



7 FAMOUS BRAND LOGOS WITH A HIDDEN MEANING



There is always a hidden message involved in the company logos, a casual customer may not get the idea directly of the so-called hidden message, but a person with a sense of understanding would definitely get the message. One of the many reasons why people hire professional logo design services is because the professionals know how to get the job done perfectly. People often ask what really makes a great logo. Well, there are a lot of things that one should take care of starting from the colors, designs, use of blank space, and a lot of other things.

Once you read the description and everything regarding the logos, you would know how creative and clever of the designers were to design the logo this way. You have to have a proper and sharp mind to design it this way and even a sharper mind to understand what message is communicated through the logo. There is a long list of things that you can understand only by looking at the logos and how they communicate just the right message. Nevertheless, while I was looking for someone to make me a logo, I made sure I have a hidden message too, in my logo.



We all have seen this logo multiple times every day and you would be super surprised to see how this logo has a very hidden message in it. Take a good look at the “E” and “X”, here the negative space makes an arrow. The interview with the company logo designer revealed “The arrow could connote forward direction, speed, and precision, and if it remained hidden, there might be an element of surprise, that aha moment.” The design is so loved and adored by everyone as it has won almost 40 awards and was ranked as one of the eight best logos. It is one of the biggest achievements in the designing world for the logo designer of Fed Ex.

2. Wendy's



Everyone's favorite Wendy's is another great example of how the whole logo designing world works. The brand identity of Wendy's highlights the personal feeling of "home-cooked" food. When you look at the logo closely you would see the word "Mom" right on the collar of Wendy's. The brand is named after Thomas daughter and has more than 6,500 branches all over the world. As mentioned by stocklogos.com "This is something you may not notice consciously for years, but unconsciously it will leave an imprint on your brain and you will associate it with the brand."

3. Baskin Robbins



Baskin-Robbins is another favorite of people all around the world, we have many of our childhood memories attached to it and one of the reasons why we love it so much is because of the diversification of flavors available. It is one of the largest ice-cream chains known for 31 flavors. Again, when you look at the logo closely you see how the colors pink and blue show 31 which explain the number of flavors available at BR.

4. LG

LG may not be as famous today as it was long ago, but now that we are talking about logos and their hidden meanings, we cannot ignore how good LG is at hiding the meaning of the logo. The LG logo looks more like a winking face. The “L” of LG shows the nose and the “G” of LG shows face of the winking face. Some people even say there is a grave similarity in the LG logo and Pacman. You can have a look at it too to be more amused at the similarity.



LG

5. Tostitos



The owner of the famous tortilla chips and dips brands is none other than Pepsi.Co, when you see the logo closely you would understand how it perfectly shows “once you’ve seen it, you can’t un-see it.”

Basically, the logo appears to be the brand name blatantly, right in front of the vibrant background available. However, both the “T’s” of the logo show people and how they dip a chip into the salsa bowl on top of the “l”.

6. Hershey's Kisses

The logo for Hershey's Kisses. It features the word "HERSHEY'S" in a small, bold, black, sans-serif font at the top left. Below it, the word "Kisses" is written in a large, bold, dark red, serif font. Underneath "Kisses", the word "brand" is written in a smaller, black, sans-serif font.

HERSHEY'S
Kisses
brand

Our go-to chocolate in all our happy and sad moments. This chocolate is one of the most famous and liked chocolate of Hershey's and definitely for all the right reasons. The chocolate is known for its appropriately themed amusement park and the hidden meaning of the logo indicates "an extra Kiss". In order to see the "K" and "I" of the Kiss turn your head to the left and you would see it basked in the logo.

7. Toblerone



TOBLERONE[®]

Once again, this is one of the favorite chocolates of everybody. It is owned by Mondelez International which was started in Switzerland a city known for the bears. When you see the logo closely you would see a mountain. The moment you start craving and want to taste the chocolate free, we have bad news for you, the offer is not operational anymore.

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