

logo analysis

- 1 logo that uses a glyph or abstract symbol

describe the glyph...

what does the glyph communicate?

is it effective?

how does color help?

- 1 logo that uses only a word

describe the font...

what does the font style communicate?

is it effective?

how does color help?

- 1 logo that uses a character

describe the character...

what does the character communicate?

is it effective?

how does color help?

- 1 logo that uses negative space well

describe the logo in general...

what does the negative space do?

is it effective?

how does color help?

- 1 logo that doesn't need a word anymore

describe the logo in general...

why has this become so prominent?

has it changed through time?

how does color help?