

# The hidden messages in brand logos - 27 Oct 2014

BY ROD BAKER

For many, if not most of us, a brand logo is... well... a brand logo, but Leigh Andrews writes here on how some logos use [hidden messages to give brand logos some 'oomph'](#). See if you can spot the hidden messages before checking out the explanations in the infographic.

Facebook is a global phenomenon and Ian Henderson explains how the social media platform used the "local is lekker" principle to [hit 500 million users in two years](#).

Pendorings... The Good, The Bad, and The Ugly... This year's [Pendorings Advertising Awards](#) ended up being a triumph (The Good) for some and a wake-up call (The Bad and The Ugly) for others, with a total of five categories, according to judges, receiving no entries deemed to be worthy of an award. The wise will accept the message in the results and up their game for next year's event. Good luck to you all, and congratulations to this year's winners.

PS. Don't forget to enter our [#myofficeinafrica competition](#) on Instagram.

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