

Trademark Field:

A model that locates the position of a trademark within a six category field, based on the characteristics, communication and the arrangement of the visual forms embodied in the mark.

Categories of the Trademark Field

All trademarks can be classified in one or more of these categories.

1. Wordforms (logotypes):

The distinctive manner in which a whole name or word(s) is visualized in a specific letterform(s) or typeface.

2. Letterforms (alpha-numeric):

Marks that are designed from one or more letterforms and / or numbers. When combined as initials they can form an acronym.

3. Abstract Forms:

Marks that are designed from nonrepresentational forms.

4. Symbolic Forms:

Marks that are designed to graphically portray, by a clear association, particular attributes that identify the specific nature of a company, firm or business.

5. Pictograms (representational):

Marks that are designed with a high degree of visual information to clearly depict a particular image.

6. Aberrations:

The unusual combinations from the five preceding categories.

Notes

	Wordforms (logotypes)	Letterforms (alpha/numerics)	Abstract Forms	Symbolic Forms	Pictograms (representational)
unclear	1	2	3	4	5
A					
B					
C					
D					
E					
F					
G					
H					
					Aberrations