

Logos

Types and Characteristics

What is a logo?

A logo is the visual representation of a company's (or brand's) values, beliefs, and functions.

It is intended to evoke immediate
recognition...

...both **intellectual** and **visceral** recognition.

Five main types of logos:

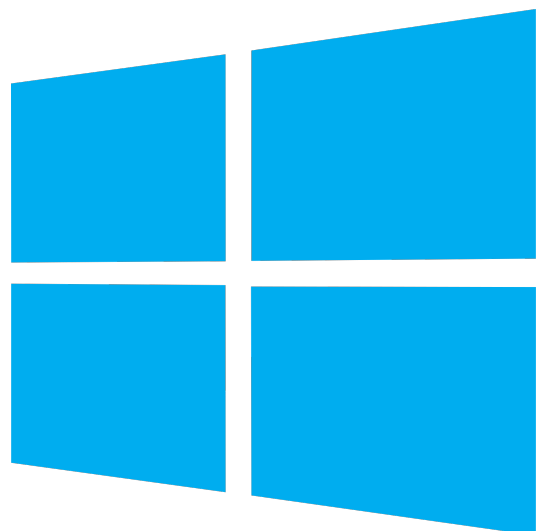
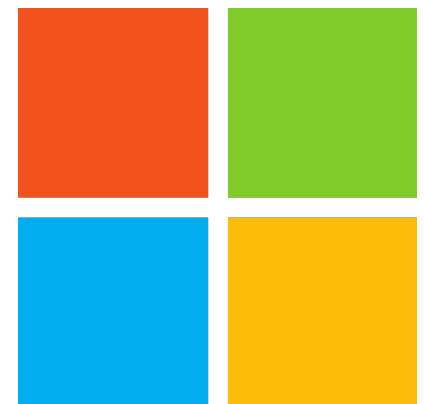
- Brand Mark (a.k.a. Symbol or Icon)
- Word Mark (a.k.a. Logotype)
- Letter Mark
- Combination Mark
- Emblem

Brand Mark / Symbol / Icon

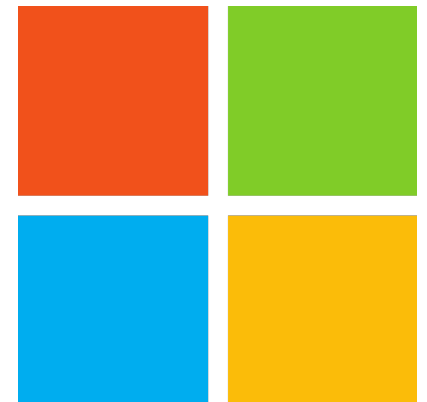
- Often visually simple yet stylized so it is easy to remember
- Simplicity also reflects marketing, print, and media constraints
- Commonly employed by large companies.



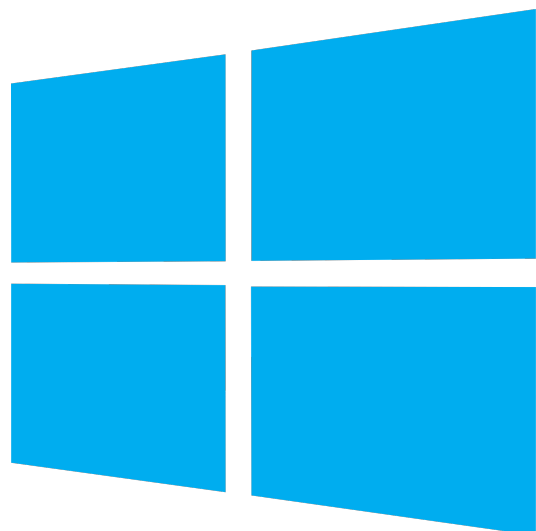
Brand Mark / Symbol / Icon



Brand Mark / Symbol / Icon



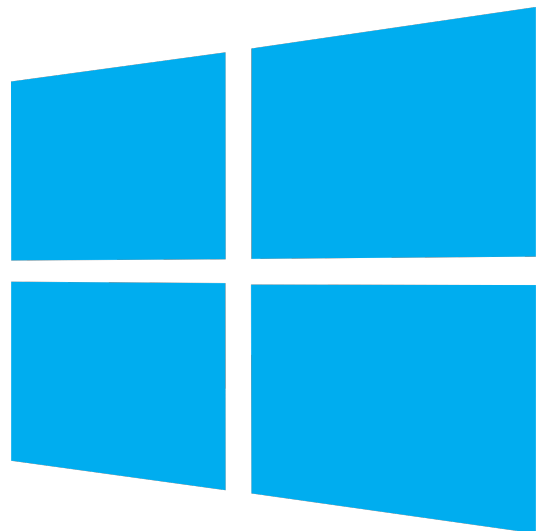
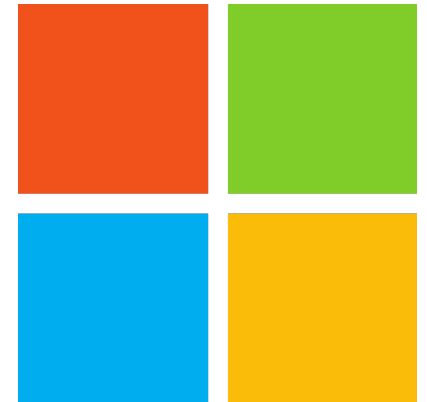
Look similar?
What's the difference?



