

# 1. Monogram logos (or lettermarks)

Monogram logos or lettermarks are logos that consist of letters, usually brand initials. IBM, CNN, HP, HBO... Noticing a pattern, yes? They're the initialisms of a few famous businesses with rather lengthy names. With 2 or 3 words to remember, they've each turned to using their initials for brand-identification purposes. So it makes perfect sense for them to use monograms—sometimes called lettermark logos—to represent their organizations.

The HBO logo is displayed in a bold, black, sans-serif font on a white background. The letters 'H', 'B', and 'O' are thick and blocky, with the 'O' featuring a white circular center.The IBM logo is shown in white on a blue background. It consists of the letters 'I', 'B', and 'M' in a bold, sans-serif font, where each letter is formed by eight horizontal stripes of equal thickness.

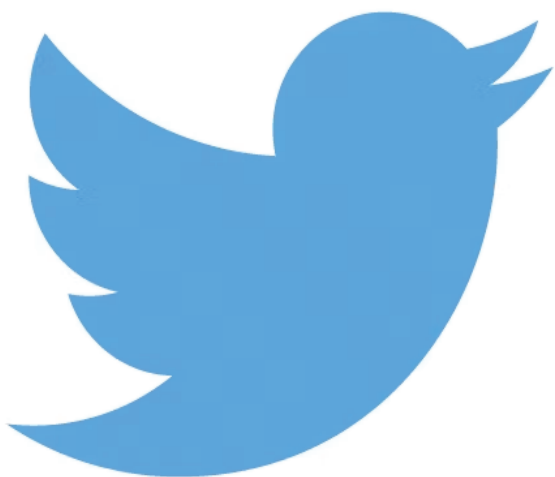
## 2. Wordmarks (or logotypes)

Similar to a lettermark, a wordmark or logotype is a font-based logo that focuses on a business' name alone. Think Visa and Coca-Cola. Wordmark logos work really well when a company has a succinct and distinct name. Google's logo is a great example of this. The name itself is catchy and memorable so, when combined with strong typography, the logo helps create strong brand recognition.

The Coca-Cola logo is displayed in white script font on a red background. The word "Coca-Cola" is written in a classic, flowing cursive style, with a registered trademark symbol (®) at the end of "Cola".The Visa logo is displayed in blue sans-serif font on a white background. The word "VISA" is written in a bold, uppercase style. A small yellow and blue checkmark-like graphic is positioned to the left of the "V".

# 3. Pictorial marks (or logo symbols)

A pictorial mark (sometimes called brand mark or logo symbol) is an icon—or graphic-based logo. It’s probably the image that comes to mind when you think “logo”: the iconic Apple logo, the Twitter bird, the Target bullseye. Each of these companies’ logos is so emblematic, and each brand so established, that the mark alone is instantly recognizable. A true brand mark is only an image. Because of this, it can be a tricky logo type for new companies, or those without strong brand recognition, to use.



## 4. Abstract logo marks

An abstract mark is a specific type of pictorial logo. Instead of being a recognizable image—like an apple or a bird—it's an abstract geometric form that represents your business. A few famous examples include the BP starburst-y logo, the Pepsi divided circle and the strip-y Adidas flower. Like all logo symbols, abstract marks work really well because they condense your brand into a single image. However, instead of being restricted to a picture of something recognizable, abstract logos allow you to create something truly unique to represent your brand.



# 5. Mascots

Mascot logos are logos that involve an illustrated character. Often colorful, sometimes cartoonish, and most always fun, the mascot logo is a great way to create your very own brand spokesperson—er, spokes-character(?).

A mascot is simply an illustrated character that represents your company. Think of them as the ambassador for your business. Famous mascots include the Kool-Aid Man, KFC's Colonel and Planter's Mr. Peanut.



# 6. The combination mark

A combination mark is a logo comprised of a combined wordmark or lettermark and a pictorial mark, abstract mark, or mascot. The picture and text can be laid out side-by-side, stacked on top of each other, or integrated together to create an image. Some well-known combination mark logos include Doritos, Burger King and Lacoste.





# 7. The emblem

An emblem logo consists of font inside a symbol or an icon; think badges, seals and crests. These logos tend to have a traditional appearance about them that can make a striking impact, thus they are often the go-to choice for many schools, organizations or government agencies. The auto industry is also very fond of emblem logos. While they have a classic style, some companies have effectively modernized the traditional emblem look with logo designs fit for the 21st century (think of Starbucks' iconic mermaid emblem, or Harley-Davidson's famous crest).

