Logo Categories

LOGOTYPE OR WORDMARK

- Company name spelled out with customized typography or lettering
- Works well for unusual and unique names; helps reinforce name recognition
- Disadvantage: may be too generic if not well-designed
- Examples: Coca-Cola, Google, Pinterest

LETTERMARK

- Single letterform, initials or monogram (two or more interconnected letterforms)
- Simple designs work well in small formats
- Monograms often connote importance and sophistication
- Disadvantage: may be too generic for new, unestablished brands
- Examples: Honda, McDonald's, Chanel (monogram)

SYMBOL: PICTORIAL

- Representational image or icon
- Has the ability to transcend language and culture
- Disadvantage: must appear next to the wordmark to insure recognition for new brands
- Examples: Puma, Apple, Target

SYMBOL: ABSTRACT

- Non-literal image or icon
- Helps convey the key brand attribute(s)
- Disadvantage: may not be a quick read for the audience
- Examples: Chase (octagon), BP (Helios=sun), Nike (swoosh=wing)

EMBLEM

- Combination of a name and visual that are always seen together
- Emblems typically take on the form of an enclosure or seal
- Common uses: sports teams, clubs, food and beverages
- Disadvantage: intricate emblems may not scale well
- Examples: Harley-Davidson, Pabst Blue Ribbon Beer, NFL

CHARACTER OR MASCOT

- Character illustration that personifies a company/brand
- Typically conveys a fun, friendly image
- Has great potential for use in telling the brand story and in building a strong connection with the audience
- Disadvantage: may be too juvenile for some brands
- Examples: Mr. Monopoly, Pillsbury Doughboy, MailChimp's Freddie