

7 DIFFERENT TYPES OF LOGOS

If you are thinking about a new logo for your company or ordering one for your customer, you've probably started to consider the colors and fonts. But before diving in, it also helps to choose the visual style that will best represent the brand. For example, professional services firms often have word forms. Toy stores might choose characters to appeal to kids. Tech companies might want web 2.0 or letter forms. To help you narrow down the possibilities, here are the seven types of logos to choose from with examples featuring three different companies.

WORD MARK

Company name in a creative font is used to create the logo.



PICTORIAL MARK

An easily-recognized image or shape that represents the business is used to create the logo.



ABSTRACT MARK

An abstract shape or symbol that conveys the values of the business is used to create the logo.



LETTER FORM

The first letters or initials of the business name are used to create the logo.



EMBLEM

Business name is placed inside a picture or shape to create the logo.



CHARACTER

Business is represented by a character or mascot to create the logo.



WEB 2.0

Representing trends from the internet including gradients, rounded corners, etc.



Marketing Materials



Order Management



Vector Artwork



Embroidery Digitizing



Image Editing