

# Logos

**A History of Symbols**

# Sooo...

When do you think logos were first invented and used in everyday life?

# Did you guess?

Cuneiform & Egyptian Hieroglyphics:

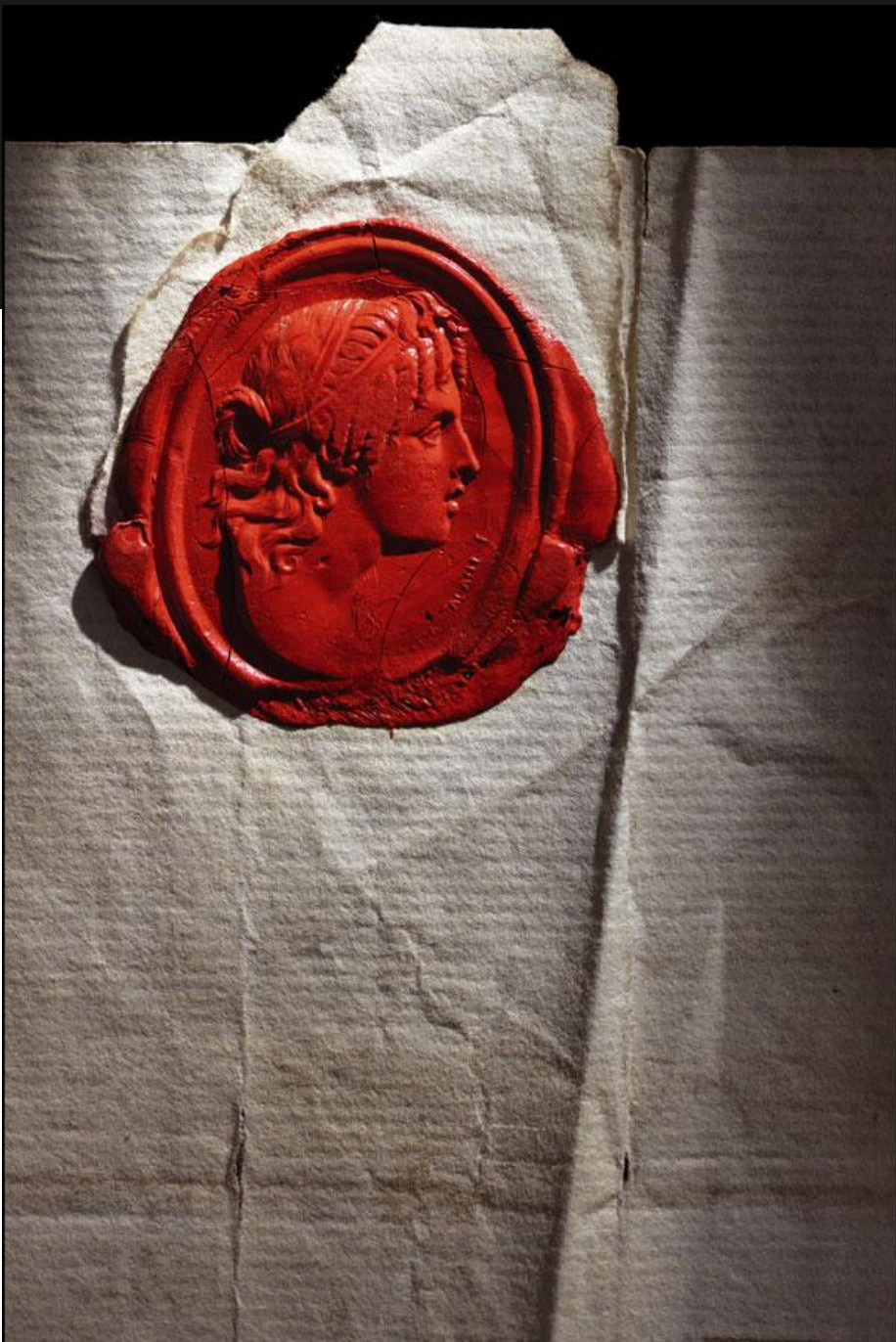


# Persian Stamp Seals



**Why do you think they developed these symbols?