

LOGOS & BRANDS

A Slideshow



W E L C O M E to Brands & Logos



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What is a Brand or Logo?

 Used to Identify a Product or Company

 Readily Recognizable Label that is Attached to a Tangible Item

 Proves Ownership

The Importance of Branding & Logos

- Instant Recognition
- A Form of Marketing
- Creates an Image
- Consumer Appeal
- Brand Identity Creates a Perception



Brands vs. Logos: The Distinction!

- **Brands** are a collection of symbols that equal experiences and associations connected with a product, service, person, or entity.
- Brands which are widely known in the marketplace acquire **brand recognition**.



Brands vs. Logos: The Distinction!

(Continued)

- A **Logo** is a graphic icon or element.
- A logo is comprised of a unique arrangement of a type style.
- Logos are formed to give a company an immediately recognizable commercial brand.



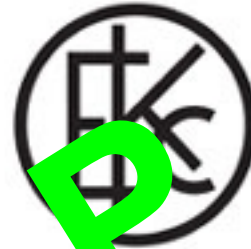
A Bit of Brand History...

- Branding of livestock dates back to 2700 B.C.
- Brands were—and are a visible, permanent sign of ownership
- Hot or freeze brands are hard to alter consequently they are still popular today



The Evolution of a Logo

- **Early 1900's.** Kodak is the first company to integrate its name and look into a symbol.
- **1930's.** Focus moved to the Kodak name and the red and yellow "trade dress" color.
- **1960's.** The corner curl was introduced.
- **1970's.** The mark retained the red and yellow colors and the Kodak name, but the box and graphic "K" element were added.
- **1980's.** A more contemporary type set streamlined the Kodak name within the existing logo.
- **Today.** The box is gone, simplifying the logo. The rounded type font and distinctive "a" give the name a more contemporary look.



Circa 1907



Circa 1935



1960



1971



1987

Kodak

2006

Some Web Link Resources

■ Branding History:

<http://www.cowboyshowcase.com/brands.htm#origin>

■ Logos:

■ History of Logo Design:

<http://visual.ly/history-logo-design>

■ Wikipedia on Logos:

<http://en.wikipedia.org/wiki/Logo>

■ Wikipedia on Brands:

<http://en.wikipedia.org/wiki/Brands>

(Links accurate as of April 2019.)

Design Activity 2

Use your FULL NAME and design a logo element that fits your character. Use the type style to create your personal identity.

Here are a few simple examples:



Thank You

For Previewing

Brands & Logos

Your Positive Comments & Ratings are Appreciated!

