

## Chapter 1 : A List of 70 African Adinkra Symbols and Their Hidden Meanings

*The hidden symbols explain either the nature of the business or are a clever visual representation of its name. The symbolism is obvious in some cases but skillfully subtle in most. All in all, the designers behind these logos seem to have nailed the art direction and execution.*

Boar See entry for pig below. The butterfly also signifies joy and warmth. Since swords provide protection, hanging calamus above gates and doors is believed to help protect from evil spirits, disease and misfortune. The carp is also a symbol for an abundance of children because it produces many eggs. A pair of carp symbolizes a harmonious marriage. A frequently seen image is of a carp swimming and leaping against the current of a river to reach the spawning grounds. This is an allegory for the persistent effort needed to overcome obstacles. See a carp fish charm at Fish Charms. The carp used for medicine was the quest in a famous story of Wang Xiang and filial piety. Additional information can be found at the entry for fish below. Cassia Cinnamon The cassia is an evergreen plant with bright yellow flowers that is sometimes incorrectly referred to as Chinese cinnamon. Cassia and peaches together represent "high rank" and "longevity". Cassia and seeds lotus , pomegranate , gourd together expresses the desire for many sons who will achieve high office. The cassia represents success in the imperial examination system which is explained in detail at Auspicious Inscriptions. See also "Cassia and Orchid" Charm. Castanets A symbol that resembles an "X" is sometimes found on Chinese charms. This is actually a pair of wooden clappers or castanets crossed one over the other. A charm displaying a pair of castanets or yin yang ban may be seen at Auspicious Inscriptions. The cat is also the protector of silkworms because it can ward off and kill mice and rats which attack these producers of silk thread. See the cat at The Five Poisons. The Chinese refer to the eight-sided holes found on many Tang and Song Dynasty coins as flower or chestnut holes. Each chime stone was flat and shaped similar to a chevron. A small hole at the top center allowed the stone to be hung from a frame. The musical instrument consisted of a set of 8 to 24 of these chime stones with each tuned to a different pitch. When struck with a mallet the chime stone produced a musical sound. Since many chime stones were made of jade, the chime stone also symbolizes wealth and riches. The chime stone is also considered one of the Eight Treasures. See a charm displaying a chime stone at Auspicious Inscriptions. Chrysanthemum The chrysanthemum signifies the tenth month of the lunar calendar. The chrysanthemum, one of the Four Gentlemen , blooms late and in facing the winter symbolizes people who maintain their virtue despite adversity and temptation. See the chrysanthemum symbol on an unusual charm at Chinese Boy Charms. Cicada The cicada is a symbol of rebirth and immortality because after surviving underground for a long period of time it emerges and flies into the sky. The citron is one of the " Three Abundances " Three Plenties. Its form often resembles the auspicious shape of the lingzhi "fungus of immortality". The cloud is a commonly seen design and when repeated in a pattern symbolizes never-ending fortune. For a comprehensive discussion of the relationship of the cloud, dragon, star, and moon symbols please visit Charm Symbols: Star, Moon, Cloud and Dragon. Auspicious clouds may be seen on coins and charms at the following: Coin Chinese coins are a potent symbol of wealth and prosperity. The coin is one of the " Eight Treasures ". Ancient Chinese coins are round with a square hole in the middle which reflects the Chinese view of the earth as square and the heavens as a circle. See a charm incorporating a "pair of coins" as a visual pun or rebus at Bagua Charms. For a history, including images, of ancient Chinese coins and other forms of money please visit Chinese Coins. Red coral is considered particularly auspicious because the Chinese believe the color red signifies good luck, good fortune, and happiness. See ribbons and fillets for more about the color red. Coral resembles deer antlers and deer are symbols of longevity. Coral is also a symbol of official promotion because a coral button on the hat identified one of the nine grades of government officials. The crab is also used to symbolize success in the imperial examination system. An example of a charm depicting a crab with this hidden meaning can be seen at Eight Treasures. A crane standing alone can represent success in becoming a high government official as seen on a charm at Pendant Charms. Myths describe spirits and immortals as riding on cranes. The souls of the dead are said to be carried to the heavens by cranes. The image of the crane was embroidered on the robes of high

