

The History Behind 5 Famous Logos

By Allison McAllister

1: Nike

Nike's logo, also known as the "swoosh" was made by a woman named Carolyn Davidson in 1971. She sold her design for \$35!!

2: Apple

Made by Steve Jobs after he came from an apple farm. They added the apple bite so people wouldn't think it was a cherry.

3: Pepsi

The colors on the Pepsi logo are meant to represent the colors on the American flag.

4: Adidas

The shape of 3 stripes on the Adidas Logo represents a mountain, pointing out towards the challenges that are seen ahead and goals that can be achieved.

5: Mercedes Benz

The three points on the Mercedes Benz logo stands for earth, water and air. Designed for cars, boats and airplanes.