

Get the Names Right

You know a logo when you see one, right? Probably, but do you know the correct terminology of all the parts of the logo? Can you correctly fill in the blanks for the illustration?

- A. Signature B. Descriptor C. Logomark
D. Tag Line E. Logotype F. Containment Shape



Logomark: A logomark is a symbol the is used in combination with the logo type to create a distinctive and memorable visual identity. It can range from realistic to abstract, from geometric to organic and everything in between.

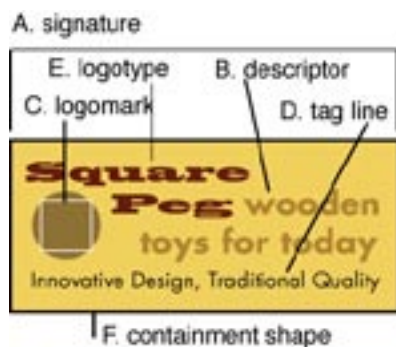
Wordmark: The typography that has been modified to be more distinctive. When it is used frequently, the wordmark can become the logomark.

Descriptor: the descriptor is the everyday common way to describe a company, product or service. It can describe a category such as cereal, spring water, or sunblock lotion. It can be more descriptive such as mountain-grown coffee, thirst quencher, etc.

Tag Line: The tag line helps to define the brand name, company focus or positioning. It is usually smaller in size to the brand name and it should not upstage the brand name.

Signature: The combination of the logomark, the logotype, and the tag line. Not all company use all three elements.

So you say "No one uses these terms. Everyone just calls it a logo. and no one distinguishes between a Descriptor and a Tag Line." That is true, but now you can impress your colleagues with the correct terminology and have the satisfaction of knowing just a tiny bit more. And remember to call Green Graphic Design (860-673-7525) when you are ready to redo your logo or create an outstanding new company image.



How did you do with naming the various components of the signature?