

**Abstract:** *To design a logo is a special work. It means creation, intelligence, use of colors, and of course, signs and symbols. It is about a visual personality and a signature of an entity. During the working process, a designer has to answer to a few questions, such as: What signs, symbols and colors have to be used? or What are the important things be design in a logo? What are the logos in the market about a same activity? To answer means to design it. The meaning comes mainly from graphics and that is why it is compulsory to pay attention to each detail. The paper talks about the connection between graphic and meaning which may create a corporate identity.*

**Keywords:** *logo, meaning, design, typology, graphic*

## ATTRIBUTES AND FUNCTIONS OF A LOGO

The identity of an organization is a main element of a communication strategy. Into this strategy an important place is logo, because the company has to be understood by the public through a graphic symbol.

Firstly, it is necessary to understand the attributes and the functions of a logo to achieve an expressive and interesting one. There are at least three directions to action for a logo: to pay attention concerning the organization; to achieve the respect and the prestige of it; to promote a real warranty of the quality for the products and the services offered by the company.

To provide these targets a logo has to be: legible (very good writing and a simple graphic); clear and easy for the identification (acknowledged); versatile (reproduced in various size); unforgettable (memorable); forward a message (coherent); designed for longevity (timeless); with personality (it makes difference in competition).

The functions of a logo has to assure the communication of the message, the reception and the translation of it to the public. In Figure 1 are represented these functions having necessary explanations.

1. **Contact** – assures and supports the contact between the organization and the public;
2. **Explanation** – specifies the identity and the personality of the organization;
3. **Information** – offers information about the product / service / event;
4. **Identification** – indicates the aim public;
5. **Translation** – encodes the message;
6. **Esthetics** – means sensibility, emotion, pleasure.

**Fig. 1** Logo functions

## 2. TYPES OF LOGO

From the beginning is necessary to classify logos. That means to have some elements to realize a classification about the logo design concerning signs, symbols, geometric shape, words etc.

There are three types of logos, as follows [1]:

- **Iconic or symbolic logo** - is a graphic representation through symbol, sign, object etc. This kind of logo has a suggestive representation which could be received and translated by the public. These symbols or signs are about animals, insects, fruits, daily life objects or all kind of suggestive symbols for different activities etc.;
- **Logotype** - is about a representation using letters, figures, numbers or words to make a special identity;
- **Complex logo** - words and symbols into an integrated concept.

## 3. SYMBOLIZATION IN LOGO DESIGN

To symbolize a logo is important to realize a concept using symbols, signs, colors, words, shape to personify a company.

A designer has to answer to a simple question: *What kind of symbols or colors have to be used to realize an interesting and expressive logo?*

There are designers who consider a geometric shape as an element to make more expressive and stronger a logo and which would be received quickly by the public.

Others not agree and talk about logos which are not included into a shape.

They say that a shape may decrease the graphic representation. No doubt, the creativity of the designer will be the first step in this work and he will be in the position to choose the best solution.

In Table 1 we have reproduced a few examples concerning shape and color in logo design [2].

Of course, there are many other symbols like arrows, flames, animals, birds etc., which may assure the identity of an organisation, as constituent elements of logos. Table 2 has examples to sustain these words [2].

Table 1

**Examples concerning shape and color in logo design.**

Shape	Logo	Color/colors
Square	1.American Express 2.Lego 3.Orange	1.white, blue 2.red, yellow, white; 3.orange
Rectangular	1.Makita 2. NHS	1.red, white 2. white, blue
Triangle & Polygon	1.Mitsubishi Motors 2. Renault	1.red 2.yellow, silver
Circle & Ovoid	1.Esso 2. Pfizer 3. BMW	1.red, white, bleu 2.white, blue 3. blue, black, white
Globe	1.Konica Minolta 2.Sony Ericsson	1.blue; white 2.green, silver
Cross	Bayer	black, white, blue, green
Belt	1.Woolmark, 2.British Airways	1.black; 2.red, blue

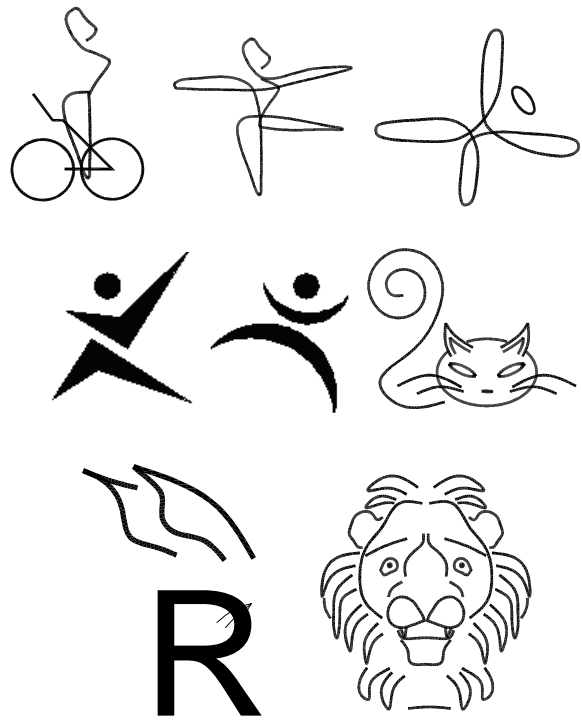
**Fig. 2** Human and animal shape

Table 2

**Examples concerning shape and color in logo design.**

Shape	Logo	Color/colors
Flowers	Labour Party	red, green
Leaf	Air Canada	red
Insects	1.msn 2.British Bee Society	1.silver, red, blue, yellow, green 2.black, yellow
Birds	1.Mazda 2.Lufthansa	1. silver 2.black, yellow
Flame	British Gas	blue, green
Crown	1.Husqvarna 2. The Royal Parks	1.blue 2.green
Arrows	1.Chevron 2.Citroen	1.red, blue, white; 2.silver
Wildlife	1.Qantas 2. WWF	1.red, white 2. black, white
Landscape	Prudential Financial	black