government officials. Nowadays, the "crane" is humorously referred to as the "national bird of China". Cypress leaves were used in traditional Chinese weddings. For this reason, dates were placed on bridal beds and the wood of the date tree was used to construct beds for children. Deer Deer are among the most frequently seen animals on charms. A picture of a deer is therefore expressing a wish for a top government office with a high salary. The Chinese believe the deer lives to a very great age and, as a result, has become a symbol for long life. The deer is traditionally believed to be the only animal able to find the magical lingzhi fungus of immortality. The deer is often seen by the side of Shou, the God of Longevity. The deer often is used as a verbal pun to refer to the God of Prosperity which has the same pronunciation lu. The deer as a symbol used on charms may be seen at the following: Door Gods The Door Gods are images of two warriors, Shen Tu and Yu Lei, which are hung on gates or doors to protect against evil spirits and misfortune. See Peach Charms for more information on the Door Gods. The dragon is believed to live in the mountains or in the seas and can fly into the heavens. Unlike the dragons of Europe, the Chinese dragon symbolizes benevolence, prosperity, longevity and the renewal of life. Ancient Chinese believed the dragon brought rain, good harvests and fertility. The dragon is yang and associated with the east and spring. Conjoined dragon and phoenix represent the union of a man and a woman. Dragon charms with two dragons may be seen at: Open Work Charms and Auspicious Inscriptions. Charms with a dragon and phoenix may be seen at: Marriage Charms and Auspicious Inscriptions. The dragonfly also symbolizes the season of summer. Dumplings jiaozi Chinese dumplings with meat or vegetable stuffing symbolize wealth or riches because they are boat-shaped and thus resemble the silver ingots or sycee used in ancient China as money. Ancient Chinese placed actual coins in dumplings with the wish that whoever found the coins would enjoy prosperity and good luck. Dumplings stuffed with dates express a hope for the "early" birth of sons. Dumplings resemble the crescent moon and a wish for a year of abundance. See also entry for bear above. Egret See entry for heron below. He also carries a fly whisk which he uses to walk on clouds, fly to heaven, and sweep away ignorance. See Lu Dongbin Charm. She is known for her filial devotion, ability to resolve domestic disputes and is seen as the patron of household management. He represents youth and is seen as the patron of fortune-tellers. How he became an immortal is described in the Ming Dynasty novel " Journey to the West ". The most commonly seen members of the Eight Treasures include the coin , ruyi sceptre , coral , chime stone , lozenge , rhinoceros horn , silver ingot and the flaming pearl. Ancient "elephant chess" pieces may be seen at " Old Chinese Chess Pieces ". The fish symbol is, therefore, frequently associated with other symbols and Chinese characters to symbolize the wish for "more" in the sense of "more" good luck, good fortune, long life and children. Because of its reproductive abilities, the fish also represents fertility in marriage. While fish charms are fairly common, it is rare to find a fish symbol on a real Chinese coin although one can be seen at Ancient Chinese Coins with Charm Features. See carp for additional information on the fish symbol. A charm with an inscription referring to the "Five Blessings" may be seen at Auspicious Inscriptions. Sometimes, the lizard replaces the spider. The " three-legged toad " is frequently included as one of the five. The Chinese believe the five poisons counteract pernicious influences by combating poison with poison. Fly Whisk The fly whisk is a simple tool used to swat or sweep away flies. The "fly whisk" became a symbol associated with certain Daoist Taoist immortals and Buddhist deities which was used to "sweep away" ignorance. Lu Dongbin and He Xianghu, both members of the Eight Immortals , are frequently depicted as carrying a fly whisk.

### Chapter 2 : Symbols and Their Hidden Meanings by T.A. Kenner

*Symbols explores this hidden world, looking at over of the most powerful, evocative, mysterious, and exciting symbolic skeins in the world today. Easy and accessible to the absolute beginner and packed full of fascinating revelations and details guaranteed to enthrall even the most dedicated symbol-hunter, this book is a must-read for.*

