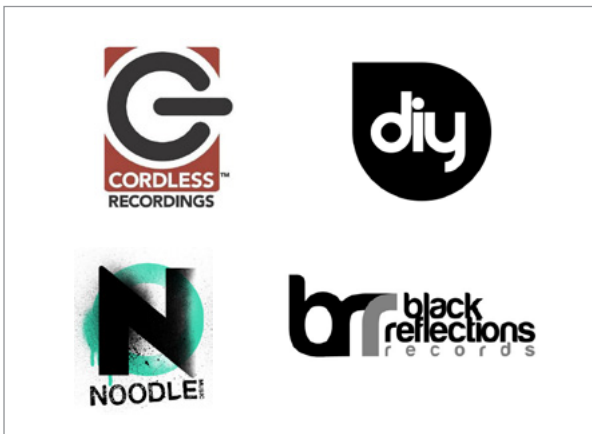




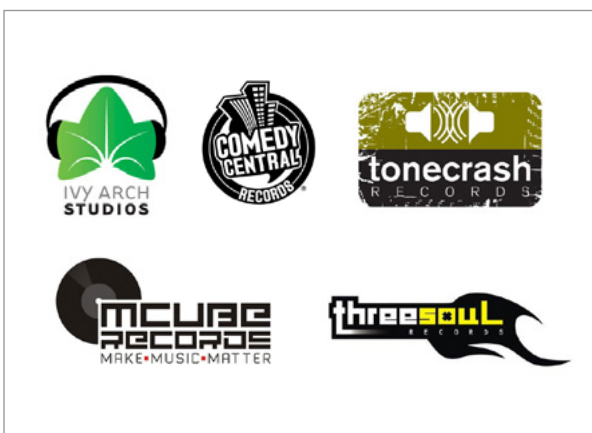
- ➔ **PICTORIAL / ABSTRACT SYMBOL:** *[Click on the arrow to see samples]*
 This type of mark represents the company in a simple but bold manner. Most often represented through an abstract design. Usually, the ideas and concept behind the logo are complex, yet are represented in the simplest form possible. The abstract symbols can often take on a target market or stylistic form, (technology, health care, or nonprofit, etc). However, in many cases you will find a graphic representation of a pictorial object in a logo mark; a recognizable noun, (an apple, a panda bear, a tree, etc).



- ➔ **WORDMARK:** *[Click on the arrow to see samples]* *Other samples click here*
 This logo type is a uniquely styled font type that spells out the company or brand name. Technology companies usually use this type of logo, as stylized text looks best on electronics and expresses the sophistication of a company. Examples of a wordmark include Sony, Samsung and Microsoft. Other great examples are Facebook and Google, the world's most visited website. However, word marks are used in other industries as well and often become iconic in their typographic treatments, such as Coca Cola, Disney, Ray Ban, or Subway.



- ➔ **LETTERMARK:** *[Click on the arrow to see samples]*
 This type of logo is exclusively typographic. The lettermark uses the company name written out, yet has a symbol representing the company through the use of its initials or the brand's first letter. (think HP, or IBM)
 The best usage for this type of logo depends on many different variables such as; your initials can better graphically illustrate the company better than the full name, the name is too long, hard to pronounce, or is just not distinct enough to carry its own weight.



COMBINATION MARK:

This type of logo is the combination of a symbol and a wordmark. The purpose of the combination mark is to create an identity that embodies a given company through the use of a symbol and type treatment. In certain situations and with proper investment of time & money, a strong combination mark can use its symbol to represent the company without the use of text. Most logos have a version of their logo as a combination mark but are often seen only as a symbol. But brands like the following rely on both words and symbols. Great examples include; Mexicana Airlines, Bank of America, 9/11 Memorial, and Rip Curl.





Chase logo design by Chermayeff & Geismar is a good example of a simple logo symbol and wordmark.



The Nike logo is a good example of a memorable logo.



The Coca-Cola logo is an example of a timeless logo. It has not changed since its debut in 1885.



Target logo is an example of a versatile logo.

THESE LOGOS ARE RELEVANT TO THEIR INDUSTRY.



Automobiles



Technology



Care

5 PRINCIPLES OF GOOD LOGO DESIGN

What makes a good logo? A good logo is instantly recognizable, simple in form, easy to remember, built for longevity, and able to fit different mediums of branding material.

SIMPLE

In order for a good logo design to take shape, we must take our concepts down to their simplest form. Simplicity is key and allows a logo to be easily recognized. Without simplicity, a logo cannot follow its other principles of memorability and versatility.

MEMORABLE

To build a lasting impression, a logo must be memorable. How else will your client's customers remember them? Complexity of design serves as a negative in a logo design, your logo will have only a few seconds to be absorbed by the average person. Keep it simple.

