

# Logo Design



**What is a logo?**

“In essence, it is not what it looks like  
but what it does that defines a symbol.”

PAUL RAND *Thoughts on Design*

# Paul Rand

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## According to Paul Rand

A logo is a flag, a signature, an escutcheon.

A logo doesn't sell (directly), it identifies.

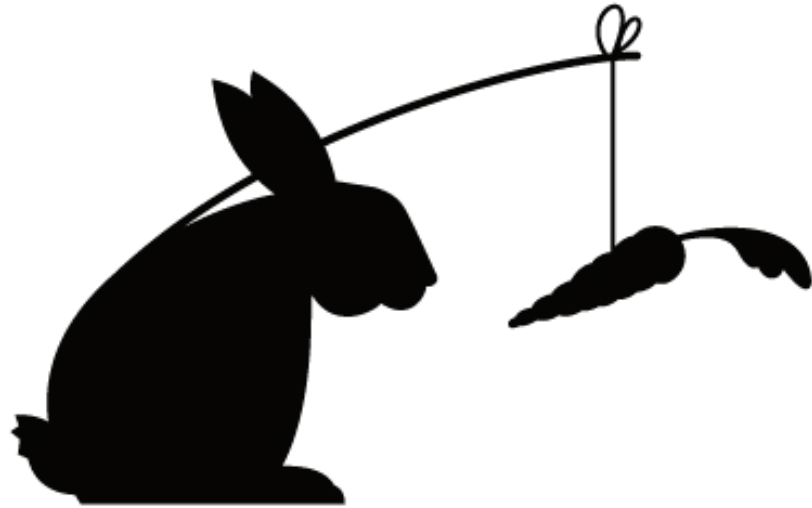
A logo is rarely a description of a business.

A logo derives its meaning from the quality of the thing it symbolizes, not the other way around.

A logo is less important than the product it signifies; what it means is more important than what it looks like.



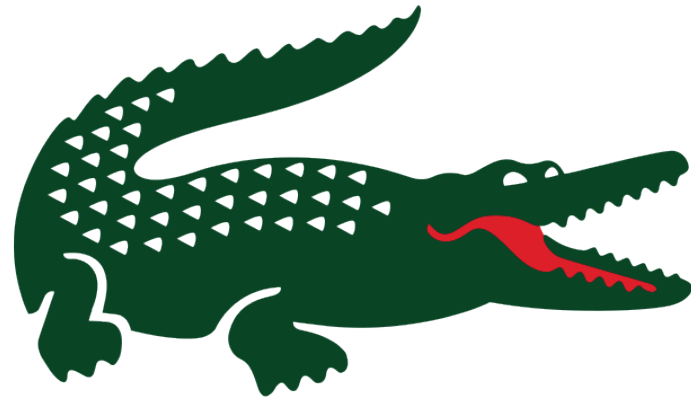
*Should a logo be self-explanatory?*



*Which are you more likely to remember?*



*What **is** that?*



**LACOSTE**

*What does it mean?*





*Will this scale and adapt?*



*Is it timeless?*

## A LOGO SHOULD BE:



### **UNIQUE**

The logo is developed to feel unique amongst competitors in the industry.



### **MEMORABLE**

The message and image are clear in order to help the audience remember it.



### **SCALABLE**

The logo can be used at a variety of sizes without losing legibility.



### **ADAPTABLE**

The logo is suitable for use in a variety of mediums and contexts.



### **TIMELESS**

The logo avoids trends in order to maintain long-term usability.



### **APPROPRIATE**

The logo is suitable for the company, industry, and audience.