Brand Mark / Symbol / Icon



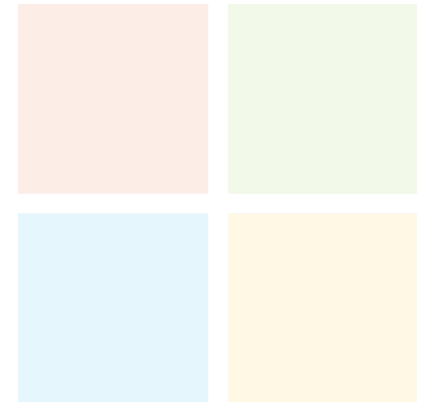
Company: Microsoft



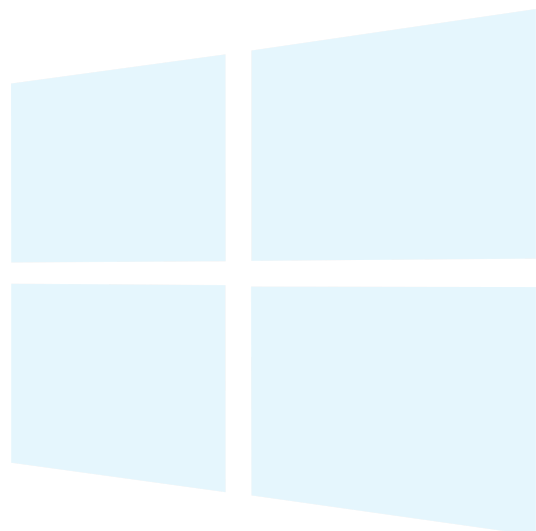
Brand: Windows



Brand Mark / Symbol / Icon



Logo Updates



older Apple

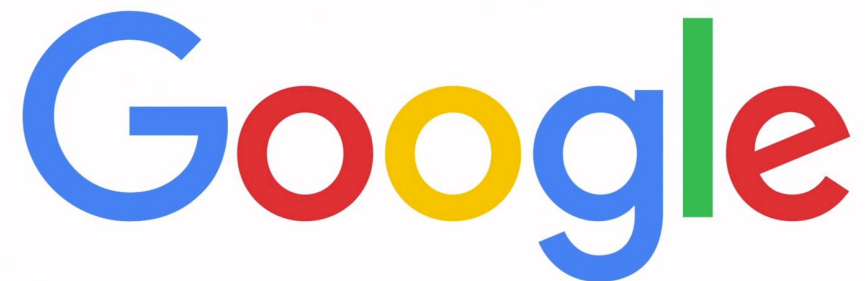


Word Mark

- Often referred to as "logotypes," word marks spell out the name of a company or brand.
- Custom fonts are often created for word marks so that the company will control the font, thus controlling brand association with the typeface.
- Sometimes letterforms, kerning, tracking baseline shifts, etc. will be altered for stylizations.

The Facebook wordmark is displayed in a bold, blue, sans-serif typeface.The Coca-Cola wordmark is shown in its iconic red script typeface.The eBay wordmark features a multi-colored design where each letter is a different color: 'e' is red, 'b' is blue, 'a' is yellow, and 'y' is green. A registered trademark symbol (®) is located at the top right of the 'y'.

Word Mark

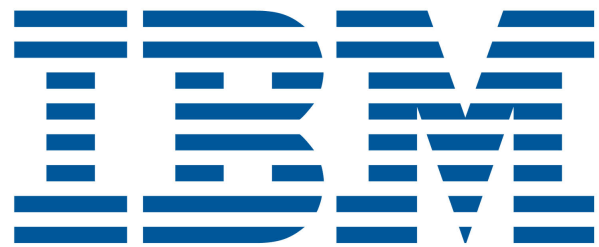
The Kellogg's logo is written in a red, cursive script with a white outline and a slight drop shadow.The Facebook logo is the word "facebook" in a blue, lowercase, sans-serif font.The Gucci logo consists of the word "GUCCI" in a black, uppercase, serif font.The Coca-Cola logo is written in a red, cursive script.The eBay logo features the word "eBay" in a stylized font where each letter is a different color: 'e' is red, 'b' is blue, 'a' is yellow, and 'y' is green. A registered trademark symbol (®) is at the top right.The Google logo is the word "Google" in its multi-colored sans-serif font: 'G' is blue, 'o' is red, 'o' is yellow, 'g' is blue, 'l' is green, and 'e' is red.The Philips logo is the word "PHILIPS" in a blue, uppercase, sans-serif font.

Letter Mark

- Letter marks are typographically created using initials or representational letters from the company's or brand's name, often because the name is too long, hard to pronounce, or lacks distinction.



Letter Mark



Combination Mark

- Combines word mark and symbol logos to associate the name with icon.
- Some companies / brands allow the word mark and symbol to be used separately. Some don't.



Combination Mark



Emblem

- Similar to combination marks, emblems often have both text and icon, but they are enclosed in a containing design to appear as a single graphic.



Emblem

