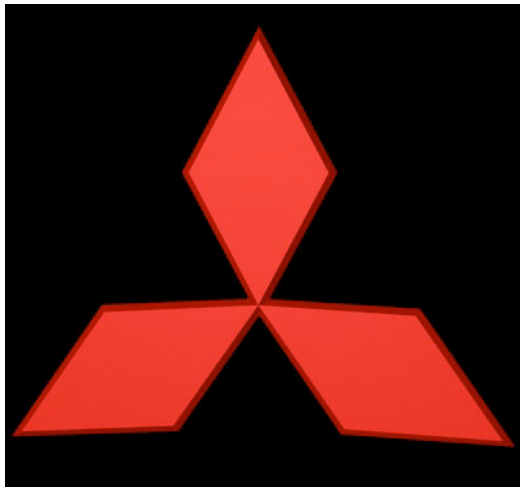
Logos

Castrol
Chevron
chili's
Cirrus
MSNBC
Colgate
Comfort
Coors Light
Corona Extra
DQ
Daytona
DELL
Denny's
DHL
DIRECTV
Domino's
ESPN
Esso
FedEx
FINLANDIA VODKA
Firestone
FLOWMASTER
FRUIT OF THE LOOM
Gatorade
Hanes
GOODYEAR
Heineken
Holiday Inn Express
HOOTERS
HOT WHEELS
IKEA
JVC
Kmart
KFC
KitKat
Kodak
Kool-Aid
LAND ROVER
Lays
LEGO
Lipton
Mercedes
McDonald's
Mitsubishi
Mobil
MasterCard
VISA
NASA
NBC
Nestlé
Nintendo
Kiyea
NOS
Ocean Spray
OLD NAVY
Oral-B
OREO
PEPSI
PENNZOIL
Pizza Hut
PowerBar
Red Lobster
SAFEWAY FOOD & DRUG
STP
SUBWAY
swissair
TACO BELL
TEXACO
tic tac
TORO
Tropicana
UNITED STATES POSTAL SERVICE
United Way
Valvoline
Virgin
Volkswagen
WAL★MART
Yahoo!
XEROX
Zellers
zippo
Zantac

Who are these guys?



They are “Logos” and we are surrounded by them.

Logos

- **Logos** are specific designs with unique characteristics made as an organizations “signature”. To be effective they should be:

- **Intelligible** – easy to distinguish - you never want to confuse a potential customer.
- **Unique** – must be different from other logos.
- **Compelling** – their design should provoke further investigation.

Intelligible

A good logo should be instantly recognizable.

Microsoft
Windows

Tim Hortons®

OILERS

KING KONG

GODZILLA

Intelligible

- Good logos rarely use more than a couple of flat, pure colours or are done just simply using black and white

Intelligible

- **A good logo is not too complex – it must be instantly recognized.**

This logo isn’t very effective as it takes much too long to understand.

Unique

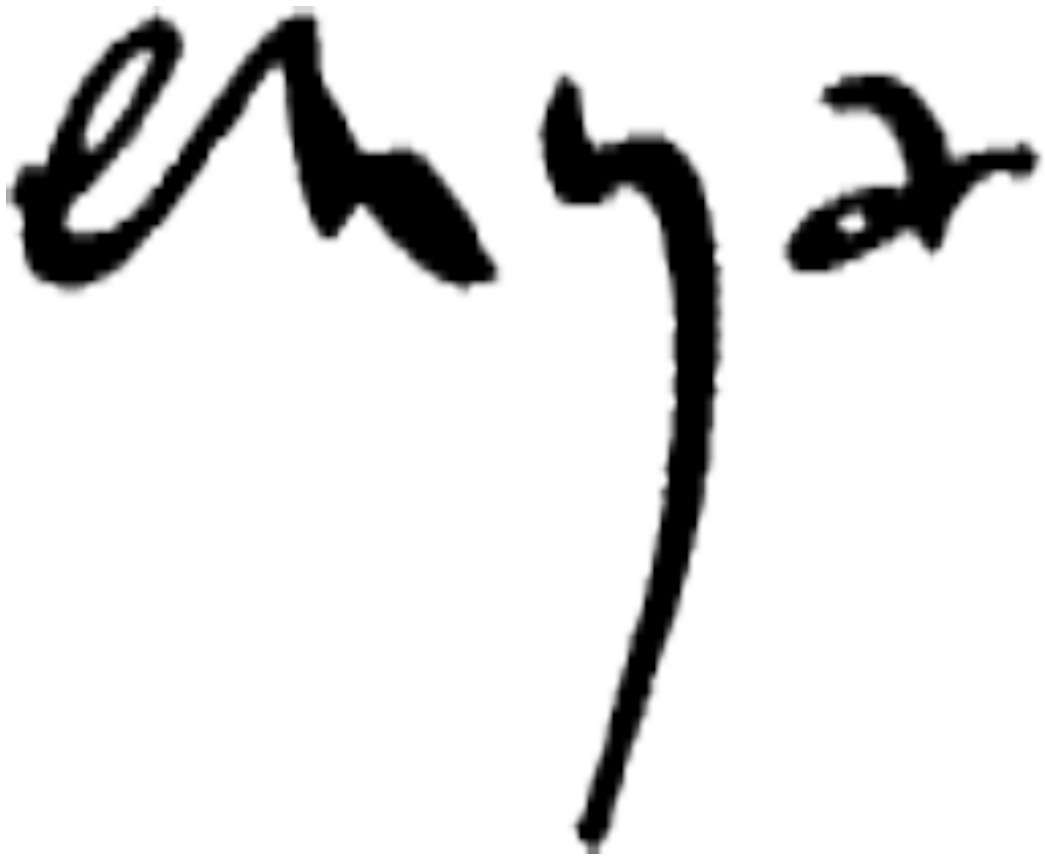
A good logo should be unique, you shouldn't be able to confuse it with any other logo.

