




CHAPTER 6

LOGOS/SYMBOLS/PICTOGRAMS



Definition of Logo

- A logo is a unique identifying symbol.
 - A logo also is called a brandmark, mark, identifier, logotype, or trademark.
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Types of Logos (1 of 6)

- Logos can take the form of a wordmark.
 - Wordmark (also called logotype) is the name spelled out in unique typography or lettering.



Logo Designer:
Martin Holloway

Types of Logos (2 of 6)

- Logos can take the form of a lettermark.
 - The logo is created using the initials of the brand name.



Logo Design firm:
Bernhardt Fudyma Design Group

Types of Logos (3 of 6)

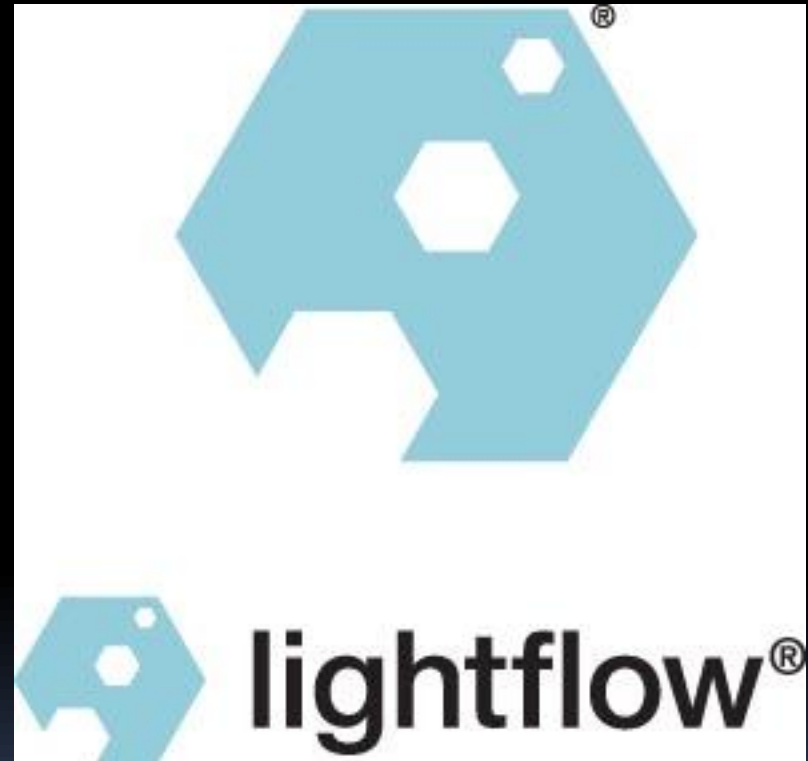
- Logos can take the form of a symbol mark -- an abstract or non-representational visual or a pictorial visual.
 - An abstract symbol mark is a representational visual with an emphasis on the intrinsic form, an extraction relating to a real object modified with an abstract emphasis.



Logo Design firm:
Red Flannel

Types of Logos (4 of 6)

- A non-representational or non-objective symbol mark is a visual which is a non-pictorial visual that symbolizes the brand or social cause, one that does not relate to a person, place, activity, or an identifiable object.



Logo Design firm: Segura Inc.

Types of Logos (5 of 6)

- A pictorial symbol mark is a representational image that symbolizes the brand or social cause; it relates to an identifiable person, place, activity, or object.



Logo Design agency:
Kessels Kramer

Types of Logos (6 of 6)

- Combination mark
 - A combination of words and symbols



Logo Design firm:
Liska + Associates Inc.

Logo and Visual Identity

- A logo plays a key role in the visual identity of a brand, social organization, or company.
- A visual identity is the visual and verbal articulation of a brand or organization including all pertinent design applications, such as, letterhead, business card, and packaging, among many other possible applications.



Visual Identity Design firm:
Ideograma




Identity Standards Manual

- Sets up guidelines for how the logo is to be applied to numerous applications, from business cards to point-of-purchase materials to vehicles to web sites



Applications for a Logo


- A logo should work for all necessary applications.
 - Packaging
 - Stationery (letterhead, business card, envelope)
 - Signage
 - Advertisements
 - Clothing
 - Posters
 - Shopping bags
 - Menus
 - Forms
 - Covers
- 

What info to include?

- Keep it short
- Keep it simple
 - Adobe Systems = Adobe
 - United Airlines = United
 - Apple Computer = Apple




Choose a type of logo

- Lettermark, wordmark, abstract (still makes sense), non-representational, pictorial, combination mark
- 




Font Choices

- Choosing a font for a logo should be based on:
 - Both form and expression
 - Denotative meaning of the font and the connotative meaning (heritage, voice, expressive meaning)
- 



Tips for Logo Type

- Every font has its own personality
 - Use no more than two fonts
 - Stay away from “fun fonts”
 - If using script try your own calligraphy
- 

Sans Serif Logos

**BLACK &
DECKER**

CHANEL



Gillette[®]

GOODYEAR



PONTIAC.

Panasonic[®]

Nestlé[®]



RCA



Serif Logos



Brighton & Hove
City Council



GUINNESS
STOUT

Marlboro



ENGLISH HERITAGE



RENAULT



RALPH LAUREN



Vienna
www.vienna.info

*waits
for you*

Vittel



THE
NATIONAL
TRUST



Script Logos



Logos that use lines



AT&T



Logos that use simple shapes



Logos that use representational imagery

Usually get
inspiration from:

- Nature
- Animals
- Buildings



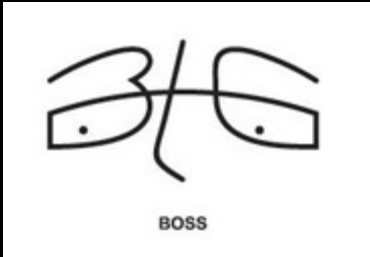
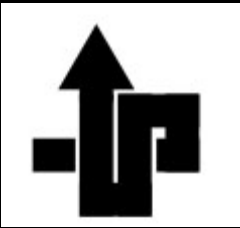
Logos that use non-representational images



Logos that use negative space

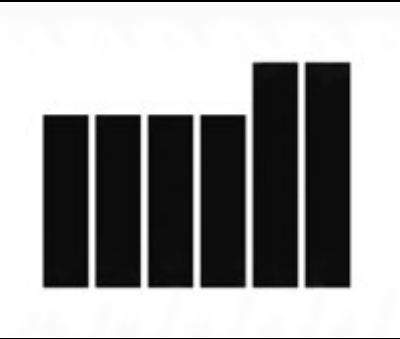


TWINS™



OFFICE  STRATEGIES

çurious



ft™

MNM
minimal magazine



Concept
Expression
Design

pp 144-145



Resources

- Famous Logo Designs

<http://www.toxel.com/design/2008/08/20/20-famous-logo-designs/>

- 2008 Design Trends: <http://www.logoorange.com/logo-design-o8.php>

- Obama Campaign logo video (#1)

<http://www.youtube.com/watch?v=etEP1Bhguio&feature=related> (#2)

<http://www.youtube.com/watch?v=ukIMW833EPE>

- David Airey (logo designer with process)

<http://www.davidairey.com/category/logos/>