

6. The combination mark

A combination mark is a logo comprised of a combined wordmark or lettermark and a pictorial mark, abstract mark, or mascot. The picture and text can be laid out side-by-side, stacked on top of each other, or integrated together to create an image. Some well-known combination mark logos include Doritos, Burger King and Lacoste.



Because a name is associated with the image, a combination mark is a versatile choice, with both the text and icon or mascot working together to reinforce your brand. With a combination mark, people will also begin to associate your name with your pictorial mark or mascot right away!

In the future, you may be able to rely exclusively on a logo symbol, and not have to always include your name. Also, because the combination of a symbol and text creates a distinct image together, this type of logo is usually easier to trademark than a pictorial mark alone.

7. The emblem

An emblem logo consists of font inside a symbol or an icon; think badges, seals and crests. These logos tend to have a traditional appearance about them that can make a striking impact, thus they are often the go-to choice for many schools, organizations or government agencies. The auto industry is also very fond of emblem logos. While they have a classic style, some companies have effectively modernized the traditional emblem look with logo designs fit for the 21st century (think of Starbucks' iconic mermaid emblem, or Harley-Davidson's famous crest).



But because of their lean towards higher detail, and the fact that the name and symbol are rigidly entwined, they can be less versatile than the aforementioned types of logos. An intricate emblem design won't be easy to replicate across all branding. For business cards, a busy emblem may shrink so small before it becomes too difficult to read. Also, if you plan on embroidering this type of logo on hats or shirts, then you'll really have to create a design that is on the simple side or it just won't be possible. So as a rule keep your design uncomplicated and you'll walk away with a strong, bold look that'll make you look like the consummate professional.

When to use a combination mark or emblem logos:

- A **combination mark** is a great choice for pretty much any business out there. It's versatile, usually highly unique, and the most popular choice of logo among prominent companies. (We also see A LOT of combination mark logos get created on 99designs.)
- An **emblem's** traditional look might be favored by lots of public agencies and schools but it can also serve any up-and-coming private business quite well, especially those in the food and beverage industry: think beer labels and coffee cups (Starbucks!). But remember to play it safe when it comes to detail. You still want a design you'll be able to print neatly across all of your marketing material.