-line inscriptions – “Wikipedia” and “The Free

Encyclopedia”. The content of the puzzles has remained almost the same.



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## **105. Subway**

The logo for the large restaurant chain has not changed drastically since its creation in 1965. This logo makes use of dark greens to convey the idea of freshness as well as bright yellows to convey positivity and flavour of the food.





