

Logo Research

STUDENT EXAMPLE

World Wildlife Fund Logo



1. WWF is the face of worldwide conservation through fundraising.
2. It collected donations to conserve anywhere that needed conserving.
3. In 1961, several conservation groups were trying to meet conservation needs, but were desperately under funded. So, in 1961, 16 of the world's top conservationists established The World Wildlife Fund as an international fundraising organization to work in collaboration with existing conservation organizations.
4. The logo was inspired by a great panda, Chi-Chi, who arrived in the London zoo in 1961, the same year WWF was created, and is an internationally recognized logo.
5. The WWF is a community focused nonprofit based on science.

Pepsi Logo



1. Pepsi listens to customers and wants to make a product that they like.
2. Bradham renamed his drink to what is now known as “Pepsi-Cola.” The reasoning behind this was to let customers know that it was more than just a refreshment, but in his mind, a “healthy” cola that aided digestion. The word ‘Pepsi’ comes from the root word dyspepsia, which means indigestion.
3. New Bern, North Carolina. Like many drug stores at the time, The Bradham Drug Company also housed a soda fountain, the very place where Pepsi-Cola was invented. Unlike the popular cola of the time, Coca-Cola, which infamously contained cocaine, Bradham set out to create a drink free of stimulants. In 1893, this led him to create, “Brad’s Drink,” a mixture of water, sugar, vanilla, kola nut extract, and oils. Despite the lack of caffeine, it immediately became a sensation in this small southern town. Five years later in 1898, Bradham renamed his drink.
4. Caleb Davis Bradham was studying to become a doctor at the University of Maryland’s School of Medicine and in his spare time, he worked as a pharmacy apprentice at a local drug store.
5. Bradham was about making Pepsi a refreshing but healthy drink.

Amazon Logo



amazon

1. Amazon is for anyone who needs anything, making products easy to buy and speedy shipping to virtually anywhere
2. **Bezos** selected **the name Amazon** by looking through **the dictionary**, and settled on "**Amazon**" because it **was** a place that **was** "exotic and different" just as he planned for **his** store to be; **the Amazon** river, he noted **was** by far **the** "biggest" river in **the** world, and he planned to make **his** store **the** biggest in **the** world.
3. The year was 94' and Bezos was working diligently on Wall Street. At 30 years old, he began to see the internet revolution take place, and made the decision to quit his job and start an internet company.
4. It is the largest online retailer in the world and the founder is one of the wealthiest people alive.
5. **Amazon's** target customer -- although incredibly broad -- is anyone.

Target logo



1. Advertises that they have everything you need for good prices.
2. The name "**Target**" originated from **Dayton's** publicity director, **Stewart K. Widdess**, and was intended to prevent consumers from associating the new discount store chain with the department store. In the months before the first Target store opens its doors, former Dayton's Director of Publicity Stewart K. Widdess, is tasked to name and define the new retail store. Widdess and his staff debate more than 200 possible names. In a burst of red-and-white inspiration, they come up with "Target" and immediately envision a classic Bullseye logo. The reasoning behind the choice was, "As a marksman's goal is to hit the center bulls-eye, the new store would do much the same in terms of retail goods, services, commitment to the community, price, value and overall experience."
3. While working for the **Dayton company**, **John F. Geisse** developed the concept of **upscale discount retailing**. On **May 1 1962**, the **Dayton Company**, using **Geisse's** concepts, opened its first Target discount store located at **1515 West County Road B** in the Saint Paul suburb of **Roseville, Minnesota**.
4. **Target** grew and eventually became the largest division of **Dayton Hudson Corporation**, culminating in the company being renamed as **Target Corporation** in **August 2000**.
5. **A discount store that can help you find the things you need for better prices.**

Pinterest logo



1. **Pinterest** is a social network that allows users to visually share, and discover new interests by posting (known as 'pinning' on **Pinterest**) images or videos to their own or others' boards (i.e. a collection of 'pins,' usually with a common theme) and browsing what other users have pinned.
2. The name was first suggested by Silbermann's now-wife, while she was watching TV. The word is a combination of two concepts, "pinboard" or "pin" and "interest."
3. 2010 it was actually co-founded by three men, Evan Sharp, Paul Sciarra, and Ben Silbermann. The company has raised over 500 million dollars, has over 72 million active users and was recently valued at over 15 billion dollars, making them one of the most interesting privately held tech brands.
4. "We didn't have an engineering problem," said Silbermann, "we had a design and community problem." Lucky for Pinterest, the site grew exponentially. Each new user brought with them a host of new pinners with their own individual taste and influence.
5. The company really got off the ground when it introduced its very personal campaign early on called "Pin It Forward." The logo has a pin in it.