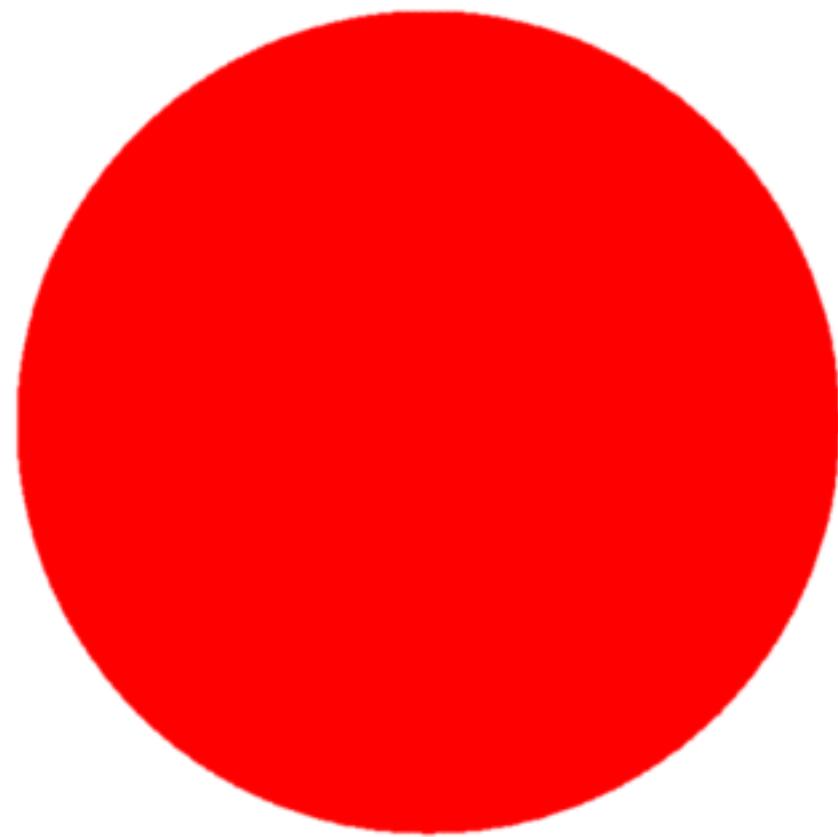


# Branding: Icons and Symbols











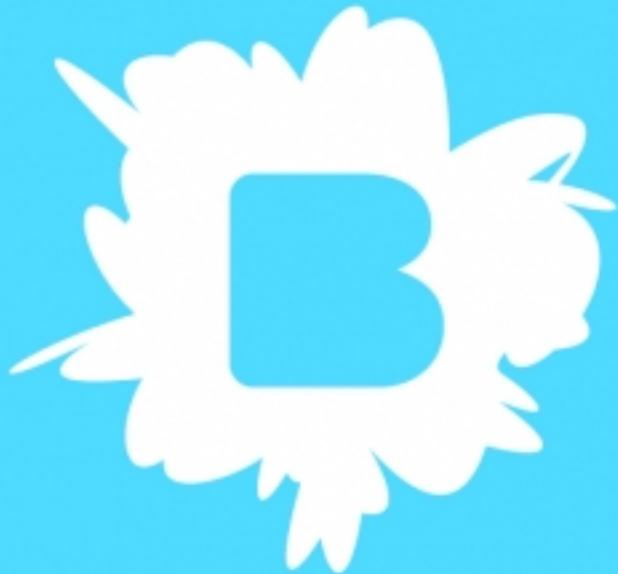




AD





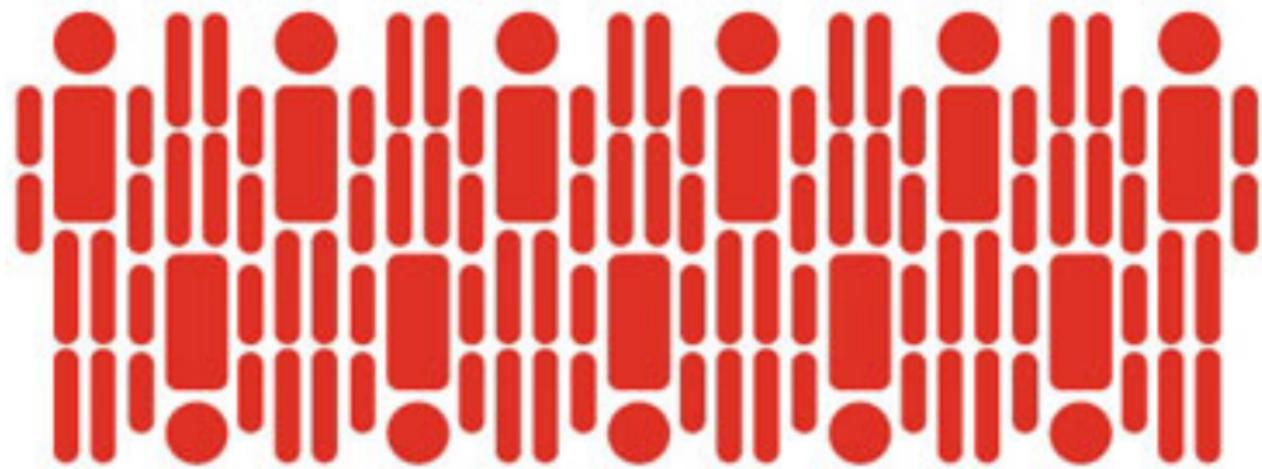


**Brooklyn Museum**





2 x 4









2 x 4  
inches

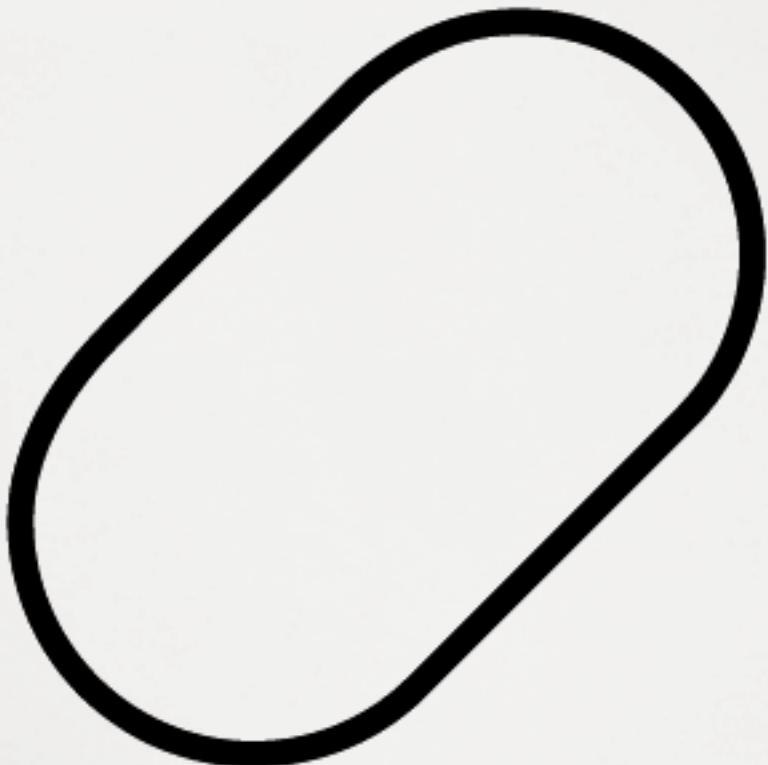


Stop Watch out! Recycle  
!?! OMG I ❤ Shhhhhh!  
**Hi** Nah... Girls Boys BFF  
Hello Turn off **Huh?!**  
**Peace** Sit Boring :-)(  
Knock first! I'm with I ❤

