Logo Design
Cheat Sheet

Fonts and their meanings

- **SERIF**

  Most commonly used font category, easy to read, neutral, are seen as reliable, respectable, dependable, reputable.

  VOGUE

  ROLEX

  TIFFANY & CO.

- **SANS SERIF**

  Also old and widely used font category, more contemporary, clean, simple, straight forward, neutral.

  Google

  target

  facebook

- **SCRIPT TYPEFACE**

  Cursive, handwritten fonts, creative. They exude creativity, emotions.

  Coca-Cola
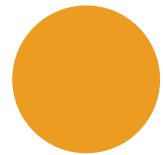
  Barbie

  Ford

Colors and their meanings

- **RED**
  Red is all about passion, action, energy and danger. Think stop signs, flames, the Target logo and roses.
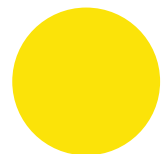
- **ORANGE**
  Orange is about creativity, enthusiasm, energy, creativity and youth. Think traffic cones, high-visibility clothing and a juicy orange bursting with vitamin C.

- **YELLOW**
  Yellow is about joy, hope, playfulness, spontaneity and positivity. Think sunshine and smiley faces.

- **BLUE**
  Blue is about calm and trustworthiness. Think financial institutions (Visa, Paypal, American Express) and major corporations (General Electric, Lowe's, Boeing).
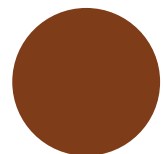
- **GREEN**
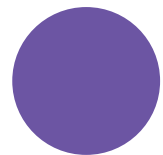 Green is about nature, growth and wealth. Think trees and money.

- **BROWN**
  Brown is a down-to-earth color that stands for warmth, nature, honesty and wholesomeness.

- **PURPLE**
  Purple is a mysterious color that stands for creativity, luxury, spirituality and wealth.

- **PINK**
  Pink is a youthful color that stands for romance and playfulness (think Barbie, AVON, etc)

Logo Types

- ### WORDMARK/LOGOTYPE LOGO

  This is one of the most common and classic form of a logo. Using simple the company's name, typography becomes the centerpiece and a visual landmark of the brand. Even without imagery, choosing the right typeface, it will elicit meaning and evoke the brand's personality (playful, artistic, educational, or serious).

  These types of logos are easy to apply across mediums, and they boost name recognition by being clean and without any distractions.

- ### MONOGRAM LOGO

  A monogram logo is often used by a company with a longer name. This form of a logo usually consists of one to four letters (initials, first letters) which become the key part of the logo and an eye-catching visual. The monogram logo needs to be legible and memorable.

- ### COMBINATION LOGO

  This form of a logo consists of a wordmark combined with a symbol. It is a very common type of logo since either element can be used individually. Combination logos are a great choice for a new bsusiness to build brand recognition and when this is done well, there is always the option to drop the typeface and simplify the logo (think Facebook only using the F).

- ### EMBLEM LOGO

  The emblem is one of the oldest forms of a logo. While it can only include a wordmark and can also hold a monogram with type wrapped around it. All elements are often in a container. It is a less versatile logo and can be difficult to read when shrunken down.

green**mellen**.com

We hope this cheat sheet helps you better understand the essential components of a logo and assists you with a brand creation or update. If you have any questions or need help with your logo design, contact GreenMellen.