Over the years, they have evolved to incorporate symbols significant to the countries they represent. Click through as we put together a list of 25 national flags and their respective meanings. One of the oldest flags of the world, the Union Jack is a combination of three separate flags with symbols of the patron saints of the three countries – England and Wales, Scotland and Northern Ireland – that are united under one sovereign. England and Wales are represented by the bold red St. The British flag was adopted on Jan. The flag was adopted on Oct. The flag was adopted on May 26, Brownell, the colors on the South African flag do not have any official symbolism. However, they do have historical significance. The flag was adopted on April 27, The emblem at the center symbolizes the yin blue and yang red cosmic forces that are necessary to maintain a harmonious balance. The four black trigrams, or "kwae," on each corner of the flag represent heaven, Earth, water, and fire. The flag was adopted on Jan. The 50 stars denote the 50 individual states of the nation. While the red color signifies hardiness and valor, the blue represents vigilance and justice, and the white signifies purity and innocence. The flag was adopted on June 14, The flag was adopted on Feb. Interestingly, the red circle is placed slightly toward the left so that it appears to be at the center when the flag is flying on a mast. The green denotes hope and fertility of the land, the yellow signifies justice and harmony, and the red symbolizes sacrifice and heroism in defense of the country. The blue disc at the center represents peace, and the pentagram stands for unity and equality among the Ethiopian people. An point maple leaf is placed at the center of the white stripe. It was included after a prolonged campaign led by Prime Minister Lester B. Pearson, who noticed that during World War I, many Canadian battalions included a maple leaf in their insignia. The flag in its current form was adopted Feb. The cross represents Christianity. The flag was officially adopted as the state flag in Yellow stands for solidarity among all ethnic groups, green denotes peace and tranquility, and red signifies courage and decisiveness. The central five-pointed white star symbolizes the country consolidated union. The banner had a two-headed black eagle with red claws and beak on a golden field. The current flag was adopted on May 23, The two blue stripes represent sovereignty, while the narrow white bands denote purity. The red star signifies communist philosophy, and the white circle is symbolic of the yin-yang philosophy. The flag was adopted on Sept. The right half of the flag features the Southern Cross constellation, which is visible from every Australian state and territory. White is a traditional color of the French royalty, while red and blue are an ode to the lively colors of Paris, the national capital. Over the years, the colors red, white, and blue have come to represent liberty, equality, and fraternity – the ideals of the French Revolution. The flag was officially adopted on Feb. The white triangle on the hoist represent equality. The three stars on each corner of the triangle represent the main geographical divisions of the nation – Luzon, Mindanao and Visayas. Though originally adopted in , the current flag with minor alterations was re-adopted on Sept. The large gold star and the red color are symbolic of the communist revolution. The flag was officially adopted on Oct. Until , the flag had eight white points, which was later reduced to five to avoid confusion with the Qatari flag. The original flag was officially adopted in The coat of arms on the white portion consists of two crossed keys of St. Peter, and a three-tiered papal tiara on top. Though introduced in , it was officially adopted on June 8, The white stripe was to signify the peace desired between the two communities. The meanings have evolved over time though. The saffron now signifies courage and sacrifice, the white represents truth and purity, and the green symbolizes faith, fertility and chivalry. The "wheel of law" represents the endless circle of life, while its 24 spokes are meant to denote each hour of the day. The flag was adopted on July 22, The flag comprises two overlapping triangles in crimson that represent the Himalayan mountains and the two main religions of the nation – Hinduism and Buddhism. The current flag was adopted on Dec. The green denotes hope and joy, the white is symbolic of peace and religion, and the red stripe represents independence of the nation. According to legend, the gods advised the

wandering Aztec people to settle at a location where they saw an eagle feeding on a snake, perched atop a cactus. The city that they founded was Tenochtitlan, which is presently known as Mexico City. The current flag was adopted on Sept.

### Chapter 3 : 25 world flags and their hidden meanings

*The Meaning of the Hidden Symbols of the Paschal Candle, in One Infographic May 31, What Everyone Gets Wrong About the Sin of Acedia, the Deadly "Noonday Devil".*

Famous symbols have long surrounded human beings for various reasons. Growing up surrounded by symbolism, we have adapted to understand their different meanings. Such as traffic symbols. Others are a cultural representation, such as the cross or Star of David. Others represent worldwide awareness, such as the red Aids ribbon. We have become so accustomed to famous symbols in everyday life, we can immediately associate a brand or institution to it. If you see a bitten, simple apple on a product, you know who that techno-creator is. In short, everywhere we look, we are surrounded by familiar images. But what about the lesser know famous symbols out there? Famous Symbols In Pop Culture As previously discussed, symbolism has been rife in society for millennia. We use common, relatable images to associate things with. However, did you know that the original purpose of a symbol was to represent a creed and summary of a religious belief? By donning your chosen symbol, you showed the world what your faith lay in. Whilst this is still common today, marketing has latched on to that idea and created trademarks to associate brands too. He seemed obsessed with the topic. However, he is nothing compared to pop cult teens. So, was Dan Brown truly the obsessed one? But, did you know that some of the most common every day famous symbols have been lost in translation? Yes, there are important symbols used in everyday life which we do not even understand. Uncommon Everyday Symbolism Some everyday symbols are somewhat misunderstood. Getting to know the origins of each famous symbol may take forever. But understanding the most common, misunderstood icons is easy. All you need to do is take a look at the infographic below!