2 x 4  
inches



Peace Stop Watch out!  
!?! Hi **Recycle** BFF  
Shhhhhh! Huh Nah... Girls  
Boys I ❤ Hello Turn off  
Sit Boring Knock first! ~  
**OMG** Pathetic :-)( ><



**Harvard**  
**Art Museum**



**NEW YORK CITY  
OPERA**



LONGWOOD  
GARDENS



adidas®







Apple's First Logo (1976)



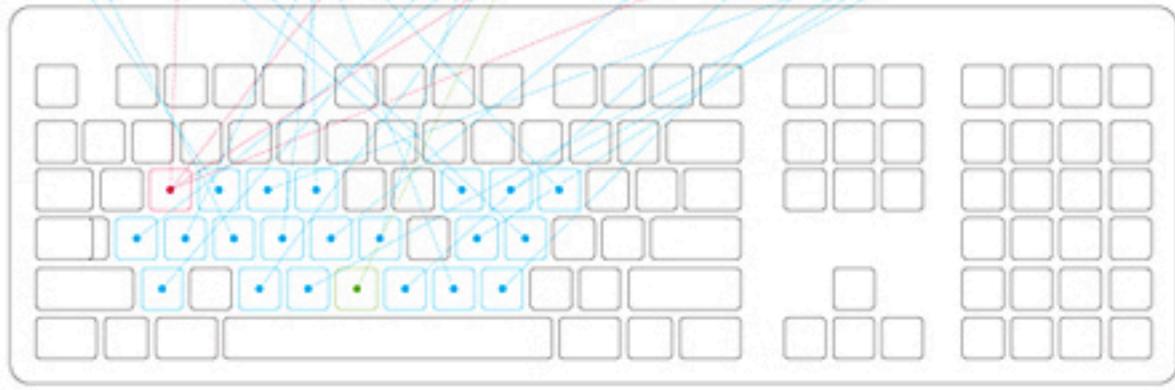
1976-1998



Current logo

**BR**

baskin  
robbins®



## Keyboard Diagram

**Step 1** Select a font and choose a word by typing the corresponding character

**WALKER ART CENTER**

w . ↑ + w

**Step 2** Delete space bar to overlap elements

**WALKER ART CENTER**

← X

**Step 3** Choose a pattern



**Step 4** Overlap the two lines by setting the leading to zero



**Step 5** Repeat to create a line and customize the color







Admission tabs







