

A **logo** is used to help develop a name for a business. Some of the most famous logos that everyone will recognize are on this page. A logo is designed for immediate recognition. The logo shapes, colors, fonts, and images usually are different from others in a similar market. Some logos contain the full company's name as part of the logo and some don't.

Today there are many corporations, products, services, agencies and other entities (like states and countries) using a sign or a symbol or a combination of sign and emblem as a logo.

**Qualities of an effective logo**

1. Makes a good first impression.
2. Represents who you are and your ideas and attitudes.
3. Possesses something unique or interesting to help you stand out from the crowd - a mark of distinction.

Italic type (slanted) denotes action or speed and projects a modern image.

Capital letters suggest formality and steadiness.

Lowercase letters suggest an informal manner or casual image.

Outlined letters project an informal image.

Thin letters denote professionalism.

Thick or bold letters project strength or dependability.

Script denotes gentleness or caring.



Color is important to brand recognition, but it should not be the main component of the logo design because it could conflict with its functionality. In the United States red, white, and blue are often used in logos for companies that want to project patriotic feelings.



Your architecture firm needs a logo that people will remember. Examples of architectural companies' logos are also included below. They often have the company name or initials. **Your logo must contain something geometric or architecture related.** It should be in color (unless you specifically want it black and white) and should be neatly drawn (no computers) on paper that will slide into the cover of your binder.



## Hidden Meanings in Popular Logos

Sometimes a company or brand logo is more than it first appears. For example, take a look at the hidden meanings or messages embedded in these popular logos below. You won't look at these designs the same way again.



Scott Olson, Getty Images)

### **FedEx**

Can you spot something in this logo? The FedEx logo, designed in 1994 by Linden Leader & Landor Associates, at first appears simple and straightforward. However, if you look at the white space between the "E" and "x" you can see a right-facing arrow. This "hidden" arrow was intended to be a subliminal symbol for speed and precision.



Getty Images

### **Amazon.com**

That yellow arrow is more than just a decorative swoosh. The Amazon logo was created to represent the message that it sells everything from A to Z (the arrow connects the two letters) and also represents the smile that customers would experience by shopping on the Amazon.com Web site (the arrow becomes a smile).



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### **Baskin-Robbins**

In 2005, as part of its 60th anniversary celebration, Baskin-Robbins launched a new brand identity. The new logo was intended to "capture the fun and energy of Baskin-Robbins." In the old logo, the number "31" appeared within a simple arc, suggestive of a scoop of ice cream, and next to the name. In the new logo, you can see that the "31" still exists. It is now formed by the pink portion of the ice cream store's two initials: "B" and "R."



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### **Northwest Airlines**

Back in 2003, lamenting the loss of the old Northwest Airlines logo (shown here), pilot Patrick Smith published his critique of the new logo in his "Ask the Pilot" column at Salon.com, saying the airline's previous circular corporate logo was, "quite simply, a work of genius. It was an N; it was a W; it was a compass pointing toward the northwest."



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### **Sun Microsystems**

Sun's logo -- which features four interlocked copies of the word "sun" -- was designed by professor Vaughan Pratt of Stanford University. It is an ambigram, which is defined as a typographical design or artform that may be read as one or more words not only in its form as presented, but also from another viewpoint, direction or orientation.



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### **Goodwill**

Do you see the right half of a smiley face? Or do you see a lower case "g"? In either case, you'd be correct.

