

## Terminology / Typography + Identity + Logo

### Abstract Symbol

Abstract symbols usually represent images in a stylized, simplified manner - sometimes with representational images that can be deciphered. The abstract symbol does not clearly refer to the organization it represents and will elicit associations only after the public has been exposed to it for a while. When a business concept is abstract or complex and the name is also non-descript, it most often calls for an abstract logo reflecting the most important attribute(s) of your business.

### Alpha-Glyph

Also called a lettermark, an alpha-glyph is similar to a glyph, but uses a letter or letters from the name of a company to represent the company. (Honda, Acura, Mazda, and Hyundai.) Anagrams and monograms are glyphs.

### Alphanumeric

An alphanumeric logo is the name of a company or brand spelled out, literally, with a unique typographic treatment that is unique unto the name itself and can therefore be trademarked and treated as a logo. ( Kellogg's, FedEx, Microsoft, Sony, Ford) Letter-spacing, color, font choice, word relationships and other factors play into the creation of an alphanumeric logo. Also referred to as a typographic symbol or wordmark.

### Anagram

Literally, this means the letters of a word are read backward. Can also refer to the change of one word into another by the transposition of letters. Often, the letters of a word read out of order to discover hidden meaning.

### Brandmark

A simple but strong graphic symbol, often an abstract symbol, that complements an aspect of a business or service and represents a company by association.

### Combination Mark

Combination marks are also referred to as iconic logotypes, or descriptive symbols. A combination mark generally combines a brandmark symbol with a wordmark.

### Descriptive Symbol

A mark that relates a company's products or services representationally. This type of symbol works best when it suggests the character of the organization, rather than showing products. Also referred to as combination marks or iconic logotypes.

#### Glyph

A glyph is symbol, icon, pictograph, etc., that is used as a graphic representation of a company. Glyphs are most often used for secondary communication devices however, such as signs and instructional devices.

#### Icon

Refers to a mark without words that represents a company by association.

#### Iconic Logotype

Iconic logotypes are also referred to as combination marks or descriptive symbols. An iconic logotype generally combines a brandmark symbol with a wordmark.

#### Lettermark

Similar to a wordmark, a lettermark is a typographic symbol, usually involving initials or abbreviations. Monograms and anagrams are lettermarks. The representation of the letter(s) essentially become a symbol of the company. Also referred to as an alpha-glyph.

#### Lockup

A lockup is the final form of a logo with all of it's elements locked in their relative positions.

#### Logo

A logo is a graphical, illustrative or typographical representation of a company's identity. The word "logo" is short for "logotype."

#### Logotype

A logotype is a typographic symbol that is a powerful visual representation of a company and forms the basis of it's corporate identity. The word "logo" is short for "logotype," referring to a company signature or mark. It is a name, symbol or trademark designed for easy and definitive recognition. A logotype refers to a broad group of designs commonly used as corporate signatures including symbols, glyphs, logos, marks icons etc.

#### Mark

A sign made in lieu of a signature. A corporate logotype.

#### Monogram

A typographic symbol that is composed of one or more letters, typically the initials of a name devoid of any containing form.

#### Pictograph

A pictograph is a symbol that is used to wholly communicate a simple message without words, such as in traffic signs and restroom door signage.

#### Signature

A distinctive mark indicating identity. A corporate logo.

#### Seal

A word, group of words or initials designed to fit within a form. A typographic symbol.

#### Symbol

Refers to a mark without words that represents a company by association.

#### Trade dress

Color(s) that are strategically selected to reflect the brand attributes of a company. The final colors applied to the lockup of the brandmark and typography ultimately define the trade dress of the logo.

#### Trademark

Any corporate mark, when registered and protected by law is referred to as a trademark.

#### Typographic Symbol

A typographic symbol is often text only with unique typographic treatments. Most often however, the company name is incorporated together with simple graphic treatments to create a clean, simple identity. The representation of the word essentially becomes a symbol of the company. Also referred to as alphanumeric or wordmark.

#### Wordmark

A wordmark is often text only with unique typographic treatments (Microsoft, Sears, Yahoo). Most often however, the company name is incorporated together with simple graphic treatments to create a clean, simple identity. The representation of the word essentially becomes a symbol of the company. Also referred to as alphanumeric or typographic symbol.