**Technology**

GE: Imagination at work

Panasonic: Ideas for life

Google: Google’s mission is to organize the world’s information and make it universally accessible and useful.

Apple: done by product/product line

**Athletic Apparel**

Nike: Just do it

Reebok: The sport of fitness has arrived

Adidas: done by product/product line

**Beverages**

Coke: It’s the real thing

Pepsi: Refresh everything

Faygo: Since 1907 / The original party pop

A&W Root Beer: Since 1919

**Automobiles**

Ford: Go further

Toyota: Moving forward

BMW: Sheer driving pleasure

Volvo: For life

Smart: Open your mind

**Summer Olympics**

2012: Inspire a generation

2008: One world, one dream

2004: Welcome home (Athens)

**Community Colleges/Colleges/Universities**

Oakland Community College: Get anywhere from here

Macomb Community College: Discover. Connect. Advance.

Walsh College: Live. Breathe. Business.

Marygrove College: There’s no stopping a Marygrove mind.

Wayne State University: Aim higher

University of Detroit Mercy: We want great things for you / Great things

Lawrence Technological University: Possible is everything

Oakland University: Seek virtue and knowledge

**Cities**

Las Vegas: What Happens Here, Stays Here.   
Cleveland: Cleveland Rocks!   
Hershey: The Sweetest Place on Earth.   
Omaha: Rare. Well Done.   
Nashville: Good times, great country

New York City: World’s second home (proposed)