



# Chapter 25 Unique Logo Designs

GK book page  
no. 33

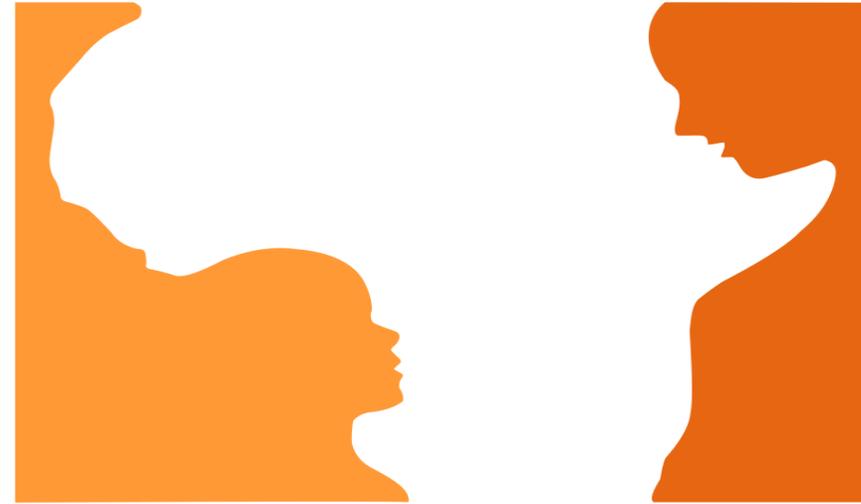


**vodafone**



**A good logo  
is distinctive,  
appropriate,  
practical, graphic  
and simple in form,  
and it conveys the  
owner's intended  
message....**

**The Hope for African Children Initiative's golden yellow and orange logo uniquely utilizes negative space to create two images: the continent of Africa and a child looking up at mother.**



# **Hope for African Children Initiative**

**Amazon is the world's largest online retailer and is selling almost every product a consumer can possibly want. The logo itself has a clever hidden message. It communicates having every product desirable with its arrow going from a to z. This arrow is also in the shape of an inviting smile make representing the brand as both friendly and having a comprehensive amount of consumer goods.**

**amazon.com**

The Amazon logo consists of the word "amazon.com" in a bold, black, sans-serif font. Below the text is a curved orange arrow that starts under the letter 'a' and ends under the letter 'z', pointing to the right. The arrow is positioned such that it appears to be a smile or a bridge.

The Pittsburgh Zoo is one of only six zoo and aquarium combinations in the USA. The zoo was founded opened on June 14, 1898. It was originally known as Highland Park Zoo, eventually rebranding to the Pittsburgh Zoo and PPG Aquarium. The logo utilizes negative space in the design in the contest between the tree and the white gorilla and lioness.

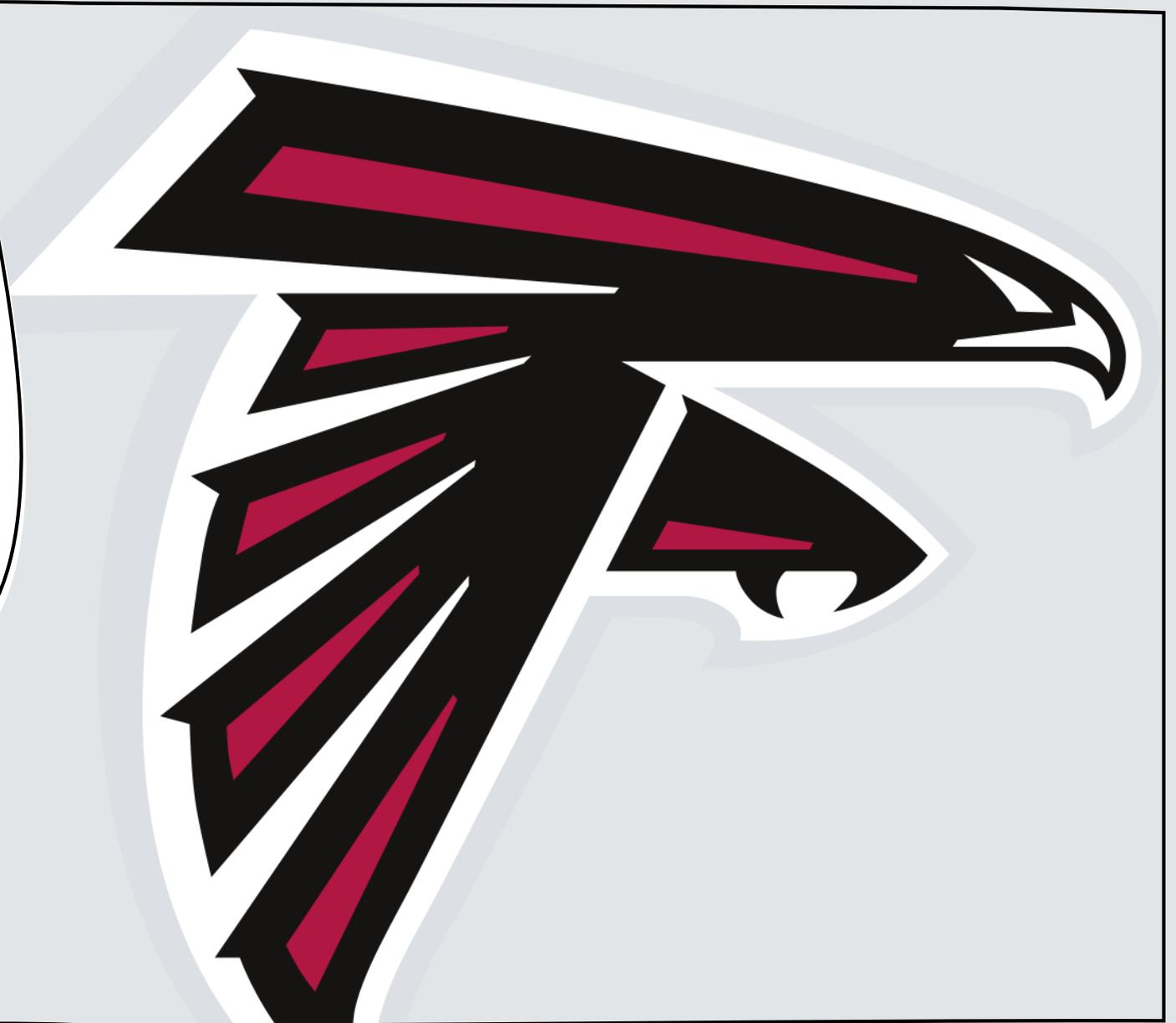


PITTSBURGH ZOO<sup>©</sup>

## **The Atlantic Falcons**

The first design of the Atlanta Falcons logo was created by Verlander Design studio in 1966.

Falcon is facing to the right representing a capital letter "F" from the word "Falcon". The talon and head of the bird are separated from the wing and tail with a vertical white line.



The mountain behind the bear in the logo is inspired by Matterhorn, the peak in the Alps near which Bern is located. Many fans believe that the distinctive triangular shape of the Toblerone chocolates is also a nod to Matterhorn.



**TOBLERONE**

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**Sun Microsystems is an American brand of computers and software design and distribution company. The logo was created in 1982 by Vaughan Pratt, professor of computer science. The icon is a rhombus formed of eight U-shaped figures, that make four mirror copies of the word 'sun' with the letter "S" broken into two parts. It is a celebration of symmetry and clever design.**



*Sun*  
microsystems