LOGO FOUNDATIONS

LOGO

The main function of a logo is identification. It must be distinct and legible at sizes large and small to maximize usability. Logos can be divided into six categories; wordmark, acronym / monogram, literal, product / service, allegorical and abstract.

A LOGO IS

01 Visual shorthand for consumers to remember your brand

02 Symbolic and filled with meaning

03 Built to be recognized and consumed quickly

04 Designed to be consistent and timeless

IS NOT

01 Your entire brand story

02 Guaranteed to be interpreted the same by all

03 Something that your audience will spend much time with

04 Designed to be changed frequently and often

INTERNAL

The logo, for the internal audience, should be imbued with meaning and purpose. It should stand for something, ignite a fire within, and evoke a positive emotional response in the members of the organization. It is a symbol to identify with, take pride in, and rally around.

EXTERNAL

The logo, for the external audience, may, or may not, initially trigger associations with personal experiences or memories. If it does, our work will be much easier because there will already be space in the consumer's mind for the mark. If it does not, the logo's job is to be distinct, memorable, and potentially informational until we can build meaning into the mark through advertising and future brand experiences.

01
WORDMARK

A logo that is built with the name of the company alone, in order to create
a straight forward, yet distinguishable identity is called a Wordmark.

Coca-Cola

lyft

NETFLIX

Virgin

Google

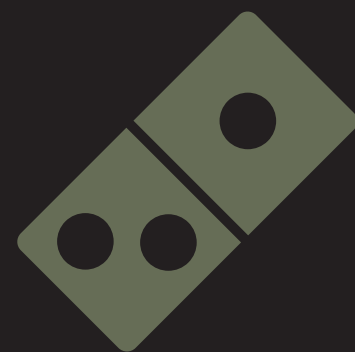Ford

patagonia

Budweiser

FedEx

O2
ACRONYM / MONOGRAM

A logo that is built using the initials of the company to create a
unique typographical symbol is called an Acronym or Monogram.

03
LITERAL

A logo that uses a symbol to communicate a direct
translation of the company's name is considered Literal.

O4
PRODUCT / SERVICE

A logo that communicates the product or service that
the company offers is considered Product / Service.

05
ALLEGORICAL

A logo that may be indirectly related to the company that incorporates historical or mythological narratives, or other borrowed meaning, as the basis for its design is considered Allegorical.
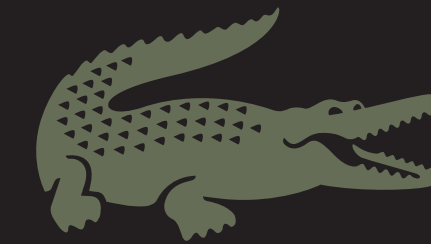
06
ABSTRACT

A logo that transcends familiarity, is wholly new,
subjective and open to interpretation is called Abstract.