**Mobil**

The Museum of Modern Art

NATIONAL  
GEOGRAPHIC



Pan Am

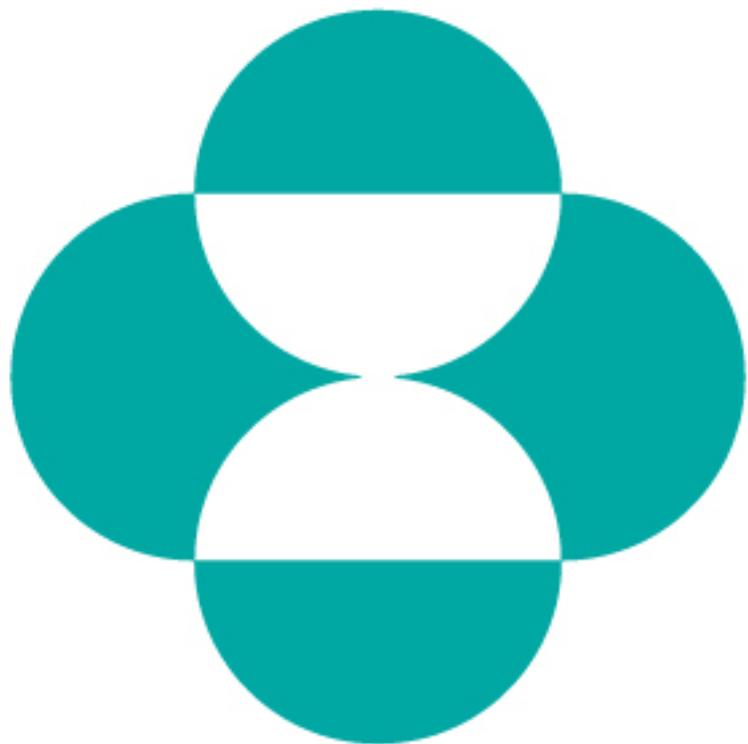


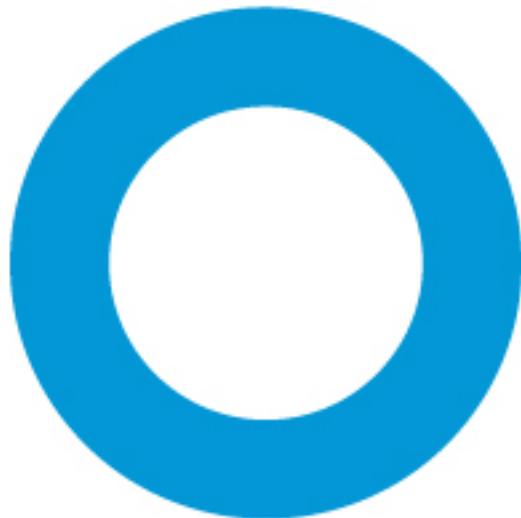
SHOWTIME

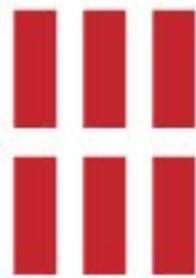


WGBH





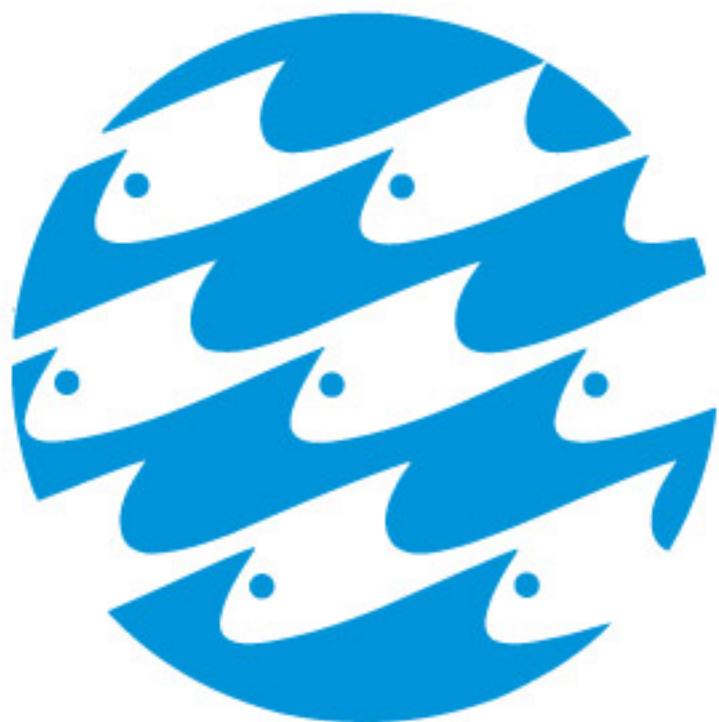




Harvard

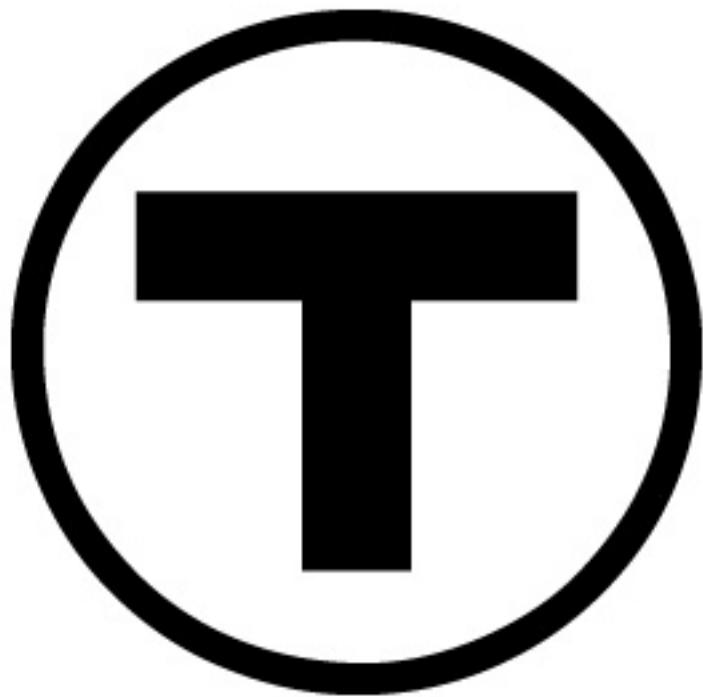






B A R N E Y S  
N E W Y O R K

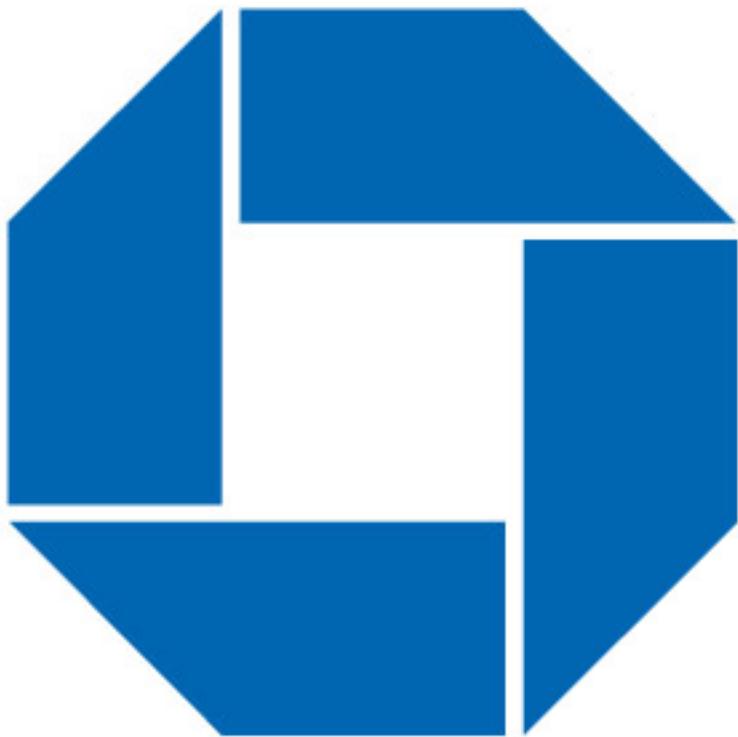


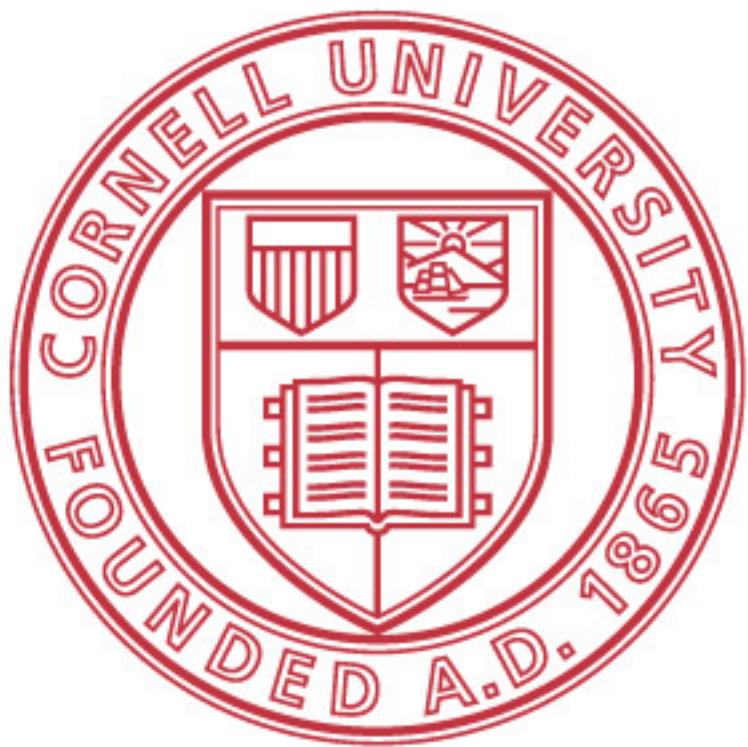




BROWN

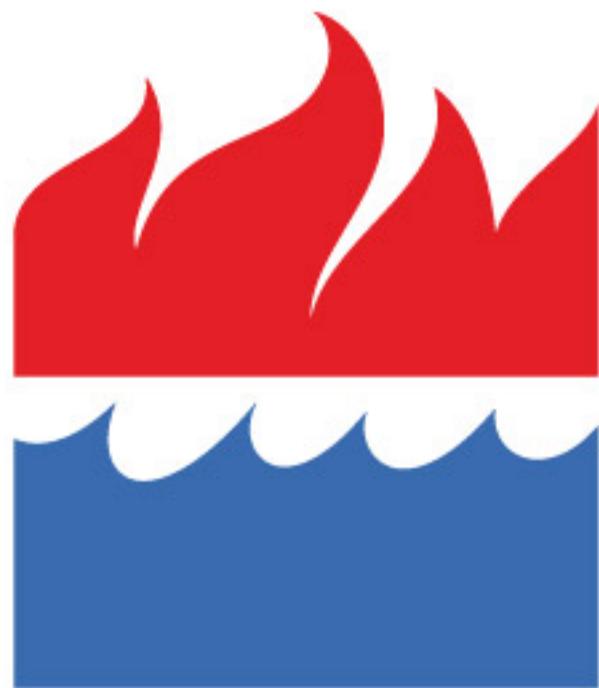
**CBRE**  
CB RICHARD ELLIS







**GREY**



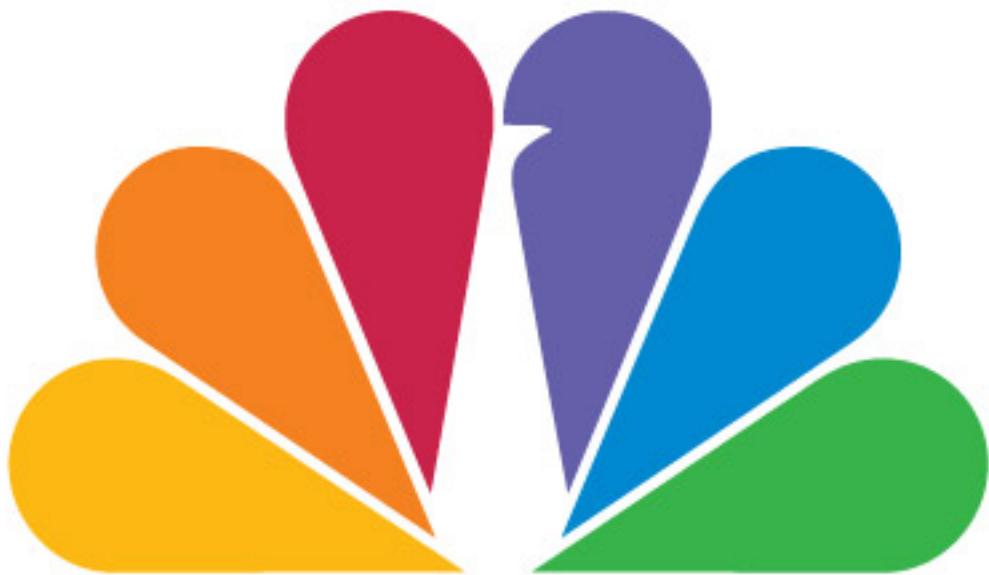
**H E A R S T**



**Mobil**

**The Museum of Modern Art**

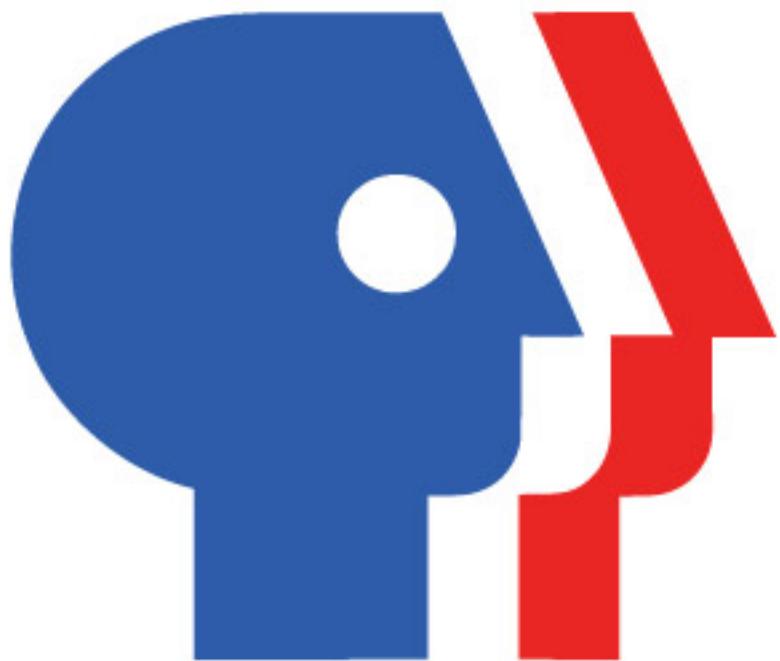




