



Prepared by Atlas Stamp & Engraving to provide information to our customers.

***Important:** We recommend you forward us your desired logo in its original vector artwork or at least 300DPI quality. All logos must be constrained to only one color only, and ideally black.

WHAT LOGO IS:

Logos are words, emblems, or symbols that act as a trademark for brands and businesses.

In common speech, people use the word LOGO to mean “a word, symbol, or combination of the two that is used to represent a company, brand, or event.”

Here are the 4 most common types of logo designs used by famous brands and small businesses.

1- Wordmark

Wordmarks are entirely font-based logos. These logotypes focus on the brand’s name alone, so there are no icons or initials. Brands with an energetic, catchy and short name tend to use a wordmark.

Visa, Google, and Coca-Cola are just a few companies that use wordmark logos. Combined with a unique font and color scheme, wordmarks can be just as effective as picture-based logos.



Note that hi-tech companies prefer to use clean fonts that are modern looking, whereas Coca-Cola created its own cursive font, which is instantly recognizable.

A good time to use a wordmark is when your company is new to the branding scene. By using your business’s full name, you can help boost your brand’s awareness, but only **if the name is short enough** that the logo won’t look cluttered.

2- Lettermark

Lettermark logos (or monogram logos) only comprise of the brand’s initials, like HBO, HP, IBM, ABC, etc.

By using their initials, brands can simplify both their name and logo.

Which one is easier to say, the National Aeronautics and Space Administration, or NASA?



Similar to a wordmark, a lettermark logo puts the focus on letters only. So , choosing a font style that matches your company’s persona and character is vital.

If your business name is a bit of a mouthful, and you need to brand your logo across many marketing mediums, using a lettermark can make it easier for you.

3- Pictorial Mark

A pictorial mark is a graphic-based logo that uses an icon, picture, or symbol. It's probably the logo type that springs to mind when someone says "logo".

Twitter, Apple, and Target each have strong, branded pictorial logos that audiences instantly recognize.



Pictorial logos can also be abstract images. Pepsi has one the most iconic (and expensive) abstract logos. (Did you know they paid \$1,000,000 for it?)

Other famous examples include BP and Mitsubishi.

One the most potent level of branding is when you're able to link your company to an image or icon only. It means your name has become so strong that it's risen above the need for words.

4- Combination Mark

So, like we mentioned above: What happens when you combine a wordmark, lettermark, or pictorial mark? You get a combination mark.

The symbol can be above, below, to the right, to the left, or even placed behind the text.

Plenty of big brands such as Burger King, Lacoste, Nike, Delta, BMW use a combination of their name, initials, and an image.



Using a combination mark also allows brands the freedom to pick and choose which elements of their logo to use in unique situations, such as online marketing, or printing their logo on physical items, such as business cards and pens.

Over to you

So, a symbol and a logo are not technically the same, but they often do identical things.

Talking about the distinction might not be useful to you, but when discussing logos with designers, it's best to use specific terminology to avoid confusion.

And, now that you know what the four most common logo types are, you can always get your point across with clarity and full understanding.

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