

# The 10 Most Memorable Brand Logos

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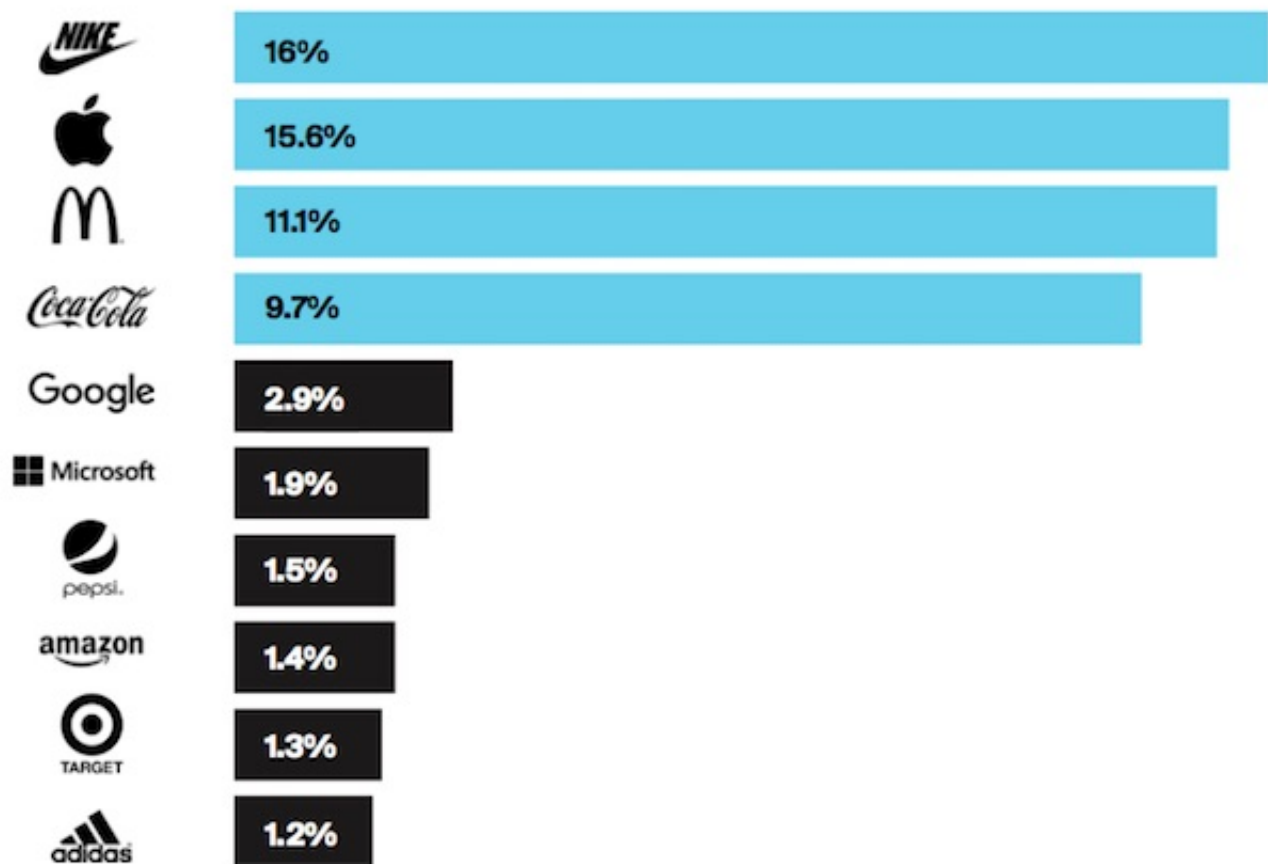


Consumers in the United States and the United Kingdom say the logos of **Nike**, **Apple**, **Coca-Cola**, and **McDonald's** are the most memorable, [according to](#) a recent report from [Siegel + Gale](#).

