

Logo Types



ABSTRACT MARK

Abstract mark logos are a form of logo design that relies on non-representational, geometric shapes, or symbols to convey a brand's identity. These logos distill a businesses essence into a unique and visually striking image, often devoid of literal representation.



MASCOT LOGO

Mascot logos are a vibrant and personable approach to brand representation, employing a character or figure as the central element of a company's visual identity. These logos often feature a custom-designed mascot that embodies the brand's personality, values, or industry.



COMBINATION LOGO

A combination logo seamlessly integrates both text and a symbol or icon, offering a balanced and versatile representation of a brand's identity. This style of logo design combines the strength of a distinctive graphic element with the clarity of textual information, creating a unified and memorable brand mark.



EMBLEM LOGO

Emblem logos encapsulate a brand's identity within a contained and cohesive structure, usually incorporating text, imagery, and sometimes a surrounding border. These logos often exude a sense of tradition, authority, or exclusivity due to their design reminiscent of heraldic symbols.



LETTERMARK LOGO

In this style of logo design, the focus is on the artistic manipulation of letters to form a unique, visually appealing mark. Lettermarks are particularly effective for businesses with long names or complex titles, providing a simplified yet impactful visual representation.



WORDMARK LOGO

Wordmark logos, also known as logotypes, rely exclusively on typography to represent a brand visually. These logos eschew symbols or icons and focus solely on the stylized presentation of the company's name, often incorporating unique fonts, colors, or arrangements to create a distinctive visual identity.

Typography

Aa

SANS SERIF

Sans Serif fonts, characterized by their clean lines and absence of decorative strokes, convey a modern, minimalist, and straightforward tone. Their simplicity often suggests a contemporary and no-nonsense feel, making them popular for conveying clarity and professionalism in various design contexts.

Aa

SERIF

Serif fonts, with their distinctive decorative strokes, convey a more traditional, formal, and authoritative tone. These fonts are often associated with established institutions, classic literature, and print media. Serifs can evoke a sense of reliability and timelessness, making them a popular choice for brands aiming to communicate a sense of heritage and trustworthiness.

Aa

HANDWRITTEN

Handwritten fonts mimic the look of casual, hand-drawn lettering, bringing a personal and friendly tone to design. This font style is often chosen to inject warmth and approachability into branding or messaging. Handwritten fonts can convey authenticity and a human touch, making them suitable for brands aiming to create a more personal connection with their audience.

Aa

SCRIPT

Script fonts emulate cursive handwriting and convey an elegant, sophisticated, and often romantic tone. With flowing and interconnected letters, script fonts are often used for formal events, invitations, or luxury brands. They add a touch of grace and personality, making them suitable for conveying a sense of exclusivity and refinement.

Aa

DISPLAY

Display fonts are diverse and often unconventional, designed to grab attention and make a bold statement. These fonts can range from quirky and playful to bold and impactful. They are typically used in headlines, logos, and other design elements where a distinctive and eye-catching appearance is desired. The tone conveyed by display fonts depends heavily on their specific design.

Aa

MONOSPACED

Monospaced fonts allocate the same amount of horizontal space to each character, giving a clean and structured appearance. Commonly associated with coding or typewriters, monospaced fonts convey a technical and utilitarian tone. They are often used in contexts where precise alignment and readability of individual characters are crucial, such as coding environments.

➤ LOGO DESIGN

Colours



RED: Evokes strong emotions; associated with passion, energy, and excitement.
Common Uses in Branding: Often used to grab attention, create urgency, and stimulate appetite.



BLUE: Conveys a sense of trust, security, and calmness.
Common Uses in Branding: Frequently used by financial institutions, healthcare companies, and technology firms.



GREEN: Represents growth, health, and tranquility; often associated with nature.
Common Uses in Branding: Used by organic and natural brands, health services, and eco-friendly products.



YELLOW: Symbolises optimism, clarity, and warmth.
Common Uses in Branding: Used to draw attention and create a sense of happiness and friendliness.



ORANGE: A blend of red's energy and yellow's friendliness; represents enthusiasm and creativity.
Common Uses in Branding: Often used for call-to-action buttons, impulsive buying, and fun brands.



PURPLE: Conveys luxury, spirituality, and royalty; often associated with creativity.
Common Uses in Branding: Used by luxury brands, beauty products, and to create a sense of mystery.



BLACK: Represents sophistication, power, and elegance.
Common Uses in Branding: Often used for luxury products, fashion brands, and to create a sleek, modern look.



WHITE: Symbolises purity, cleanliness, and simplicity.
Common Uses in Branding: Common in minimalist designs, healthcare, and to create a sense of space or clarity.



PINK: Often associated with femininity, love, and nurturing.
Common Uses in Branding: Common in beauty and romance-related products, and to appeal to a female demographic.



BROWN: Evokes a sense of stability, naturalness, and reliability.
Common Uses in Branding: Often used by organic and outdoor products, and to give a sense of ruggedness or tradition.