### Chapter 4 : 25 Clever Logos With Hidden Meanings

*Christian symbols are a big part of religious culture. We often see them displayed on bumper stickers, T-shirts and tattoos, among other things. While they are widely popular, many believers aren't.*

Here is a selection of some of the most intriguing hidden messages in a collection of paintings from the rich history of art. If the five lines of a musical staff are drawn on the table of the Last Supper, then each bread roll in combination with the hands of the Apostles corresponds with a certain musical note. When the notes are read from right to left the way Da Vinci wrote, the combination of notes transforms into a second long composition that sounds like a requiem. Researchers also know that besides being a painter, Da Vinci was also an excellent musician and inventor. Among his most notable pieces of art is his massive painting on the ceiling of the Sistine Chapel. This huge masterpiece is divided into nine segments, and each of them tells a different story from the Book of Genesis. Michelangelo was obviously a genius and a true renaissance man: We know this because of his sculptures and because he managed to hide a few anatomical elements in his paintings. As a young man, Michelangelo used to dissect corpses from the graveyard, and during this rather gruesome period in his life, he learned a lot about the human body. So why did Michelangelo hide anatomical sketches inside his art? In another popular segment of his masterpiece on the ceiling of the Sistine Chapel, he inserted another image of the brain. God, carried by twelve figures, stretches his hand and nearly touches the hand of Adam, transmitting to him the spark of life. But it turns out that there is more to the painting than this pleasant street scene. Those who support this theory explain that the possibility of this painting being a depiction of the Last Supper is strong. After all, Van Gogh was the son of a Protestant minister and was very religious himself. We all know that Jesus had his Last Supper together with his twelve disciples. So I go outside at night to paint the stars, and I always dream a painting like that with a group of living figures of the pals. Now Italian scholars have added another layer of intrigue by announcing that Da Vinci left a series of very small letters and numbers. There are some more symbols in her left eye, but not as visible as the others. They resemble the letters CE, or the letter B. Behind the painting, there is the number and a fourth number in the sequence that is erased. Mona Lisa Researchers speculate that this was probably the year when the painting was made when Da Vinci was in Milan during the s. What these numbers and letters really stand for is something that only Da Vinci knew. The origin of the painting is a little bit unclear. Either way and perhaps more importantly, it was created in the court of one of the most progressive families of the time. This is probably why the painting looks like a s hippie gathering. Besides all the controversy, there is something else that makes it very special – the painting is a botanical heaven. In the imaginary meadow depicted in Primavera Spring, Botticelli painted an astonishing number of plants with an amazing degree of detail. One theory suggests that they are all the plants that grew around Florence during springtime in the 15th century. They are both outside the walls of an unknown city, and it looks like a storm is coming. The painting looks very simple and straightforward, but throughout the years, many scholars have analyzed it and tried to find the best interpretation. According to an Italian scholar called Salvatore Settis, the city in the background is a representation of Paradise, while the two characters are Adam and Eve with their son Cain. In ancient Greek and Hebrew mythology, the lightning in the sky is a representation of God. Some go so far as to believe that it is haunted by the spirit of its author who resides inside of it. Bruegel managed to paint a huge number of proverbs that were popular in his time. A picture is worth a thousand words! If you take a moment and look at the painting, you will notice that there are a few proverbs that are still in use today, proverbs such as: Bosch was a master in depicting the grotesque. Every single Bosch painting looks like a massive hidden object game made to test your ability to notice small details. The whole setting looks pretty ordinary, with nothing more to tell than the obvious: Caravaggio made a portrait of himself inside the bottle! Read another story from us: It was revealed under the centuries of grime that was covering this old painting.

### Chapter 5 : 8 Ancient Christian Symbols and Their Hidden Meanings | ChurchPOP

*Famous Symbols And Their Hidden Meanings. Imagery is everywhere. Famous symbols have long surrounded human beings for various reasons. Growing up surrounded by symbolism, we have adapted to understand their different meanings.*

Check new design of our homepage! Historyplex Staff Last Updated: Feb 10, Legend has it Adinkra symbols were named after the king of Gyaman Kwodo Adingra. Asante artists were able to learn the famous Gyaman designs from Appau, the son of King Kwodo Adingra after the fall of Gyaman to Asante. The marks on traditional cloth of the Asante people are known as Adinkra symbols. These were created by people of Akan ethnicity. The ethnic people which belong to the Gulf of Guinea are known as Akan people. These images usually represent concepts or definitions, and are usually linked to proverbs. There are evocative messages in them that carry traditional wisdom. The beliefs, history, and philosophy of the Asante people is also represented by them. They also depict historical events, human and animal behavior, attitude of humans, plant life forms, and shapes of objects. These are used in pottery, fabrics, advertising, and logos. They have been incorporated in architecture as well. They also appear on traditional Akan gold weights.

