



BRAND ARCHETYPES

Logos 101

Logos attached to the signature

Tropicana

Budget



BBC



Pfizer



citi

intel

amazon



Heinz

AMERICAN
EXPRESS

Corona
Extra



Colgate

Ford

Walmart

GM

Dole



ROLEX

Kroger

Marlboro

SAMSUNG

Tostitos



BRAND ARCHETYPES

Logos 101

Logotype only - No icons

Virgin

DELL

3M

BRAUN

ebay

ADP

CNN

brother

Canon

Gillette

Coca-Cola

Morgan Stanley

Disney

ExxonMobil

Google

COSTCO

Campbell's

CK

Calvin Klein

P&G

Mobil

IBM

SUBWAY

Panasonic

Kellogg's

FedEx

YAHOO!

DUNKIN'



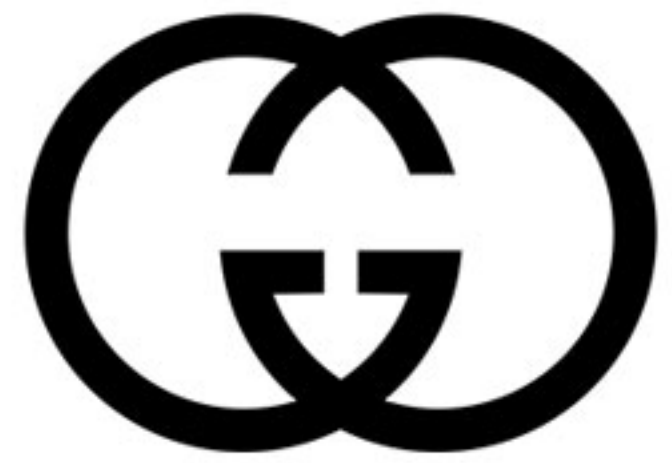
BRAND ARCHETYPES

Logos 101

Icons may be detached



GUCCI



Bank of America





BRAND ARCHETYPES

Logos 101

Poor logo design

