



Graphics Design Course Content

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(Duration : 6 Months)



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GRAPHIC DESIGN

What is graphic design?

Graphic design is the creation of visual compositions to solve problems and communicate ideas through typography, imagery, color and form. Each type of graphic design requires specific sets of skills & design techniques. Many designers specialize in a single type; others focus on a set of related, similar types. But because the industry is constantly changing, designers must be adaptable & lifelong learners so they can change or add specializations throughout their careers.

FUNDAMENTAL TYPES OF GRAPHIC DESIGN

There are 8 fundamental types of graphic designing.

- 1) Visual identity graphic design.
- 2) Marketing & advertising graphic design
- 3) User interface graphic design
- 4) Publication graphic design
- 5) Packaging graphic design
- 6) Motion graphic design
- 7) Environmental graphic design
- 8) Art and illustration for graphic design



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GRAPHIC DESIGN ELEMENTS

While developing your design theory, research graphic elements that you can use in your image. Graphic elements are a fundamental part of graphic design, since most image creation begins with deciding which elements you want to include. The seven basic elements of graphic design are line, shape, color, texture, type, space and image. Each has its own strengths & weaknesses. Master these basic elements, and you'll take your graphic design portfolio to the next level.

There are 7 types of designing elements.

- 1) Line.
- 2) Shapes
- 3) Colors
- 4) Textures
- 5) Design type
- 6) Blank space
- 7) Size of the image



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LINE

Lines are always more than just points that are strung together. Depending on their form, weight, length and context, lines can help organize information, define shapes, imply movement, and convey emotions.

When it comes to selecting the appropriate lines for projects, designers have plenty of options.

- ...be horizontal, vertical or diagonal.
- ...be straight, curved or freeform.
- ...zigzag or create other patterns.
- ...be solid, broken or implied.

SHAPE

For the purposes of graphic design, shapes are best understood as areas, forms or figures contained by a boundary or closed outline. There are two types of shapes that every graphic designer should understand: geometric and organic shapes.

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GEOMETRIC SHAPES

Geometric shapes can include either two-dimensional or three-dimensional forms. They are created by a set of points that connect by either straight or curved lines & are usually abstract and simplistic. Geometric shapes can include triangles, squares, cubes, rectangles, hexagons, octagons, circles, and ellipses.

ORGANIC SHAPES

Organic shapes are far less uniform, proportional and well-defined. They can be symmetrical or asymmetrical. They might include natural shapes, such as leaves, crystals, and vines, or abstract shapes,

COLOR

Color can be a useful tool for communicating a mood or provoking an emotional response from your viewer. Color theory and the color wheel provide a practical guide for graphic designers who want to select a single color or combine multiple colors in a harmonious or intentionally discordant way. In graphic design, some colors are grouped into particular categories.

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PRIMARY COLORS

Primary colors (red, yellow and blue) are defined as the pure-pigment colors from which all others are made. There is no way to mix any other color to get red, yellow or blue. But mix them together, and you create all kinds of shades.

SECONDARY COLORS

Secondary colors (violet, green & orange) are the immediate results of mixing two primary colors: Red and yellow make orange; blue and red make purple; and yellow and blue make green.

TERTIARY COLORS

Tertiary colors (red-orange, yellow-orange, yellow-green, blue-green, blue-violet & red-violet) are the six colors that result from mixing a primary color and a secondary color.

TEXTURE

Texture is the feel of a surface furry, smooth, rough, soft, or glossy. Most graphic designers must visually convey texture by using illusions to suggest how their work might feel if viewers could touch it. Mastering texture is an important part of making designs look polished & professional. There are different ways to experiment with texture in your design work.

If you are inspired by nature, you may want to work with organic textures, drawing inspiration from leaves, tree bark, stones, fur, flowers, grass and soil.

Or you can create an abstract pattern by uniformly repeating two dimensional elements, then use that pattern to make textured backgrounds. Consider working with textured typography in order to provide extra visual interest.

If you're interested in photography, you can also learn to incorporate images into your background that layer your work. For added textural contrast, adjust your photo's color saturation and transparency levels and see how it affects the mood of your design.



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TYPE

Whether you're choosing a font or creating your own typography for a graphic design project, it's important to make sure the type you use is legible & appropriate for your subject. Type affects the overall mood of a design, so consider whether your letters should be print or script, & whether they should have angles that are sharp or rounded.

