

what's your sign?

LOOKING INTO THE WORLD OF LOGOTYPES

Commonly referred to as a logo, a logotype is a powerful visual representation that uniquely identifies corporations, organizations, institutions, events, products and services. Consistent use of a single logotype forms a memorable impression and creates a visual identity, building long-term recognition for the organization. The categories below briefly describe the different kinds of logotypes.

wordmark

The most widely used of all logotypes, a wordmark is best suited for an organization whose name effectively describes what they do. A wordmark focuses on the name of the organization—it is a distinctive typographic treatment of the letterforms, although simple graphic elements are sometimes incorporated into the design.

your**logo**

brandmark

A brandmark is a simple but powerful graphic symbol (usually abstract) that complements an aspect of a business or service and represents the organization by association. Companies invest a lot of time and money into educating the public to remember their brandmarks. The Target® bullseye is an example of a highly recognizable and effective brandmark.



lettermark

A lettermark uses abbreviations and is purely typographic. Because of the effort and cost required to teach the public what a lettermark means, few organizations use them. Only choose this logotype if your organization is already recognized by its initials or if the initials will make a better graphic impression. IBM® is an example of an established, successful lettermark.

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combination mark

Also referred to as an iconic logotype, a combination mark generally combines a wordmark with a brandmark. The design can be integral or loose (loose allows for the elements to be used separately). Well-designed combination marks can effectively and more readily communicate what a company does, as well as reflect its personality—making them more cost effective.



your**logo**

THE PROCESS

Before working with a designer to create a logotype, it helps to know a little about the process for creating a successful identity.

- 1 Have a clear idea of why you want a logotype or why you are redesigning the existing one.
- 2 Identify and understand your audience.
- 3 Define key attributes of your organization.
- 4 Evaluate the visual look of your competitors.
- 5 Allow enough time for the design process.
- 6 Know your budget. Most logos are created with two spot colors at most to control costs.
- 7 Choose colors that reflect the personality of the organization rather than the staff.
- 8 Confirm that the logo will work well in various sizes and in black and white.
- 9 Choose flexible typefaces which reflect the image of the agency.
- 10 Limit the number of decision-makers. Strong logos are rarely created by committee.