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**Level 4 – 11th January, 2019**

## Mastercard removes its name from its logo

**FREE online quizzes, mp3 listening and more for this lesson here:**

<https://breakingnewsenglish.com/1901/190111-company-logo-4.html>

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**Please try Levels 5 and 6. They are (a little) harder.**

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# THE READING

From <https://breakingnewsenglish.com/1901/190111-company-logo-4.html>

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."

Sources: <https://www.businessinsider.com/mastercard-new-logo-drops-name-2019-1>  
<http://fortune.com/2019/01/07/mastercard-drops-its-name-from-company-logo-post-text-future-target-nike-apple/>  
<https://www.wsj.com/articles/mastercard-drops-its-name-from-logo-11546858800>

# PHRASE MATCHING

From <https://breakingnewsenglish.com/1901/190111-company-logo-4.html>

## PARAGRAPH ONE:

- |                                |                    |
|--------------------------------|--------------------|
| 1. removing its name           | a. used a logo     |
| 2. a logo that                 | b. be the symbol   |
| 3. Mastercard traditionally    | c. "Mastercard"    |
| 4. overlapping yellow          | d. has no writing  |
| 5. The new logo will           | e. the new logo    |
| 6. sports                      | f. and red circles |
| 7. people instantly recognized | g. from its logo   |
| 8. without the word            | h. events          |

## PARAGRAPH TWO:

- |   |                  |
|---|------------------|
| 1. part                                 | a. expert        |
| 2. a digital payments                   | b. letter name   |
| 3. Apple's bitten apple logo and Nike's | c. company       |
| 4. Logos of smartphone apps             | d. a monster     |
| 5. A design                             | e. swoosh        |
| 6. a phone or watch needed to           | f. are symbols   |
| 7. A 10-                                | g. of a strategy |
| 8. kind of                              | h. be powerful   |

# LISTEN AND FILL IN THE GAPS

From <https://breakingnewsenglish.com/1901/190111-company-logo-4.html>

Mastercard (1) \_\_\_\_\_ name from its logo. It will have a logo that has no writing. Mastercard traditionally used a logo that had overlapping (2) \_\_\_\_\_ circles and the word "Mastercard". It will drop the word "Mastercard" in its (3) \_\_\_\_\_. The new logo will be (4) \_\_\_\_\_ its credit cards, in stores and at sports events. The company (5) \_\_\_\_\_ per cent of people instantly recognized the new logo (6) \_\_\_\_\_ "Mastercard".

Mastercard did a lot (7) \_\_\_\_\_ how recognizable the new wordless logo was. It is part (8) \_\_\_\_\_ to move from being a credit card company to (9) \_\_\_\_\_ company. There are many logos that have no words. Apple's (10) \_\_\_\_\_ and Nike's swoosh are examples. Logos of smartphone (11) \_\_\_\_\_. A design expert said a small logo on a phone or watch needed to be powerful. He said: "A 10-letter name is kind (12) \_\_\_\_\_."

# PUT A SLASH ( / ) WHERE THE SPACES ARE

From <https://breakingnewsenglish.com/1901/190111-company-logo-4.html>

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 sport events. The company said over 80 percent 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 smart phone 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."

# COMPANY LOGOS SURVEY

From <https://breakingnewsenglish.com/1901/190111-company-logo-4.html>

Write five GOOD questions about company logos in the table. Do this in pairs. Each student must write the questions on his / her own paper. When you have finished, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.

## WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student A: Do not show these to your speaking partner(s).

a) \_\_\_\_\_

b) \_\_\_\_\_

c) \_\_\_\_\_

d) \_\_\_\_\_

e) \_\_\_\_\_

f) \_\_\_\_\_

*Mastercard removes its name from its logo – 11th January, 2019*  
More free lessons at [breakingnewsenglish.com](http://breakingnewsenglish.com)

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## WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student B: Do not show these to your speaking partner(s).

a) \_\_\_\_\_

b) \_\_\_\_\_

c) \_\_\_\_\_

d) \_\_\_\_\_

e) \_\_\_\_\_

f) \_\_\_\_\_

