

**Біловол М.**

## **LOGOS**

A logo is a graphic mark or emblem commonly used by commercial enterprises, organizations and even individuals to aid and promote instant public recognition. Logos are either purely graphic (symbols/icons) or are composed of the name of the organization (a logotype or wordmark).

In the days of hot metal typesetting, a logotype was a uniquely set and arranged typeface or colophon. At the level of mass communication and in common usage a company's logo is today often synonymous with its trademark.

As the industrial revolution converted western societies from agrarian to industrial in the 18th and 19th centuries, photography and lithography contributed to the boom of an advertising industry that integrated typography and imagery together on the page. Simultaneously, typography itself was undergoing a revolution of form and expression that expanded beyond the modest, serif typefaces used in books, to bold, ornamental typefaces used on broadsheet posters.

The current era of logo design began in the 1870s with the first abstract logo the Bass red triangle. Today there are many corporations, products, brands, services, agencies and other entities using an ideogram (sign, icon) or an emblem (symbol) or a combination of sign and emblem as a logo. As a result, only a few of the thousands of ideograms people see are recognized without a name. An effective logo may consist of both an ideogram and the company name (logotype) to emphasize the name over the graphic, and employ a unique design via the use of letters, colours, and additional graphic elements.

Ideograms and symbols may be more effective than written names (logotypes), especially for logos translated into many alphabets in increasingly globalised markets. The Coca-Cola logo can be identified in any language because of its standard color and well known "ribbon wave" design. Some countries have logos, e.g. Argentina, Spain, Italy, Turkey and The Islands of The Bahamas, that identify them in marketing their country solely for tourism purposes. Such logos often are used by countries whose tourism sector makes up a large portion of their economy.

Logo design is an important area of graphic design, and one of the most difficult to perfect. Because logos are meant to represent companies' brands or corporate identities and foster their immediate customer recognition, it is counterproductive to frequently redesign logos.

Color is considered important to brand recognition. Some colors are associated with certain emotions that the designer wants to convey. For instance loud primary colors, such as red, are meant to attract the attention of drivers on highways are appropriate for companies that require such attention. In the United States red, white, and blue are often used in logos for companies that want to project patriotic feelings. Green is often associated with the health and hygiene sector, and light blue or silver is often used to reflect diet foods.

The logo design profession has substantially increased in numbers over the years since the rise of the Modernist movement in the United States in the 1950s. Three designers are widely considered the pioneers of that movement and of logo and corporate identity design: Chermayeff & Geismar, Paul Rand, and Saul Bass.

---

Робота виконана під керівництвом ст. викл. кафедри іноземних мов Романенко М.В.