Compelling

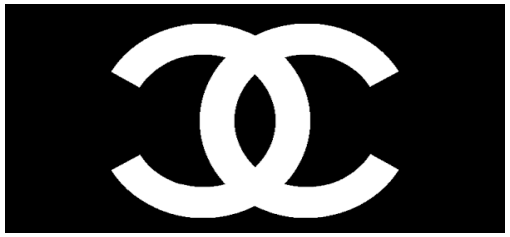
A good logo should visually present the organization in a way in which it wants to be seen…

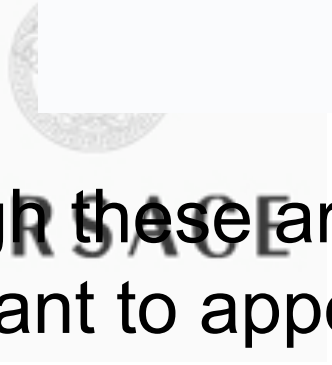
…and understood

AC/DC



Compelling





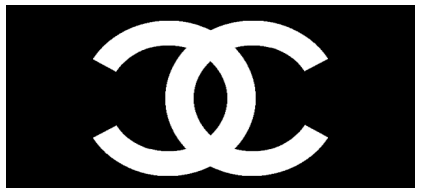
Although these are all manufacturers of clothes, each want to appeal to a particular group – their 'target market'.

These logos are meant to appeal to a young target market. All of them have a mildly 'dangerous' look with sharp edges.

If they use colour, it's bright and very viseable. They want to look new.

These logos are much more traditional in style – meant to appeal to an older, more conservative consumer.

They employ classic lettering and shapes in an attempt to appear timeless.



Would you buy a suit from these people?

Types of Logos

- There are four major types of logos:

- Wordmark Logo
- Brandmark Symbol
- Iconic Logotype
- Lettermark Logo

The Wordmark Logo

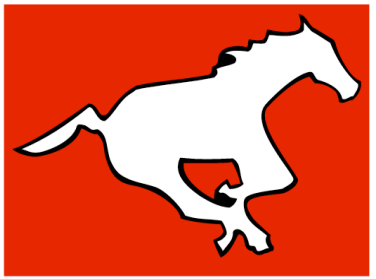
- The most widely used logo. This type of logo focuses on text and typeface but can incorporate other elements as well. The company name is represented with simple graphic elements.

Wordmark Logo

- In other words, the representation of the word becomes a symbol for the organization.

Brandmark Symbol

- A **brandmark** is a simple but strong graphic symbol, often abstract that compliments an aspect of a business and represents a company by association.



Iconic Logotype

Iconic logotypes are also called combination marks, they generally combine a brandmark symbol with a wordmark. This allows a group to communicate what it does as well as reflect the companies personality.

sighteffects

MAXIUM
financial

FISHERMAN'S FRIEND

FC DALLAS
96
TM

ARM & HAMMER
THE STANDARD OF PURITY
®

HANG TEN.

MO·SHÜLE·TOGAM·SUAS
UNIVERSITY OF
CALGARY

Lettermark Logo

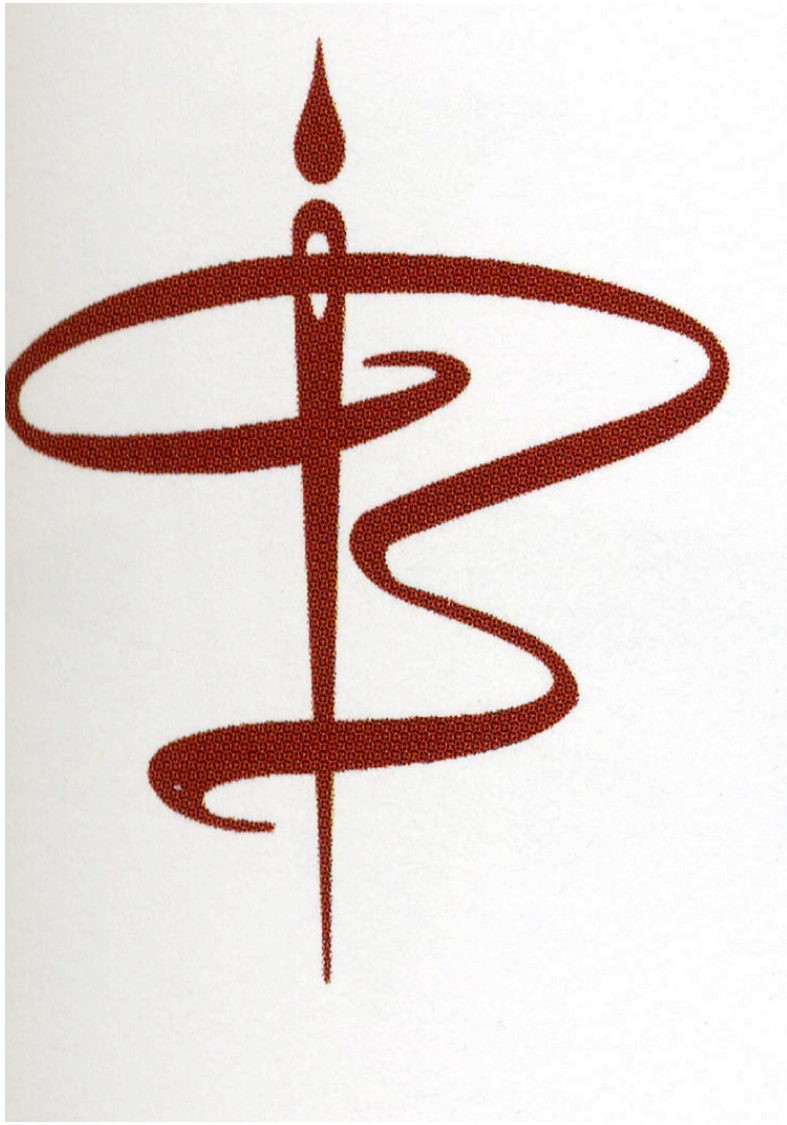
- A **lettermark** logo is similar to a **wordmark** logo in that it uses typography (styles of print). Lettermarks use initials or abbreviations. Most often lettermarks are monograms. A **monogram** is a graphically represented idea created by overlapping or combining two or more letters to form one symbol.

