

## LOGOS ACCORDING TO BUSINESS GROUPS

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How illustrative can a logo be before it becomes difficult to use it effectively	

# INTRODUCTION

## HOW TO USE THIS MATERIAL

### Lesson Ideas

- Analyse the logos to see if there are any particular characteristics of each group, and decide why some are better than others
- Pick a group and design your own logo for a real or fictitious client
- Select another business and make your own collection of logos

## LINKS

There are websites where logos have been categorised, providing many examples:

[BRANDS ARCHIVE](#)

[BRANDS OF THE WORLD](#)

[LOGO DESIGNWORKS](#)

[WIKIPEDIA](#)

### TOP 8 Categories of TYPOGRAPHIC LOGOS

To have a successful logo, designers are playing more with the fonts nowadays ..... designing a typographic logo is much more challenging than creating a traditional one, which is type + image

[MORE](#)

### Logo Design: What font styles suit which industries?

Choosing the right font for the industry you are designing for can make or break your logo design concept

[MORE](#)

# ACCOUNTING



AGRICULTURAL



CONSULTATIVE GROUP ON INTERNATIONAL  
AGRICULTURAL RESEARCH



*better seeds, better choices*



## AIRCONDITIONING



## BEAUTY



CHILD CARE



CLEANING



CLOTHING



CATDOG



ENVIRONMENTAL



bp





## ILLUSTRATIVE

A question that a lot of clients ask is, how illustrative can a logo be before it becomes difficult to use it effectively.

My answer would: depends on where you intend to use the logo. If you are a traditional company then your most common usage of the logo would be on your corporate stationery, your collateral marketing materials, your shop/building signage and perhaps on packaging and merchandise.

Illustrative logos are made up of complex design elements, usually illustrations of some element related to what the company does, an illustration of the company name or perhaps even a mascot or character that is used to represent the company. Not all companies can afford to get an illustrative logo.

Depending on the industry sector the company is in and the target market segment, Illustrative logo designs can be highly effective. They can be eye catching, communicate much more effectively the company message and create an overall greater impact of the brand.

For example, a music company, a construction company, a rock band, a child related product or club, a fitness company etc are all good examples of companies that can benefit from having an illustrative logo. Combining different elements of the business in an illustrative way and using effective logo colors can help create an eye catching design that can then be used in all branding campaigns.

A legal firm, a finance, accounting logo design or venture capital company etc on the other hand are examples of industry sectors where highly illustrative logo designs might not really work.

When creating an illustrative logo, we always try and come up with pencil sketches of two or more conceptual directions. Usually, again depending on the core philosophy of the company, we look for opportunities for creating characters that form part of the company logo, as well as be a stand alone company mascot.



