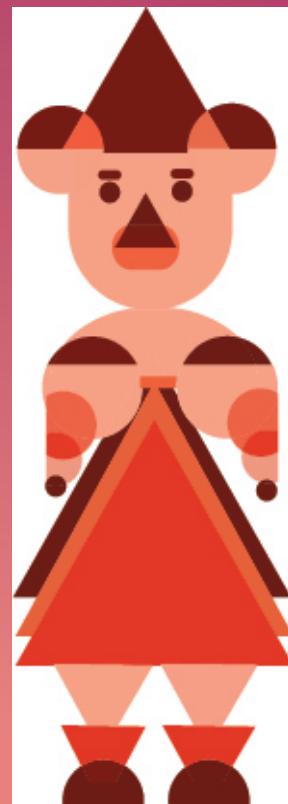
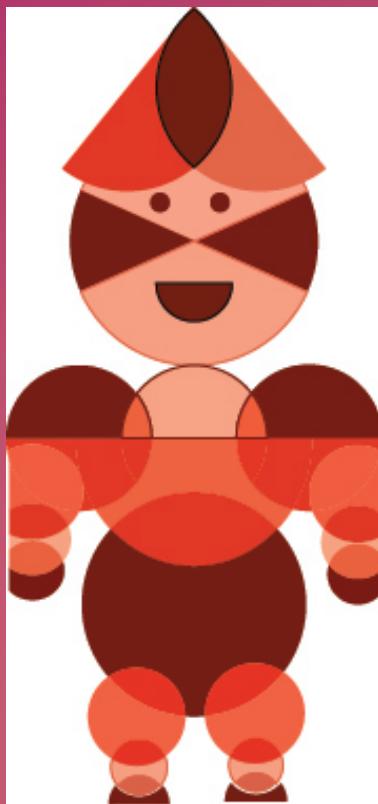


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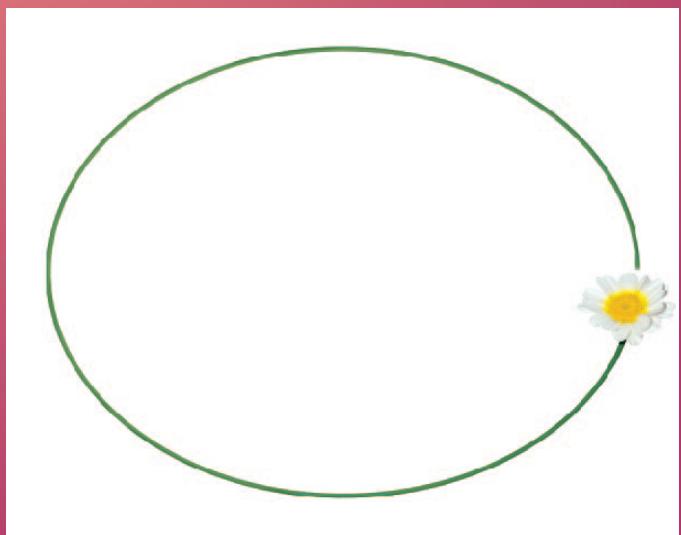
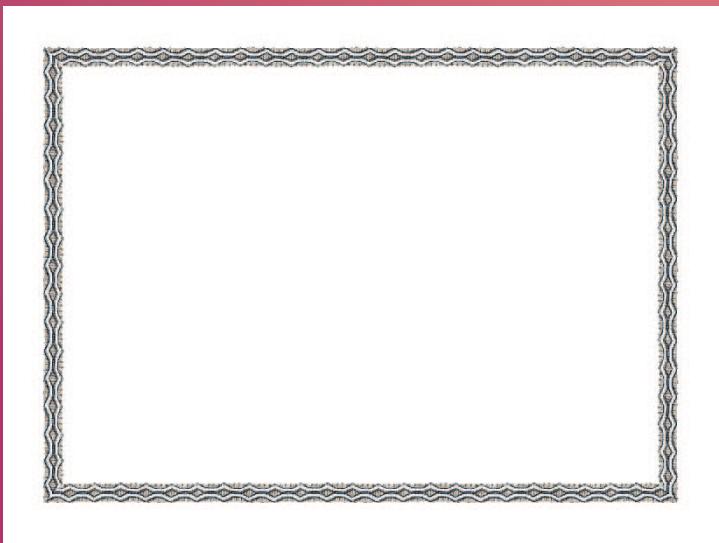
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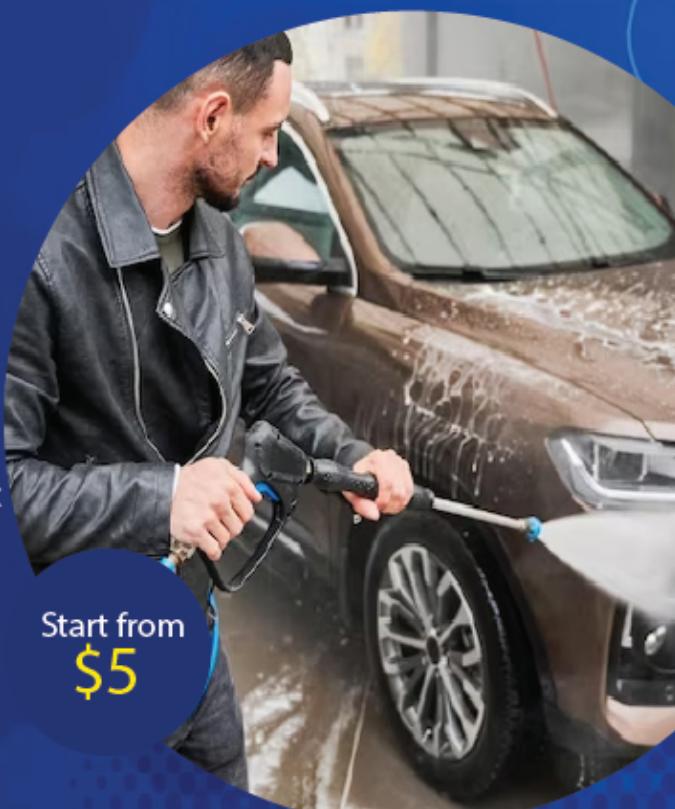
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Types Of Logo

