



LOGO DESIGN STYLES

Reference: <http://99designs.com/blog/logo-branding/how-to-design-logo#whyyouneed>



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CLASSIC

Trendy logos can be fun and exciting, but they can quickly look outdated. A classic style gives you better staying power and can help you reach a broader audience.

This aesthetic keeps it simple and doesn't venture out into crazy colour palettes, graphics or fonts.

A classic style tells people that you are reliable and down to earth.



A classic and timeless logo for Wolfcrest designed by eLyateh

RETRO & VINTAGE

A retro or vintage logo tells customers that history is important to you and that whatever you sell is done right.

Worn and hand-illustrated logos in brown and beige colour palettes fit this aesthetic perfectly.

There is a reason why vintage and retro design have been on trend for quite some time now. They instantly remind you of the past, evoking romantic feelings of nostalgia.



A cool vintage logo for Timber Cafe designed by Sava Stoic

MODERN & MINIMALIST

Brands often choose a clean and minimalist style to communicate how fresh and modern they are.

This style uses a lot of whitespace, minimal details and simple lines often resulting in sleek, pared back logos.

A minimalist and modern style shows your customers that your brand is up-to-date, cool and knows what counts.



<https://www.schoolofmotion.com/blog/best-animation-motion-graphics-software>

FUN & QUIRKY

This is a popular choice for brands with a young (or young at heart) target customer.

Fun and quirky styles tend to be colourful, cute and often uses symbols and/or illustrations to create a positive and friendly vibe.

Go for a whimsical mascot or a sweet illustration to let your brands fun character shine through.

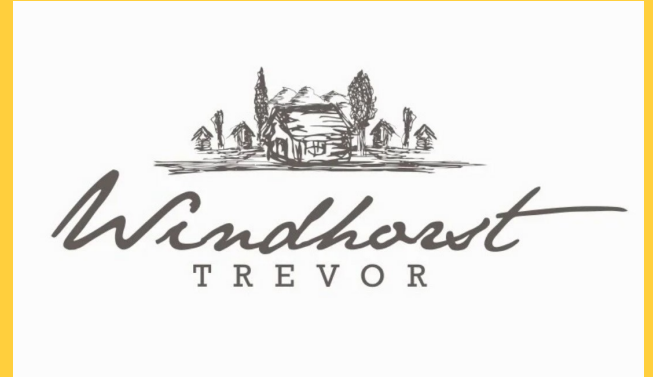


A colourful, whimsical logo for The crafting cactus designed by ananana14

HANDMADE & HANDCRAFTED

The handmade & handcrafted style portrays a clear message: this brand is individualistic and stands for handmade quality.

The handmade & handcrafted style works well in combination with other aesthetics, like vintage, to really drive the message home. But it can be combined with minimal and fun styles as well for a simple and sophisticated or bright and youthful look.



Artfully hand drawn logo for Windhorst designed by bo_rad



CAN'T PICK JUST ONE?

Of course, these styles aren't mutually exclusive, just mix and match them to suit your brand.



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TYPE OF LOGOS

Abstract mark



Mascot logo



Combination mark



Emblem logo



Lettermark



Pictorial mark



Wordmark

MONOGRAM LOGOS & LETTERMARKS

A letter mark is a typography-based logo that's comprised of a company's initials. The letter mark is all about simplicity. By utilizing just a few letters letter mark logos are effective at streamlining any company brand if they have a long name. Because the focus is on initials, the font you choose is very important to make sure your logo is not only on-theme with what your company does, but also readable when you print on business cards. Also, if you're not an established business already you may want to add your full business name below the logo so people can begin to learn who you are right away.

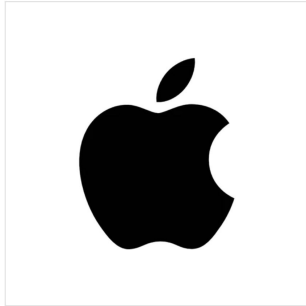


WORDMARKS & LOGOTYPES



Like a lettermark, a wordmark or logotype is a font-based logo that focuses on a business name alone. Since the focus will be on your name, you'll want to pick a font or create a font that captures the essence of what your business does. For example, fashion labels tend to use clean, elegant fonts that feel high end, while legal or government agencies almost always stick to traditional, heavier text that feels secure.

PICTORIAL MARK (OR LOGO SYMBOLS)



A pictorial mark (sometimes called brand mark or logo symbol) is an icon or graphic based logo. It can be a tricky logo type for new companies, or those without strong brand recognition, to use, because it doesn't have the brand name with it.

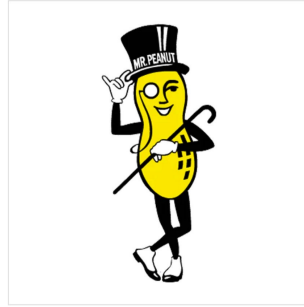


ABSTRACT LOGO MARKS



An abstract mark is a specific type of pictorial logo. Instead of being a recognizable image like an apple or a bird it's an abstract geometric form that represents your business. The benefit of an abstract mark is that you're able to convey what your company does symbolically. Through colour and form, you can attribute meaning and cultivate emotion around your brand. As an example, think about how the Nike swoosh implies movement and freedom.

MASCOTS



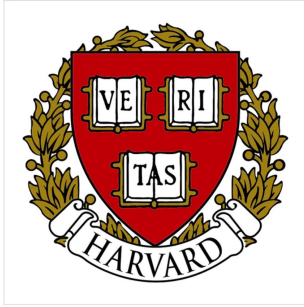
Mascot logos are logos that involve an illustrated character. Often colourful, sometimes cartoonish, and most always fun, the mascot logo is a great way to create your very own brand spokesperson. A mascot is simply an illustrated character that represents your company. Think of them as the ambassador for your business. Mascots are great for companies that want to create a wholesome atmosphere by appealing to families and children.

THE COMBINATION MARK



A combination mark is a logo comprised of a combined wordmark or lettermark and a pictorial mark, abstract mark, or mascot. The picture and text can be laid out side-by-side, stacked on top of each other, or integrated together to create an image. Because a name is associated with the image, a combination mark is a versatile choice, with both the text and icon or mascot working together to reinforce your brand. With a combination mark, people will also begin to associate your name with your pictorial mark or mascot right away! In the future you may be able to rely exclusively on a logo symbol, and not have to always include your name.

THE EMBLEM



An emblem logo consists of font inside a symbol or an icon; think badges, seals and crests. These logos tend to have a traditional appearance that can make a striking impact; thus, they are often the go-to choice for many schools, organizations or government agencies. The auto industry is also very fond of emblem logos. While they have a classic style, some companies have effectively modernized the traditional emblem look with a logo design fit for the 21st century.