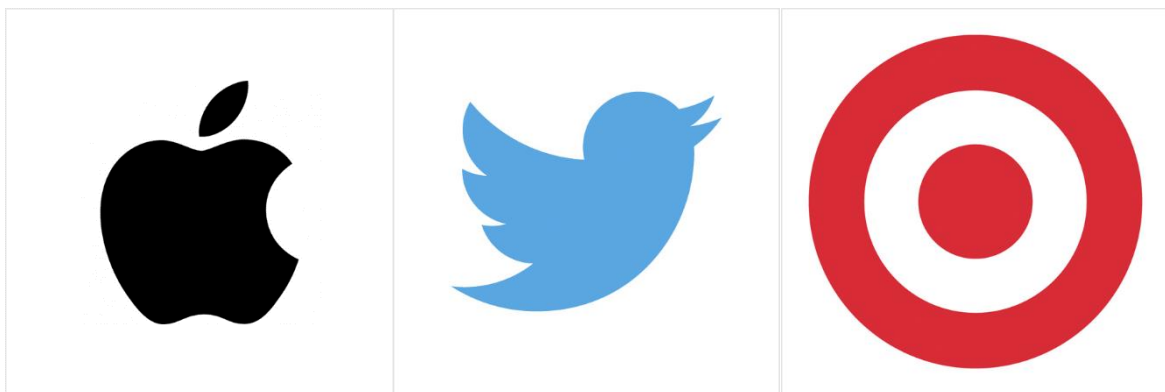


1. Pictorial marks (or logo symbols)

A pictorial mark (sometimes called brand mark or logo symbol) is an icon—or graphic-based logo. It's probably the image that comes to mind when you think "logo": the iconic Apple logo, the Twitter bird, the Target bullseye. Each of these companies' logos is so emblematic, and each brand so established, that the mark alone is instantly recognizable. A true brand mark is only an image. Because of this, it can be a tricky logo type for new companies, or those without strong brand recognition, to use.



The biggest thing to consider when deciding to go with a pictorial mark is what image to choose. This is something that will stick with your company its entire existence. You need to think about the broader implications of the image you choose: do you want to play on your name (like John Deere does with their deer logo)? Or are you looking to create deeper meaning (think how the Snapchat ghost tells us what the product does)? Or do you want to evoke an emotion (as the World Wildlife foundation does with their stylized image of a panda—an adorable and endangered species)?

2. Abstract logo marks

An abstract mark is a specific type of pictorial logo. Instead of being a recognizable image—like an apple or a bird—it's an abstract geometric form that represents your business. A few famous examples include the BP starburst-y logo, the Pepsi divided circle and the strip-y Adidas flower. Like all logo symbols, abstract marks work really well because they condense your brand into a single image. However, instead of

being restricted to a picture of something recognizable, abstract logos allow you to create something truly unique to represent your brand.



The benefit of an abstract mark is that you're able to convey what your company does symbolically, without relying on the cultural implications of a specific image. Through color and form, you can attribute meaning and cultivate emotion around your brand. (As an example, think about how the Nike swoosh implies movement and freedom).

3. Mascots

Mascot logos are logos that involve an illustrated character. Often colorful, sometimes cartoonish, and most always fun, the mascot logo is a great way to create your very own brand spokesperson—er, spokes-character(?).

A mascot is simply an illustrated character that represents your company. Think of them as the ambassador for your business. Famous mascots include the Kool-Aid Man, KFC's Colonel and Planter's Mr. Peanut.



Mascots are great for companies that want to create a wholesome atmosphere by appealing to families and children. Think of all those

mascots at sporting events and the great dynamic they create by getting involved with the audience!

When to use picture and symbol logos:

- - A **pictorial mark** alone can be tricky. It's effective if you already have an established brand but that's not a hard and strict rule. You can use brandmarks to your advantage to convey what your business does graphically if your name is too long, and they can also be used effectively to convey a desired idea or emotion.
 - **Pictorial** and **abstract marks** also work quite well for global commerce if, for example, a business name doesn't lend itself well to translation.
 - A **pictorial mark** however may not be the best idea if you anticipate changes to your business model in the future. You may start off selling pizzas and use a pizza in your logo but what happens when you start to selling sandwiches or burgers, or even produce?

Have a question? [Ask our team.](#)

- **Abstract marks** allow you to create a completely unique image for your business, but are best left to design professionals who understand how color, shape and structure combine to create meaning.
- Think about creating a **mascot** if you are trying to appeal to young children or families. One big benefit of a mascot is it can encourage customer interaction so it's a great tool for social media marketing as well as real-world marketing events. I mean, who doesn't want to take a selfie with the Pillsbury Doughboy?

Remember that a **mascot** is only one part of a successful logo and brand, and you may not be able to use it across all your marketing material. For example, a highly detailed illustration may not print well on a business card. So put some consideration in the next type of logo design below, the combination mark.