

# *Logo Design*

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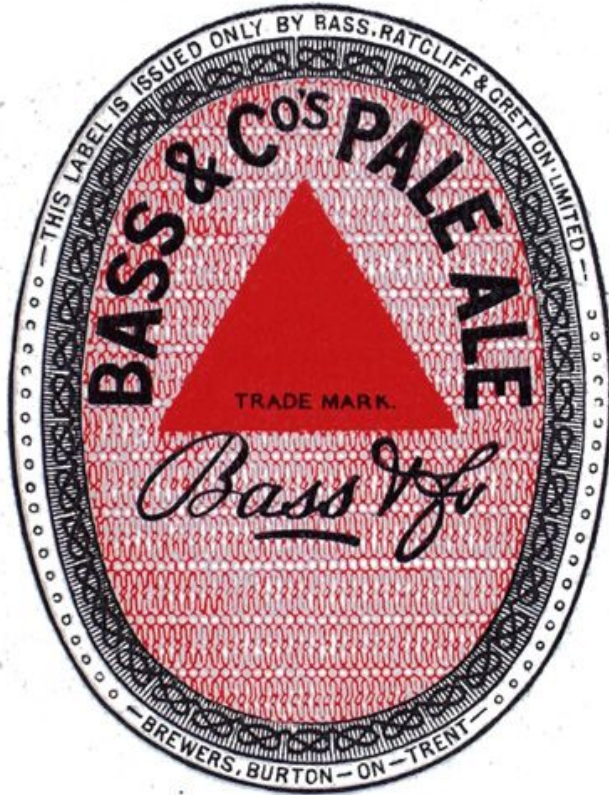
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# *Glossary*

- **trademark** - znak towarowy, marka
- **versatile** - uniwersalny, wszechstronny
- **memorable** - niezapomniany, warty zapamiętania
- **principles** - zasady

First logo design trademarked by Bass Brewery





Principles of  
Good Logo  
Design



Simple



Memorable



Versatile



Timeless



Appropriate

# *Different types of logos*

## Combination Logo



## Wordmark Logo

*Coca-Cola*

TOYS R US

BRAUN

Canon

GENSHIN  
IMPACT

amazon

Virgin

Mobil

HBO



# Lettermark Logo



# Monogram Logo



# Letterform Logo



## Symbol/Pictorial Logo



# Abstract Logo



# Mascot Logo



## 3D Logo



XBOX 360™



Sony Ericsson



## The Era of Minimalism



1905



1962



1971



2008



COCA-COLA.

1886

Coca-Cola

1890



1900

Coca-Cola

1905s

Coca-Cola

1940



1950



1969

Coke  
Coke

1985



1987



1993



2003

Coca-Cola

2007

The logo consists of the word "Google" in a stylized, 3D font. Each letter is a different color (red, blue, green, yellow, red, blue) and has a shadow effect, giving it a three-dimensional appearance.

1997-1998  
(Pre-launch)

The logo is the word "Google" in a simple, sans-serif font. Each letter is a different color (blue, red, yellow, blue, green, red).

September 1999  
October 1998

The logo is the word "Google" in a simple, sans-serif font, followed by an exclamation point. Each letter is a different color (blue, red, yellow, blue, green, red).

September 1998  
May 1999

The logo is the word "Google" in a simple, sans-serif font, followed by a trademark symbol (™). Each letter is a different color (blue, red, yellow, blue, green, red).

May 1999  
May 2010

The logo is the word "Google" in a simple, sans-serif font, followed by a trademark symbol (™). Each letter is a different color (blue, red, yellow, blue, green, red).

May 2010  
September 2013

The logo is the word "Google" in a simple, sans-serif font, followed by a trademark symbol (™). Each letter is a different color (blue, red, yellow, blue, green, red).

September 2013  
September 2015

The logo is the word "Google" in a large, simple, sans-serif font. Each letter is a different color (blue, red, yellow, blue, green, red).

September 2015

UR



***Quiz!***

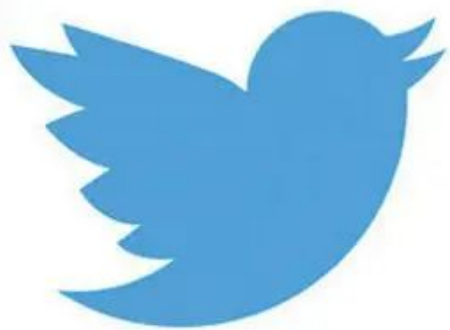
***Which logo is correct?***



A



B



A



B



A



B



A



B



A



B

Google Google

A

B



**A**



**B**



**A**



**B**





A

B



LG



LG



**A**

**B**



**A**

**B**



**A**



**B**



**A**



**B**

# *Conclusion*

# Sources

<https://visme.co/blog/evolution-of-logos/> (access date: 11.11.2022)

<https://visme.co/blog/types-of-logos/> (access date: 11.11.2022)

[https://girlwhowouldbeking.com/2014/02/28/personally-the-rules-on-what-makes-a-good-logo](https://girlwhowouldbeking.com/2014/02/28/personally-the-rules-on-what-makes-a-good-logo/) (access date: 11.11.2022)

<https://www.thesun.co.uk/living/4350996/can-you-spot-the-real-brand-from-the-fake-weve-slightly-altered-16-well-known-labels-to-test-your-brain/> (access date: 21.11.2022)