Can You Spot the Hidden Images in These Famous Logos?

You’ve seen these famous logos countless times on billboards, passing by on trucks, and at the grocery store, but there is more to them than meets the eye. If you take a closer look, you will find that these recognized logos have hidden images and messages. Check out these inventive designs that cleverly use white space and optical illusions to display subliminal messages.

**FedEx**



 **Tostitos**



[**Do Subliminal Messages Really Work?**](http://www.divinecaroline.com/22317/81540-did-see-that-subliminal-messages?ordersrc=yash81711logob)

**Le Tour de France**



**Amazon.com**



**Hershey's Kisses**



**Toblerone**



[**The Funniest News Bloopers**](http://www.divinecaroline.com/22323/116801-breaking-news-funny-anchor-mishaps?ordersrc=yash81811logo4) **Big Ten**



[**This Year's Wackiest College Courses**](http://www.divinecaroline.com/22323/117441-seven-year-s-most-unusual-college?ordersrc=yash81811logo1)

**Northwest Airlines**

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**Baskin Roberts**




The tree stands out almost immediately, but if you give the image more than a cursory glance, the designer’s remarkable use of white space becomes clear. There’s a lot of life in this logo, which makes it perfect for a zoo-aquarium combination The tree stands out almost immediately, but if you give the image more than a cursory glance, the designer’s remarkable use of white space becomes clear. There’s a lot of life in this logo, which makes it perfect for a zoo-aquarium combination

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