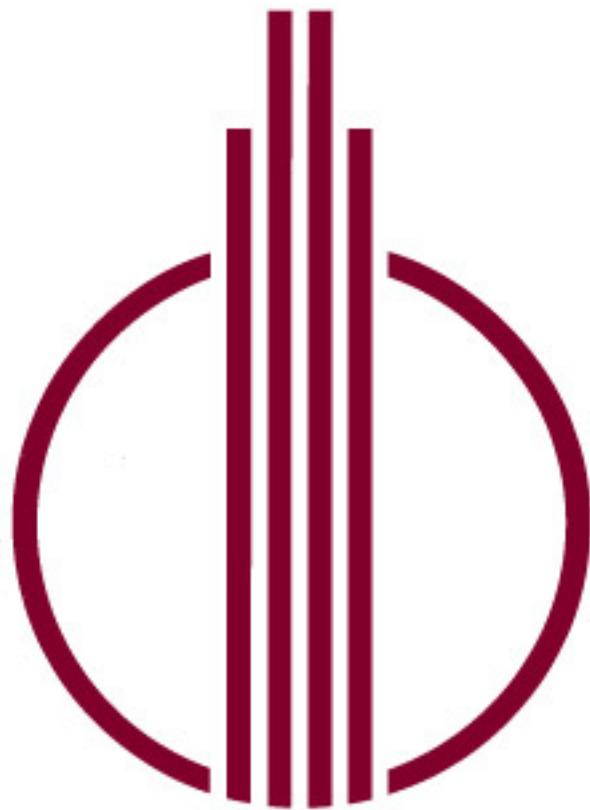




PanAm



IP



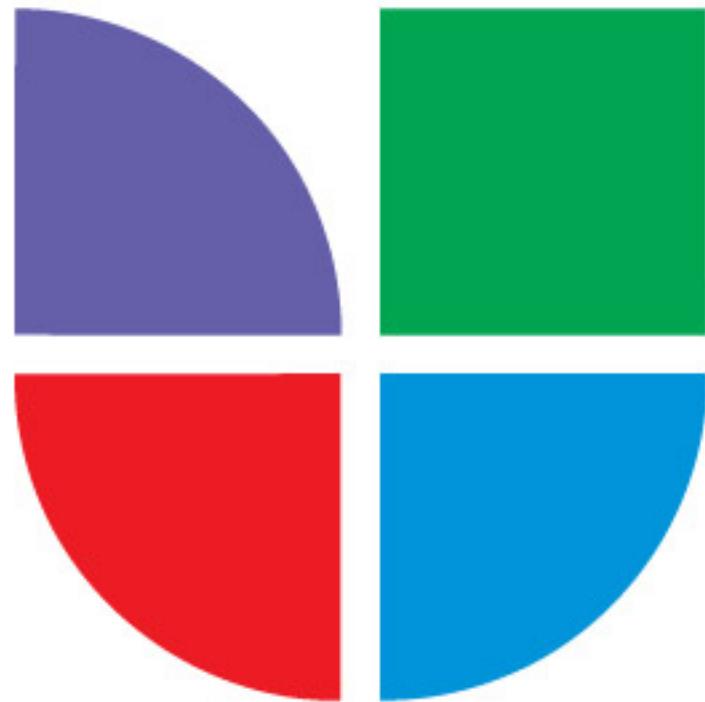












**WGBH**





Coca-Cola

COCA-COLA



Coca-Cola Coca-Cola

1886

1900s

1900s

1940s



Coke  
Coke



1950s-60s

1960s

1985

1987



Coca-Cola

1990s

2000s

2009-Today



CONVERSE®




adidas®



adidas®



THE CRITERION COLLECTION





DC  
COMICS™



DC  
COMICS™



DC  
COMICS™



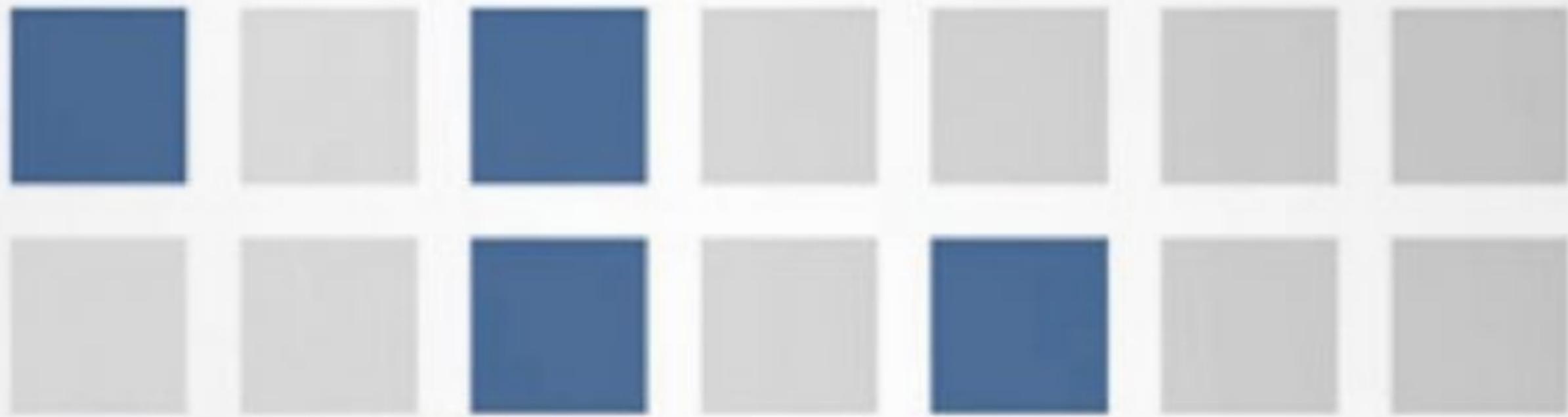
DC  
COMICS™



DC  
COMICS™



DC  
COMICS™



EIGHTY20

^\_ ^ ^\_ O ^ ^ \_ ^ \* ^ ^ \* ^

T-T Y.Y (ToT) OTL

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ENGLISH

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:-D

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JAPANESE

(^\_ ^)

