

# Types of Brandmarks

# Wordmarks

A freestanding acronym, company name, or product name that has been designed to convey a brand attribute or positioning.

*Examples:*



# Wordmarks

## *Advantages:*

The proliferation of logos in the world has made recognition of symbols more difficult. Using the entire name sidesteps the problem of recognition.

## *Disadvantages:*

If not done well, a wordmark alone may be generic and lack mnemonic value.

## Letterforms *a.k.a Lettermarks/Monograms*

A unique design using one or more letterforms that act as a mnemonic device for a company name.

*Examples:*



# Letterforms *a.k.a Lettermarks/Monograms*

## *Advantages:*

The use of letterforms simplifies complicated/long names.

The letterforms fit better in a variety of space sizes.

## *Disadvantages:*

If not handled skillfully, a letterform may not be legible.

Most letterforms depend on large-scale audience contact and repeated viewing for recognition.

# Emblems

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

*Examples:*



# Emblems

## *Advantages:*

The emblem is a concise visual unit which is easily recognizable across media.

## *Disadvantages:*

The emblem can sometimes present the biggest legibility challenge when miniaturized.

# Pictorial Marks

An immediately recognizable literal image that has been simplified and stylized.

*Examples:*



# Pictorial Marks

## *Advantages:*

The benefit of using a pictorial mark follows the idea  
“a picture is worth a thousand words”

## *Disadvantages:*

If the pictorial mark is separated from the wordmark  
and the mark does not have brand  
recognition it may be difficult to recognize.

# Abstract *a.k.a Symbolic Marks*

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

*Examples:*



# Abstract *a.k.a Symbolic Marks*

## *Advantages:*

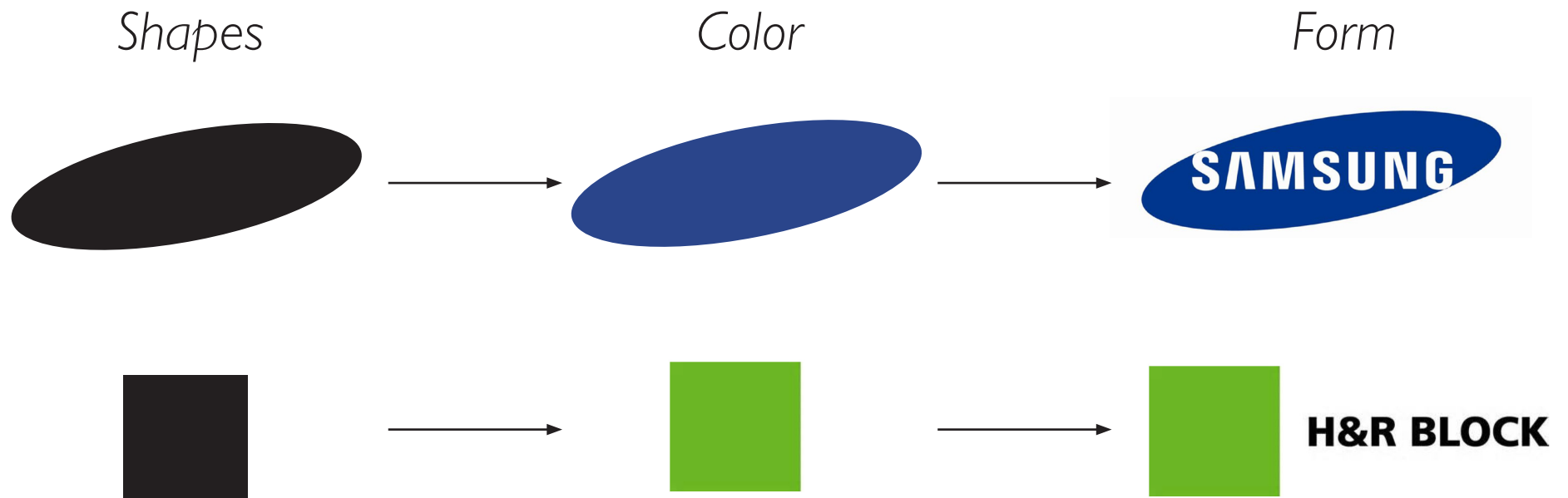
The abstract or symbolic mark works effectively for large companies with numerous and unrelated divisions. These marks work well for service-based and technology companies.

## *Disadvantages:*

Abstract/Symbolic Marks are extremely difficult to design well. There is potential to create confusion or disconnect between the visual mark and the company's brand.

# The sequence of cognition

The science of perception: The brain acknowledges and remembers Shapes first. Color is the second. Form (or content) is the third item that is processed by the brain.



Presentation information taken directly from the following sources:

*Designing Brand Identity by Alina Wheeler*

*Logo Design Workbook by Sean Adams & Noreen Morioka with Terr Stone (AdamsMorioka)*