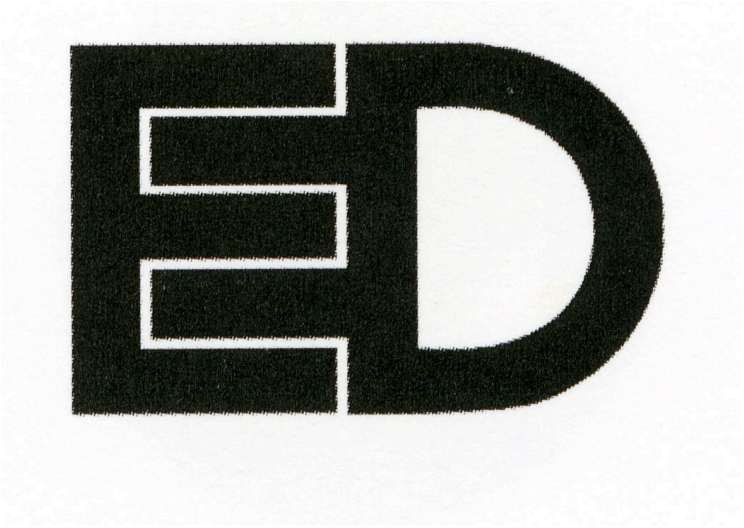
Lettermark Logo

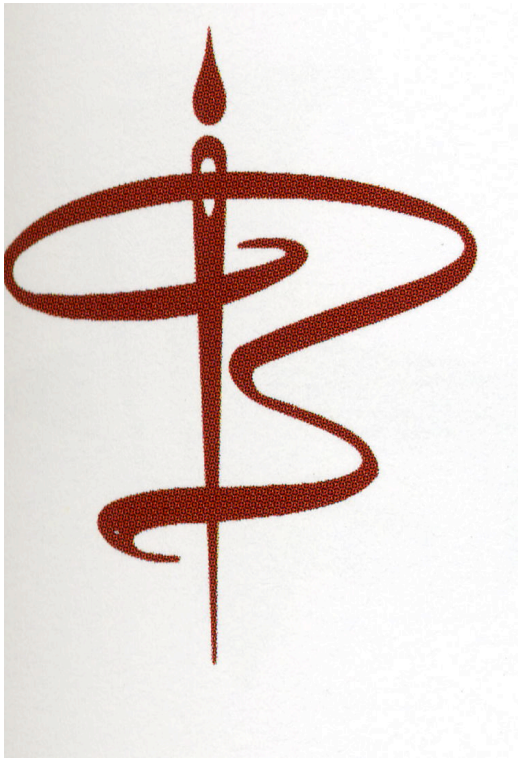
- Logo designs based on a company initials help the audience remember the company name. In order to be memorable, lettermark (sometimes called initial) logos are made distinct or unique by:
  - Incorporating a symbol.
  - Using a visual analogy.
  - Being redrawn or altered in a meaningful way

This is a logo for ‘electrical digest’ a professional journal. This lettermark logo is ideal for this application as it suits the ‘tone’ of the field – serious, down to earth. The initials of the organization forming an electrical plug make it compelling and suggestive of the type of business.

This a **lettermark** logo is for Brandywine Graphics, a printing firm.



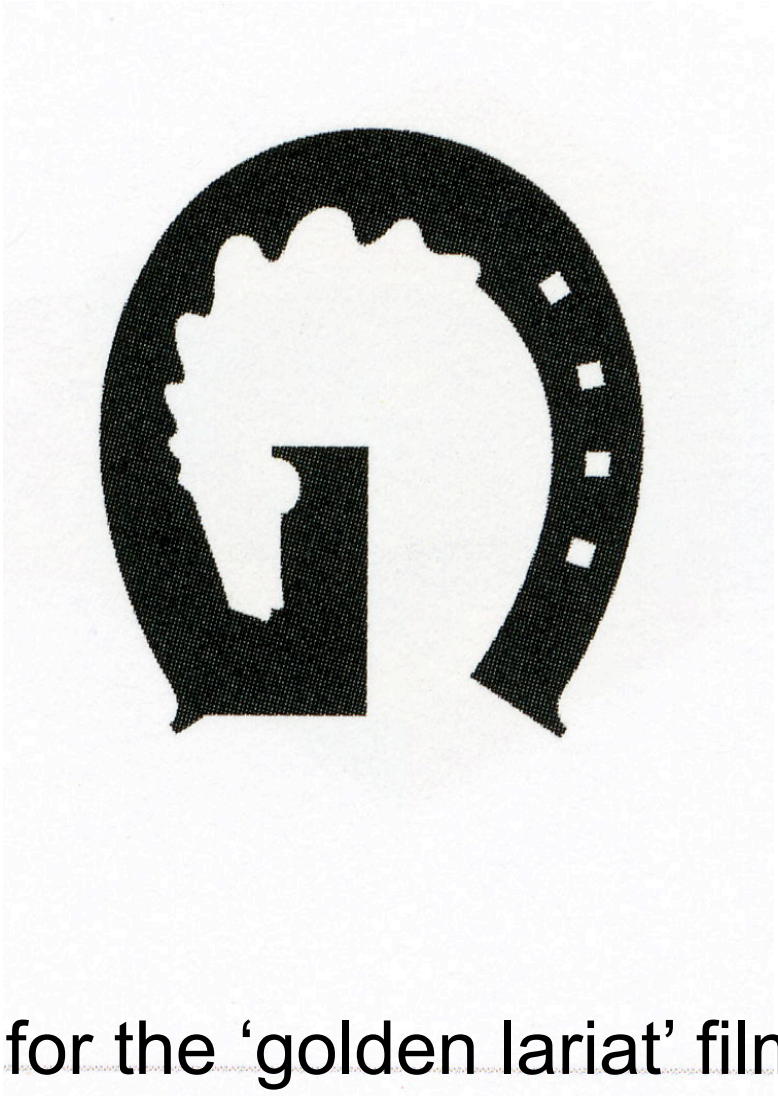




Notice how this **lettermark** contrasts with that of electrical digests. Instead of being bold and graphic, it's rhythmic, gestural and calligraphic – it suggests the work of an artisan.

