



A SMALL PUBLICATION ABOUT THE BIG WORLD OF BRANDING

## WHICH WAY TO LOGO?

Iconic. Typographic. Symbolic. Illustrative. Flexible. With so many approaches, how do you pick the logo direction that's right for your brand?

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**J**ust about every marketer understands that a brand is more than just a logo. But, there's no doubt that a logo can act as the most consistent and memorable component of a brand's identity system. These days, there's no shortage of graphic devices and approaches to create something that looks fresh in the marketplace. Think about Google, for example, they launch a new logo just about every day!

Of course, not every business has the brand flexibility to take that approach. Coca-Cola, for instance, has handled its iconic script logo in basically the same exact fashion for 135 years. Choosing the right direction can depend on many different factors: equity, elasticity, and personality, to name a few. Let's run down a list of some options, so that you can decide which is best for your brand.

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# 4 Approaches to Design

*While this list isn't exhaustive, these are the 4 most common directions to design a logo.*



## Word Marks

Also known as a Logotype, where the name becomes the logo through a unique treatment of type, or an original typeface.



## Pictorial Marks

When a recognizable object is simplified and stylized to represent the name of the company. Target and Instagram are both great examples.



## Abstract Icon

An abstract symbol that represents a concept or idea, but is not directly related to the name. Pepsi and MasterCard both use abstract icons.



## Symbolic Letterforms

When a letter or group of letters is designed to communicate a specific message. This approach often utilizes an acronym, like UPS.



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## Logo Variations

No matter how hard you try to keep the treatment of your logo consistent, there's a chance it will need to live in an unforeseen circumstance in the real world. That's why it's important to create alternative versions of your logo that works in these specific situations. A reversed color palette, or knockout version, is always a requirement.



◀ *The Origin Finance logo is only white on a dark background.*

In some cases, your logo may need additional variations. For example, if the primary logo is very horizontal in nature, a vertical variant may be needed in some use-case scenarios.



◀ *A stacked and knockout version of the CT Arts Alliance logo.*

## Design Process

The process to get to a final solution can vary depending on a number of factors, including timing, budget, and number of stakeholders involved with the project. Broadly speaking, as with most design projects, the logo design process includes: Research, Design, Implementation, and Delivery. Each phase can also be broken down into more specific design processes, each with their own objectives.





# Topographic

We start each issue of Topographic with a burning question about branding or design. Then we share our journey to explore and discover creative solutions — helping to make sense of the brand landscape, so you can make your brand demand attention.

## MAP

Map is a strategic brand and graphic design agency in Sandy Hook, CT. We leverage insights to develop brand identities, websites, print solutions, digital marketing platforms, and advertising campaigns.

## Contact Us

Have an interesting project in mind?  
We'd love to hear about it!

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