

FIRST

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

intel

Nike's simplicity outplays the chipmaker.

Google

FedEx's hidden arrow rules (see the white space between the "E" and the "x").

FedEx

In this tight contest CBS's image trumps FedEx's text.

GE

The Swoosh "stands on its own," while GE needs an assist from type.

Altria

GE logo's "subtle movement" smokes Altria.

Target

A close call, but Target "is more distinct."

WINNER
As a Target is to an arrow, so the retailer's logo is to its shoppers. **Bull's-eye.**

TOYS R US

A lay-up for Target, which "turned this to-the-point logo into an event."

McDonald's

The two circles score: "Witty simplicity overtakes relentlessness."

STARBUCKS COFFEE

A near tie, but McDonald's "ruthless efficiency" shuts out the coffee mermaid.

CBS

CBS's logo is as relevant today "as the day [in 1951] it was introduced."

Apple

CBS: The eye is ultimately "a great fit" for a broadcast network.

HARLEY-DAVIDSON

Harley-Davidson's "loud and proud" bar and shield smears the deer.

BoFA

BoFA: "A great symbol whups a bunch of type."

JOHN DEERE

BoFA's "flagscape" sends the bull to the slaughterhouse.

Bank of America

Merrill Lynch

Our panelists: Howard Belk, co-president, and Sven Seger, creative director, Siegel+Gale; Michael Bierut, partner, Pentagram; Bill Gardner, principal, Gardner Design



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.