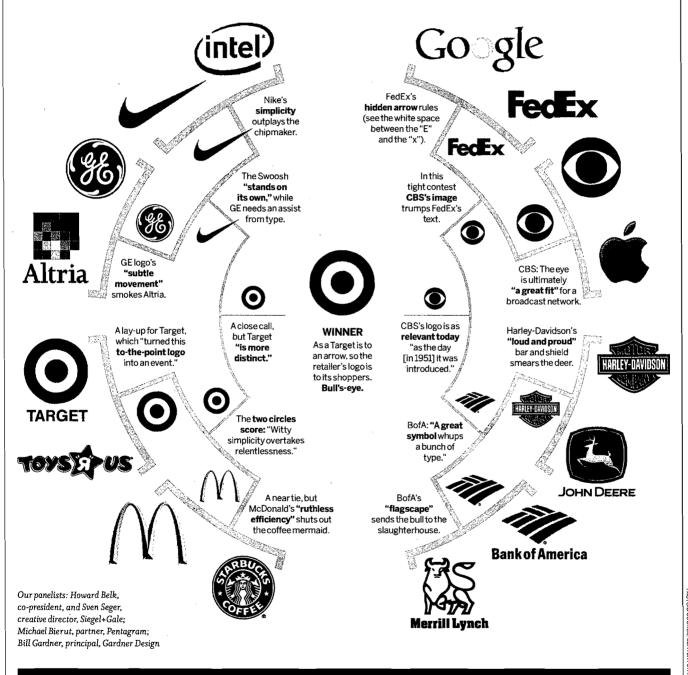
## **Company Logo Smackdown**

THE KANSAS JAYHAWK VS. THE MEMPHIS TIGER. Mac's Apple vs. Nike's Swoosh. What makes a symbol great? Logomakers say the best corporate icons not only are instantly recognizable but also convey trust, loyalty, and superiority. To determine the best of the 500, we staged a tournament, seeding logo against logo and enlisting a panel of experts (see below) to pick the winners—and an ultimate champion. -Scott Cendrowski



MOST POLITICOS: Goldman Sachs employees and PACs gave \$3.3 million to candidates and parties from January 2007 through February 2008; 72% went to Democrats.