



Types of Logos

Most logo designs will fall into three categories; Illustrative, Iconic and Text Based. Each has its advantages and disadvantages, and by being familiar with the strengths and weaknesses of the different versions, you can make an educated decision on which logo type is best for you.

Iconic Logo

Iconic logos generally feature symbols that reflect an aspect of the company and/or product portrayed. They can be used solo, or with text. This form of logo is the most common, yet often difficult to design.



A unique floral and garden boutique

PROS	CONS
<ul style="list-style-type: none"> ◆ Faster to visually 'absorb' ◆ More likely to be recognized later after limited initial exposure ◆ Is more likely to be 'trademarkable' ◆ Easier to appear 'cutting edge' ◆ Easily converted to black and white ◆ Is more likely to be recognized when reproduced at small sizes 	<ul style="list-style-type: none"> ◆ Difficult to create 'unique' icon ◆ Requires very experienced graphic/logo designer ◆ May end up as 'fad' logo i.e.: globes and swooshes from 90's ◆ Generally requires a text addition, unless the subject of massive exposure

Illustrative Logo

Illustrative logos are usually more complex than iconic, and are a pictorial representation of some aspect of the company or product portrayed. This can be the name, the business concept or a mascot that can be developed. Illustrative logos require more time and major modifications generally involve starting from scratch.



PROS	CONS
<ul style="list-style-type: none"> ◆ Appropriate for mascot, cartoon or whimsical logos ◆ Is more effective for 'fun' establishments ◆ Has a very high recognition factor ◆ More likely to be popular on wearables or incentives ◆ Easier to create 'unique' illustration 	<ul style="list-style-type: none"> ◆ Slower to visually 'absorb' ◆ More difficult to animate ◆ May be difficult to reproduce on low resolution media ◆ May be difficult to convert to black & white ◆ Is more difficult to embroider ◆ Difficult to edit/change colors

Text Based Logo

Text based logos are the simplest, but the designer is limited to the 'tricks of the trade' that are available. A memorable text logo can help 'brand' your name and is generally easy to reproduce on a wide variety of promotional items.



PROS	CONS
<ul style="list-style-type: none"> ◆ Recognition of logo also involves the name of the entity portrayed ◆ Can be reproduced on most media without any modifications ◆ Easily converted to black and white ◆ Is more likely to be recognized when reproduced at small sizes 	<ul style="list-style-type: none"> ◆ More appropriate for 'conservative' companies ◆ Less likely to illustrate the function of the company or product ◆ Unlikely to 'stand out' if featured with iconic and/or illustrative logos ◆ Less 'ah-ha' factor