The weight of your lettering is also an important part of your design. Typically, large or thick letters convey that the words they convey are important. If you aren't careful, though, they can also seem heavy-handed or disrupt a design's balance. Thin letters can connote elegance or modernity, but they can also seem fragile. If you can't settle on one font or size, there may be room for you to incorporate more than one into your logo's final design. But as a general rule, don't exceed three in a given project.



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SPACE

Spacing is a vital part of any designer's toolkit. It can give a design breathing, increase its visual impact, balance out heavier visual elements, and emphasize images or messages that viewers should remember. Without enough space, a design can risk becoming too visually cluttered for your audience to understand. Spacing can separate objects or link them together. Narrow spacing between visual elements conveys that they have a strong relationship, while wider spacing communicates that they are less related. When you surround a visual element with space, you're emphasizing its importance, but the space can also suggest loneliness & isolation.

POSITIVE SPACE

Positive space refers to the space occupied by visual elements that a designer wants their audience to focus on.



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NEGATIVE SPACE

Negative space refers to everything else, including the background. Many designers make the mistake of only focusing on crafting a positive space, but organized negative space is just as essential to a cohesive, visually interesting composition. If you pay attention to the way negative space affects your design, it could elevate your project from amateurish to professional.

IMAGE

Whether graphic designers use photographs or illustrations, they rely on images to grab the audience's attention & express specific messages. An image works on multiple levels simultaneously: It provides context for a designer's communication, adds necessary drama or action, & creates an overall mood. When incorporating images into your work, it is vital to find a picture that tells the right story & maximizes visual interest. You could choose an image with a lot of contrasting colors & textures, which offers viewers a visual feast to keep audiences interested. Or you might spotlight a particular part of an image to convey where they place the majority of their focus. Images are perhaps the most impactful visual tools of communication. If you thoughtfully use their power to your advantage, your work will convey more than you ever thought possible.

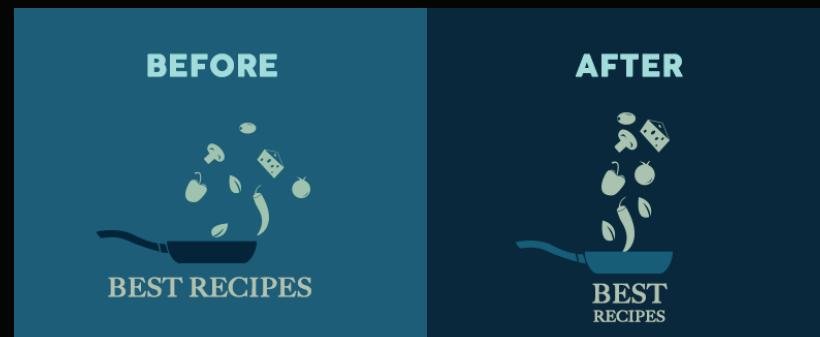
BASIC DESIGN PRINCIPLES

What are basic design principles?

There are twelve basic principles of design: hierarchy, contrast, balance, emphasis, proportion, repetition, rhythm, pattern, white space, movement, variety, and unity. These principles work together to create visually appealing and functional designs that make sense to users.

HIERARCHY

Hierarchy involves placing items in an image close together to imply that the items relate to each other. Viewers may use hierarchical design to help them identify the key message of the image. For example, if a book has a photo of two people that are close together on the cover, the reader may determine that they are the two main characters.



For example.

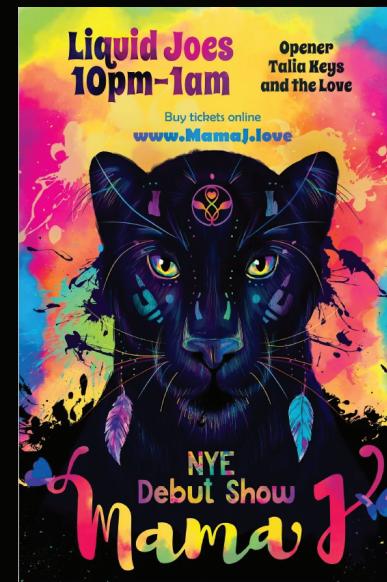
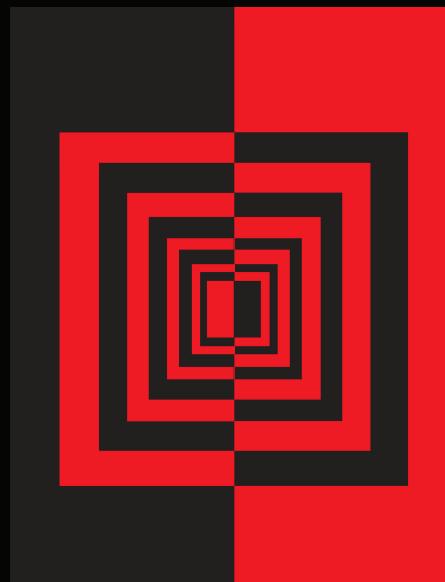


