

LOGOS.....Understanding an IDEOGRAM and LOGOTYPE

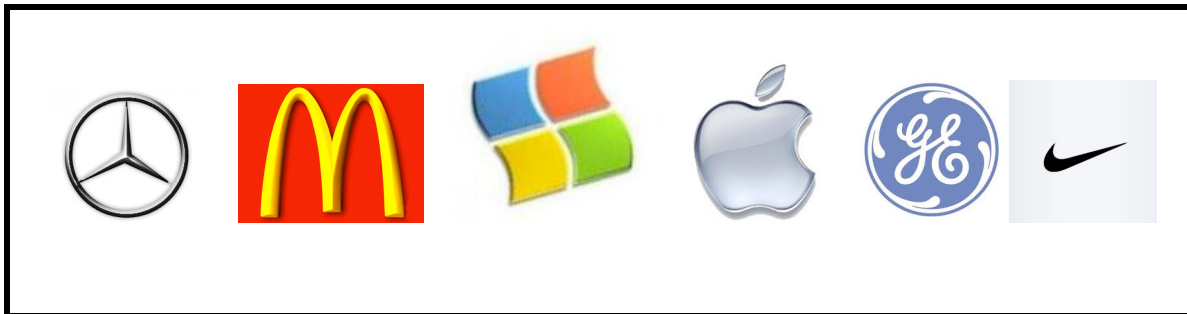
What is a Logo?

- **LOGO is a graphical element** that, together with its logotype (a uniquely set and arranged typeface) form a trademark or commercial brand for a company, shop, organization, conference, event, show or a product.
- Typically, a logo's design is for **immediate recognition** of the related company.
- The logo is an important aspect of a company's commercial brand, or economic or academic entity.
- Logo shapes, colors, fonts, and images usually can be different from others in a similar market.
- Logos are also used to identify organizations and other non-commercial entities.

What is an Ideogram?

- **Ideogram is a sign or an icon without the name of the company or entity.**
- There are many corporations, products, services, agencies and other entities using an ideogram (sign, icon) or an emblem (symbol) or a combination of sign and emblem as a logo.
- It is sensible to use an ideogram as a logo, even with the name.
- **Currently, the usage of both images (ideograms) and the company name (logotype)** to emphasize the name instead of the supporting graphic portion, making it unique by its letters, color, and additional graphic elements.

Examples of Ideograms:



Popular Logotypes or Ideograms:





Why is Logo Color Important?

- **Color is important to brand recognition**, but it should not be an integral component to the logo design, which could conflict with its functionality or theme.
- Some colors are associated with **certain emotions** that the designer wants to convey hence they are used in logos without them being part of company's other material.
- For instance, loud colors, such as **red**, that are meant to **attract the attention** of drivers on highways are appropriate for companies that require such attention.
- In the United States **red, white, and blue** are often used in logos for companies that want to **project patriotic feelings**.
- **Green** is often associated with **health foods**, and **light blue or silver** is often used to **reflect diet foods**. For other brands, more subdued tones and lower saturation can communicate dependability, quality, relaxation, etc.
- **Warm colors (red, orange, yellow)** are linked to hot food and thus can be seen integrated into many fast food logos.
- **Cool colors (blue, purple)** are associated with lightness and weightlessness, thus many diet products have a light blue integrated into the logo.

What is a Dynamic logo?

- A logo that **changes with time, season, mode** or promotion is called a dynamic Logo.
- In 1898, tire manufacturer, **Michelin**, introduced the Michelin Man, a cartoon figure who was presented in many different ways, such as eating, drinking, and playing sports.
- By the early 21st century, other large corporations such as **MTV, Google**, Morton Salt and Saks Fifth Avenue had also adopted dynamic logos that change over time and from setting to setting.