[The report](#) was based on data from a survey of 3,000 people in the United States and United Kingdom. Respondents were shown the logos of 100 top global brands, then asked to name and describe the ones they found most memorable.

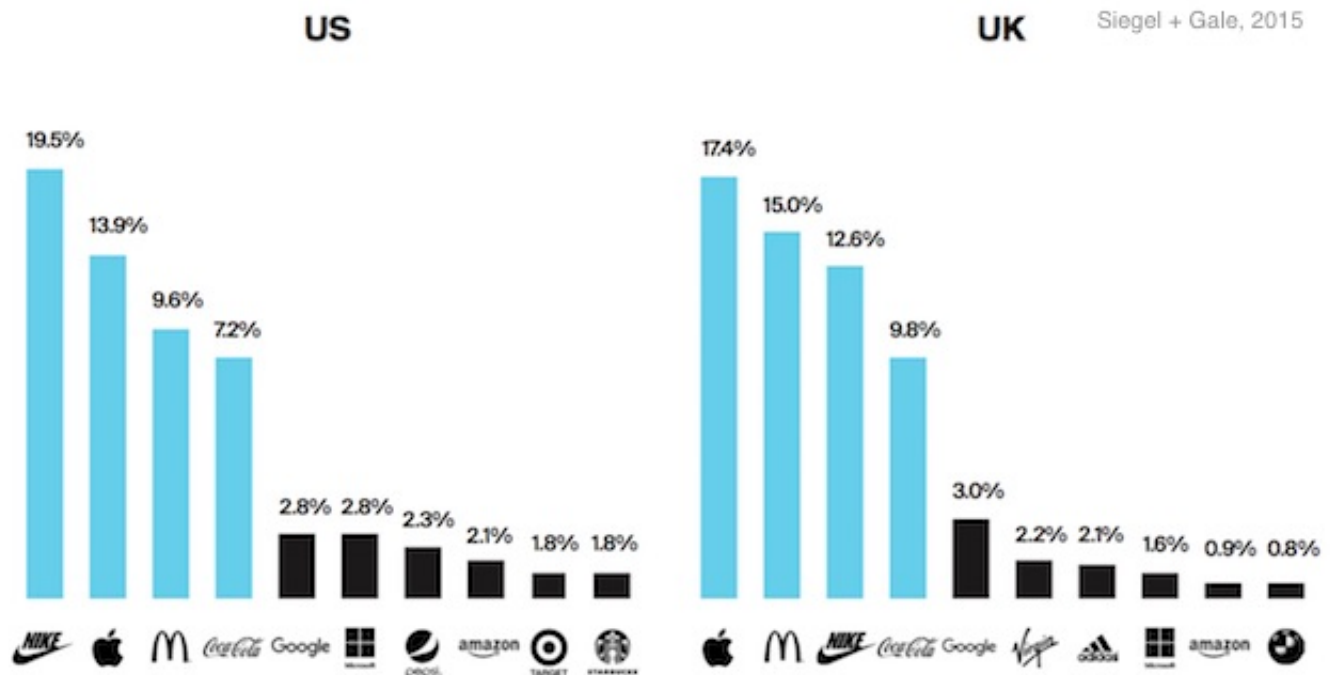
**Nike** is the most memorable of the logos examined (16% of respondents cited it), followed by **Apple** (15.6%), **McDonald's** (11.1%), and **Coca-Cola** (9.7%):

### Global most memorable logos



Source: Siegel + Gale, 2015

There was some variation in the answers of US and UK respondents; however, the top four memorable logos were the same, though in a different order:

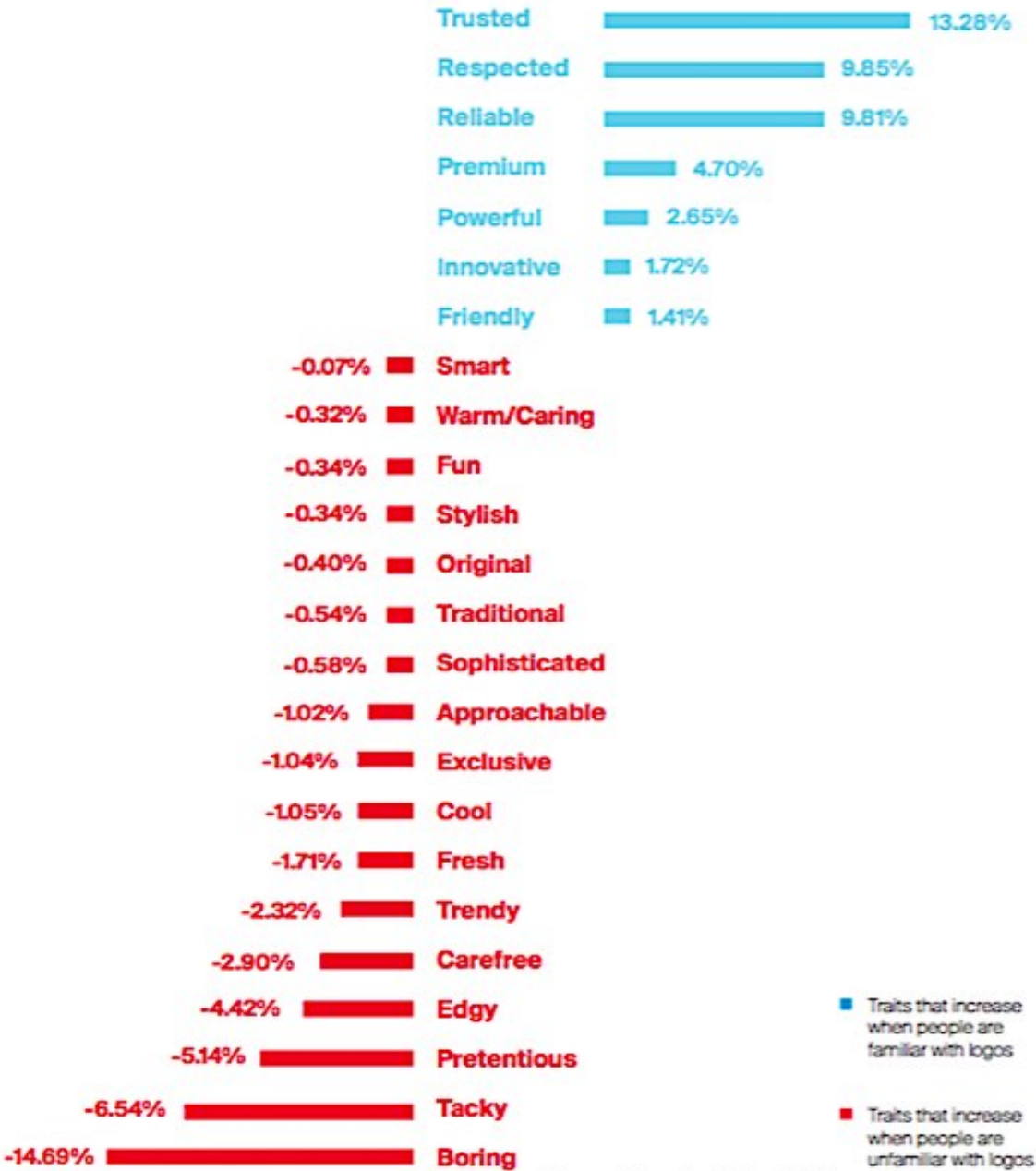


Consumers are more likely to ascribe positive attributes such as trust, respect, and reliability to logos they are familiar with.

In contrast, consumers are more likely to ascribe negative attributes such as pretentiousness, tackiness, and being boring to logos they are unfamiliar with:

Familiarity with brands has a strong impact on traits associated with logos

This graph shows the percent difference in association between Recognized and Unrecognized logos.



Source: Siegel + Gale, 2015

About the report: [The report](#) was based on data from a survey of 3,000 people in the United States and United Kingdom.

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