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CONTRAST

Contrast is what people mean when they say a design “pops.” It comes away from the page & sticks in your memory. Contrast creates space & difference between elements in your design. Your background needs to be significantly different from the color of your elements so they work harmoniously together & are readable. If you plan to work with type, understanding contrast is incredibly essential because it means the weight and size of your type are balanced.



For example.



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BALANCE AND ALIGNMENT

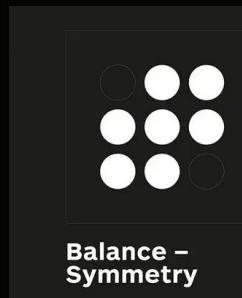
Never forget that every element you place on a page has a weight. The weight can come from color, size, or texture. Just like you wouldn't put all your furniture in one corner of a room, you can't crowd all your heavy elements in one area of your composition. The type of balance that a designer uses depends on their goals for the image. Here are the two types of balance that a graphic designer can use:

Symmetrical balance:

This balance involves having matching formatting and design on each side of the image. A designer may use this type of balance to create feelings of peace and calmness for the viewer.

Tension balance:

Tension balance involves using asymmetrical designs and opposing elements in an image. This balance may create negative emotions in a viewer, and designers may use it to emphasize the key message of the image.



Balance – Symmetry



Balance – Tension

For example.

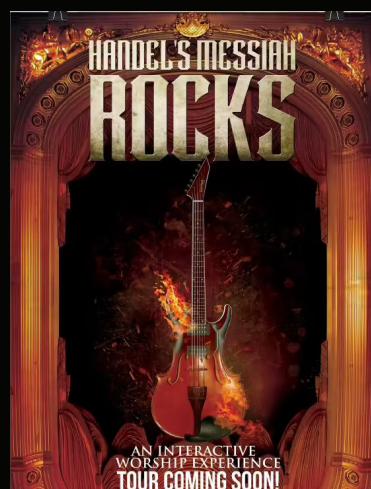


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EMPHASIS

principles is emphasis, referring to the focal point of a design & the order of importance of each element within a design. Say you're creating a poster for a concert. You should ask yourself: what is the first piece of information my audience needs to know? Let your brain organize the information & then lay out your design in a way that communicates that order. If the band's name is the most essential information, place it in the center or make it the biggest element on the poster. Or you could put it in the strongest, boldest type. Then you should to use strong color combinations to make the band name pop. if you start your composition without a clear idea of what you're trying to communicate, your design will not succeed.



For example.

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PROPORTION

Proportion is the visual size and weight of elements in a composition and how they relate to each other. It often helps to approach your design in sections, instead of as a whole. Grouping related items can give them importance at a smaller size—think of a box at the bottom of your poster for ticket information or a sidebar on a website for a search bar. Proportion can be achieved only if all elements of your design are well-sized and thoughtfully placed. Once you master alignment, balance, and contrast, proportion should emerge organically.

SCALE / PROPORTION

SIZE

Elements of Varying size in relationships with each other.

RATIO

Elements related to each other in a ratio that maintain a visual harmony together.

DIVISIONS

Focal points that automatically give a sense of underlying relationships.



For example.

REPETITION

Repetition involves introducing elements of design that repeat throughout an image. A graphic designer may choose to repeat a design in one image, or they may repeat it throughout several images. Graphic designers often use repetition in marketing campaigns so that viewers can familiarize themselves with the image's content. repetition unifies and strengthens a design. If only one thing on your band poster is in blue italic sans-serif, it can read like an error. If three things are in blue italic sans-serif, you've created a motif and are back in control of your design.



For example.

