Marks
Commercial Icons & Symbols
Classifying the various signs used
A logo is a glyph or symbolic, identifying mark that conveys origin, identity, or ownership.

The design of a logo falls into one of three different categories.
Type of Logo Design #1

Icons & Symbols

Compelling, yet uncomplicated, images that are emblematic of a particular company or product
Wordmark or Logotype

A logotype, commonly known in the design industry as a "word mark", incorporates your company or brand name into a uniquely styled type font treatment.
Type of Logo Design #3

Combination Mark

- Logos that use both text and a symbol/icon to signify a brand image
OTHER TYPES OF MARKS

- Emblems
- Printer’s / Publisher’s Marks
- Imprints
- Personal Marks
- Certification Marks
- Service Marks
- Trademarks
Emblem [1 of 4]

A complex mixture of pictorial elements and type
Emblem [2 of 4]

A heraldic device or symbolic object as a distinctive badge of a nation, organization, or family.
Emblem [3 of 4]

Symbolic representation of a quality or concept.
Emblem [4 of 4]

A pictorial image, abstract, or other representation epitomizing a concept, moral truth, or allegory.
LEST WE FORGET
WORLD WAR STORIES

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Personal Mark
Birth Mark
Imprint

- A trade name under which a work is published
Certification Mark

Shows that a product has been certified. Doesn’t mean it has been approved.
Bookmark

FAIL
Hallmark or Plate Mark

An official mark or stamp indicating a standard of purity, used in marking precious metals.

Any mark or special indication indication of genuineness, good quality, etc.
Seal

A commercial hallmark, that authenticates, confirms, or attests.

An emblem used as a means of authentication.
Trademark
Checkmark

WRONG!
Punctuation Marks

Wrong!

Again
Service Mark

An identification of a service rather than a product. It is federally registered and given the standard registration symbol ®.