(^\_\_\_\_\_ ^)

(^\_ ^)

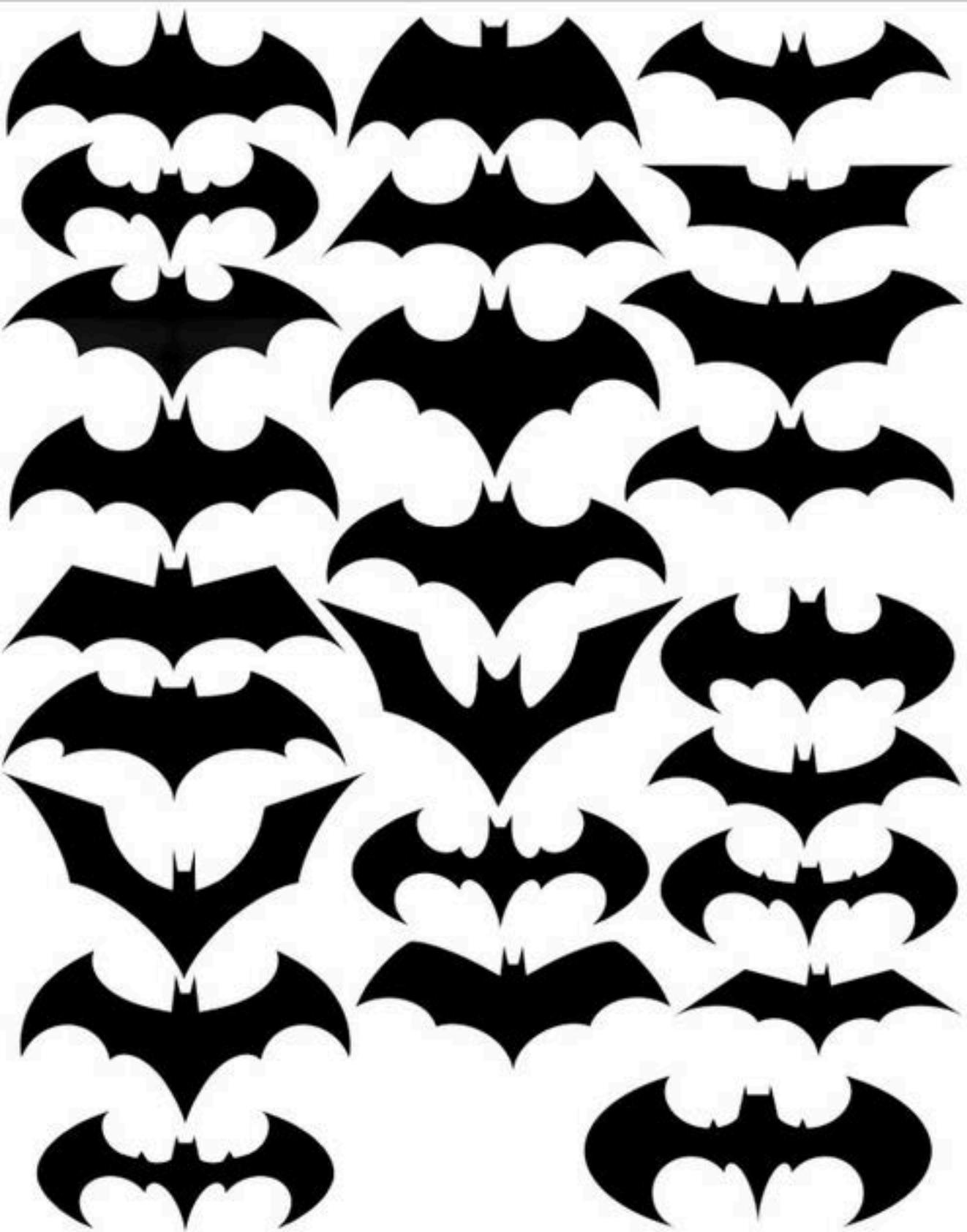
(-\_-)

(;\_ ;)

(o\_O)

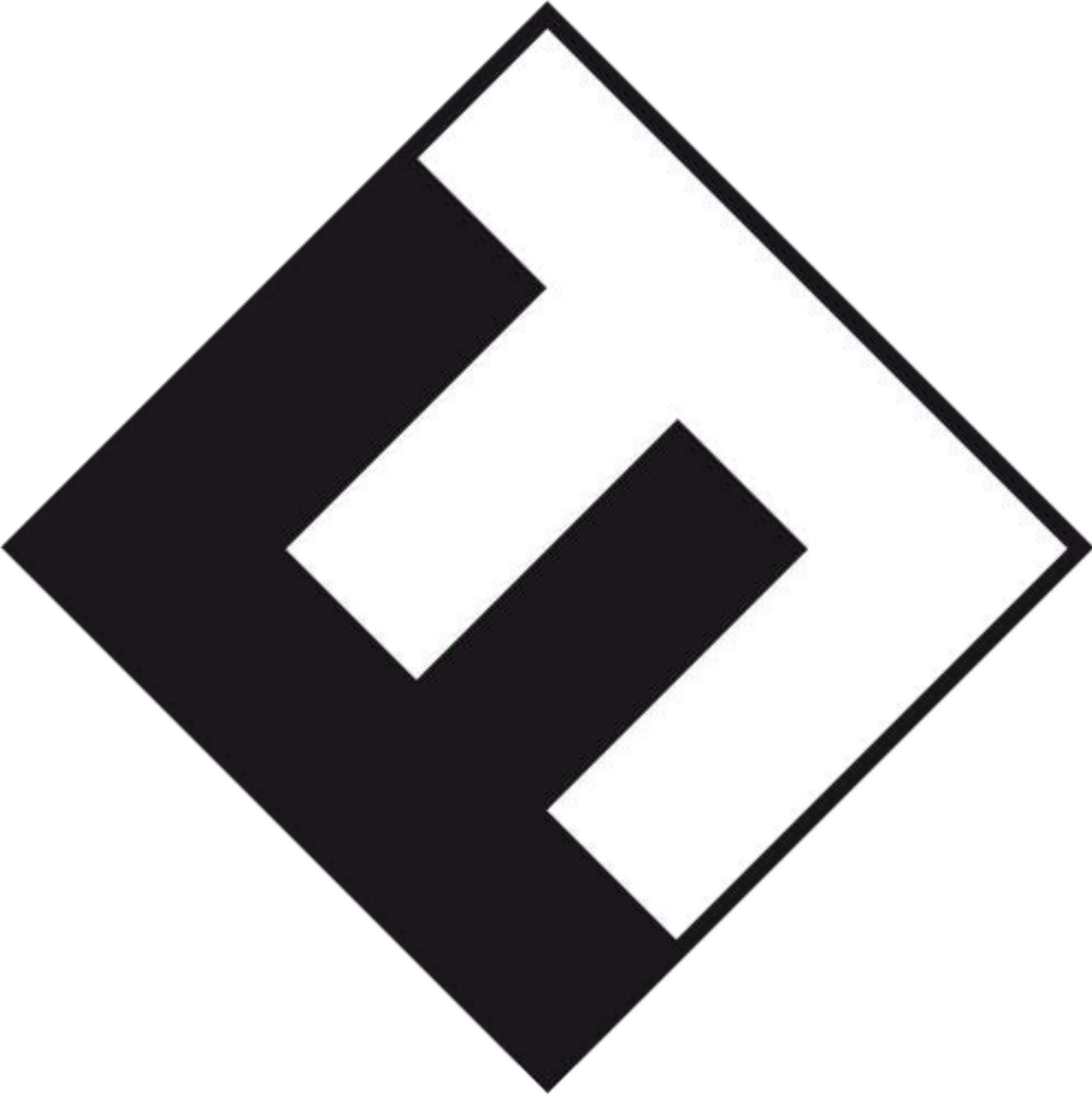
(^3^)

