



THE 7 LOGO STYLES

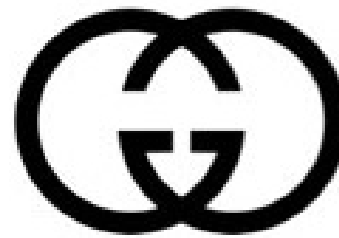
THE IMPORTANCE OF APPEARANCE

LETTER MARKS

MONOGRAMS

Monogram logos or lettermarks are logos that consist of letters, usually brand initials.

Because the focus is on initials, the **FONT YOU CHOOSE (or create) IS VERY IMPORTANT** to make sure your logo is not only on-theme with what your company is about, but also legible when printed on business cards.

The NASA logo is a red, stylized, sans-serif font where the letters are interconnected. The 'N' and 'A' are particularly prominent, with the 'S' and 'A' following in a similar style.The HBO logo is a bold, black, sans-serif font where the letters are closely spaced and the 'O' has a white dot in the center.The BBC logo consists of three black squares, each containing a white letter: 'B', 'B', and 'C'.The H&M logo is a red, stylized, sans-serif font where the letters are slanted and the ampersand is integrated into the design.The UFC logo is a red, bold, sans-serif font where the letters are slanted and the 'F' is particularly stylized.The P&G logo is a blue, bold, sans-serif font where the letters are slanted and the ampersand is integrated into the design.

The Vans logo consists of the word "VANS" in a bold, black, sans-serif font. A thick black horizontal line is positioned above the letters, starting from the left edge of the 'V' and extending past the 'S'. A small registered trademark symbol (®) is located at the bottom right of the 'S'.The Netflix logo is the word "NETFLIX" in a bold, red, sans-serif font. The letters are evenly spaced and have a consistent height.The Disney logo is the word "Disney" in a black, cursive script font. The letters are connected and have a classic, elegant feel. A small registered trademark symbol (®) is located at the bottom right of the 'y'.

WORD MARKS

LOGO TYPES

Font-based logos that focus on a business' name alone.

Typography will be an important decision. Since the focus will be on the name, choosing a font—or creating one—that captures the essence of the business.

For example, fashion labels tend to use clean, elegant fonts that feel high-end, while legal or government agencies almost always stick to traditional, "heavier" text that feels secure.

PICTORIAL MARKS

LOGO SYMBOLS

*The image that comes to mind
when you think “**LOGO**”.*

The biggest thing to consider
when deciding to go with a
pictorial mark is what image to
choose. This is something that
will stick with your company its
entire existence. *A true brand
mark is only an image. The brand
MUST ALREADY be well established
in order for it to work.*





ABSTRACT MARKS

GEOMETRIC FORM

A specific type of pictorial logo.

Instead of being a recognizable image—like an apple or a bird—it's an **ABSTRACT GEOMETRIC FORM** that represents your business.

By not being restricted to a picture of something recognizable, abstract logos allow you to create something truly unique to represent your brand.

MASCOTS

CHARACTER LOGOS

Logos that involve an illustrated character.

Mascots are great for companies that want to create a wholesome atmosphere by appealing to families and children.

Often colorful, sometimes cartoonish, and most always fun, the mascot logo is a great way to create your very own brand spokesperson—er, spokes-character(?).





COMBINATION MARKS

COMBINED LOGOS

Comprised of one or more styles.

Picture and text can be laid out side-by-side, stacked on top of each other, or integrated together to create an image. Because a name is associated with the image, a combination mark is a versatile choice, with both the text and icon or mascot working together to reinforce your brand. *With a combination mark, people will also begin to associate your name with your pictorial mark or mascot right*

EMBLEMS

TRADITIONAL LOGOS

Consist of fonts inside a symbol or an icon; think badges, seals and crests.

A traditional appearance about them makes a striking impact, thus emblems are often the go-to choice for many **schools, organizations or government agencies**. Keep emblem designs uncomplicated and you'll walk away with a strong, bold, and professional look.

