



## Logos, Symbols, Pictograms, and Stationery Systems

### OBJECTIVES

- understanding and being able to design logos, symbols, pictograms and stationery systems
- addressing the needs of the client and audience when designing logos, symbols, pictograms, and stationery
- being able to successfully combine type and visuals
- being able to design an elemental visual
- expressing meaning and conveying information
- being able to develop a design concept and follow it through

### Logos

If you go shopping for athletic footwear, you need only glance at the logo to know a lot about the shoe — who manufactures it, the quality, the price range, and perhaps even which athletes wear it. Brand name logos such as Nike and Reebok are designed consistently so the consumer will recognize them instantly. Not only does the logo serve as a label, but it conveys a message about the spirit and quality of the product, one that is reinforced through marketing, advertising, and product performance.

An identifying mark, such as a logo or a trademark, communicates a great deal about a product, service, or organization. When you create a logo, you are faced with the task of creating a design that will identify your client's product or business and distinguish it from the competition. Therefore, a logo should be unique, memorable, and recognizable at a glance; it should become synonymous with the company, product, or service it represents. It also is important for a logo to be used in a consistent manner. For this reason, some designers develop extensive guidelines for logo use and reproduction.

A logo must be designed appropriately in terms of style (characteristic manner or appearance), type, shapes, and symbols. For example, what might be appropriate for an insurance company might not be appropriate for an amusement park. A logo should express the spirit or personality of the product, service, or organization.

Since most logos are used for long periods, you need to create a logo that will stand up to the test of time in terms of style and trends. Of course, a logo should be aesthetically pleasing, have

