

Breaking News English.com

Mastercard removes its name from its logo – 11th January, 2019

Level 4

Mastercard is removing its name from its logo. It will have a logo that has no writing. Mastercard traditionally used a logo that had overlapping yellow and red circles and the word "Mastercard". It will drop the word "Mastercard" in its new, wordless logo. The new logo will be the symbol on its credit cards, in stores and at sports events. The company said over 80 per cent of people instantly recognized the new logo without the word "Mastercard".

Mastercard did a lot of research on how recognizable the new wordless logo was. It is part of a strategy to move from being a credit card company to a digital payments company. There are many logos that have no words. Apple's bitten apple logo and Nike's swoosh are examples. Logos of smartphone apps are symbols. A design expert said a small logo on a phone or watch needed to be powerful. He said: "A 10-letter name is kind of a monster."

Level 5

The credit card company Mastercard is removing its name from its logo. It will follow Apple and Nike in having a logo that has no writing. Mastercard traditionally used a logo that had overlapping yellow and red circles with the word "Mastercard" written on them. It has decided to drop the word "Mastercard" and use just the two circles in a wordless logo. The new logo will be the symbol on its credit cards and in stores and at sports events. The company said over 80 per cent of people instantly recognized the new symbol without the word "Mastercard".

Mastercard did much research for more than 20 months on how recognizable the new wordless logo was. The logo is part of a wider strategy to move from being a credit card company to a digital payments company. The world is full of well-known logos that have no words. Apple's bitten apple logo and Nike's swoosh are examples. Most logos of apps on smartphones are just symbols. A design expert said a small logo on a phone or watch needed to be powerful. He said: "You're trying to optimize for a very small piece...of glass....A 10-letter name is kind of a monster."

Level 6

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."