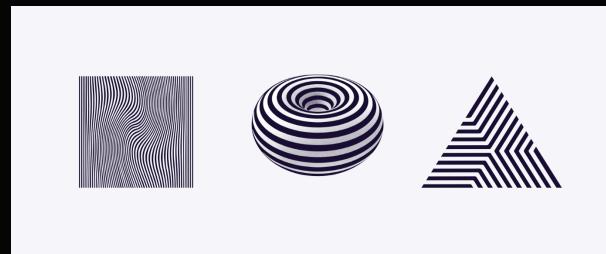


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RHYTHM

In graphic design, rhythm refers to the relationship between elements to creates a sense of harmony in how they interact together. Rhythm can be seen in patterns, in relationships between colours and shapes, and in repetitions of lines. Designers insert spacing between elements to make rhythm.



For example.

WHITE SPACE

What is white space in design?

White space is also known as “negative space,” is empty space around the content & functional elements of a page. The basic role of white space is to let your design breathe by reducing the amount of text and functional elements that users see at once.

PATTERN

Patterns are simply a repetition of more than one design element working in concert with each other. A seamless pattern is one where every element within a design (no matter how often it's repeated) combines to form a whole. This is most common in backgrounds on web and app pages. It's also popular in carpet & wallpaper design. Look around you: your bed cover, wall, notebook cover. If you see a seamless pattern, look at it closely. Do you see how the elements (circles, spirals, cones, pineapples, etc.) appear again & again in the same way? Sometimes, they touch; sometimes, they have space between them.



For example.



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MOVEMENT

Movement is controlling the elements in a composition so that the eye is led to move from one to the next and the information is properly communicated to your audience. Movement creates the story or the narrative of your work: a band is playing, it's at this location, it's at this time, here's how you get tickets. The elements above especially balance, alignment, & contrast—will work towards that goal, but without proper movement, your design will fail.



For example.

UNITY AND VARIETY

Unity & variety in a composition are said to be the most important principles of design. This is because these two principles are what is needed to hold a composition together. Good design is achieved by a balance of these two principles. Elements within a composition need to be similar enough for us to perceive that they belong together, but different enough to be interesting.



For example.

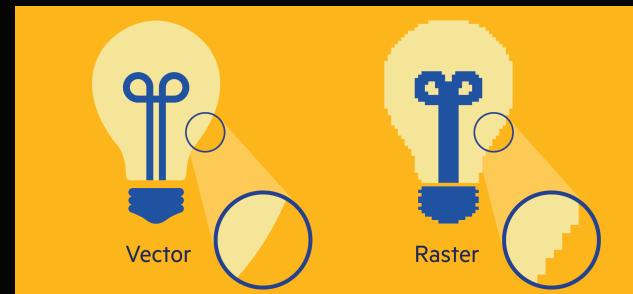
WHAT IS RASTER AND VECTOR?

What is Raster Graphics?

In the world of digital photography & computer graphics, a raster is a technique that defines a two-dimensional picture as a grid of square pixels or a rectangular matrix that we are able to view through computer display, paper, and many other mediums.

What is Vector Graphics?

In the world of computer graphics, a vector is the collection of techniques for constructing visual images straight from geometric shapes illustrated on a Cartesian plane, such as lines, curves, points, and polygons. These are basically known as computer images constructed utilising a series of commands or mathematical statements that put lines and shapes in a two-dimensional or three-dimensional area or space.

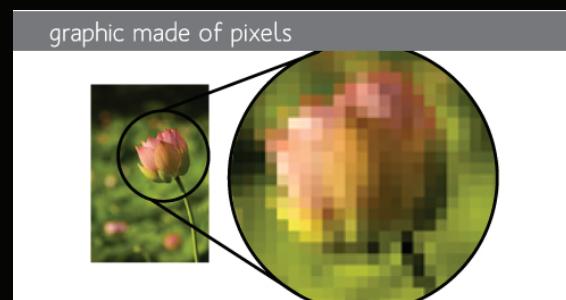


For example.

DIFFERENCE BETWEEN RASTER AND VECTOR GRAPHICS

RASTER

- 1) Raster images are constructed through pixels.
- 2) Raster prefers graphic formats like GIF, JPEG, PNG and PCX, etc.
- 3) Raster are not that scalable.
- 4) They work best when it comes to editing photos.
- 5) We can use rasters in GIMP, Photoshop, and paint shops.
- 6) It is complex and time consuming to transform a raster file to a vector photograph.
- 7) When the spot colours are limited, it becomes challenging to print raster images.
- 8) We can easily convert a raster file into any file format.