:)	:(	:D	8)	:o
:	(sweat)	:	:*	:P
:\$	:^)	-)	(	(inlove)
:)	]:)	(talk)	(yawn)	(puke)
(doh)	:@	(wasntme)	(party)	:S
(mm)	8-	:X	(hi)	(call)
(devil)	(angel)	(envy)	(wait)	(makeup)
(chuckle)	(clap)	(think)	(emo)	(rofl)
(whew)	(happy)	(nod)	(shake)	(smirk)
(punch)	(bow)	(hug)	(y)	(n)
(handshake)	(skype)	(L)	(u)	(e)
(F)	(rain)	(sun)	(o)	(music)
(~)	(mp)	(coffee)	(pizza)	(cash)
(muscle)	(^)	(beer)	(d)	(dance)
(ninja)	(*)	(mooning)	(finger)	(bandit)
(drunk)	(smoke)	(toivo)	(rock)	(headbang)
(bug)	(fubar)	(tmi)	(swear)	(poolparty)
(heidy)				





feedforward



I ❤️ NY



Rimini

ORGANIZ



<sup>®</sup>

ELEKTRA





*Emerson  
String  
Quartet*

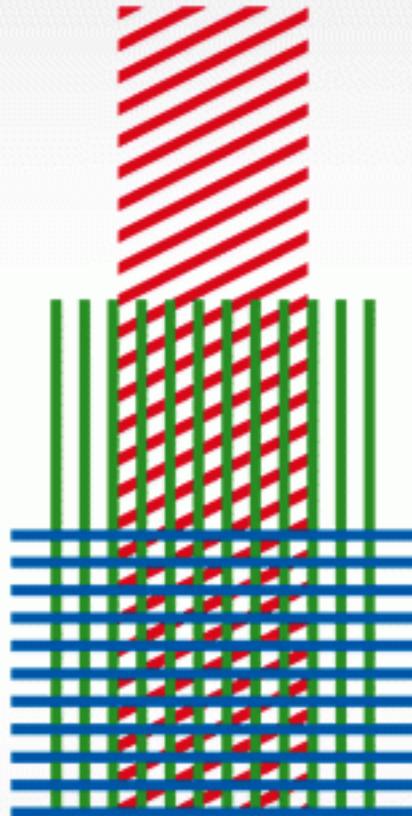
**LOUIS  
ARMSTRONG**

**HOUSE  
MUSEUM**

The logo consists of a large yellow circle. In the center is a smaller circle divided into three horizontal bands: red at the top, brown in the middle, and yellow at the bottom. The text "LOUIS ARMSTRONG" is positioned above the center, and "HOUSE MUSEUM" is positioned below it, both in a bold, black, sans-serif font.







**SVA THEATRE**







New York

Old



New



WACK  
WADDE  
BOX®



FOR THE



# UNDERGROUND



CHANGE AT  
EUSTON  
OR  
WILLESDEN  
JUNCTION

COVERED  
CONNECTION



**MARSH**





MIT Neuroeconomics Laboratory. Client: MIT



Richfield Hospitality, client: Richfield Hospitality



The Big Red, client: Charlie Palmer Group and The Joule Hotel



Charlie Palmer at the Joule, client: Charlie Palmer Group



Tihany Design, client: Tihany Design



LA FONDA DEL SOL

La Fonda del Sol, client: Patina Restaurant Group



Summit, client: The Broadmoor



The Joule Hotel logo features the word "joule" in a lowercase sans-serif font. The letter "j" is a red vertical stroke that tapers at the bottom. A thin black vertical line runs parallel to the "j" on the right side. The letters "oule" are in a dark gray sans-serif font.

The Joule Hotel, client The Joule



The Time Hotel logo consists of the words "THE TIME" in a bold, black, sans-serif font. A small red square is positioned in the center where the two "T"s would normally meet. A thin black vertical line extends from the top of the first "T" down to the red square, and another extends from the bottom of the second "T" up to the red square.

The Time Hotel, client: The Time



The Spread Lounge logo features the word "SPREAD" in a bold, black, sans-serif font. The letters are partially obscured by a large, blurry, orange-red rectangular shape that has a soft, glowing effect.

Spread, client Spread Lounge

SH<sup>V</sup><sub>2</sub>O



Shvo Water, client: Shvo

Andrew Young & Co. client: Andrew Young & Co.

**Dining In**  
The New York Times



African Network for Genocide and Mass Atrocity Prevention  
client: AIPR



The Orphan Society of America, client: OSA



Jewish Film Festival, client: Jewish Film Festival



Jewish Film Festival 2, client: Jewish Film Festival



Kvart, client: Kvart



Museum of the History of Yugoslavia, client: MIJ



11 Industries, client: 11 Industries



Equality, client: Jewish Film Festival



Institute for Economic Democracy  
client: Institut za ekonomsku demokraciju (Croatia)



