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Logo Design Categories

There are five categories of logo design, these being; symbolic logos, wordmark logos, lettermark logos, combination logos and emblem logos. Each of these categories has three sub-categories;

Single-colour (a logo consisting of a single colour – not including white)

Twin-colour (a logo consisting of two colours – not including white)

Multi-colour (a logo consisting of three or more colours – not including white)

Symbolic Logos

This type of logo presents a confident, but simple representation of a company. Generally, these logos make use of abstract or stylised visual elements to create an identity and interest. These logos define a genuine and consistent company.

Single-Colour



Twin-Colour



Multi-Colour



Wordmark Logo

The Coca-Cola logo is a wordmark in a red, cursive script font.

Single-Colour

These types of logos are text logos which spell out the company or brand name. Generally uniquely styled fonts are created specifically for the use by the brand. In total, logos which make use of this type of design are straight-forward and to the point; they lack mystery and boldly state what they are.

The FedEx logo is a wordmark where 'Fed' is in blue and 'Ex' is in orange.

Twin-Colour

The eBay logo is a wordmark where each letter is a different color: 'e' is red, 'b' is blue, 'a' is yellow, and 'y' is green.

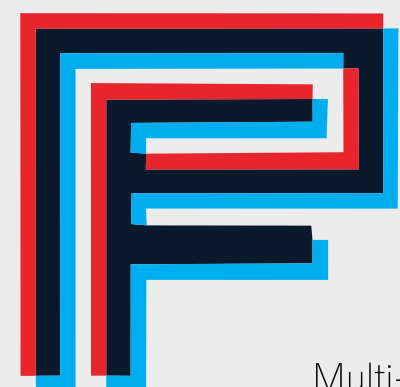
Multi-Colour

The CNN logo is a wordmark where the letters are red and stylized with white outlines.

Single-Colour

The NW logo is a wordmark where the letters are blue and stylized, with a small purple dot above the 'N'.

Twin-Colour

A stylized letter 'F' logo composed of multiple overlapping lines in red, blue, and black.

Multi-Colour

Letter-Mark Logo

This type of logo is largely typographically based in design; they make use of a symbol – typically the company's initials. This type of design is generally made use of when a company's name is too long or hard to pronounce. These logos are simplified, bold and representative.

Single-Colour



Twin-Colour



Multi-Colour



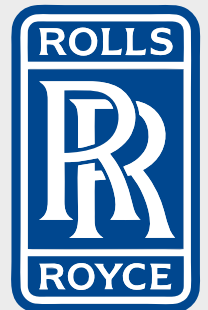
Combination Logo

This logo design is a combination of a wordmark logo and a symbolic logo. It allows for flexibility to the corporate identity, seeing that either the symbolic section or the wordmark section are both representative of the company or brand. These logos are the most common type as a result of their success.

Emblem Logo

These logos include the name of the company within the design of the logo. Generally these logos are emotive 1950's America; they are typically, colourful, vibrant and bold and lack simplicity as they are generally highly decorated.

Single-Colour



Twin-Colour



Multi-Colour

