Type Logos

Coca-Cola

This is arguably the most famous logo in the world. The Coca-Cola Company has been using this logo since 1886. By using a copyrighted font, no other company can use this script font.

When using a type logo you want to modify an exisiting font, or design a new font so your logo will be unique.

Incidentally, the Dynamic Ribbon script was originaly penned by Frank Robinson, the bookkeeper for the pharmacist who invented Coke. Robinson also suggested the name Coca-Cola.

Microsoft

Microsoft is a much younger company that Coca-Cola, but it also has a very powerful logo.

A stylized sans serif font is used. The name leans slightly to the right, implying movement and action. The letters are very close and sometimes touch, merging two forms into one. The letters "f" and "t" for example. Also, the letter "o", where it would touch the "s", has a small triangle cutout. This cutout also serves to divide the two sylables of the word.

Illustrative Logo

D'Angelo Sandwich Shop

This chain of sub shops replaces the letter "l" in its logo with a sub. Reinforcing the idea of what type of food you can expect to purchase. The font used is very decorative and relaxed. When used in conjunction with the folksy drawing of the sub they are reinforcing the casual, take-out atmosphere of the chain.

Chili's

Not only does the name of the company make you think "hot and spicy", but the use of a chili pepper as the apostrophe reinforces the company name, its origins as a Mexican food restaurant and the fun, hip, youthful image they are trying to convey.

Burger King

At first glance this might appear to be a graphic based logo. But notice that the name of the company is inside a hamburger bun. They are reinforcing the core business of the restaurant. Subtly the logo says, "We are in the hamburger business. Not salads. Not toys. Hamburgers."

Graphic Logos

BMW

BMW has been using this logo since 1920. The company began as a builder of high performance aircraft engines. The circular design represents a white airplane propeller against a blue sky. Unless you know the history of the company the symbol has no particular meaning.

CBS

The CBS "eye" has been in use since 1951. The man who created it, William Golden, said that he was inspired by the hex symbols he saw on barns in rural Pennsylvania. He originally concieved of it as a blinking eye.