Casa Moderna, client: Casa Moderna



First Born Films, client: First Born Films



52nd October Salon 2011, client: Cultural Center of Belgrade



Tolerance, client: Jewish Film Festival



Atlas Print Solutions, client: Atlas Print Solutions





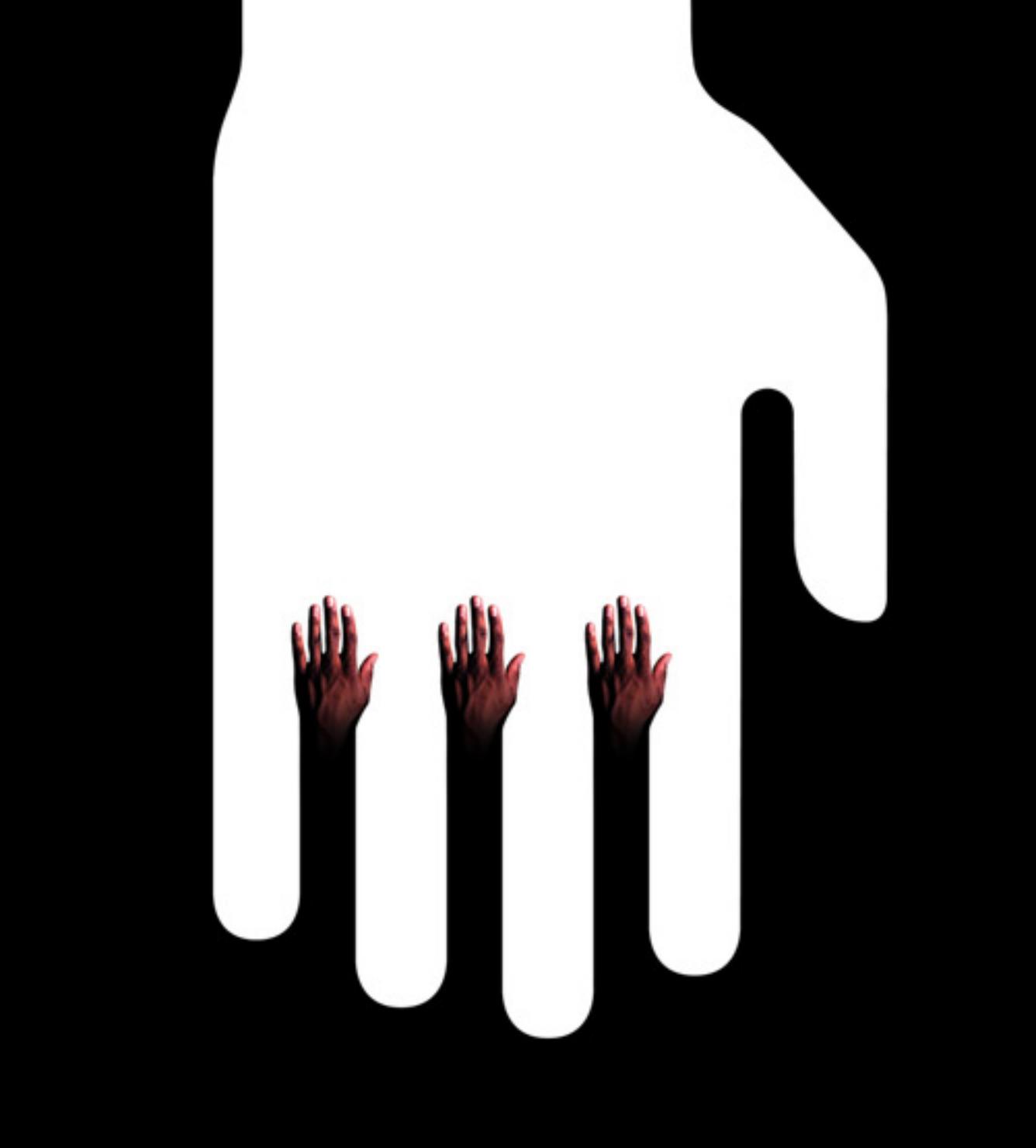
iRaq

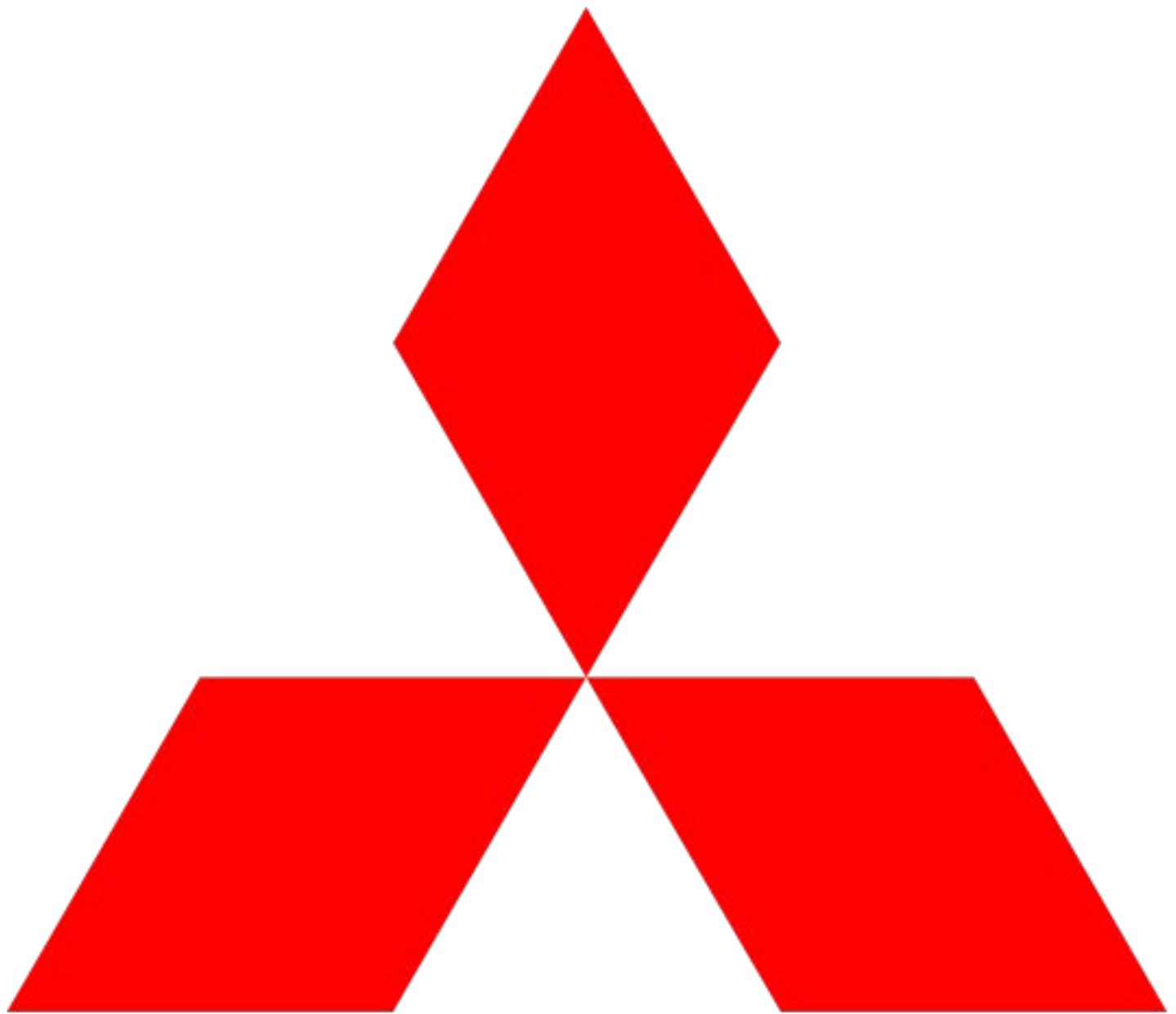


10,000 volts in your pocket, guilty or innocent.