**Adinkra Symbols**

**Abe Dua** It signifies the self-sufficiency of a palm tree. It is used as a sign for wealth, toughness, and vitality.

**Adinkrahene** This is the chief Adinkra symbol. It forms the basis of Adinkra printings.

**Adinkrahene Dua** This was the stamp of Adinkra kings.

**Adwera** This is a watery shrub. It is used to signify chastity, along with good fortune, sanctity, and cleanliness.

**Adwo** This symbol signifies peace or calmness.

**Agyinduwura** This signifies a sense of obligation. It can also show alertness and faith. It shows vigilance and wariness. It is a call to be prepared for battle.

**Akofena** It means royal swords or swords of war. They signify valor and bravery. This can also be a representation of state authority. It shows the nurturing and protective nature of a parent. It signifies endurance and love.

**Akoma Ntoso** This means linked hearts. It is used to signify an understanding or an agreement. It is used to signify creativity and wisdom, along with the complexities of life.

**Ani Bere** This means seriousness. It symbolizes diligence and perseverance.

**Asase Ye Duru** This symbol means that the Earth has weight. It signifies the divinity of the Earth in sustaining life.

**Aya** This literally means the fern. It signifies endurance and resourcefulness. It signifies power and abundance, along with unity. It symbolizes interdependence and cooperation among humans.

**Dame Dame** This is a name of a board game. It represents intelligence and ingenuity.

**Dono** This is a drum. It represents admiration or praise for someone.

**Dono Ntoaso** It represents a double drum. It signifies strength and unity.

**Duafe** This is a wooden comb. It represents everlasting love and feminine virtues.

**Dwennimmen** This represents the horn of a sheep or ram. It signifies the presence of humility, along with strength.

**Eban** It signifies a fence. It is used to show safety and security.

**Epa** This is a representation of handcuffs. It signifies law and equality. It can also represent slavery.

**Ese Ne Tekrema** Its literal meaning is teeth and tongue. It is a representation of friendship.

**Fafanto** This symbol is a representation of gentleness and tenderness.

**Fawohodie** It means freedom. The symbol represents independence and liberty.

**Fihankra** This symbol means a house or a compound.

**Fofu** This is the name of a yellow flower plant. It symbolizes envy and jealousy.

**Funtunfunefu Denkyemfunefu** This shows Siamese crocodile twins that are joined at the stomach. It represents unity in diversity. It signifies the supremacy of God, and His omnipotence and immortality.

**Hwemudua** This is a measuring stick. It shows excellence and superior quality. It is a representation of endurance and toughness. It shows love and faithfulness in marriage.

**Kintinkantan** It means puffed-up extravagance.

**Kwatakye Atiko** It means hair of a war hero, Kwatakye. It represents valor and leadership.

**Mate Masie** This means to keep what one hears. It represents wisdom and knowledge.

**Mframadan** This sign means a house that is resistant to harsh winds.

**Mmere Dane** This symbol means time changes. It signifies the dynamism of life. It is a symbol of good luck and fortune.

**Mpatapo** This means a knot of reconciliation. It signifies reconciliation and pacification.

**Mpuannum** This is a representation of five tufts. It symbolizes priestly office and skillfulness. It is a representation of the quest for knowledge and lifelong education. It signifies leadership and service. It serves as a caution against strife and provocation.

**Nkonsonkonson** This symbol means chain links. It signifies unity and human relations.

**Nkyimu** These are the

divisions made on the Adinkra cloth before printing. They are a representation of skillfulness and precision. Nkyinkyim This means twisting. It is a symbol for dynamism and versatility. Nsaa This is a type of a handwoven cloth. It symbolizes guardianship and faith in God. The symbol signifies the presence of God and His protection. Nyame Ohene This means that God is king.