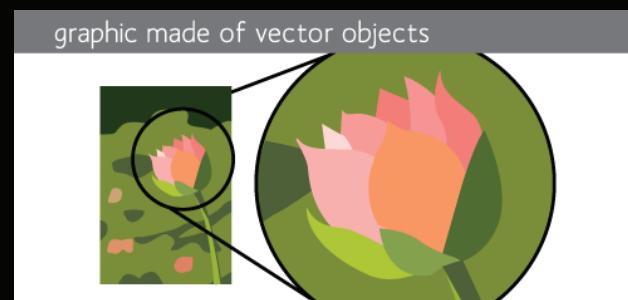


For example.

DIFFERENCE BETWEEN RASTER AND VECTOR GRAPHICS

VECTOR

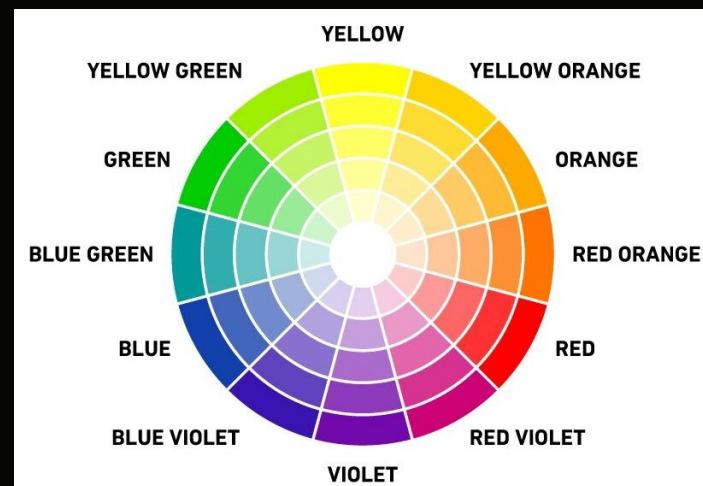
- 1) Vector images are constructed through lines, curves, and fills.
- 2) Vector uses graphic formats like EPS, SVG, JPEG, PDF etc.
- 3) Vectors are scalable to any size.
- 4) They work best when it comes to drawings, illustrations, and logos.
- 5) We can use vectors in CorelDraw, Illustrator and Inkscape.
- 6) We can easily convert a vector image into a raster image.
- 7) It is easy to print vector images as the number of colours can be modified anytime during printing.
- 8) We cannot change the vector files.



For example.

COLOR THEORY

Color is a critical element to get right in your designs. It's used to attract our attention, convey meaning. We don't usually even think about the colors we look at; we judge things quickly and often measure instantly whether something is desirable, professional, nice, ugly, or even weird based upon its color. The most important thing to think about using colors is the contrast between them. Contrast refers to how well one color stands out from another. You can use contrasting colors within an image to make text stand out from its background for example. If you use the color yellow in an advertisement, it may convey feelings of happiness and positivity. You can check how colors contrast using a color wheel. A color wheel shows how colors are related visually.



For example.



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COLORS VISUAL MEANING

Colors also give visual cues meaning. For example, a green button usually indicates an affirmative action, like 'OK' or 'Accept.' But if you were to design a large 'Accept' button and make it red, it could really confuse the user, & in some cases, the results could be disastrous. Color theories create a logical structure for color and encompass an assembly of definitions, concepts, & design applications. For these theories, consider three different parts: the color wheel, color harmony, and the context of how colors are used. On the other hand, be aware that each color is open to numerous interpretations based on individual interpretations & experiences and that the following is a broad collection of common interpretations of colors.

Additionally, consider certain cultural differences that may lead to skewed perceptions of your brand. For example, the color red could be interpreted as love and passion in western cultures, good fortune in Chinese cultures, and mourning in South African cultures.



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RED

The color of fire and blood, red is often associated with attention, energy, war, danger, strength, and power, as well as passion, love, and desire. In the U.S., red is commonly used to romance, an other then that meaning (feelings, danger, energy, appetite). It is one of the most emotionally intense colors.

For example.

Coca-Cola *Canon*

PURPLE

Purple is the color of royalty, nobility, and luxury. The creative associations with purple are decadence, conceit, and pomposity. Purple is also the color for mourning and has been rumored as a color used for mental disorder care due to its stimulation of the brain.

