

What's in a logo?

There are now many products and services on the market which are similar in content but produced by different companies. It is vital, therefore, for a company to distinguish itself from its competitors by having a strong company image which is immediately recognisable.

Logos are part of this image. They are symbols which often include a name or initials to identify a company. The logos of large international companies are instantly recognisable throughout the world. One of the most famous logos is that of Coca Cola. The design of the words "Coca Cola" has not changed since 1886, although the surrounding design has been changed from time to time.

Many companies have, over the years, renewed their logos to fit in with contemporary design and to present more powerful images. Company logos can be emotive and can inspire loyalty by influencing the subconscious. Some logos incorporate an idea of the product; the steering wheel in the Mercedes logo, for example, and the aeroplane tail of Alitalia.

Logos are used on letterheads, packaging and brochures as well as on the product itself. They may also appear in newspapers or on television as part of an advertising campaign.

Companies need to have a strong corporate identity. The logo helps to promote this image and to fix it in the minds of the consumers. Logos, therefore, need to be original and to have impact and style.

The word "Logo." is written in a large, black, cursive script. The letter 'L' is tall and thin, while the 'o' is a simple circle. The period at the end is a solid cyan dot.

Ex.1 Find in the text expressions which mean:

1. usługi
2. konkurent
3. wizerunek
4. inicjały
5. lojalność
6. nagłówek
7. konsument

Ex.2 Complete these phrases with the verbs from the box:

appear / distinguish / fit / fix / have / identify / incorporate
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1. to _____ yourself from competitors
2. to _____ a company by its logo
3. to _____ in with contemporary design
4. to _____ an idea of the product
5. to _____ in newspapers and on television
6. to _____ a strong corporate identity
7. to _____ it in the minds of consumers

Ex.3 Say these sentences in English using some expressions from the previous exercises:

1. Dzięki naszemu wizerunkowi chcemy odróżniać się od konkurentów.
2. Konsumenci mogą łatwo rozpoznawać naszą firmę po jej logo.
3. Aby zakorzenić się w umysłach konsumentów pojawiajemy się w gazetach i w telewizji.

I know English idioms!

Today a few "colourful" idioms:

- Our boss sees everything in black and white. (= either good or bad)
- We sold some cigarettes on the black market during our travels. (= illegally)
- The company finally has the green light to start the project. (= the signal to start)
- Our company is finally out of the red we are finally making money. (= out of debt)

Phrasals, phrasals...

We have read in this lesson's text about the role of logos for companies to distinguish themselves from others. To express this idea we can also use a phrasal verb: "stand out from" (=wyróżniać się). Let's observe it in these examples:

- The black lettering really stands out on that orange background.
- We had lots of good applicants for the job, but one stood out from the rest.

Grammar corner

Let's study these sentences: "It is vital, therefore, for a company to distinguish itself from its competitors by having a strong company image...", "Logos, therefore, need to be original and to have impact and style." Both sentences use the same linking word "therefore" which expresses result and can be translated as: "jako że, stąd, dlatego". We must also remember that it is a rather formal word and is rarely used in spoken English.

GLOSSARY	
service	usługa
market	rynek
content	zawartość
vital	niezbędny
to distinguish yourself	odróżnić się
competitor	konkurent
image	wizerunek
immediately, instantly	natychmiast
recognisable	rozpoznawalny
to include	zawierać
initials	inicjały
throughout	wszędzie na
surrounding	otoczenie
to renew	odnowić
to fit in with sth	wpasować się w
contemporary	współczesny
powerful	mocny, silny
emotive	budzący emocje
to inspire	tu: rozbudzać
loyalty	lojalność
to influence	wpływać na
subconscious	podświadomość
to incorporate	wcielać
steering wheel	kierownica
aeroplane tail	ogon samolotu
letterhead	nagłówek
packaging	opakowanie
brochure	broszura, prospekt
to appear	pojawiać się
advertising campaign	kampania reklamowa
corporate identity	tożsamość korporacyjna
to promote	promować
to fix	tu: zakorzenić
mind	umysł
therefore	stąd, dlatego

ANSWER KEY

Ex.1

1. services
2. competitor
3. image
4. initials
5. loyalty
6. letterhead
7. consumer

Ex.2

1. to distinguish yourself from competitors
2. to identify a company by its logo
3. to fit in with contemporary design
4. to incorporate an idea of the product
5. to appear in newspapers and on television
6. to have a strong corporate identity
7. to fix it in the minds of consumers

Ex.3

1. Thanks to our image we want to distinguish ourselves from competitors.
2. Consumers can easily recognize our company by its logo.
3. To fix ourselves in the minds of consumers we appear in newspapers and on television.