

## Chapter 6 Outline:

### Chapter 4: Logos/Symbols/Pictograms

**Logo:** A logo is a unique identifying symbol. It can also be called a brandmark, mark, identifier, logotype or trademark.

**Logos can take the form of wordmarks, lettermarks, symbol mark,**

**Wordmark** Wordmark (also called logotype) is the name spelled out in unique typography or lettering.

**Lettermark** Lettermark is a logo created using the initials of the brand name.

**Symbol mark** A symbol mark is an abstract or non-representational visual or a pictorial visual.

An abstract symbol mark is a representational visual with an emphasis on the intrinsic form, an extraction relating to a real object modified with an abstract emphasis. This sample was created by Red Flannel:



A non-representational or non-pictorial visual that symbolizes the brand or social cause, one that does not relate to a person, place, activity or an identifiable object. This sample was created by Segura Inc:



A pictorial symbol mark is a representational image that symbolizes the brand or social cause; it relates to an identifiable person, place, activity or object. This sample was created by Kessels Kramer:



**Combination mark** A combination mark is a combination of words and symbols

### Logo and Visual Identity

A logo plays a key role in the visual identity of a brand, social organization, or company.

A visual identity is the visual and verbal articulation of a brand or organization including all pertinent design applications, such as, letterhead, business card, and packaging, among many other possible applications.

### Identity Standards Manual

Sets up guidelines for how the logo is to be applied to numerous applications, from business cards to point-of-purchase materials to vehicles to web sites

### Applications for a logo

A logo should work for all necessary applications.

Packaging, Stationery (letterhead, business card, envelope), Signage, Advertisements, Clothing, Posters, Shopping bags, Menus, Forms, Covers

### Depicting logo shapes

Fundamental ways of depicting shapes or forms to make form-making easily comprehensible:

**Elemental form:** Line or flat tone used to reduce an image or subject to stark simplicity

**High contrast:** Depiction of forms based on extreme contrast of light/shadow falling on a three-dimensional form

**Linear:** Line used as the main element to depict or describe shape or form

**Texture or pattern:** Line or marks used to suggest form, light, texture, pattern, or tone using hatch, cross-hatch, cross-contour, dots, smudges, etc.

## Symbol

An essential (uncomplicated) visual that represents something else – an idea, concept, or another thing – by association. It usually carries greater connotative and associative meaning than a sign.



A symbol may be designed in any of the following configurations.

**Pictorial symbol:** representational image of an object or objects

**Abstract symbol:** an emphasis on the intrinsic form of a representational image, an extraction relating to a real object but modified with an abstract emphasis

**Non-representational symbol:** a non-objective or non-pictorial visual

**Typographic symbol:** letter(s) or word(s)

## Pictograms

A simple picture denoting an object, activity, place, or person

## Wayfinding Signs

Wayfinding signs and systems are used internationally to assist and guide visitors and tourists to find what they are looking for in museums, airports, zoos, and city centers.

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