

# Logo Design Part 2



**EXXON**



**Kleenex**  
BRAND TISSUES

# Types of Logos

Pictorial

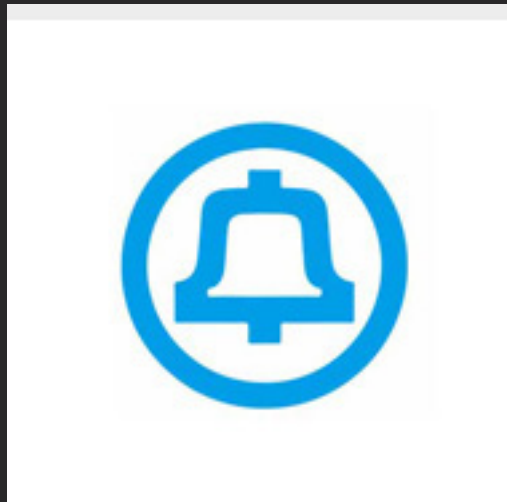
Abstract

Typographic, Letterform

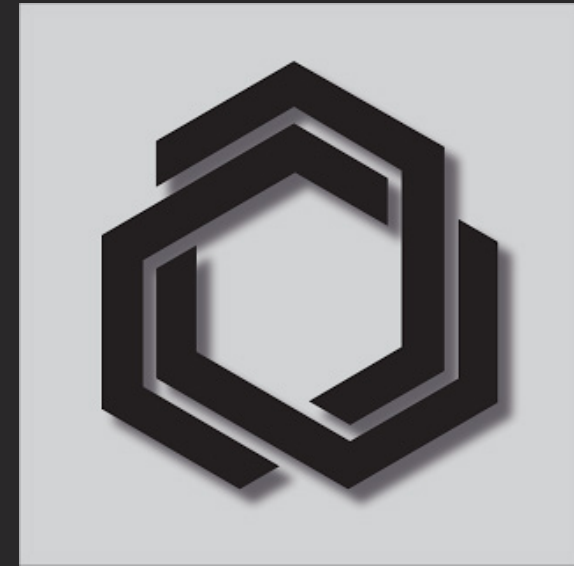
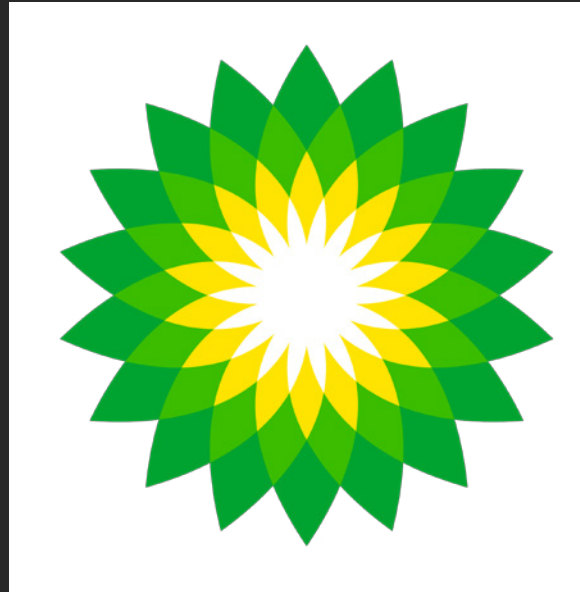
Inclusive

Emblem

Pictorial



# Abstract



# Typographic, Letterform

**Kleenex**  
BRAND TISSUE



*Coca-Cola*

**FedEx**

**CNN**

Inclusive





# Emblem



# Type Classifications

Serif

Sans-Serif



Serif

A diagram illustrating the word "Serif" in a serif font. Red arrows point to the decorative flourishes (serifs) on the letters: the top of the 'S', the bottom of the 'e', and the bottom of the 'f'.



