



Known for its 31 flavors, the company worked that element into its B and R logo.

20 famous corporate logos that hide secret messages

Most of us can recognize corporate logos from a mile away, but we almost always overlook the subliminal, hidden or simply clever messages they conceal. Redditors, for instance, noticed a few days ago that Toblerone's logo hides a bear, and that revelation prompted us to search for other secret messages in famous logos. Click through our gallery to see the 20 of the most clever ones we could find.



Look closely at the two T's, and you'll see two people sharing chips and salsa.



When the Big Ten added an 11th team in 1990, it didn't want to tweak its name, so it included an 11 in the logo.



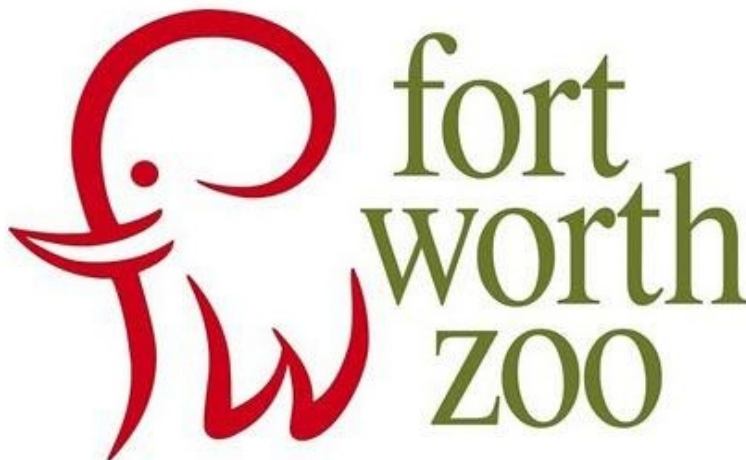
The world's biggest bike competition features an R that looks like a cyclist.



The arrow between the E and the X symbolizes the company's speed and efficiency.



The C also doubles as a chicken for this company famous for its chicken sandwiches.



Hidden within this adorable elephant are an F and W for 'Fort Worth.'



The Atlanta Falcons' logo acts as both a falcon and an F



Toblerone's home is Bern, Switzerland, also known as 'City of Bears,' so the company included a bear crawling up a mountain in its logo.



Goodwill's smiley face also doubles as a lower-case G.



Check out this yogi's pose — where her hand and leg meet help form an outline of Australia.



MammothSM

The logo for California's Mammoth Mountain ski resort doubles as an M and also as a woolly mammoth.

amazon.com[®]

The arrow points from A to Z showing how the company sells anything you'd ever want ... it also doubles as a smile.



Elefont, a tool to create 3-D text, slyly worked an elephant's trunk into its trademark E.



Parent company Quiksilver created its Roxy logo by doubling its own design in the shape of a heart.



The V and the A in Sony's logo are meant to represent an analog sound wave, while the I and O stand for binary digits, evoking the digital age.



Who doesn't love a kiss? Take a peek between the K and the I for an extra one hiding out.



The Washington State Cougars used their initials to create one fearsome feline.



Look closely at the London Symphony Orchestra's initials in this logo, and you'll see a maestro leading the music.



PITTSBURGH ZOO

 & PPG AQUARIUM

With a clever use of negative space, the Pittsburgh Zoo pays homage to wide array of wildlife.