### Chapter 6 : Masonic Symbols - Secret symbols of Masons and their Hidden meanings.

*Star of David. The symbol has been widely used for years before Christ. In India it is called Anahata. Two superimposed or entangled triangles reflect masculine and feminine and symbolize the heart chakra.*

By Leanne Tan in Artwork. Updated on December 31, Logos, as you all know, play a major part in branding. A good logo can help the masses associate and identify your product or service. That is, if you know what they mean or what to look out for. Logo Evolution of 25 Famous Brands 1. Amazon The giant online store aptly takes on the name Amazon to convey its wide store directory. Which should be able to satisfy you, hence the dual meaning of the arrow being a smile. With it so perfectly placed there, it is no wonder that the arrow represents speed and percision. The Branding Journal 3. The logo is not just a sylized brand name but refers to turning analog waves into a digital form too. The Branding Journal 4. Sun Microsystems This logo was designed by computer science professor Vaughan Pratt. Hence the red and blue arrows pointing at different directions. The Branding Journal 7. The triangle placed in the ring also suggest the image of a compass, with the triangle pointing in the northwest direction. The peacock has now evolved to this with its 6 colored tail representing the departments; News, Sports, Entertainment, Stations, Networks, and Productions. Additionally, the peacock is depicted facing right to show that the television network is looking towards the future. The Branding Journal 9. The reason for this is because the Swiss chocolate company originated from the city of Bern, Switzerland which is also known as the City of Bears. Web Designer Depot The yellow circle can also represent the sun to signify that the race takes place during day time. London Symphony Orchestra At first glance, this might seem to be a simple logo consisting of only the initial letters that make up the London Symphony Orchestra. But if you take the trouble to visualize, the wavy line also conjures up an abstract image of a conductor waving his baton. MyFonts MyFonts is a font resource for all your font needs. You know, to suggest that you can get your hands on the fonts you need. Facebook Places Anyone remembered the defunct Facebook Places? Considered to be a direct competitor of Foursquare, all you have to do is take a closer look at the design. Especially the rectangle meant to represent a map. Now is it just me or does the lines form a number 4? Spartan Golf Club Like most logos on this list, this one tries to represent its name. And it does it well by representing 2 things. It first features a golfer swinging his club. With the use of negative space, it secondly features a side profile of a Spartan warrior. And a puzzle game needs a puzzle as its logo. Additionally when you view the logo as a whole, it looks like a key. Cisco Cisco is well-known for designing, manufacturing, and selling networking equipment. It is therefore not surprising that they decide to incorporate an illustrated digital signal into their logo. In fact it looks like an abstract of the famous Gold Gate bridge in San Francisco. By choosing this design, Cisco managed to both convey what they do and where they are located at. In fact, the squares are really binary codes with the top being and the bottom being The binary codes form the numbers 80 and 20 respectively. You get extra geek points if you managed to figure that out without the help of this explanation. And what do they represent? US Cyber Command Why is this logo here? It looks like any ordinary blah government logo. The meaning of the characters is a little bit hard to decipher. Its name Picasa is a word play on the concept that the site is a home for your photos. Casa in Spanish translates to house. Now do you see a house in the middle of the colorful shutters or do you see a house? Naturally being a zoo, they would use animals in this case giraffes and birds in their logo design. Pittsburgh Zoo American zoos sure love using negative spaces in their designs. And they do it beautifully, as demonstrated by the Pittsburgh Zoo in Pennsylvania.

### Chapter 7 : Symbols: And Their Hidden Meanings by T.A. Kenner

*But what we don't realize is that many of them have a deeply rooted meaning hidden in or behind the famous symbol, and in this article we'll uncover them. Here are 50 hidden meanings behind 50 of the world's most recognizable logos.*