SansSerif

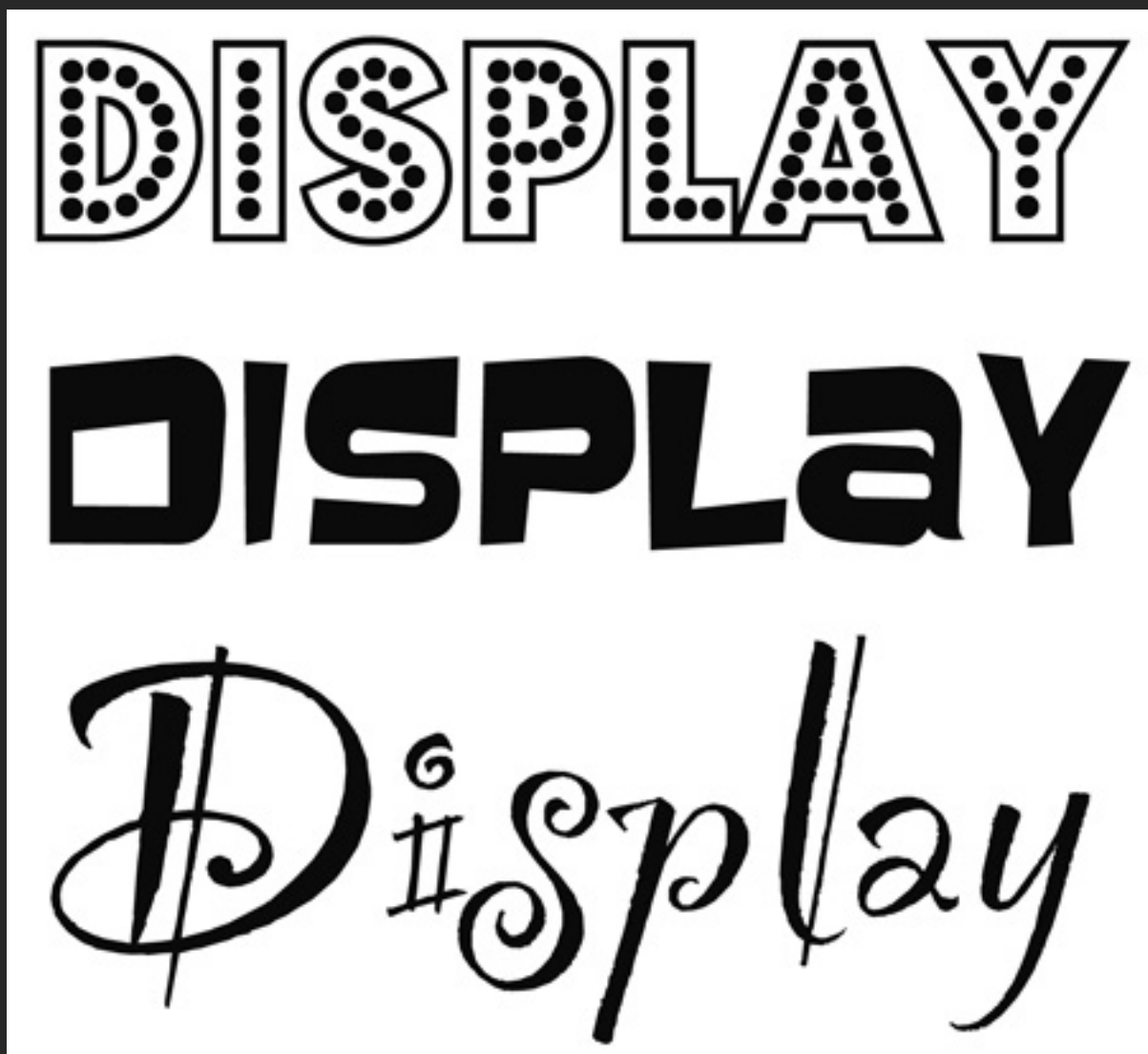
A diagram illustrating the word "SansSerif" in a sans-serif font. The word is written in a clean, modern font without decorative flourishes.



# Type Classifications

Script

Display



# Kerning



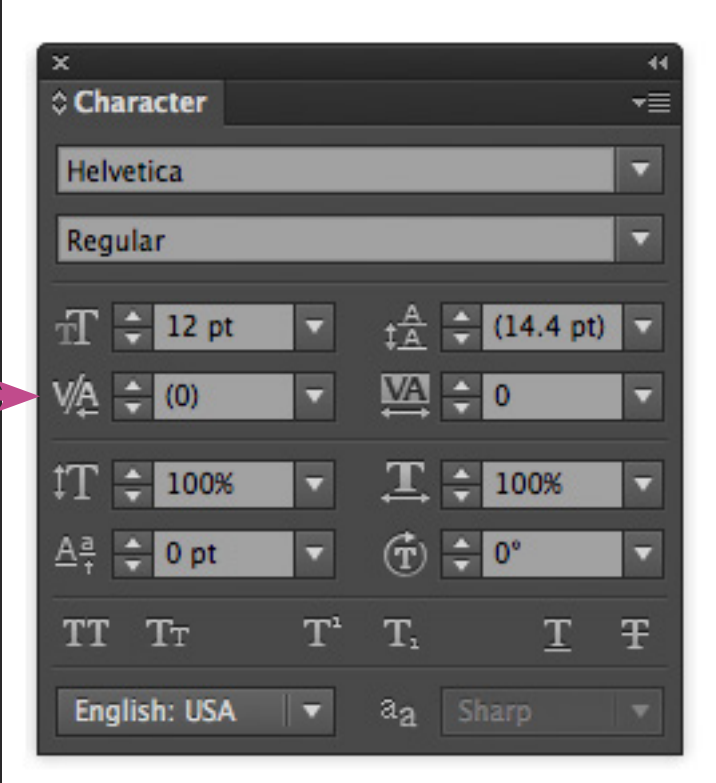
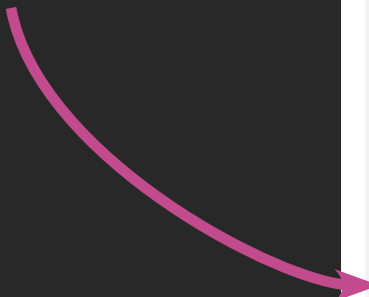
# STAR WARS

TM

PANDORA

PANDORA

# Kerning





# Make a Cohesive Shape

Align, align, align!



...Even if it's an Implied Shape



**BOYS & GIRLS CLUBS**



**BOYS & GIRLS CLUBS**



**BRANT  
HISTORICAL  
SOCIETY**

*Your History Matters*



**BRANT  
HISTORICAL  
SOCIETY**

*Your History Matters*

# Consider the Stacked Square