For example.

metro by T-Mobile *Cadbury*



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PINK

Pink has long been associated with the color of sincerity. Viewed as a lighthearted color, it represents youth, sensuality, compassion, sweet & hope. It has been used in prison cells to reduce erratic behavior and stimulate energy.

For example.



BLUE

Blue is often paired with trust, loyalty, intelligence, and understanding. Light blue tends to mean peace and serenity. Dark blue is related to authority, conservativeness, confidence, and tradition.

For example.





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YELLOW

Yellow often represents the color of happiness, energy, creativity, and intellect. This color produces a warming effect, stimulates mental activity, and generates muscle energy. Dull yellow signifies decay, sickness, betrayal, egoism, and madness. The human eye processes yellow immediately, which is why it is used for cautionary purposes.

For example.



ORANGE

A combination of cheerful yellow and fire-y red, orange conveys efficiency, affordable pricing, and dependence. Often, it is associated with happiness, success, attraction, sociability, bravery & confidence. Orange stimulates can convey a sense of healthiness as well as the fall season. People also associate orange with strength.

For example.





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GREEN

Green symbolizes health, nature, productivity, and relaxation. It is commonly associated with health products, the environmentally conscious, and is used by financial companies to depict wealth. Green is said to be the most calming shade to the human eye.

For example.



BLACK

Black is often associated with desire, greed, & mourning. It symbolizes the hidden, secretive, & unknown. In color psychology, black creates a barrier from itself & the outside world, which can provide comfort. Black is the absorption of all color & the absence of light. It means power, jurisdiction, and dramatic, formality, sophistication.

For example.

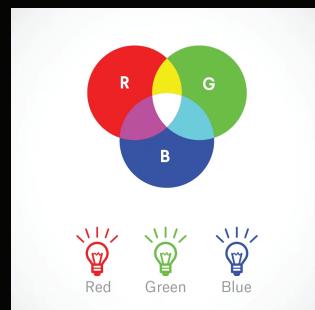


DIFFERENCE BETWEEN RGB AND CMYK

Whether you're a designer or you're getting a design, it's important to know the difference between RGB vs CMYK color modes so you can plan and optimize each stage of the design process. Never fear these acronyms again! We're going to explain what the RGB and CMYK color modes are, how they work and when it's best to use each. Both RGB and CMYK are modes for mixing color in graphic design. As a quick reference, the RGB color mode is best for digital work, while CMYK is used for print products. But to fully optimize your design, you need to understand the mechanisms behind RGB vs CMYK.

WHAT IS RGB?

RGB (Red, Green & Blue) is the color space for digital images. Use the RGB color mode if your design is supposed to be displayed on any kind of screen.



For example.



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A light source within a device creates any color you need by mixing red, green & blue and varying their intensity. This is known as additive mixing: all colors begin as black darkness & then red, green and blue light is added on top of each other to brighten it & create the perfect pigment. When red, green and blue light is mixed together at equal intensity, they create pure white. Designers can control aspects like saturation, vibrancy and shading by modifying any of the three source colors. Because it's done digitally, the designer manipulates how the light on the screen manifests to create the color they want.

WHEN TO USE RGB?

If the end destination of your design project is a digital screen, use the RGB color mode. This would go for anything that involves computers, smartphones, tablets, TVs, cameras, etc.

WEB & APP DESIGN

icons

buttons

graphics



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BRANDING

online logos

online ads

SOCIAL MEDIA

images for posts

profile pictures

profile backgrounds

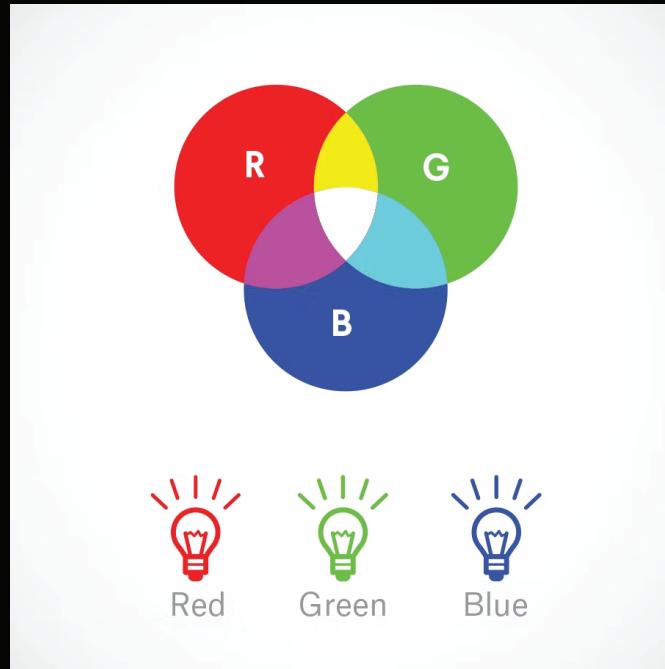
VISUAL CONTENT

video

digital graphics

infographics

photographs for website, social media, or apps



For example.



