

# Good vs. Bad

Surprising to many, the subject matter of a logo is of relatively little importance, and even appropriateness of content does not always play a significant role.

This does not imply that appropriateness is undesirable. It merely indicates that a one-to-one relationship between a symbol and what it symbolized is very often impossible to achieve and, under certain conditions, objectionable.

***Ultimately, the only mandate in the design of logos, it seems, is that they be distinctive, memorable, and clear.***

PAUL RAND

Strive for a logo that is:

- ***unique***
- ***memorable***
- ***clear***
- ***timeless***
- ***meaningful***
- ***versatile***
- ***scalable***



DISCOVERY COVE: UNKNOWN



ERISA Benefits Law Group

**eat**  
INNOVATIONS



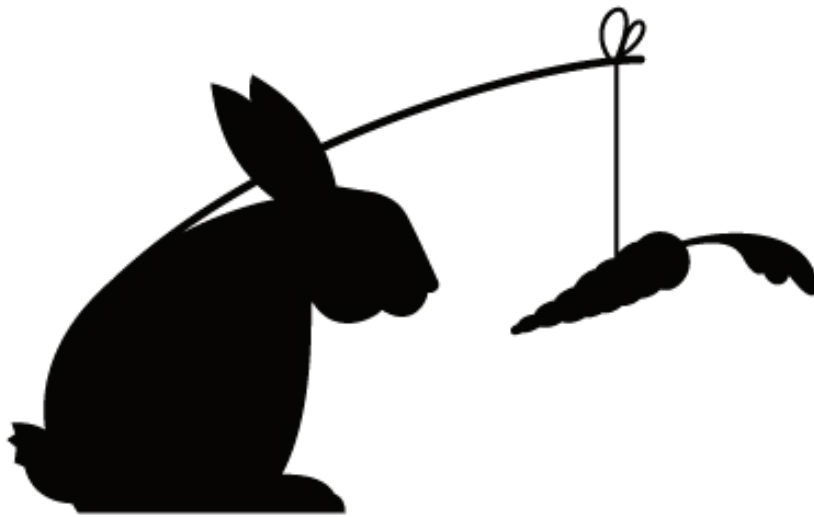
EAT INNOVATIONS: PTARMAK





SHOWTIME: CHERMAYEFF & GEISMAR





"CHASING DOWN HAPPY" URBAN OUTFITTERS: DECODER RING DESIGN CONCERN



JJ DOLAN'S: WALL TO WALL STUDIOS



LUTHER'S: HOUSE INDUSTRIES









**Whaddyathink?**





AstraZeneca 

AstraZeneca 

ASTRAZENECA: INTERBRAND CORPORATION

# jazz

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10 CANE RUM: WERNER DESIGN WERKS



SINCLAIR PETROLEUM: UNKNOWN





THE  
MET



# Aaron Draplin

[WATCH A VIDEO >](#)



# Be careful of where you seek inspiration!

Brand New: UnderConsideration

Chermayeff & Geismar

Logo Design Love

Duffy & Partners

Draplin Design Co.

Wall-to-Wall Studios

Pentagram

Identity Designed