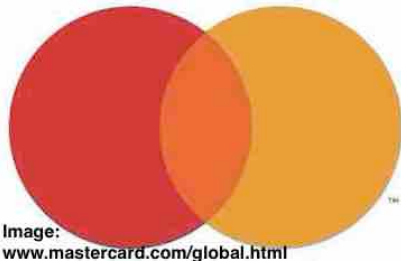


Mastercard removes its name from its logo

11th January, 2019



The world-famous credit card company Mastercard is removing its name from its company logo. It will follow the likes of Apple and

Nike to have a logo that has a symbol only and no writing. Mastercard had traditionally used a logo that had overlapping yellow and red circles with the word "Mastercard" written over the top. The company has decided to drop the word "Mastercard" and use just the two intersecting circles as a wordless logo. The new logo will be used as the brand's symbol on credit cards and in stores, as well as on advertising at sports and other events. The company's marketing officer said over 80 per cent of people spontaneously recognized the new symbol without the word "Mastercard".

Mastercard conducted extensive research for more than 20 months on how recognizable the new logo would be without its name being on it. The new logo is part of a wider strategy to transition from being a credit card company to a digital payments and financial services company. The world is now full of instantly recognizable logos that contain no words. Apple's bitten apple logo and Nike's swoosh are prime examples. Most of the logos of apps on people's smartphones are just symbols. A design expert spoke about maximizing the effect of a small logo on a phone or watch. He said: "You're trying to optimize for a very small piece of real estate on a very small piece of glass....A 10-letter name is kind of a monster."

Sources: businessinsider.com / fortune.com / wsj.com

Writing

A logo is the most important part of a company. Discuss.

Chat

Talk about these words from the article.

world-famous / credit card / logo / circles / word / brand / symbol / marketing / research / strategy / transition / digital payments / financial services / smartphone

True / False

- Mastercard is following the likes of Apple by having a wordless logo. T / F
- Mastercard's logo has a red circle and an orange circle. T / F
- Mastercard's new logo will not be used on its credit cards. T / F
- More than 80% of people recognized Mastercard's new wordless logo. T / F
- Mastercard spent 20 years doing research on its new logo. T / F
- Mastercard wants to change to be a digital payments company. T / F
- Most of the logos on apps on our smartphones contain words. T / F
- A design expert said a wordless logo is like a monster. T / F

Synonym Match

(The words in **bold** are from the news article.)

- | | |
|-------------------------|---------------------|
| 1. removing | a. thorough |
| 2. drop | b. emblem |
| 3. logo | c. bit |
| 4. stores | d. action plan |
| 5. spontaneously | e. abandon |
| 6. extensive | f. typical |
| 7. recognizable | g. deleting |
| 8. strategy | h. without thinking |
| 9. prime | i. identifiable |
| 10. piece | j. shops |

Discussion – Student A

- What do you think about what you read?
- Will we still use credit cards in the future?
- What do you think of the logos on your smartphone?
- What would the logo of your family name be like?
- What would you be like at designing a logo?
- Why is a logo like real estate?
- Why is a 10-letter name a "monster" in marketing?
- What questions would you like to ask Mastercard's CEO?

Phrase Match

- | | |
|------------------------------------|----------------------------|
| 1. removing its name from | a. research |
| 2. It will follow the | b. circles |
| 3. overlapping yellow | c. of real estate |
| 4. use just the two intersecting | d. the new symbol |
| 5. people spontaneously recognized | e. a credit card company |
| 6. Mastercard conducted extensive | f. its company logo |
| 7. transition from being | g. expert |
| 8. full of instantly | h. and red circles |
| 9. A design | i. recognizable logos |
| 10. a very small piece | j. likes of Apple and Nike |

Discussion – Student B

- What do you know about Mastercard?
- What company logos do you like?
- Why is a company logo important?
- What do you think of the Apple and Nike logos?
- Should logos be wordless?
- What would it be like to work in marketing?
- What makes a great logo?
- What bad logos do you know of?

Spelling

- Mastercard is igeonmvr its name
- aepoilnrgv yellow and red circles
- two reiettcisngn circles
- as well as on gdriiaesntv
- The company's tarengkmi officer
- recognized the new msylob
- Mastercard conducted xetivnees research
- part of a wider erttsgay
- iagtlid payments
- nntiasty recognizable logos
- A design extpre
- trying to mipizteo for a very small piece

Answers – Synonym Match

1. g	2. e	3. b	4. j	5. h
6. a	7. i	8. d	9. f	10. c

Role Play

Role A – Apple

You think Apple's logo is the best logo. Tell the others three reasons why. Tell them what is wrong with their logos. Also, tell the others which is the worst of these (and why): Nike's logo, Ferrari's logo or the United Nations logo.

Role B – Nike

You think Nike's logo is the best logo. Tell the others three reasons why. Tell them what is wrong with their logos. Also, tell the others which is the worst of these (and why): Apple's logo, Ferrari's logo or the United Nations logo.

Role C – Ferrari

You think Ferrari's logo is the best logo. Tell the others three reasons why. Tell them what is wrong with their logos. Also, tell the others which is the worst of these (and why): Nike's logo, Apple's logo or the United Nations logo.

Role D – United Nations

You think the United Nations logo is the best logo. Tell the others three reasons why. Tell them what is wrong with their logos. Also, tell the others which is the worst of these (and why): Nike's logo, Ferrari's logo or Apple's logo.

Speaking – Logos

Rank these with your partner. Put the best logos at the top. Change partners often and share your rankings.

- | | |
|-----------------------|-----------|
| • Mastercard | • Apple |
| • World Wildlife Fund | • Twitter |
| • United Nations | • Shell |
| • Ferrari | • Nike |

Answers – True False

a	T	b	T	c	F	d	T	e	F	f	T	g	F	h	F
---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---

Answers to Phrase Match and Spelling are in the text.