



Style Types of Logos

Let's talk about different logo types. There are 2 styles of logos.

1. Pure Graphic – think of Nike swoosh, Apple, Time Warner “Eye”, etc. You have to spend a lot of money and be devoted to consistent application but once achieved, you know exactly what it is and who it represents.



2. Wordmark – think of Disney, Dell, Coke, Ebay, Jeep, Yahoo, Google, Fedex, etc. Their logo is their name but is stylized with design and color prominently featured. Also think of M&M or GE where abbreviations are almost treated like the Pure Graphic.





Of course there are variations such as:

3. Graphic image and name combo – Think Adidas or Starbucks. This could include initials, last names, full names, etc.