Heck, someone even made a short film with logos and mascots comprising all of the characters, props and scenery. Logos are practically enshrined by our society, and yet they were designed by people just like any other piece of graphic art. Getting to that upper echelon of the design world takes a lot of hard work, a lot of creativity and just a little bit of luck. Just about every major corporate logo has a fascinating story behind it. Adidas Conquering the mountain Adidas has always been known for its simple three-stripe logo, the simplest form of which was first created in 1947. The new design kept the basic idea of the original logo while giving purpose to those three stripes, which now represent the struggle athletes must endure to achieve greatness. Amazon Everything from A to Z Upon first glance, what most people see in the logo Amazon has used since 1996 is a smiling face, associating the brand with happiness and giving it a positive connotation. The name Apple all comes down to a simple explanation—Steve Jobs liked the sound of it. A lot of urban myths surround the Apple logo, one being that the bite mark represents the apple of knowledge from the Garden of Eden. The logo is in the shape of an apple because the company is named Apple and the bite mark is only there to give the logo scale—otherwise, people might confuse it for a cherry. While this makes for great branding today, this was not the original intention for the design. Back in the day, BMW wanted to use the colors of the Bavarian Free State in their logo, but doing so was illegal, so they reversed the colors and accidentally created the propeller design. The text had already been established by the time Dali got his hands on the logo, but he was the man behind adding the flower shape behind the text. He also had the idea to move the logo to the top of the lollipop wrapper instead of on the side. This way, the logo would always be intact and visible to the consumer. Because Cisco is extremely proud of their birthplace. DC Comics Peeling back the layers When movies based on comic books began to become a big box-office draw, DC Comics decided to update their logo to represent the entirety of their media group, which expanded beyond comics. The new logo drew outrage from the fanboy crowd on the Internet, but was a bold move for the brand in moving towards a new direction. However, the original plan was to keep adding dots every time a new franchise opened. The colors used in the FedEx logo actually vary for the different parts of the company. The brand essentially has enough color variations in its logo design to create its own team of Power Rangers. The company actually began life as the Fremont Canning Company and when owner Daniel Frank Gerber got the idea to sell strained vegetables and fruit as canned baby food, he put out a call for open submissions to find the Gerber Baby. The Gerber Baby was so popular that the company changed its name to Gerber to match. But when you start adding up the colors, you might notice something is a little off balance. The green color was added as a way to show the audience that Google is a little different, a little more unique than other companies. Today, that same color scheme is used in the logos for other Google products, such as the Chrome web browser. The reason behind the horizontal lines is due to the fact that early photocopies had difficulties reproducing large blocks of solid ink. The current logo also has a small secret message created by these horizontal line breaks. But the original golden arches were actually a part of the building design for the restaurant chain. The arches connected to an overhang that kept the rain off of customers when they were ordering outside. The company discovered that those golden arches were easily seen from the freeway, which drove people to the restaurant. This is partially why the golden arches are still used as a symbol of the brand today. The Iwasaki family crest was a set of three stacked rhombuses, which are referred to as chestnuts in Japan. The Tosa family crest was represented by a three-leafed oak symbol. These two family crests were combined into the three diamond shape we see today. The Tsukumo Shokai company was soon rebranded as Mitsubishi, which is a combination of the Japanese words mitsu which means three, and hishi which means water chestnut and describes the diamond shape. To celebrate their new color TVs, the company adopted the colorful peacock as their logo, which could only be fully experienced on a color TV. The simplified design featured six tail feathers each in a different color to signify the six divisions of the business. This might seem like a cautionary tale for young

designers, but at least it has a happy ending—later on, when the business grew, Davis was retroactively compensated for the design with a diamond ring in the Swoosh design and shares of Nike stock. The logo itself was created as a response to the simplicity of the Adidas logo. The Swoosh shape was designed to convey a sense of motion, but it had to be simple enough to compete with Adidas and look good printed on the side of a shoe.

**Paramount Pictures** A star-studded mountain There must be something about mountains, because three of the logos on our list feature a mountain peak in their design. The Paramount Pictures logo was actually created by the founder of the business, William Wadsworth Hodkinson. Legend has it that he sketched the logo on a napkin and that the mountain peak is Ben Lomond Mountain. The original logo was surrounded by 24 stars, representing the 24 actors and actresses that were signed with the studio; the 24 stars literally represented 24 movie stars. These days, the number of stars has been reduced to 22—but the number of movie stars employed by the studio is obviously much higher than that. The patriotic red, white and blue colors were chosen to show support to the troops overseas and were only printed on the bottle caps, while the bottles themselves still had a classic script logo. By 1969, the Pepsi Globe became the official logo, due in part to the widely successful appeal they had with consumers.

**Starbucks** The salty siren Practically everybody knows that Starbucks hails from Seattle, a city known for its seaport origins, so when it came time to pick a logo for the business, they decided to keep close to their roots and choose a symbol of the sea. The original logo was from a 16th century Norse woodprint of a naked siren with two tails. The image of the Starbucks siren has evolved over time—for starters, you can no longer see her naked breasts. Because Toblerone is made in Berne, Switzerland and the bear is the symbol for Berne. Even the empty space behind the logo represents the boundless opportunities the future may bring.

**Vaio** Old-school meets new-school Sony is a company with a well-known history of making quality audio and video equipment, so when they created the Sony Vaio brand which is now just known as Vaio to sell computers, laptops and tablets, they chose a logo that would both represent their past and reach towards the future. The Vaio logo combines imagery from both analog and digital electronics into one single element. Share your thoughts below.

**Chapter 8 : 🙄f Emoji People and Smileys Meanings**

*The marks on traditional cloth of the Asante people are known as Adinkra symbols. These were created by people of Akan ethnicity. The ethnic people which belong to the Gulf of Guinea are known as Akan people.*

In India it is called Anahata. Two superimposed or entangled triangles reflect masculine and feminine and symbolize the heart chakra. In the days of the Nazi regime, the yellow Star of David became the symbol of the Holocaust. These symbols have passed through dozens of generations and people for centuries have endowed them with great power and meaning. Sometimes, the meaning of symbols, over time, changes, acquires associations and becomes distorted until it is impossible to recognize. And perhaps that beautiful pendant that you wear, shelter an unexpected sacred meaning.

