

Baskin Robbins



The Baskin Robbins logo may look like it includes a simple BR above the name but if you take another look you will that it includes a pink number 31. This is a reference to the original 31 flavors.

Chick-fil-a



The Chick-fil-a logo incorporates a chicken into the C. Although this isn't very hidden, it is still very clever.

Eighty20



The eighty20 logo is a bit of a geeky one to figure out, the two lines of squares represent a binary sequence with the blue squares being 1's and the grey squares being 0's. Which makes 1010000 which represents eighty and 0010100 which represents 20.

F1



The F1 logo is a fairly simple one to figure out. The negative space in the middle creates the 1.

Facebook Places



If you didn't already know, Facebook Places is Facebook's new geolocational product. It is in direct competition with the current leader in that area Foursquare. Now if

you take another look at the Facebook Places logo you will notice it is a 4 in a square now. Is this a coincidence or a dig at Foursquare?

Fedex



The FedEx logo looks like a plain text-based logo but if you take a second look between the E and the X, you will see an arrow which represents the speed and accuracy of the company's deliveries.

Milwaukee Brewers



The old Milwaukee Brewers logo may look like a simple catcher's mitt holding a ball, but if you take a second you will see the team's initials M and B.

Museum of London



The Museum of London logo may look like a modern logo design but it actually represents the geographic area of London as it as grew over time.

NBC



The NBC logo has a hidden peacock above the text which is looking to the right. This represents the company's motto to look forward and not back, and also that they are proud of the programs they broadcast.

Northwest Airlines



The old Northwest Airlines logo may look like a simple logo but if you take a closer look, the symbol on the left actually represents both N and W and because it is enclosed within the circle, it also represents a compass pointing northwest.

Piano Forest



The Piano Forest logo may look like a simple text logo with trees above it, but if you take another look you will see that the trees actually represent keys on a piano.

Toblerone



The Toblerone logo contains the image of a bear hidden in the Matterhorn mountain, which is where Toblerone originally came from.

Tostitos



The Tostitos logo includes two people sharing a chip and a bowl of salsa. This conveys an idea of people connecting with each other over a bowl of chips.

Treacy Shoes



The Treacy Shoes logo is very cute logo with a shoe hidden between the t and s.