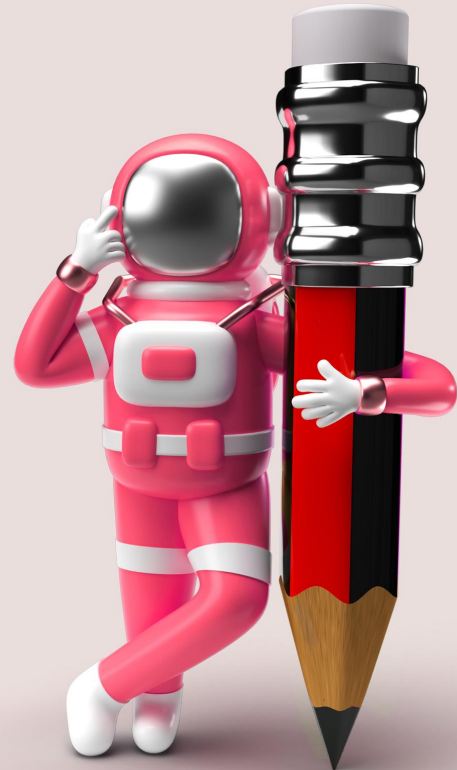


LOGO DESIGN

Behind the Symbols



TYPES OF LOGOS:



ABSTRACT



MONOGRAM



EMBLEMS



COMBINATION



MASCOT



PICTORIAL



WORDMARKS



Primary Logo

A primary logo is pretty self-explanatory. but it's the main logo used to represent your brand. This is your main logo you'll use on your website header, business card, marketing materials, brand collateral, etc. Your Primary logo should includee your full business name.



Secondary logo

Your secondary logo is usually your primary logo rearranged into another orientation. you can call it an alternate logo. Depending on your industry. this logo can be vertical or horizontal. Alternate secondary logo tend to be stripped down. stacked versions of your primary logo. Some place you might use your secondary logo are social media and print materials.



Submark

Submark logos (also known as logo submarks or brandmarks) are simple, but identifiable brand designs. A submark or alternate mark is a small, usually circular logo that includes your brand's initials. A few good places to use your submarks are on your social media profile images, website or email footer, pinterest and blog graphics, podcast cover.



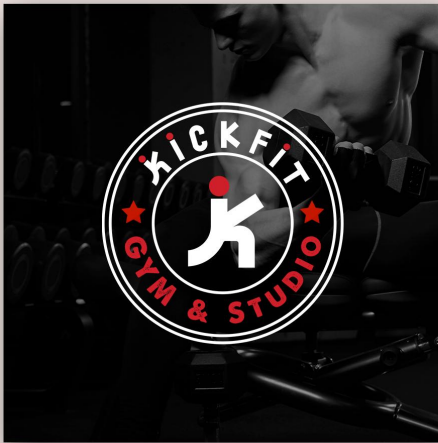
Brand Elements/Icons

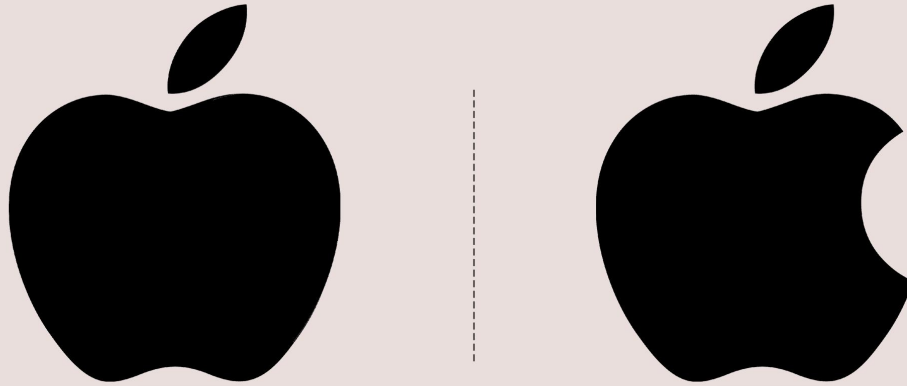
If your primary logo includes an icon tagline, it's useful to pull it out and use on its own as a brand element. An icon is a subtle way to add branding to a graphic that will already be seen in context with your full logo. For example, an Instagram post or story graphic.

LOGO GLIMPSE



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A logo speaks more than a founder

Ready to give your logo the space it deserves?
Let's create a logo that breathes easy and
stands out effortlessly.