1. Monogram logo

Monogram logos or lettermarks are logos that consist of letters, usually brand initials. IBM, CNN, HP, HBO... Noticing a pattern, yes? They're the initials 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.

A lettermark is a typography-based logo that's comprised of a few letters, usually a company's initials. The lettermark is all about simplicity. By using just a few letters lettermark logos are effective at streamlining any company brand if they have a long name. For example, how much easier is it to say—and remember—NASA versus the National Aeronautics and Space Administration?



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 stripy 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.

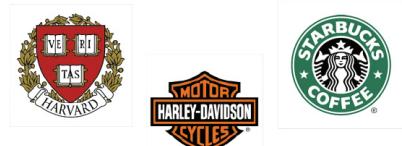
The benefit of an abstract mark is that you're able to convey what your company does symbolically, without relying on the cultural implications of a specific image. Through color and form, you can attribute meaning and cultivate emotion around your brand. As an example, think about how the Nike swoosh implies movement and freedom.



7. The emblem

An emblem logo consists of a 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).

But because of their lean towards higher detail and the fact that the name and symbol are rigidly entwined, they can be less versatile than the aforementioned types of logos. An intricate emblem design won't be easy to replicate across all branding. For business cards, a busy emblem may shrink so small that it becomes too difficult to read. Also, if you plan on embroidering this type of logo on hats or shirts, then you'll really have to create a design that is on the simple side or it just won't be possible. So, as a rule, keep your design uncomplicated and you'll walk away with a strong, bold look that'll make you look like the consummate professional.



2. Wordmarks

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.□

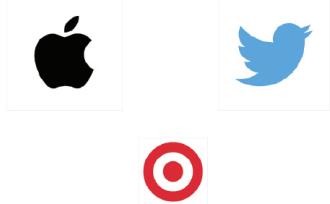
Also, like with a lettermark logo, typography will be an important decision. Since the focus will be on your name, you'll want to pick a font—or create a font—that captures the essence of what your business does. For example, fashion labels tend to use clean, elegant fonts that feel high-end, while legal or government agencies almost always stick to traditional, "heavier" text that feels secure.



