

Types of Brandmarks

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Disadvantages:

If not done well, a wordmark alone may be generic and lack mnemonic value.

Letterforms *a.k.a Lettermarks/Monograms*

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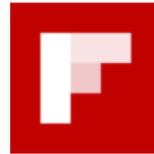
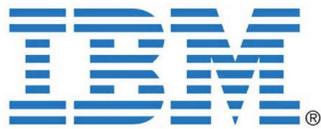
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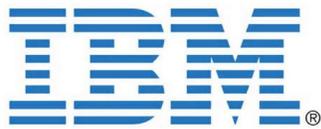
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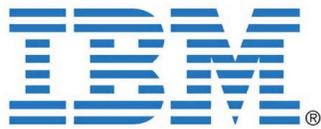
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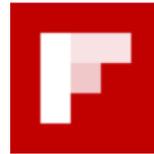
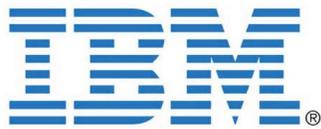
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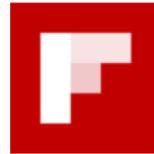
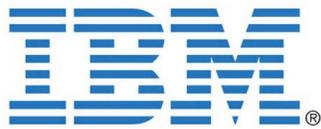
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Disadvantages:

If not handled skillfully, a letterform may not be legible.

Most letterforms depend on large-scale audience contact and repeated viewing for recognition.

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Disadvantages:

The emblem can sometimes present the biggest legibility challenge when miniaturized.

Pictorial Marks

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An immediately recognizable literal image that has been simplified and stylized.

Pictorial Marks

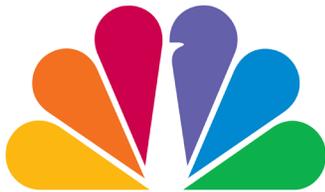
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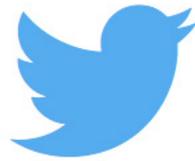
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Advantages:

The benefit of using a pictorial mark follows the idea
“a picture is worth a thousand words”

Disadvantages:

If the pictorial mark is separated from the wordmark
and the mark does not have brand
recognition it may be difficult to recognize.

Abstract *a.k.a Symbolic Marks*

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The abstract or symbolic mark works effectively for large companies with numerous and unrelated divisions. These marks work well for service-based and technology companies.

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Disadvantages:

Abstract/Symbolic Marks are extremely difficult to design well. There is potential to create confusion or disconnect between the visual mark and the company's brand.

The sequence of cognition

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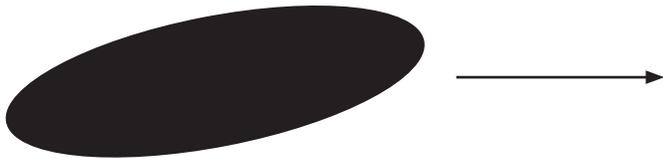
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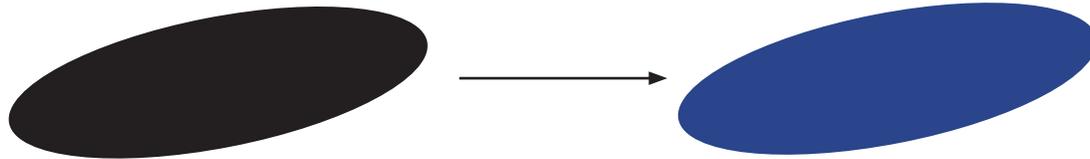


