

# *WWW, Web Design, Multimedia*

*Logo*

*Winnie Wang*

# Logo

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- *Visual representation of the brand*
- *What to include*
- *How the logo can be used*
- *Alternate versions*
- *How the logo should NOT be used.*

# Logo

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*Logorama - Óscar (2010)*

<http://www.youtube.com/watch?v=N5lwyCp72Rs>

*Type only logos*

- *Choose the right typeface*
- *Changing one thing.*

*Logo Symbol*

- *Work with line and shapes*

*Type treatment- change a thing*

**BRAUN**

**DELL™**

**FedEx®**  
Federal Express

**intel®**

**Microsoft®**

**Nestlé®**

**FUJITSU**

**Shelter**

**STAPLES®**

that was easy.™

**Tropicana**

**VANS®**

**AA**

# Use of the line



*Use rectangles and circles*



*Use abstract imagery*



# *Use representational imagery*





# *Use negative space effectively*



FedEx<sup>®</sup>



V&A

# Consider trend, logo life

**LEGO**

1934

TRUKKER **LEGO** BILLUND  
— Født den 1. febr. 1891 død 22. jul 1972 —

1936



1936

**LEGO**  
*Klodsen*

1946



1950



1953



1954



1955



1959



1964



1973



1998

# Consider trend, logo life



1903



1909



1913



1913 (logo for double-faced sign at filling stations)



1948



1963



*Consider trend, logo life*



1948



1950



1960



1960



1951



1952



1961, Gerald Stahl & Associates



1954



1954



1955



1956



1978, Siegel & Gale

# Consider trend, logo life



1881



1886



1895



1904, Hans Schneider



(logo used for export)



1929



1989



2002 (added logotype is used only in exceptional circumstances)



2010

# Consider trend, logo life



ca 1920



1920, AR Saunders



1922



1947



1958, Raymond Loewy



1989, Siegel & Gale



2000, Landor Associates

*Consider trend, logo life*



BEFORE



AFTER



1888



1891



1911



1924



1947



1956



1972