**



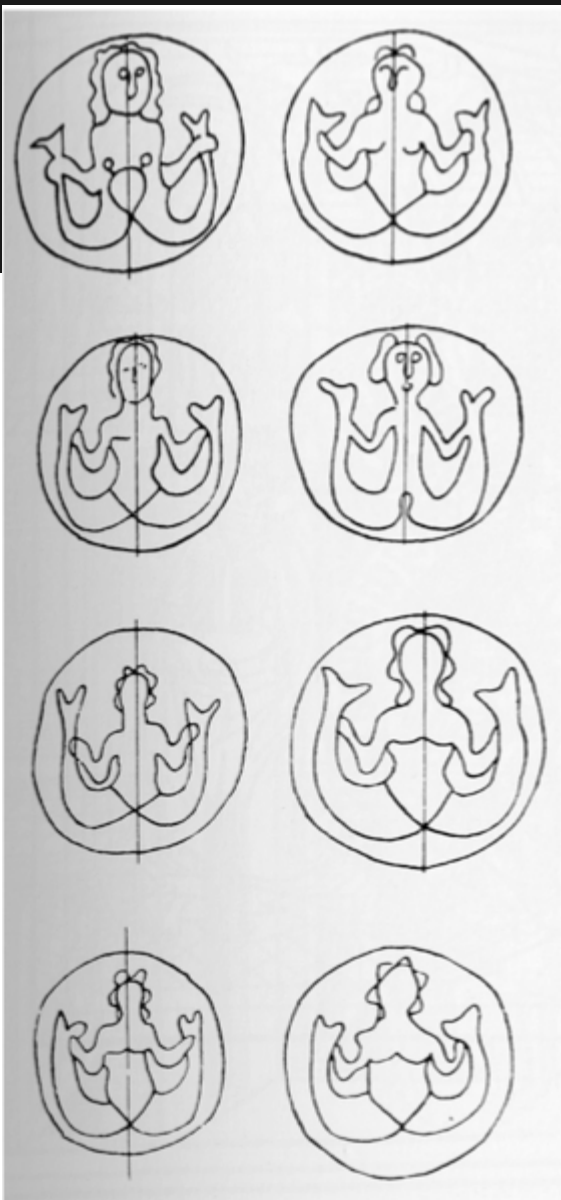


# What happened next???

Trademarks were created for:

- Paper mills
- Craftsmen
- Religious Symbols
- Designating Paper Sizes and Paper Grade

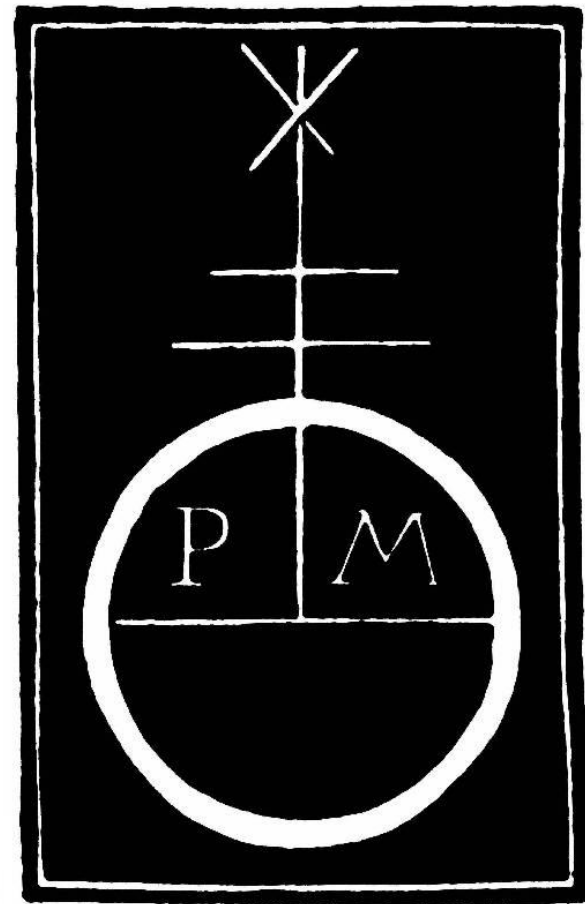




Europeans typically used these symbols:

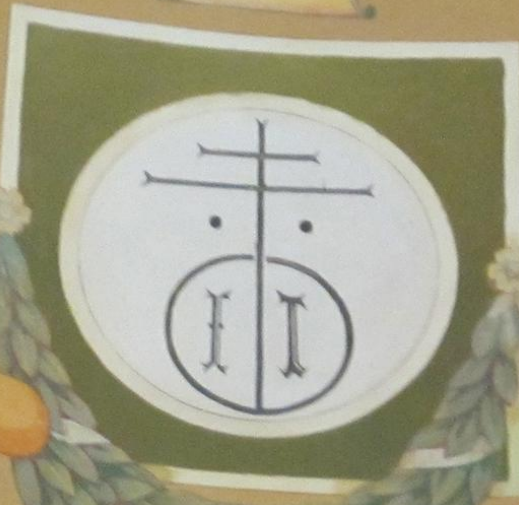
- Mermaids
- Unicorns
- Animals
- Flowers
- Shields

# Renaissance Publishers were inspired:



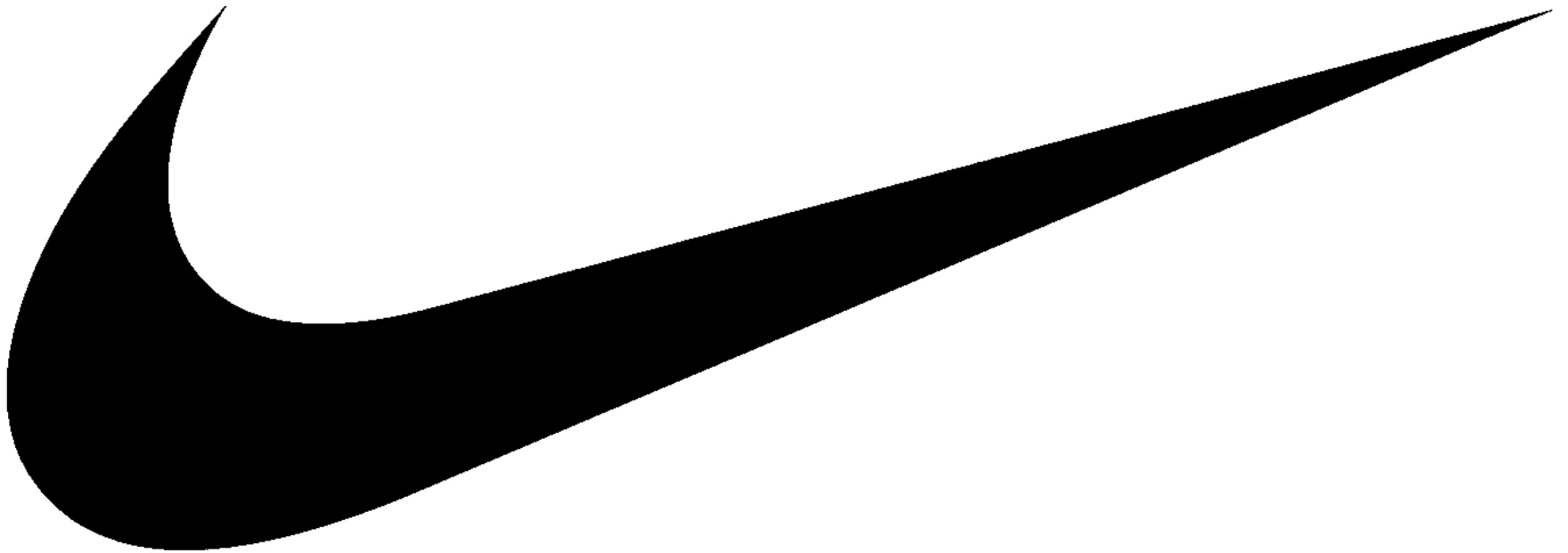


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**We see logos everywhere!**



# Some Questions:

- Why do we use logos?
- What makes a logo unique?
- What makes a logo powerful and effective?

# What does my logo say about me?



# Your turn!

- What do you want people to know about you?
- How can you convey that message through your symbol?