

The hidden meanings tucked inside famous logos – BBC My Ideas

<https://www.bbc.co.uk/ideas/videos/the-hidden-meanings-tucked-inside-famous-logos/p08cjj55>

What did you think of the video?

How well could you follow it?

Did you find the presenter's accent easy or did you have to use the subtitles? Where was he from?

On a scale of 1-10 how easy was it? 1 being the easiest and 10 the hardest and why?

Were all the logos familiar to you?

What did you learn from the video?

If we look at the title what does it mean?

What else can we "tuck in"?

The video refers to a "secret language". What does this mean?

What other things could you think of that are a "huge part of our daily life"?

What are "insoles"?

What does the phrase a "perceived value" mean? Why do people choose products based on this and not their actual value?

When you think of an Aston Martin, what words come to your mind?

If you had the money, which would you choose? An Aston Martin or a Skoda? Why?

Why do you think Cadbury and Coca-Cola have flowing logos?

What does "clinches the seal" mean? Is this the normal way of saying this phrase?

Had you ever seen the hidden FedEx arrow? What did you think of it? What does the word "convey" mean?

He refers to monograms where you turn longer names into something easier to say and remember. He uses the expression "mouthful", what does this mean?

When he refers to graphic symbols, he says when "space is at a premium", what does this mean?

What is an "avatar"?

What is a "talking point"?

If you "heighten" something what are you doing?

Had you spotted the bear in the Toblerone label?

How does he summarise what a logo is?

What is an "empty vessel"?

Had you made the connections in the Amazon logo? What two things is it saying? What does the phrase, "adding to the mix" mean?

For him a logo has to be "appropriate, simple, memorable", do you agree?

He refers to a car racing team logo as being "sleek and dynamic", what does this mean? In what other industry would a logo like this work?

What does "stuck with me" mean?

What is a "trait"?

What are your favourite logos and why?

Final thoughts.