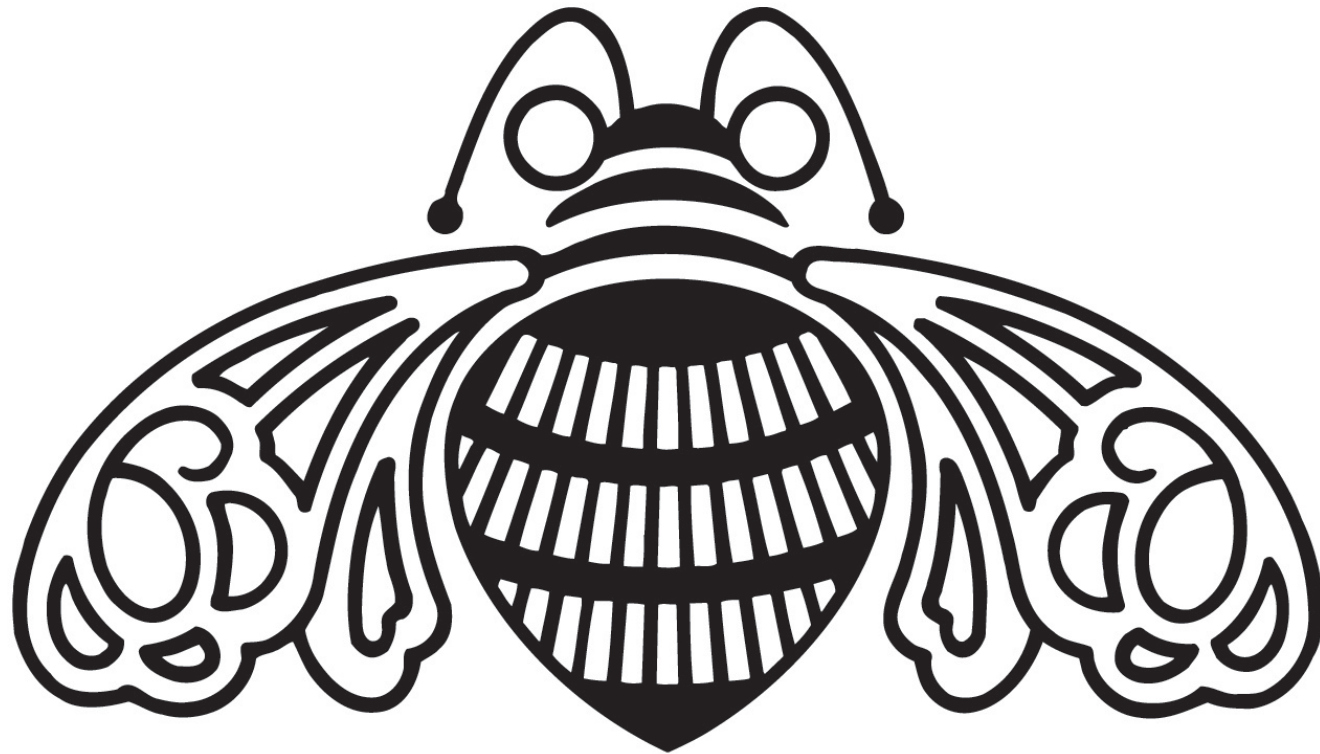
FedEx

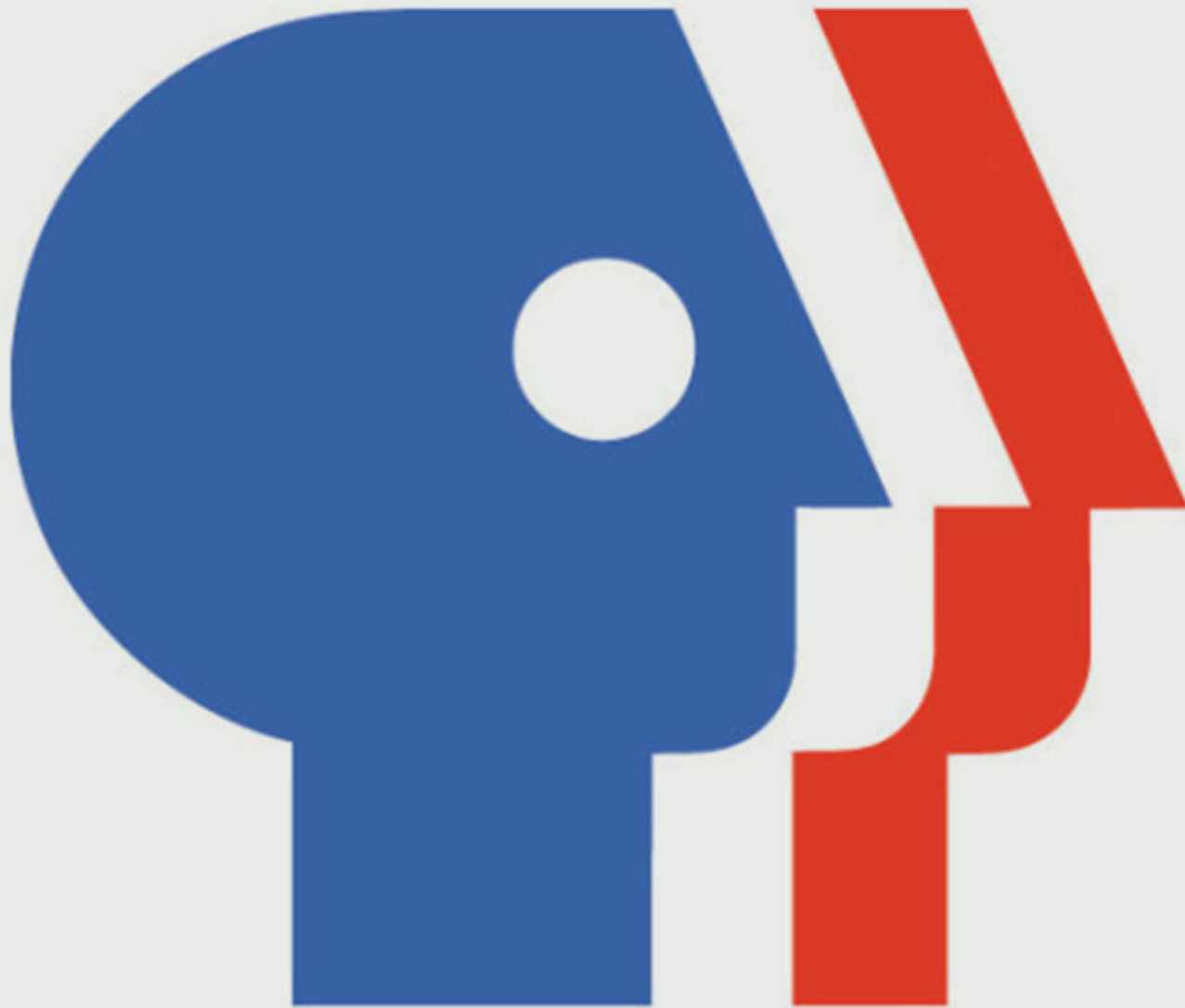


FedEx









# Chermayeff & Geismar & Haviv

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# **The Topology of Logos**

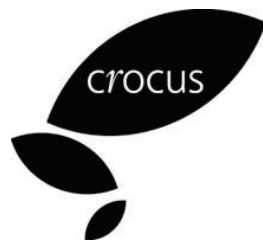
## A VARIETY OF LOGOS

curiouspictures

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### LOGOTYPE

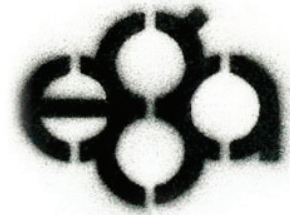
Also called a wordmark, this consists of the letterforms of the company name.




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### ABSTRACT

A symbol that conveys a big idea, and often embodies a strategic ambiguity.




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### MONOGRAM

One or more letterforms that act as a mnemonic device for a company name.




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### EMBLEM

A mark in which the company name is inextricably connected to a graphic element.




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### PICTORAL

A recognizable symbol that alludes to the name or brand attribute of the company.




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### SYSTEM

Dynamic logos that can change format based on the context in which they are used.



