

Using hidden messages to give brand logos some 'Oomph'

 By Leigh Andrews

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Oomph's infographic, called '40 brand logos with hidden messages', landed in our inboxes last week. Intrigued, I contacted Oomph's marketing executive Jack Reid for more information...

Logos are everywhere you go. Just to click through to this article you had to click and scroll your way past a few of the numerous logos that are now synonymous with the online space.



That's partly why plastic card company Oomph created this infographic - they read an article on [Business Insider](#) about corporate logos that contain subliminal messaging and got to thinking about whether most of us even notice the logos that make up our daily life, or if we're so used to the colours and fonts that they're just a background blur. Reid then noticed that there was a hidden arrow within the FedEx logo, and was curious to see if other brands had used this subtle marketing technique. And so, Oomph did some research, checked the authenticity and only

included corporate brands in the infographic.

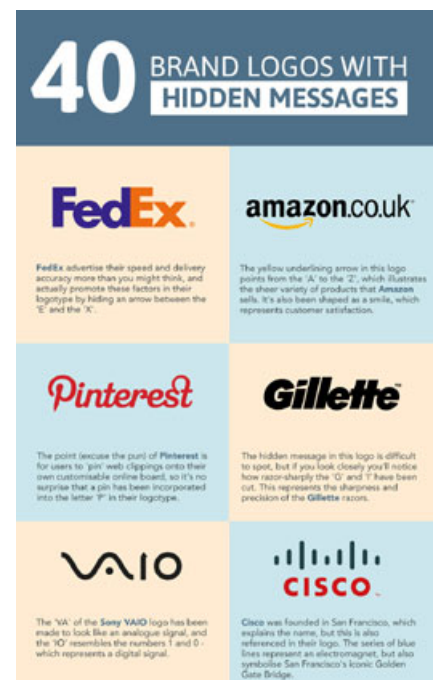
Logo as the most important brand aspect

Reid explains that to him, a logo is one of the most important aspects of a brand. The reason? A company's brand logo is where companies can get creative and design something that's instantly recognisable and communicates their brand message. It's an image that consumers are exposed to every single day, and it's always at the forefront of the company.

Carmen Lerm, CEO of integrated marketing strategy agency, FusionDesign, [agrees on Bizcommunity](#) that a logo often makes the first impression.

So not only does it play a fundamental part in brand identification and in differentiating it from other brands, but a successful logo design also has the means to communicate a brand's values, and says 'an awful lot' about a brand's personality and its target audience.

That's why the people at Oomph decided to look at the most famous brands in the world and point out hidden design features that - if you're like most people, and not an eagle-eyed proof-reader - you'll likely not have spotted before. It's not just the obscure unknowns that are featured either, as Oomph points out hidden messages in the logos of household brands like Amazon, FedEx and Coca-Cola.



[click to enlarge](#)

Don't expect a brand's logo to stay that way for ever and ever more...

Reid says, "We've seen hundreds of brand logos evolve over time - companies such as Apple, Pepsi and Coca-Cola have all changed their brand logo to give them a more modern and attractive look over the years, and will likely change them again in the future."

This is to be expected, because as a company's product or service evolves, it's important that the brand logo reflects that. While it's only a small image, a brand logo has so much potential, and Reid says that's seen in these 40 examples with

hidden messages. You can get really clever with the design.

Let us know what you think... you may well find yourself giving the average logo a closer look in future.

[Click here](#) for more on Oomph, and on the 'click to enlarge' link above to view the infographic in full.

ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh_Andrews.

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