TIMELESS

Timeless refers to no particular point in time. Focus on building a strong concept for your logo and keep away from trends. As trends fade away, so will the logo. A timeless logo allows your client to enjoy its longevity, allowing your design to stay on board for the long-term.

When designing a logo, remember to:

- Build a strong concept
- Stay away from trends
- Design for the long-term

VERSATILE

Logos are marks and symbols that represent a business. As companies market themselves through various forms and mediums, they apply their logo to business cards, advertisements, folders and many more. When designing a logo, it is important to consider logo size equally on a business card as on a billboard.

Can a logo be applied to various forms of size and color?

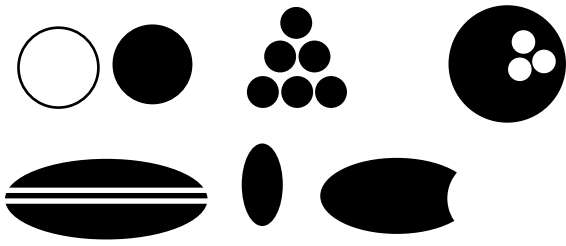
Think about:

- Printing in small and large sizes
- Can the concept be understood in 1 color
- Cost of printing multiple colors

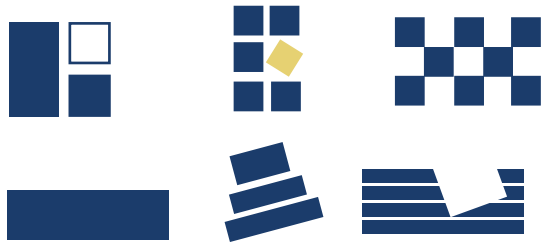
Design and present your logo concepts in only black and white, as colors can obscure your clients judgment and take away from the concept. Consider printing the logo in a 1 inch square. Is it visible? Thin lines are likely to fade or disappear when printing in small sizes, think about this when drawing your initial sketches.

RELEVANT

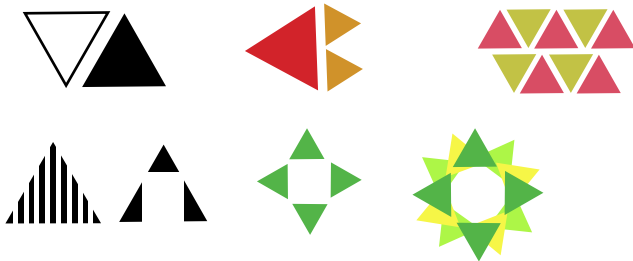
Does your logo fit the purpose and identity of the company? A logo must portray the company it represents through the use of shape and form. A good rule to follow (not always though) is, smooth lines for a youthful company and straight lines for a structured company. It is important to make sure the logo is relevant to the industry your company is in. A technology logo is identifiable based on the symbol and the style of the type treatment. That style will not work for a clothing company or food product.



The circle is protective or infinite.



The square denotes stability, equality, and honesty.



The triangle suggests tension or conflict or action.

SHAPES

Everything has a shape but the basic shapes of circles, squares, and triangles can be very effective in logo design, in part because of their simplicity. These shapes have certain sub-conscious meanings as well.

- The circle is protective or infinite.
- The square denotes stability, equality, and honesty.
- The triangle suggests tension or conflict or action.

There are so many things you can “draw” using only circles, squares, or triangles. Group several together to form interesting patterns. You can make one shape from another — such as the group of circles that form a triangle, in the illustration.

ALTERNATING: Changing the direction, alternating color, or disrupting a pattern with another shape or a shape out of alignment can add interest or suggest abstract ideas. A triangle alone or a series of overlapping ones can “point” in one or more directions.

REPLACE: Sometimes it works out best to replace letters in a word or name with shapes that suggest those letters. A triangle for **A** or **V** is obvious. Less obvious is the **E** made of squares (in illustration) or perhaps two stacked circles for an **S** or a pair of triangles (one up, one down) for an **N**.

SIMPLIFY: Logo designs don’t need to be elaborate — and usually work best when they are kept simple. So simple shapes work beautifully.

THE SHAPE OF LOGOS

The shapes of a logo is different than using shapes in a logo. All strong, effective (good) logos are designed with in an implied shape. This means if you were to draw around the logo you would be able to determine what type of shape is being suggested. A logo has to have a shape, it is mark and must function as a mark.

Ineffective logos have elements going outside of the shape of the logo or have no suggested shape at all. Look at these bad logos and see if you can spot the ones that lack a strong solid shape to the whole logo mark. ([Click here](#))

The following logos show the example of shape as essential to a strong logo mark.