**LOGOTYPE/WORDMARK**

**BevMo!**

curiouspictures

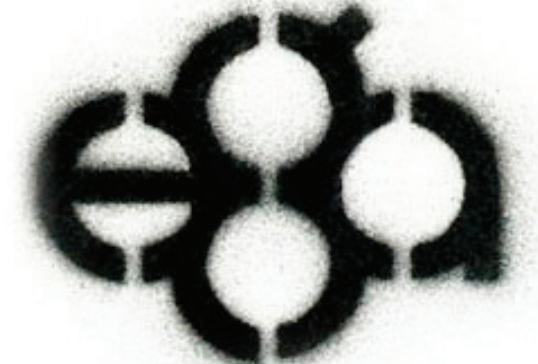
100%**design**

**XEROX**

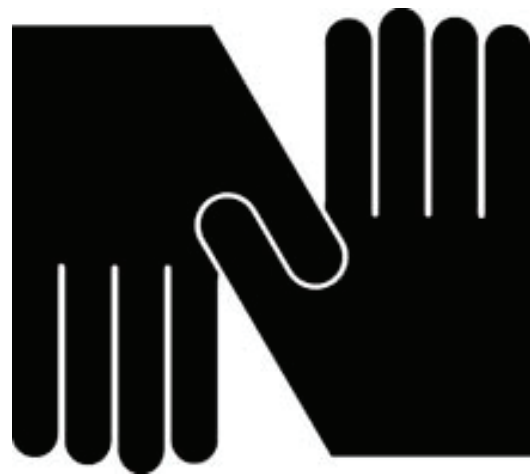
**LeTTRa**<sup>™</sup>  
CRANE LETTERPRESS PAPER

museumofsex**x**

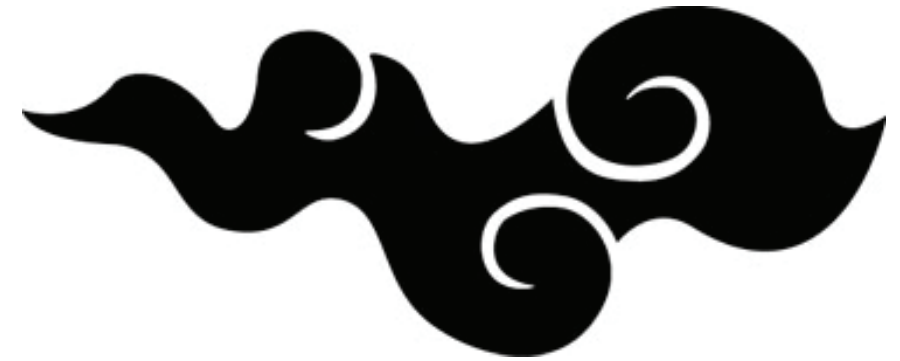
# MONOGRAM



# PICTORAL MARK



# ABSTRACT MARK

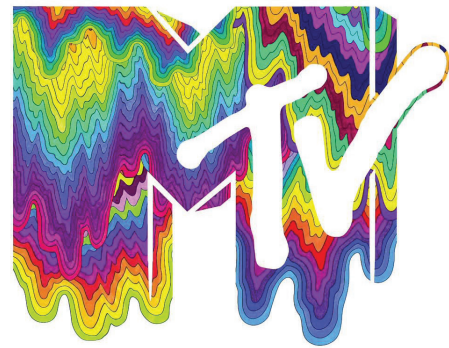


# EMBLEM





# LOGO SYSTEM





# Michael Bierut

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# **The Meaning Behind Logos**



## **U.S. VIRGIN ISLANDS**

The Mocko Jumbie character symbolizes the vibrancy of our people and our culture, while the stars represent the enchanting and individual spirits of St. Croix, St. Thomas and St. John.



KRISTY HARRISON  
WEDDING PHOTOGRAPHY

## **KRISTY HARRISON**

The geometric design reflects the detail found in both wedding rings as well as the lens of a camera. The light blue was chosen based on the wedding term “something blue”, representing faithfulness and loyalty.



## **NYC OLYMPIC BID**

The goal was to create a symbol for New York's Olympic bid that would be instantly understood by anyone who saw it from anywhere around the world. The image speaks to the ethos of a city celebrating the Olympic Spirit, and nothing could say it better for New York than the image of the Statue of Liberty, with her outstretched arm holding the torch, joined to the arm of an athlete lifted in celebration.



**OBAMA'08**  
WWW.BARACKOBAMA.COM

## **OBAMA CAMPAIGN**

“This means a sun rising over a horizon; a dawning of a new day in American politics.”

-Sol Sender

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# The Design Process



## THE DESIGN PROCESS



# 1

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### RESEARCH & UNDERSTAND

Gain an understanding of the project, its parameters, timelines, and constraints. Begin researching to inform your design outcomes.



# 2

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### SKETCH & THINK

Use the sketchpad as a venue for conceptual exploration. Use the information gained in the first phase to fuel ideas while sketching.



# 3

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### EXPLORE AESTHETICS

Using ideas uncovered during the sketching phase, begin to explore what the design will look like in their digital forms.



# 4

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### PRESENT & PRODUCE

After presenting and refining the final design outcome(s), prepare your design files for production.

