

LOGO TYPES

5

basic types...

Logos can be categorized into

designhill

BRAND MARK



The human mind can easily remember a simple form, and associate it with something. strong brand marks are easily associated with a company and do it without words.

WORD MARK



The word mark is the company or organization name spelled out. typically these are seen on technology company logos. It can add a sense of sophistication.

LETTER MARK



The letter mark lends distinction if the company name doesn't work spelled out

COMBO MARK



The combo mark is the organization or company name, with additional artwork, even a brand mark. many combo marks contain strong brand marks as well.

EMBLEM



Emblems may be seen as brand marks, word marks, letter marks, or combo marks. These types of logos typically include the name of the organization or company, and sometimes additional artwork, as part of the logo design itself.