

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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