You have been allocated a number. The number allocated to you identifies which logo you will be answering your homework task on.

1. Shell
2. Mercedes
3. Volkswagen
4. Starbucks
5. Yamaha
6. Pepsi
7. Coca - Cola
8. Lego
9. McDonalds
10. Windows

You should discuss the company’s logo development from the first to its current logo. Explain the reasoning behind each logo and explain its purpose and importance.

This should be a minimum 500 word report.