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WHAT ARE THE BEST FILE FORMATS FOR RGB?

PSD

PSD is the standard source file for RGB documents, assuming all team members are working with Adobe Photoshop.

JPEGs

JPEGs are ideal for RGB files because they're a nice middle ground between file size & quality, and they're readable almost anywhere.

PNGs

PNGs support transparency and are better for graphics that need to be superimposed over others. Consider this file type for interface elements like buttons, icons or banners.

GIFs

GIFs capture motion, so if you're using an animated element, such as a moving logo or a bouncing icon, this file type would be ideal.

WHAT IS CMYK?

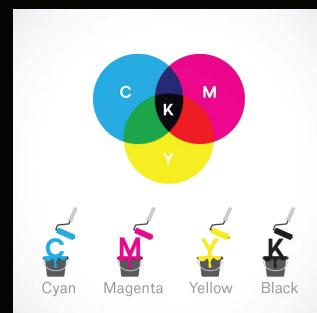
CMYK (Cyan, Magenta, Yellow, Key/Black) is the color space for printed materials. A printing machine creates images by combining CMYK colors to varying degrees with physical ink. This is known as subtractive mixing. All colors start as blank white, and each layer of ink reduces the initial brightness to create the preferred color. When all colors are mixed together, they create pure black.

WHEN TO USE CMYK?

Use CMYK for any project design that will be physically printed, not viewed on a screen. If you need to recreate your design with ink or paint, the CMYK color mode will give you more accurate results.

ESSENTIAL MATERIALS

- product packaging
- restaurant menus



For example.



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BRANDING

- business cards
- stationary
- stickers
- signs & storefronts

ADVERTISING

- billboards
- posters
- flyers
- vehicle wraps
- brochures



For example.

MERCHANDISE

- t-shirts, hats and other branded clothing
- promotional swag (pens, mugs, etc.)



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WHAT ARE THE BEST FILE FORMATS FOR CMYK?

AI

AI is the standard source file for CMYK, assuming all team members are working with Adobe Illustrator.

PDFs

PDFs are ideal for CMYK files, because they are compatible with most programs.

EPS

EPS can be a great source file alternative to AI because it is compatible with other vector programs.

All things considered, it's always best to consult your printer beforehand to find out which file format they prefer.



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TYPOGRAPHY

What about the typography, or fonts you use? It's important when choosing a font for your visual, not to try & do something wildly different. Readers expect to see familiar fonts, such as system fonts for example, Arial, Helvetica, Roboto. Use a maximum of two to three font families on a single webpage, & even fewer for your ads and images. Notice the image below. How many fonts can you count in it?

