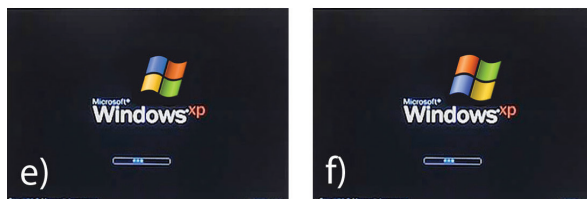
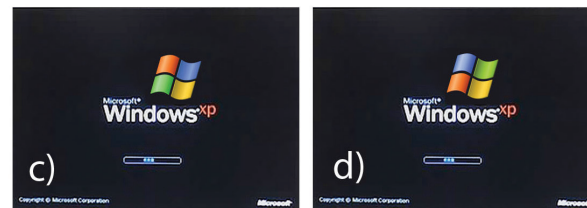
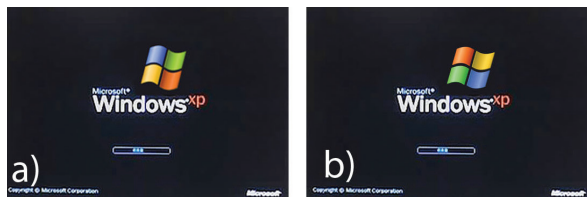
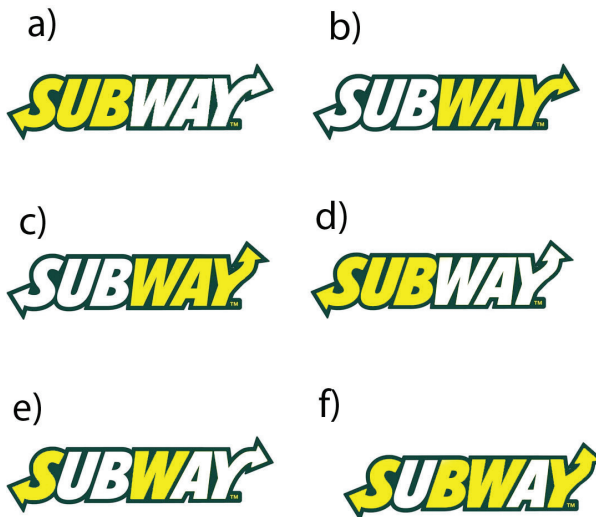


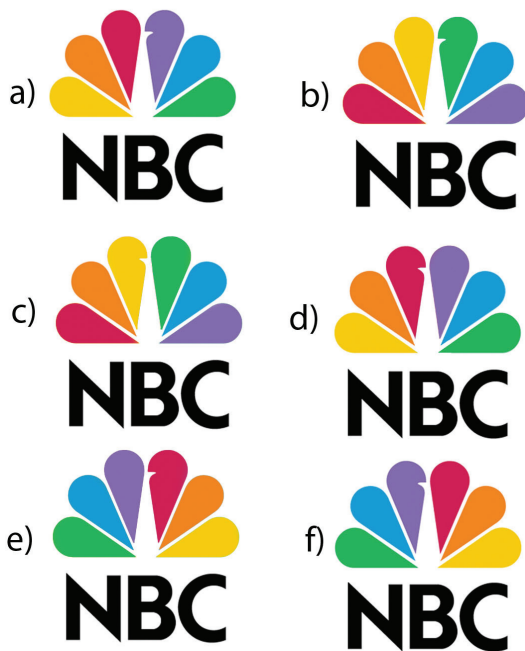
(A)



(B)



(C)



(D)

■ Figure 9.14: Corporate logos from Plotnick's (2012) study.

Source: Plotnick, R. R. (2012). *Context effect for identification of brand logos*. Unpublished manuscript, Carleton College, Northfield, MN.