**Fig. 3** Letters as symbols**3.3 To make a simple drawing to be clearly understood and reproduced**

It is important to know that a very rich logo in graphic elements may be not so legible and clear when it is reproduced in different size, to be on a visit card. The thickness of the line is a relevant factor because the reproduction of a logo and their details is tied of this factor. As we see in Figures 4 and 5, the details in APPLE (1976) are not clear defined in a small size [4].

**Fig. 4** Different size for APPLE logo (1976)**3. A KIND OF LOGO DESIGN GUIDE**

We may specify some conceptual aspects for a graphic representation in a logo design work, as follows:

**3.1 To use a stylized shape**

The human / animal shape is an important element for logos and it may be represented as it is sketched (Figure 2).

**3.2 To design letters as symbols**

To take the place of letters with symbols is another element to pay attention to somebody. It is efficient and attractive (Figure 3) [3].

Table 3



Fig. 5 Different size for APPLE logo (1976)

### 3.4 To create motion by using letters

To suggest the motion it may be used a “windy hand writing” (Figure 6).



Fig. 6 Motion by “windy hand writing”

### 3.5 To use a drawing technique to make “3D illusion”

The “3D graphic illusion” may be realized by a special concept (Figure 7).

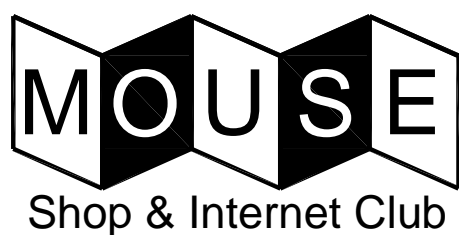


Fig. 7 A “3D graphic illusion”

### 3.6 To repeat letters

To repeat a letter is another way to create an attractive, simple and clear logo (Figure 8).



Fig. 8 The repetition of a letter

### 3.7 To create new symbols

Being a creative work, to design a logo means also to invent new symbols, adapted to the personality and the identity of the organisation. The Table 3 contents two things: new symbols, as graphic representation and the suggestive feature [1].

Graphic representation and the suggestive feature

Graphic representation	Suggestive feature
	Connexion Unification Positive/Negative Compatible
	Bio produce Bio restaurant Bio shop
	Clerical establishment Church Religion
	Organic chemistry Chemical products
	Buildings Roads Infrastructure
	Research Deepness Own development Psychological analysis
	Electronics Electronic medical investigation
	Hard work Givenness Health
	Flying Freedom Ascension

## 4. TO DESIGN LOGOS FROM TABLE 3

Using symbols from Table 3 it is possible to create interesting logos. As symbol only or as a complex logo we have tried to extend the creation in a few examples to show a lot of possibilities to design them.

First example convey the idea of connecting people, a joint between two entities (Figure 9).



Fig. 9 Joint between two entities

A Bio bar or Bio shop use the "glass with vegetables" like in Figure 10 (realized with cad application [5]).

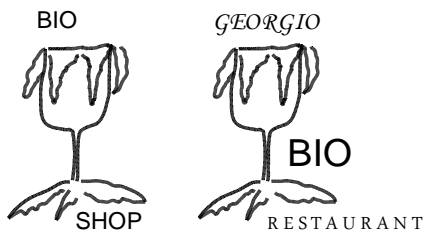


Fig. 10 Glass with vegetables logo

The sixth symbol in Table 3 talk about design, arts, psycho-analyzis etc. like in examples from Figure 11[6].

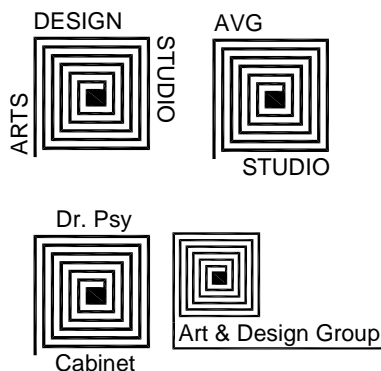


Fig. 11 Psycho-analyzis logo

The seventh symbol talks about electronics or cardio hospital (Figure 12).

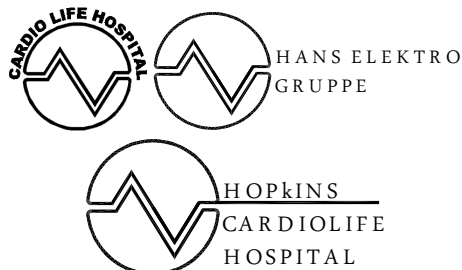


Fig. 12 Electronics or cardio hospital logo

## 5. CONCLUSION

To design logos means creativity, to understand the meaning of symbols and to have a very good "culture" in this domain. In a few examples we have tried to explain the importance of symbols, signs and colors to realize an integrated drawing to express the identity of something else. This work is wonderful and full of satisfaction when the designer see that his work is appreciated and establish the organisation in the market. This paper tried to explain what is the importance of designing something having a meaning.

## 6. REFERENCES

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