

Great logos

■ The Nike logo

The Nike logo made its first public appearance on their shoes in the spring of 1972, but it had been designed by Carolyn Davidson in 1971. It later became well known as ‘Swoosh’ to recall the sound that we hear when something **zips** past quickly by our side.

However, when designers create a logo, they consider the meaning behind it, too. Since the company takes its name from the Greek **goddess** of victory, Nike, the symbol is also a visual metonymy representing a **wing** of the Greek goddess of the famous statue at the Louvre Museum. Therefore, the wing stands for the whole statue, too. Speed, motion and victory: ideal concepts to associate with sports.

■ The I love New York logo

One of the most outstanding graphic designers of our age, Milton Glaser, created the “I love NY” slogan and logo to promote tourism in New York City. In the Seventies, the city was associated with violent crime, so his task was to “rebrand” New York’s image. He was very successful, and the use of a heart as a symbol for the word “love” has been widely imitated since then.

In his design, Glaser used an ancient technique called *rebus* which goes back to ancient Egyptians, though the word comes from Latin. It is the representation of a word or syllable of an object which

combines the use of illustrated pictures to depict words or phrases. For example, the picture of an ear preceded by an F means *fear*.



■ The Burger King Logo

Keep it simple is a must for cult logos. What’s the first thing that comes to mind when you think of the second largest fast food chain in the world? Burger King just placed its name as the meat between two **bun** halves. It went through numerous changes throughout the years, but the initial message is still the same. It employs a circular design that includes many different elements. At the center of the circle is the text “Burger King” written in thick, red, all-capital letters. These letters use a font with curved corners, no serifs, and uniform line thickness. “Burger” is written on the top line, and “King” appears on the bottom line in a slightly larger version of the same font.



bun: *panino tondo*
goddess: *dea*

wing: *ala*
to zip: *sfrecciare*

1 Say whether the statements are true or false. Correct the false ones.

- | | T | F | | T | F |
|--|--------------------------|--------------------------|---|--------------------------|--------------------------|
| 1. The Nike logo contains a visual metonymy. | <input type="checkbox"/> | <input type="checkbox"/> | 5. Milton Glaser used an original technique. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. The Nike logo was invented by a team of designers. | <input type="checkbox"/> | <input type="checkbox"/> | 6. Burger King logo is abstract. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Nike means victory and refers to a statue you can admire at the British Museum. | <input type="checkbox"/> | <input type="checkbox"/> | 7. Burger King logo has always been the same. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. New York had a bad reputation at the beginning of last century. | <input type="checkbox"/> | <input type="checkbox"/> | 8. Only one font is employed in Burger King logo. | <input type="checkbox"/> | <input type="checkbox"/> |

2 Read the passage and say whether the sentences are true, false. Correct the false ones.

How to Protect a Logo

When you design a logo, you want to protect your logo from someone else using it. Most logo owners want copyright protection for their design which prohibits another company or individual from reproducing part or all of their logo without their permission. A copyright, however, doesn't protect the name in the logo, the colours in the design, or short phrases: logos can be copyrighted if the design is highly and uniquely creative.

Because a copyright can only be used for specific artistic logos, many logo owners need a trademark, which protects business names, slogans, and other business identifiers, too. Both a copyright and a trademark can cover a logo. If you want to use another company's logo in a blog, presentation, or article, you should ask the owner for permission to use it. Many logo owners will grant you permission or will require that you purchase a license for its use.

Adapted from: <https://info.legalzoom.com/article/how-close-can-logo-be-and-not-be-copyright-infringement>

- | | T | F | | T | F |
|--|--------------------------|--------------------------|---|--------------------------|--------------------------|
| 1. All logos can be copyrighted. | <input type="checkbox"/> | <input type="checkbox"/> | 4. Using another company's logo without its permission is unlawful. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. If you have a trademark, the whole of your logo can be protected. | <input type="checkbox"/> | <input type="checkbox"/> | 5. Some companies may require a payment to use their logo. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. You can't get a copyright without a trademark. | <input type="checkbox"/> | <input type="checkbox"/> | | | |



ROYALTIES

Royalties deal with payments for the right to use intellectual property like copyrights, patents, and trademarks. The word comes from the Middle Ages, when kings (royals) had rights because they owned the land on which there were minerals. The person who wanted the minerals had to pay for the right to take these minerals out of it.