**Bowl of Hygieia** The cup with a snake is the symbol of Hygiene, the Greek goddess of health. In the name of the goddess the term "hygiene" was adopted. The Serpent is the symbol of immortality and death, since it is capable of both poisoning and killing, as being a remedy. The Cup of Hygiene, in the Middle Ages, becomes an emblem used by the apothecaries of Padua in Italy, and later became the usual symbol among doctors. However, in some countries the symbol of medicine is the caduceus, a rod surrounded by two coiled and ascending serpents that was given by Apollo to the god of trade Hermes.

**Ouroboros** The first mention of this symbol dates from the year BC. The uroboros also ouroboros or uroboros was popular in the religion, the magic, the alchemy, the mythology and the psychology. It represents creation and destruction, the cycle of life and death. The symbol was taken from the Egyptians by the ancient Greeks to refer to things that have neither beginning nor end. In Gnosticism it represents good and evil.

**Yin and yang** It is believed that at first the symbol of yin and yang came from Buddhists of the 1st and 3rd centuries. In China and Japan, yin and yang are considered a model of everything that exists. The original concept of "yin" the "shadow" and "yang" "sunny side of the mountain" are understood as two opposing fundamental forces, which complement each other, and each carries a piece of its opposite. Yin and yang is a peaceful struggle, in which the final victory is impossible, because the end does not exist.

**The Dharmachakra** The first images of this symbol were created in BC. The symbol is found in Asia, the Middle East and Egypt. The dharmachakra was an attribute of the sun gods and personified nature, the cycle of life, regeneration and renewal. In Buddhism and Hinduism, The dharmachakra symbolizes the cycle of Samsara, change, destiny and time. Later, the notion of the wheel of fortune appeared, the symbol of random luck. The spokes of the wheel of fortune brought successes and failures, in an endless way that lead to each other.

**Rose of the Winds** The first mention of this symbol dates from the year , in our time. The Rose of the Winds was a symbol of a guiding star and a talisman for the sailors. Also the Rose of the winds has been represented in the maps, symbolizing the cardinal points.

**Swastika** The first images of this symbol date from the year BC. The Swastika is a symbol of happiness, creation and abundance. In India it symbolizes the sun and the beginning. For the Indians of America it turned out to be an emblem to the sun god. In China, the swastika is a hieroglyph that means sun. Buddhism sees it as a symbol of perfection. Since , in the English-speaking countries, the swastika became popular in cards such as the "Cross of Happiness", which consists of "4 L": Light, Love, Life and Luck. In the s, the Nazis made it their symbol. In the years after , due to its association with Nazism, swastika was banned in many countries.

**Double-headed eagle** The symbol was born between the years and BC. The first mention of the two-headed eagle Gandaberunda responds to the ancient legends of Hinduism. Gandaberunda was a symbol of the principles of dharma, a set of rules for maintaining the cosmic order. In Buddhism, the two-headed eagle symbolizes the power of the Buddha, in the Muslim world was the symbol of the supreme authority of the Sultan. In Sumer was the symbol of the sun.

**Crescent** The symbol exists since the year BC. The Half Moon symbolizes rebirth and immortality. The Christians worshiped it as a symbol to the Virgin Mary; In Asia, as a sign of cosmic forces; In Hinduism represents control over the mind. The Crescent was the symbol of the Sassanian Empire in Persia and was placed on the crowns. In , after the Arab conquest, the Crescent became the symbol of power in Western Asia. After the fall of Constantinople in was, definitively, associated with Islam.

**Pentagram** The first five-pointed stars date back to the year BC. The pentagram was considered a talisman against the forces of evil and darkness. In Babylon, the ancient traders

illustrated the pentagram on their doors to protect their wares from theft and damage. Pythagoras considered it a mathematical perfection, since the pentagram is immersed in the golden section. The stars are a symbol of intellectual omnipotence. In early Christianity was a symbol of Jesus Christ, using the inverted pentagram.

### Chapter 9 : 10 paintings with hidden meanings - Telegraph

*#2. McDonald's. Yes, the "M" for McDonald's and there really isn't another meaning. In the 60's, McDonald's wanted to change the logo but their design consultant and psychologist Louis Cheskin insisted that they left the golden arches.*