

Symbols/Logos

Identification marks (Symbols, Logos) are design devices that should ideally be developed relative to a number of criteria which can be listed as follows:

- Legibility
- Impact
- Appropriateness
- Adaptability
- Simplicity
- Distinctness
- Timelessness

The main function of a Symbol or Logo is identification. It must communicate. It must be distinct, and functional at sizes that might range from 1/4 in. to large enough to cover the area of the side of a truck or building.

Identification marks may be divided into as many as six types. Each type is important to consider when beginning to design a mark so as to better understand the design process and possibilities available.

The six types of identification marks are:

- (1) Logotype A typographical symbol; the name of the company is used as the symbol. Example, Coca Cola, Pirelli, Eaton, Xerox, etc.
- (2) Product or Service A symbol based literally on the product or service produced. Example, light bulb for G.E.
- (3) Allegorical A symbol based on an image that may be indirectly related to the company. Example, "The Rock of Gibraltar" for Prudential Insurance. A bird image for an airline company or a butterfly image for a boutique, or a griffin for a bank, etc.
- (4) Literal Illustrative A symbol derived from the name of the company. Example, Shell Oil- a shell; Greyhound Bus Lines, a greyhound dog, etc.
- (5) Abstract A symbol in which an abstract design is used, which through use and exposure will identify the company. Example, Chase Manhattan Bank.
- (6) Initial A typographic symbol derived from the Initial, or Initials of the company name. Example, IBM, for International Business Machines Corp.