

## **1) ABSTRACT MARK:**

An Abstract logo is a symbol or image that isn't necessary recognizable; but rather a complex geometric shape that represents your business in a conceptual way.

### **EXAMPLE:**

Pepsi, Unilever, Adidas

## **2) MASCOT LOGO:**

Mascot logos are often exaggerated, like caricatures. They use simple shapes to convey the personality of the brand or team. But Mascot logos are still logos

### **EXAMPLE:**

KFC, Pringles, Cheetos

## **3) COMBINATION MARK:**

A combination mark is simply logo type and logomark combined in to one logo.

### **EXAMPLE:**

Burger king, Lay's, Nike

## **4) EMBLEM LOGO:**

An emblem is a logo type that features text, a symbol, or imagery inside a geometric shape.

### **EXAMPLE:**

Harvard, Starbucks coffee, NFL

## **5) LETTER MARK:**

Letter mark logos are typography based logos that take the abbreviated initials of a company and spruce up their design a bit.

### **EXAMPLE:**

HBO, CN, CHANEL

## **6) PICTORIAL MARK:**

Pictorial marks are graphic icons, symbols or images that reflect the brand's identity or activity.

### **EXAMPLE:**

Apple, Twitter, Snapchat

## **7) WORD MARK:**

A word mark is a distinct text only typographic treatment of the name of a product, service, company, organization, or institution which is used for purpose of identification and branding.

### **EXAMPLE:**

GOOGLE, Coca-Cola, LOREAL