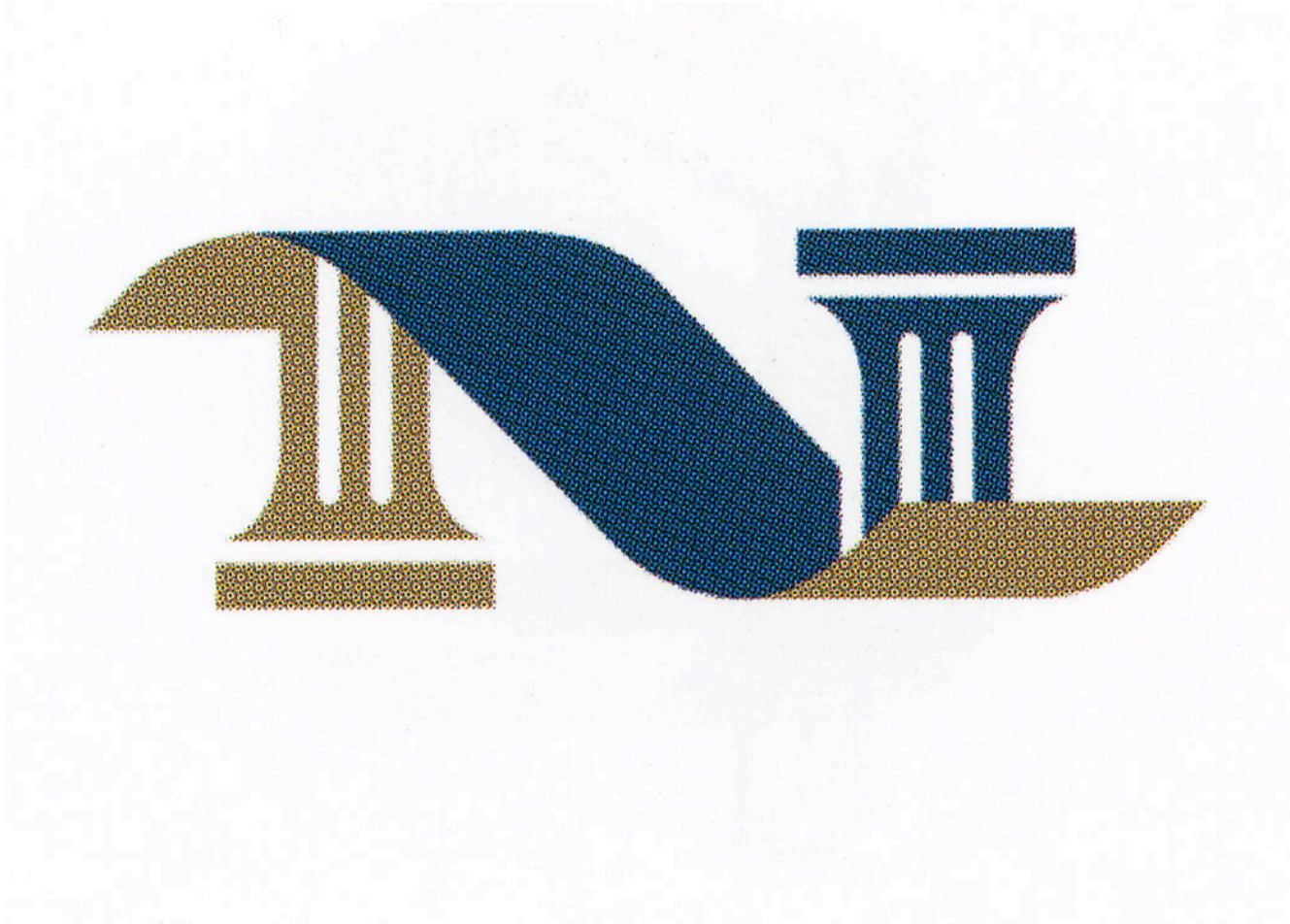
Lettermark Logos

Here are a number of other fine lettermark logos:

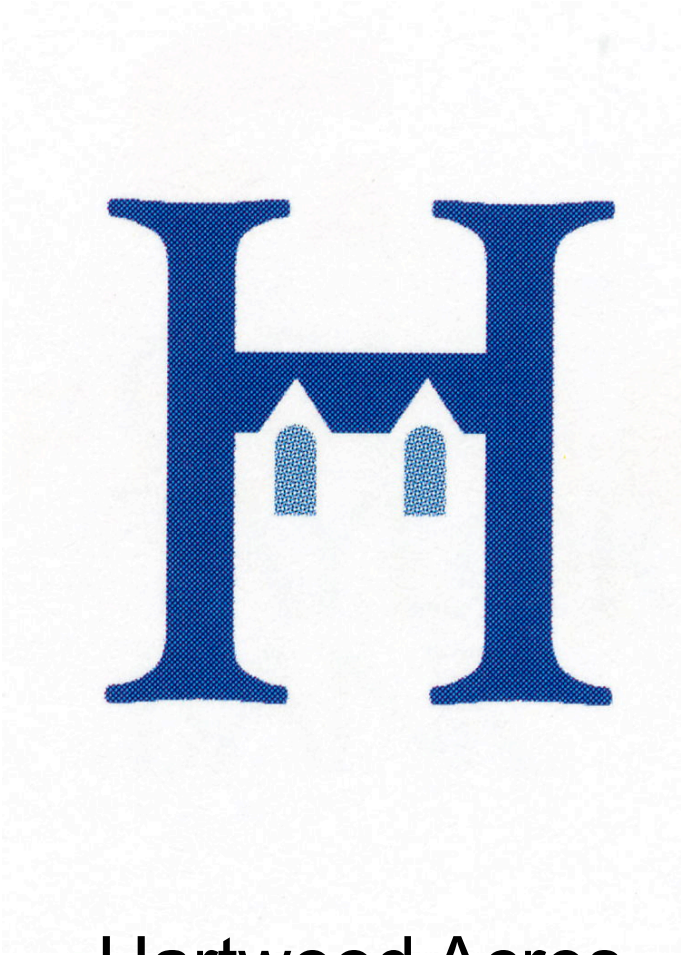


This logo is for the ‘golden lariat’ film company,

Notice how a ‘G’ a horseshoe and the silhouette of a horse are all included in the logo.