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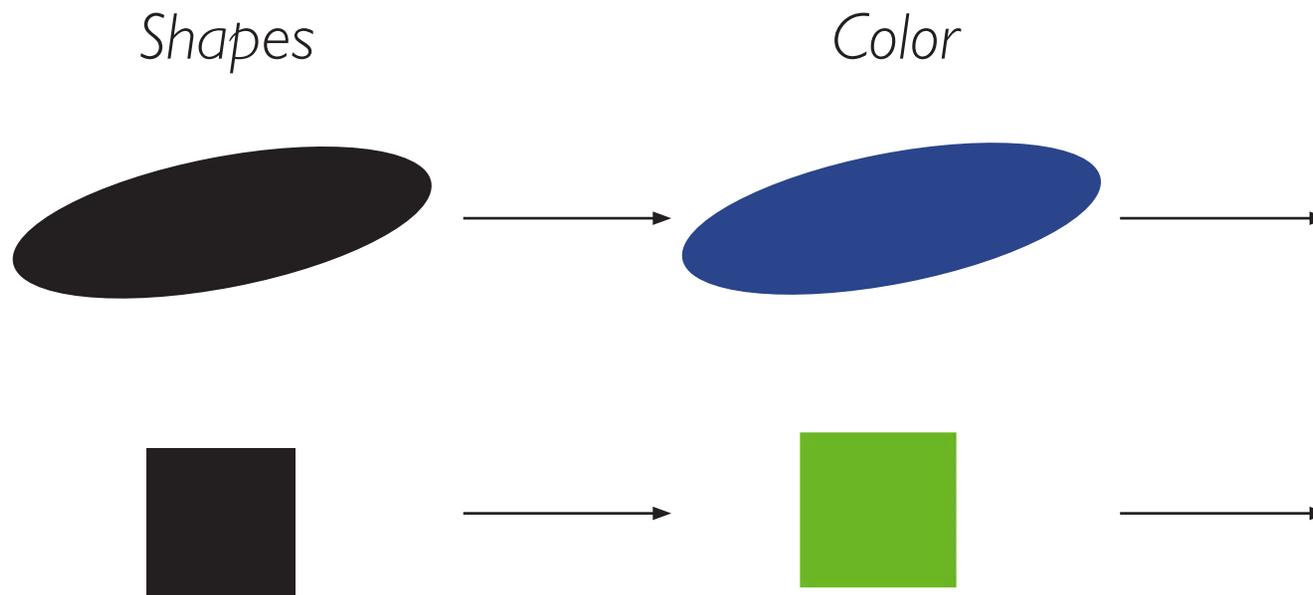
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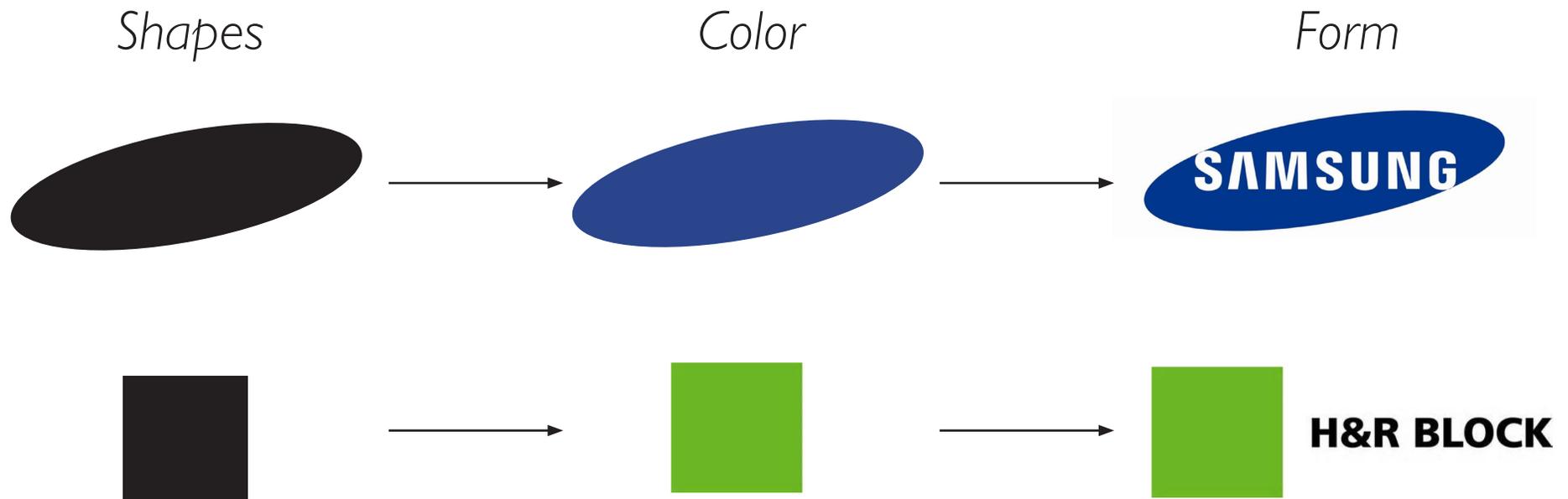
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Presentation information taken directly from the following sources:

Designing Brand Identity by Alina Wheeler

Logo Design Workbook by Sean Adams & Noreen Morioka with Terr Stone (AdamsMorioka)