

A History of Logo Design

Based on information from
www.artyfactory.com

- Convey the identity or ownership of a product, company, campaign or concept in a memorable way with a:
 - Sign
 - Symbol
 - Trademark
 - Badge

What is a Logo?

- On a letterhead
- On a memo
- Embroidered onto a napkin or jacket
- Embossed on metal cutlery
- Illuminated as neon sign on a building

How are logos used?

- K I S S

- Keep It Simple Silly
- Faster to read
- Easier to remember

Basic qualities of a logo?



The 'I Love New York' logo by Milton Glaser, one of the most reproduced logos ever, illustrates most of these basic qualities

- Convey an immediate and memorable identity
- Connect with target audience in a positive manner

Main Function

- Logos have been around for thousands of years
- Ancient Egyptians branded domestic animals with hieroglyphs to mark ownership
 - Something that continues today



Logo Evolution

- Great faiths of the world have adopted symbols for ease of recognition.



- From 12th century thru medieval times, heraldic design were used to identify status and property of nobility



Logo Evolution



Logo Evolution

- As our lives have become more complex
- Logo designs have simplified



Logos Today

- Study the examples at:

http://www.artyfactory.com/graphic_design/graphic_design_lesson/graphic_design_lesson_1.htm

Developing Creative Ideas for Graphic Design