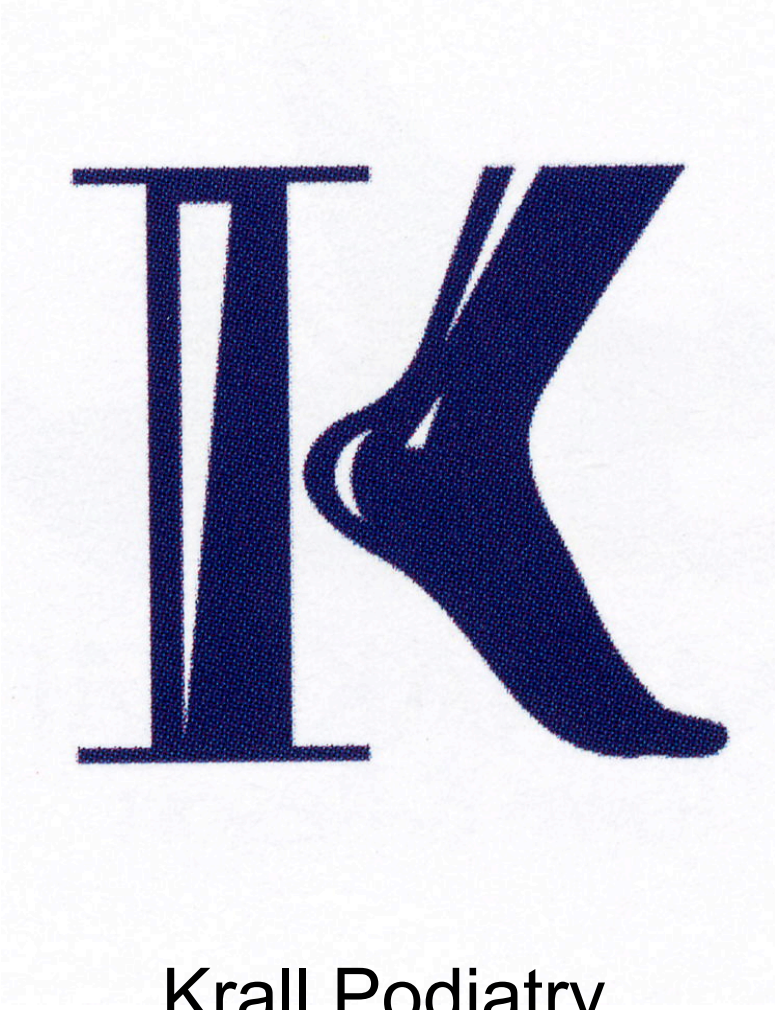


Neufeldts Flooring



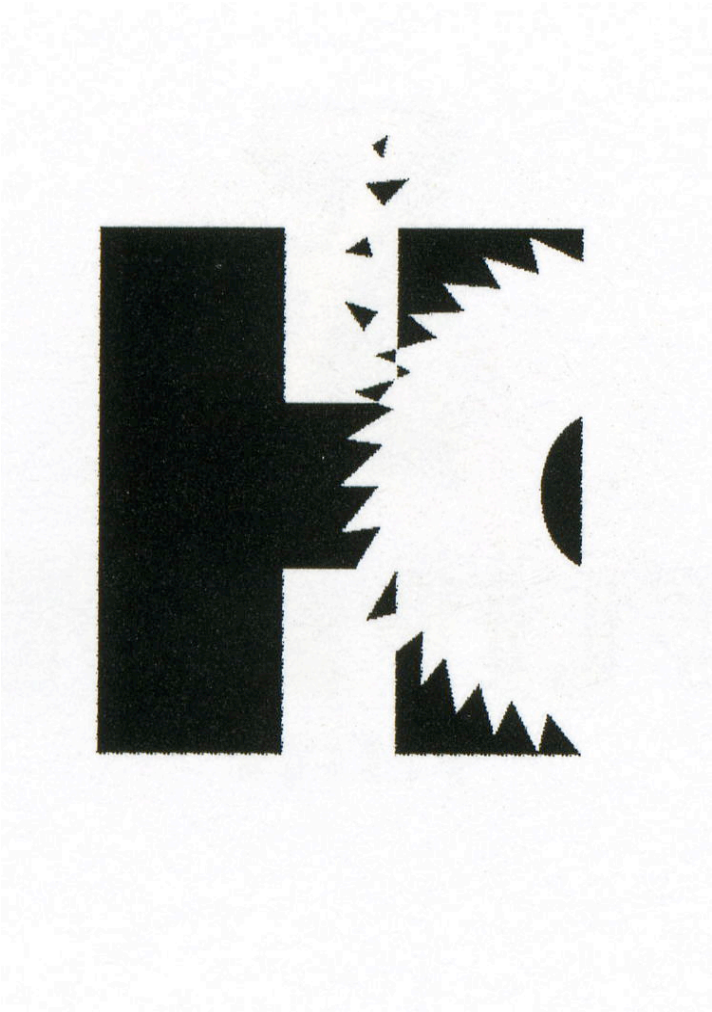
Hartwood Acres

Basin/Retail Products



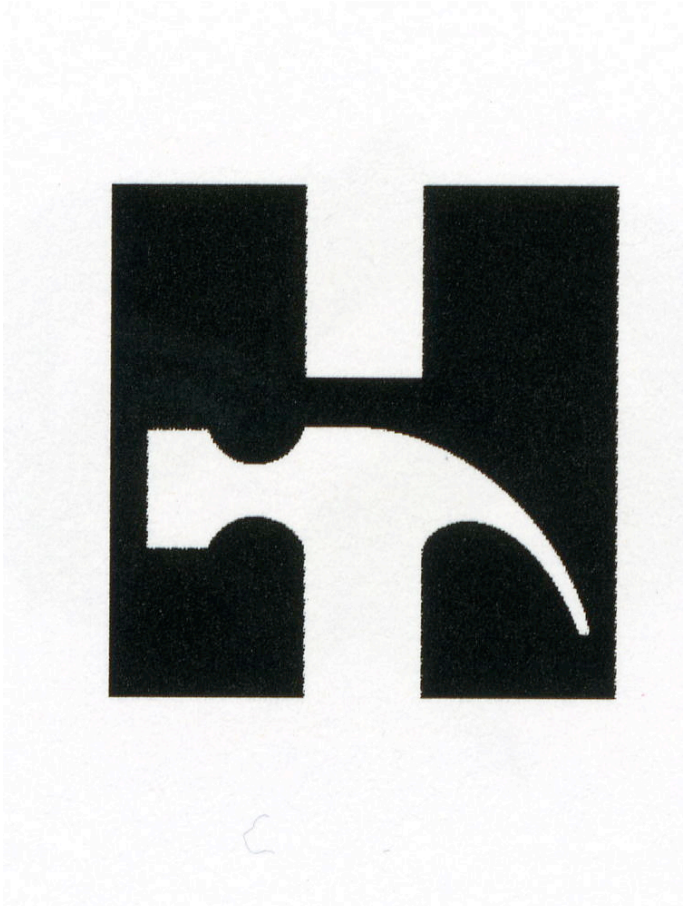
Krall Podiatry

Concept Interactive (software)