3. Pictorial marks

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 (now known as X), 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 one

The biggest thing to consider when deciding to go with a pictorial mark is what image to choose. This is something that will stick with your company its entire existence. You need to think about the broader implications of the image you choose: do you want to play on your name like John Deere does with its deer logo? Or are you looking to create deeper meaning (think how the Snapchat ghost tells us what the prod-



5. Mascots

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A mascot is simply an illustrated character that represents your company. Think of them as the ambassadors 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.

Because a name is associated with the image, a combination mark is a versatile choice, with both the text and icon or mascot working together to reinforce your brand. With a combination mark, people will also begin to associate your name with your pictorial mark or mascot right away! In the future, you may be able to rely exclusively on a logo symbol and not have to always include your name. Also, because the combination of a symbol and text creates a distinct image together, this type of logo is usually easier to trademark than a pictorial mark alone.

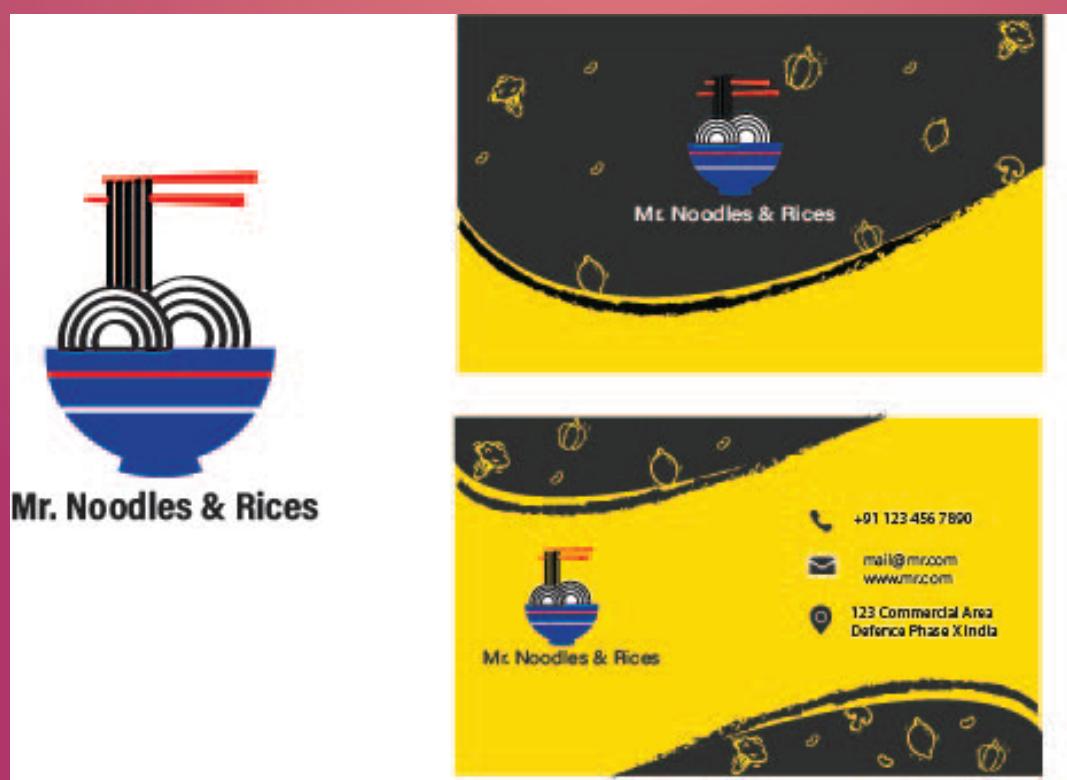


Logo with Business Card

- “Fit Chef Foods”



- “Mr. Noodles & Rices”