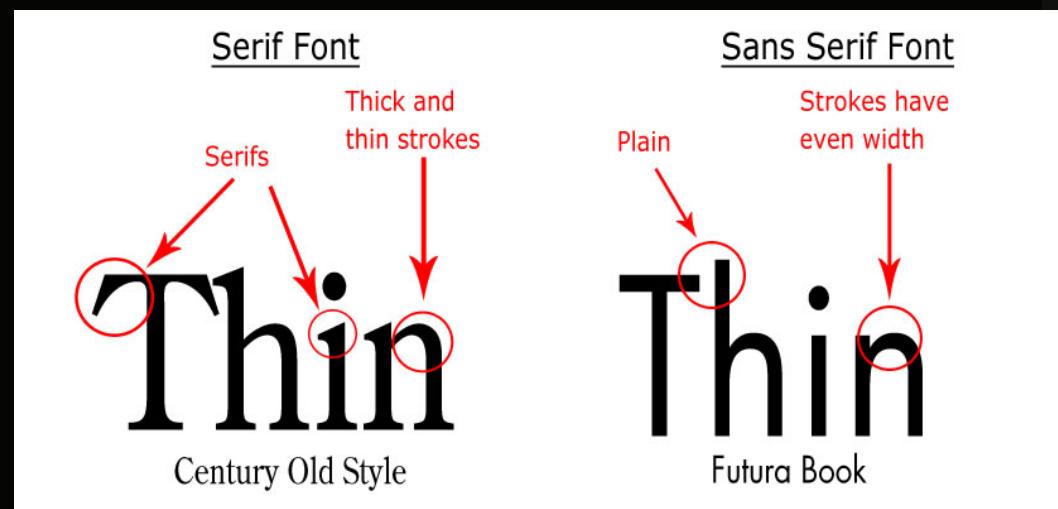
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What's a font family? A font family simply means a grouping of fonts defined by commonly shared design styles. For example, roboto is a family which has bold, italic, or thin styles. You will also come across "Serif" & "Sans-serif" fonts. A 'serif' is a small, decorative line added to a character. The most common serif font is **Times Roman**. A common font without serifs, or 'sans serif,' is **Helvetica**. Serif fonts are used to improve the readability of text in things like blogs, articles or newspapers. Try not to use more than 10 words for each line. For headings, consider using a heavy-weight, sans-serif font with a larger size. Ensure the right emphasis or size & 'weight' is applied to the text according to its priority.





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TYPES OF LOGOS

They're all a combination of typography and images, each logo gives you a different feel for your brand. And since your logo is the first thing new customers will see, you want to make sure you get it right. Logo is an image that symbolizes your business. But did you know there are seven different types of logos?

Here are the 7 types of logos:

- 1-Monogram (or lettermark) logos
- 2-Wordmark logos
- 3-Pictorial mark logos
- 4-Abstract logo marks
- 5-Mascot logos
- 6-The combination mark
- 7-The emblem

Want to know how to choose the best logo type for your business? Read on!



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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 lettermark is all about simplicity. By utilizing 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**.



For example.



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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.

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.



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WHEN TO USE LETTERMARK AND WORDMARK LOGOS.

*Consider a **LETTERMARK LOGO** if your business happens to have a long name. Condensing the business name into initials will help simplify your design & likewise, customers will have an easier time recalling your business and your logo.

*A **WORDMARK** is a good decision if you're a new business & need to get your name out there, just make sure that name is short enough to take advantage of the design. Anything too long can look too cluttered.

*A **WORDMARK** logo is a good idea if you have a distinct business name that will stick in customers' minds. Having your name in a great, designed font will make your brand all the stickier.

*Both **LETTERMARK** & **WORDMARK** logos are easy to replicate across marketing material and branding thus making them highly adaptable options for a new, and developing, business.

*Remember that you'll want to be scrupulous when creating a **LETTERMARK** or a **WORDMARK**. Your business name in a font alone likely won't be distinct enough to capture the nuance of your brand. So make sure you hire a professional who'll have an eye for detail.

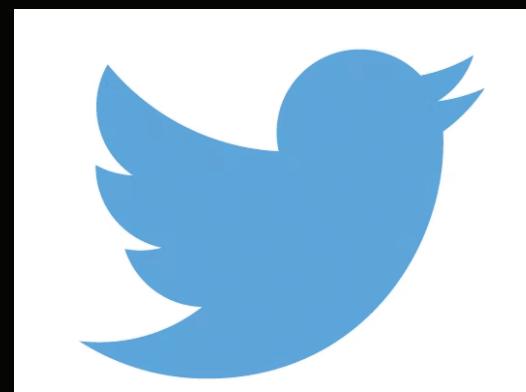


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3. PICTORIAL MARKS (OR LOGO SYMBOLS)

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.



For example.



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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 their deer logo)? Or are you looking to create deeper meaning (think how the Snapchat ghost tells us what the product does)? Or do you want to evoke an emotion (as the World Wildlife foundation does with their stylized image of a panda an adorable and endangered species)?



For example.



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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 logo, the Pepsi divided circle and 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.



For example.



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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, or 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.



For example.



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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 & 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 & Lacoste. Because a name is associated with the image, a combination mark is a versatile choice, with both the text & 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, & 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.



For example.



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7. THE EMBLEM

An emblem logo consists of font inside a symbol or an icon; think badges, seals & 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 (like that Starbucks' iconic mermaid emblem, or Harley-Davidson's famous crest).



For example.