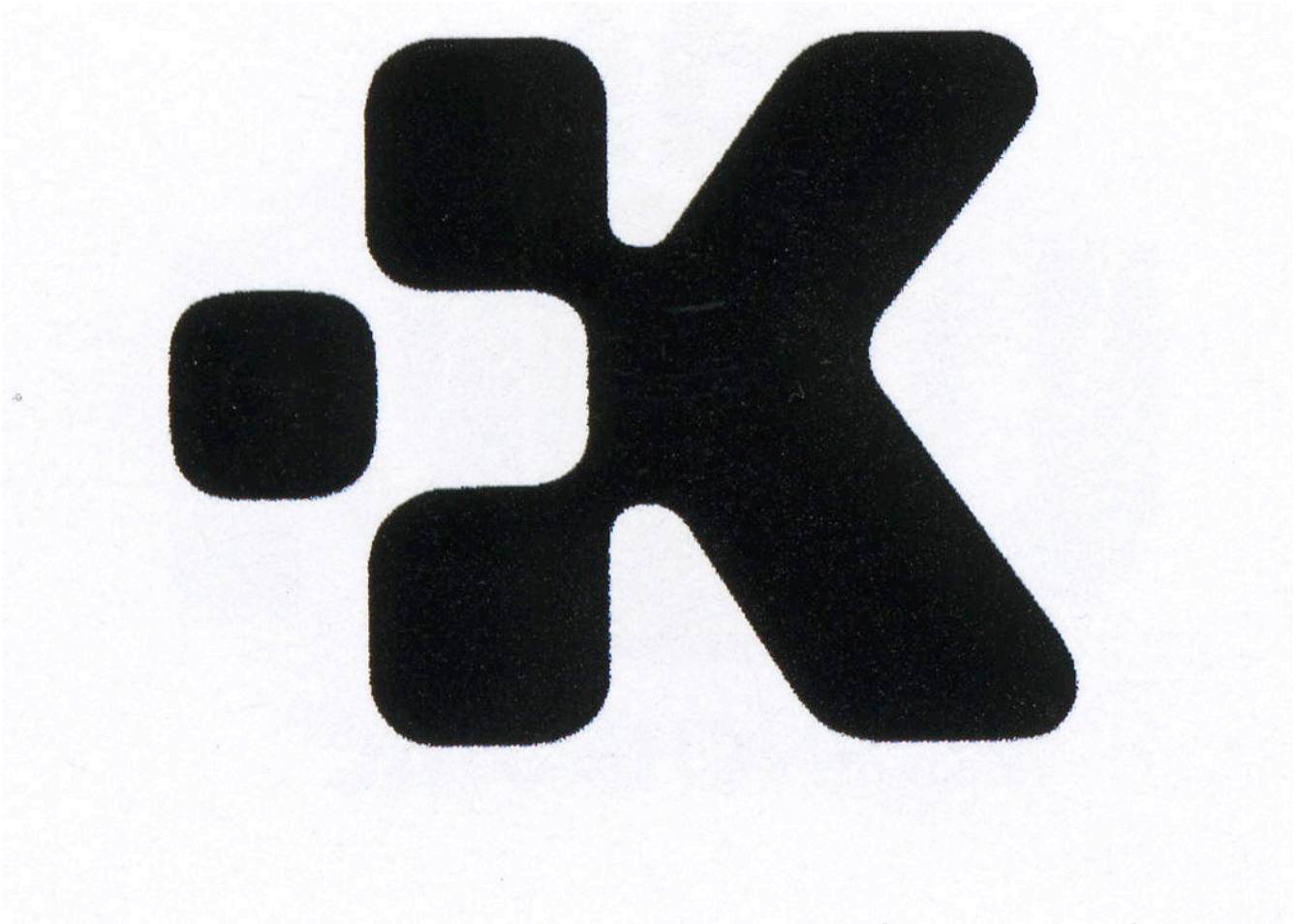


Handcrafted Constructed

CONVERGENTENERGY

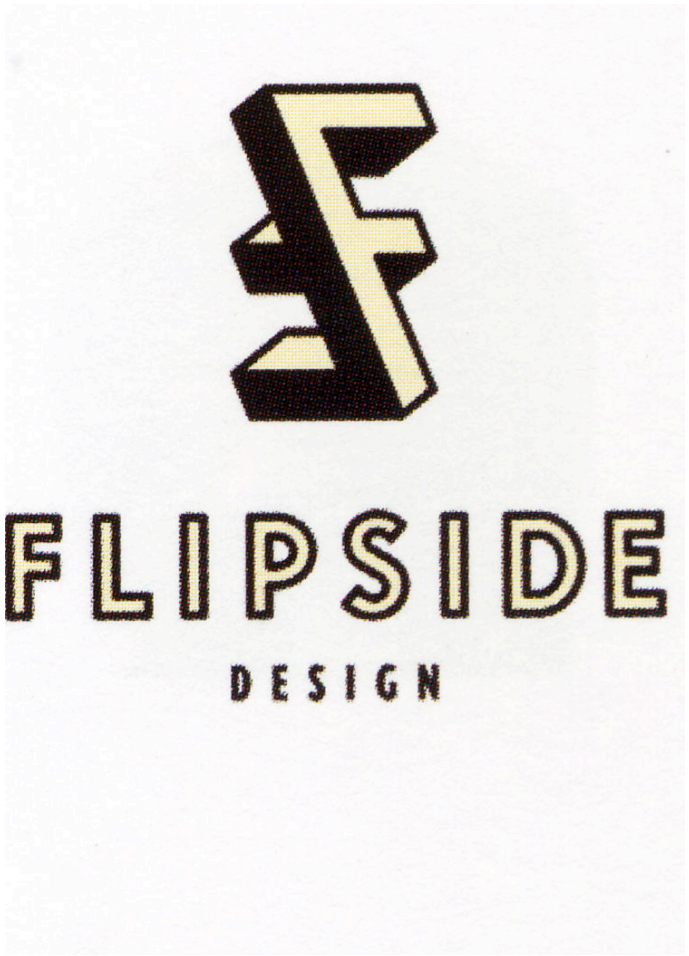


Hammerschon (construction)



Kroma Lithographers (printing)

Flagstone Investments

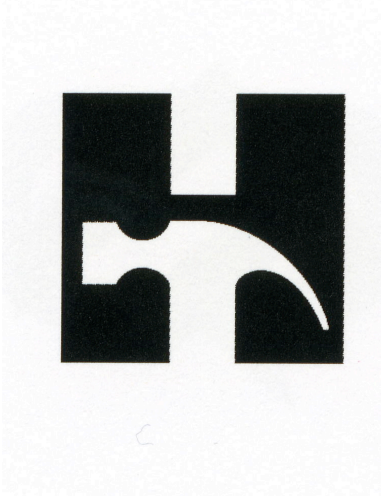

FLIPSIDE
DESIGN

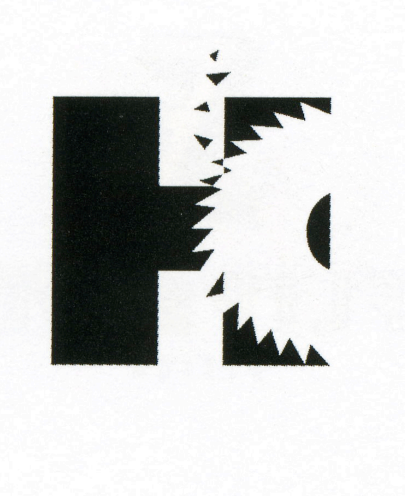
Your Assignment:
Using your own initials – you will create an effective and attractive logo.

First - Imagine a type of business or other organization that you feel ‘close’ to.

Having decided what type of organization you wish to create a logo for, think of what symbols are representative of the type of business you've chosen and could be incorporated into your initial(s).

For example, a construction company might be represented by a building or tools of the trade.