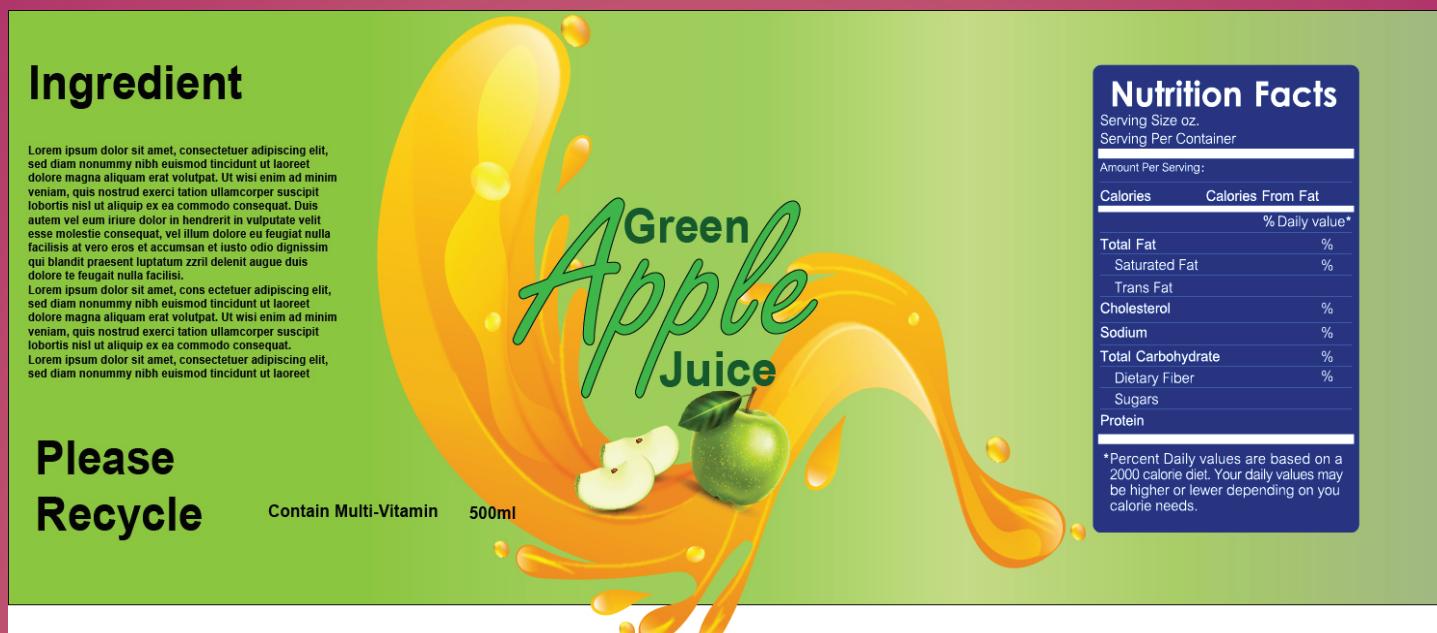


Textile Business Card

- Creative yarns



Bottle Label Design On Juice company



Business Card, Letterhead, Envelope and Cd & Cd cover Design.



Invitation card

• “Fit Chef Foods”



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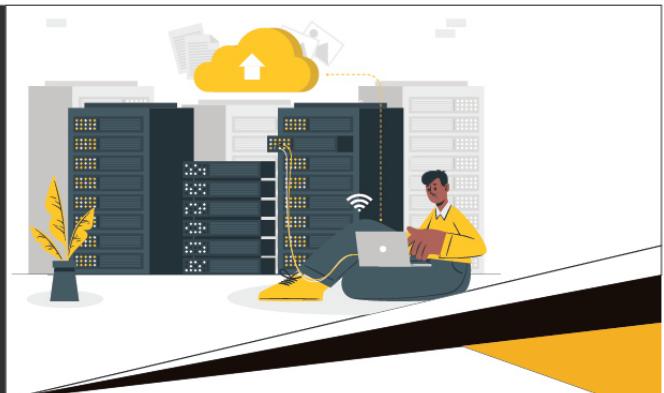
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