


**Symbols of the American Revolution and Today: Join, or Die and Corporate Logos**



The above symbol remains one of the iconic mages of the Revolutionary War. Originally made as a woodcut by Benjamin Franklin, it was intended to symbolize the need for unity among Britain’s North American colonies toward the efforts in the French and Indian War. According to superstition at the time, a snake cut into pieces would become whole again if assembled before sunset.

Similarly, today’s companies and corporations use symbols in their logos. Use the chart below to label and color three corporate logos that you are aware of and describe what you think each symbolizes.

	<p>The original “Golden Arches” logo was supposed to symbolize the architectural design of early McDonald’s restaurants. Contrary to popular belief, it has nothing to do with French Fries or food.</p>