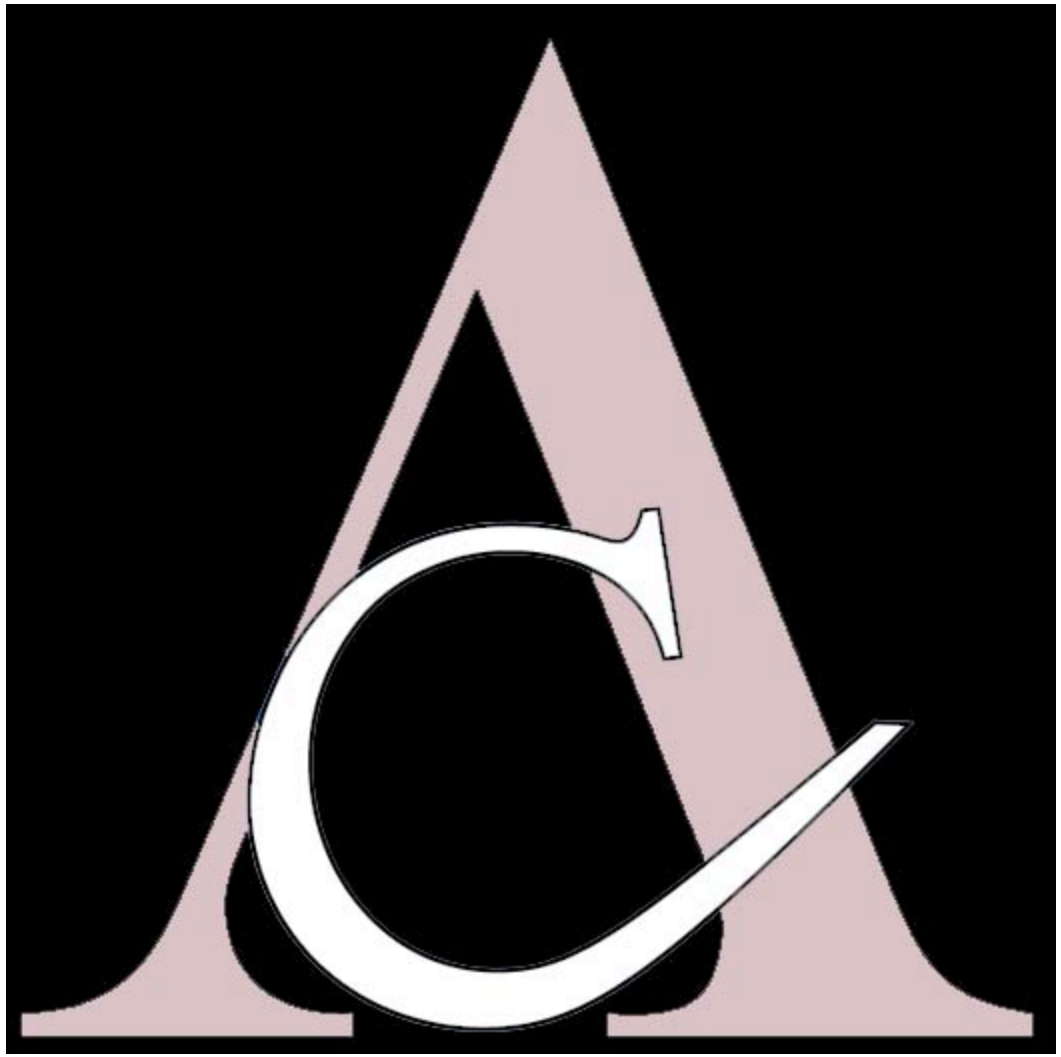
Own Logo

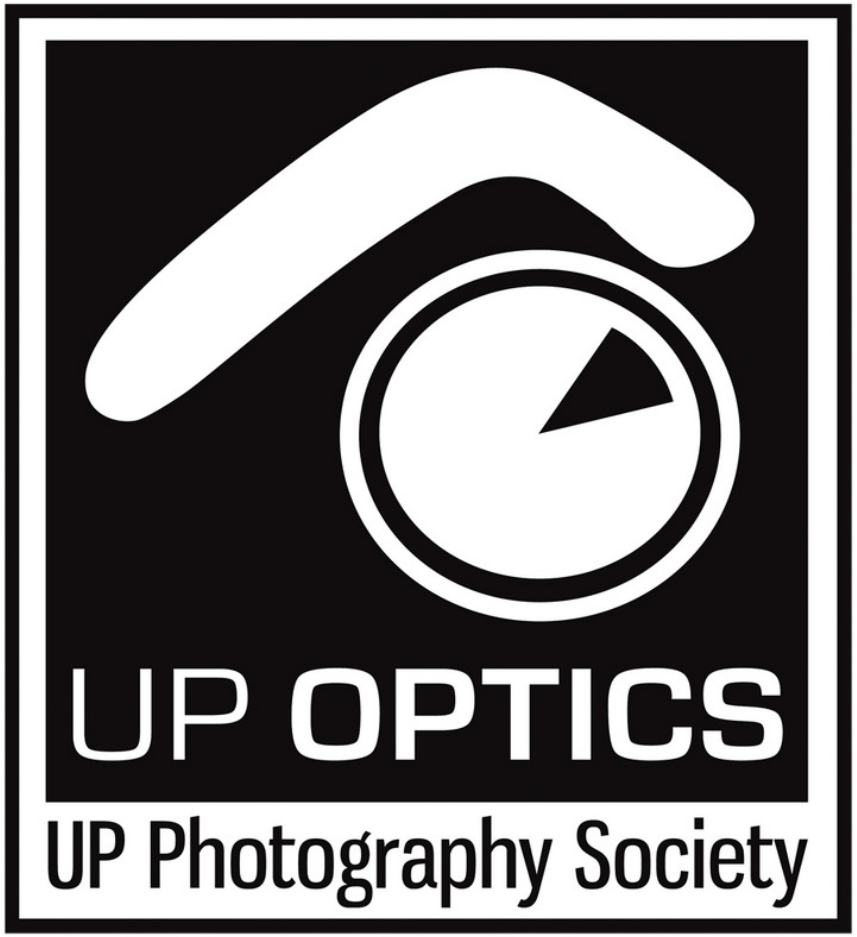
- You can approach the assignment a number of ways:
- 1) Begin with large examples of your letters, and trace them onto grid paper and then alter the established letter to incorporate a symbol representative of your chosen field.
- 2) Alter the letters so as to form a symbol(s) of your chosen field.
- 3) Transfer your small logo to your artfolder by overhead projector or a ‘small to large’ grid.

tips

- BE SURE TO USE AN APPROPRIATE STYLE FOR TYPE OF ORGANIZATION
- BE CREATIVE, DON'T IMITATE
- NEATNESS COUNTS, TRY TO HAVE THE FINISHED WORK LOOK AS PROFESSIONAL AS POSSIBLE

CAW
Contemporary Arts at Woodside




UP OPTICS
UP Photography Society

CSDPA

MALIBU ART ASSOCIATION

LOONEY TUNES
"That's all Folks!"
A WARNER BROS. CARTOON

Own Logo

- To begin to create your own logo, you must first decide what type of business you want to represent. Here is a list of different types of companies and organizations:

- Accounting
- Art and Photography
- Attorney and Legal
- Automotive
- Aviation and Marine
- Business and Consulting
- Church and religious
- Cleaning
- Communication
- Community and Foundations
- Computer and Networking
- Construction
- Cosmetics and Jewellery
- Dating
- Dental
- Education
- Entertainment and Media
- Events
- Fashion and Apparel
- Finance
- Food and Beverage
- Furniture and Interior
- Games
- Healthcare
- High Tech
- Illustration
- Industrial
- Internet
- Landscaping
- Mortgage and Real-estate
- Music
- Pets and Animals
- Physical Training
- Politics
- Pool and Hot Tubs
- Recruitment
- Restaurant Retail
- Security
- Spa and Salon
- Sports Travel and Hospitality