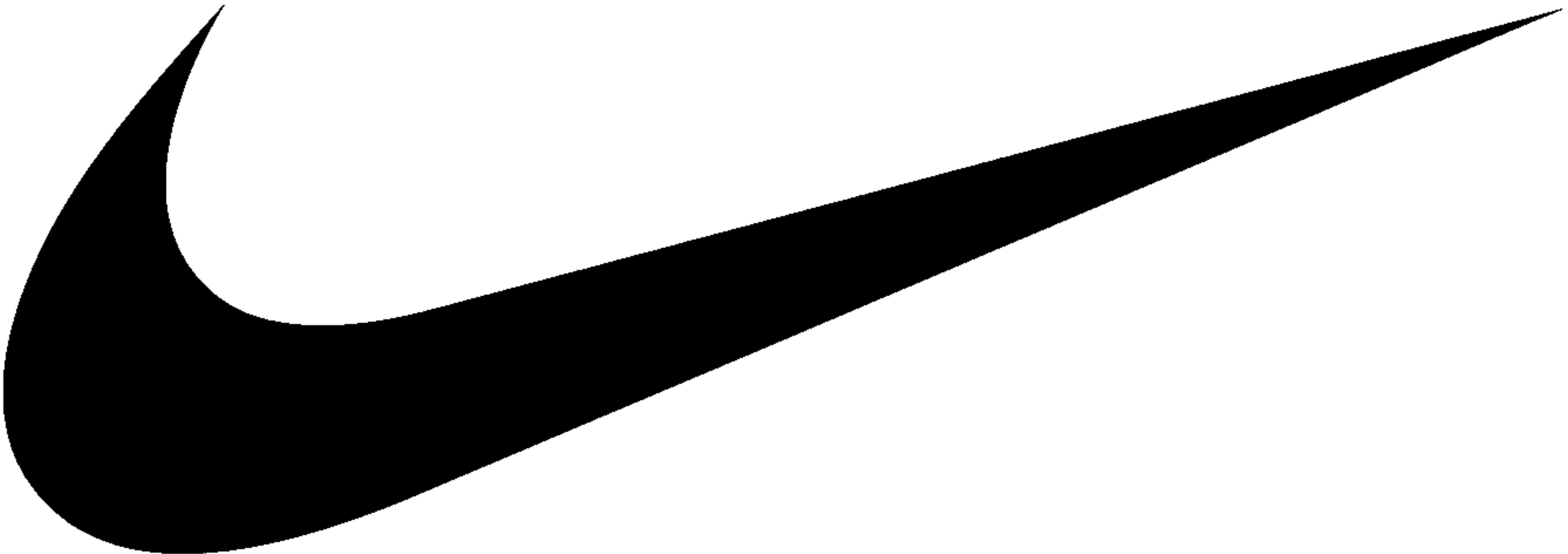




**MUSE**



NBC







Archery



Athletics



Basketball



Boxing



Canoe



Cyclisme



Equestrian Sports



Fencing



Football



Gymnastic



Handball



Hockey



Judo



Pentathlon moderne



Rowing



Shooting



Swimming



Volleyball

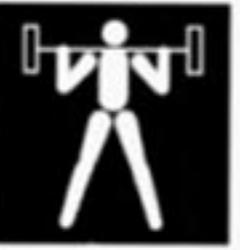


Weightlifting



Wrestling







بَنْد

لَبَّادَر

مُعَذَّر

جَنَّر

أَنْ

دَرْ

سَنْ

نَنْ

لَكْ

نَدَرْ

بَلَارْ

نَمَدَرْ

بَنْدَلْ

نَفْ

لَهَلَّ

لَلَّ

لَهَلَّ

لَهَلَّ

لَهَلَّ

لَهَلَّ

لَلَّ



Archery



Athletics



Boxing



Canoe



Canoe Kayak Slalom



Cyclisme



Equestrian Sports



Fencing



Football



Gymnastic



Handball



Hockey



Judo



Pentathlon moderne



Sailing



Swimming



Tennis



Volleyball



Weihtlifting



Wresling



Badminton



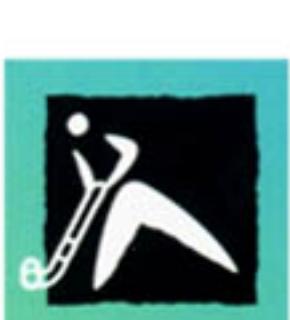
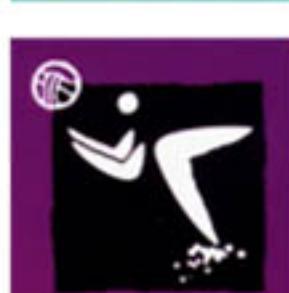
Rythmic Gymnastics



Swimming Synchron

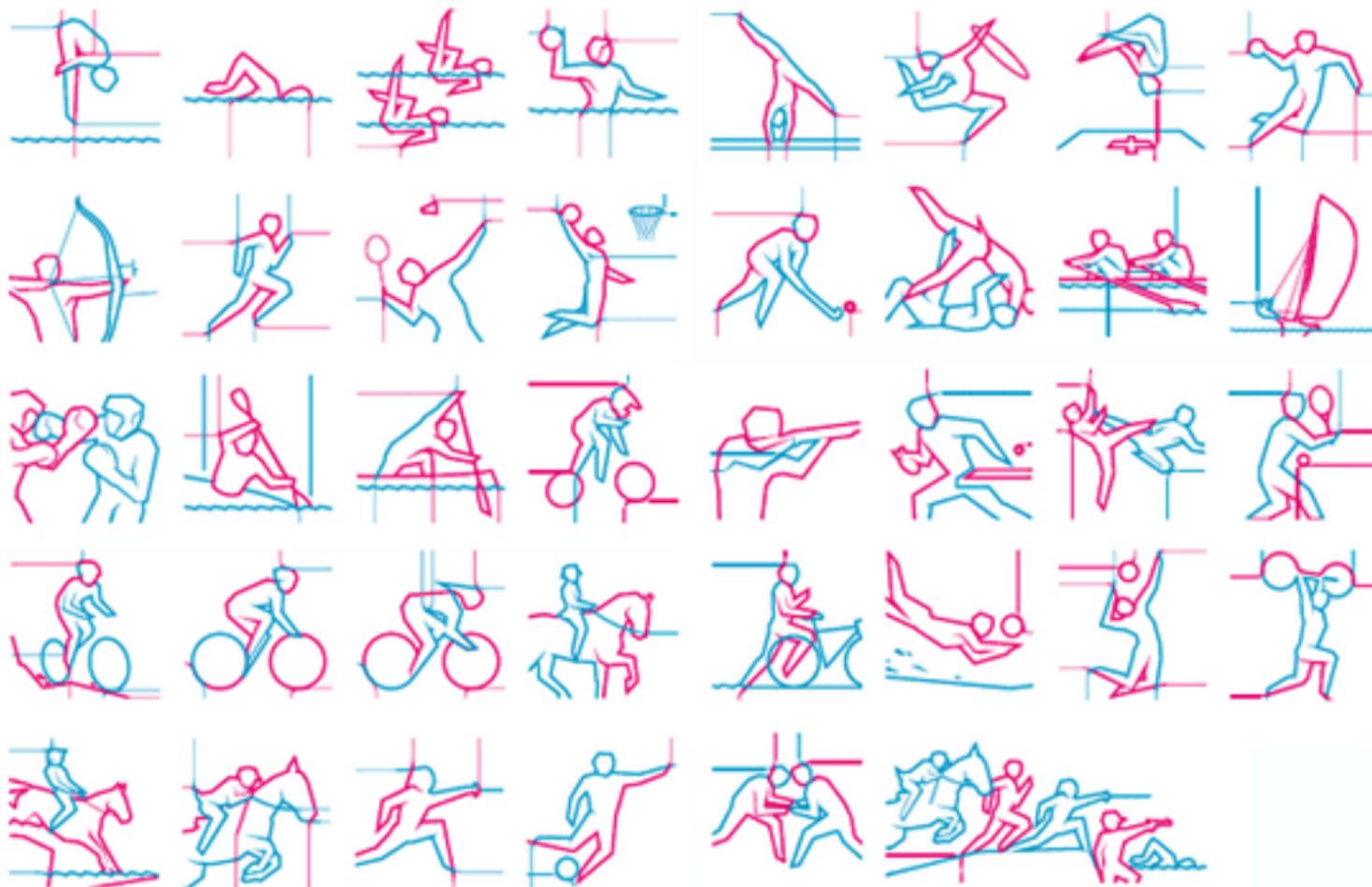


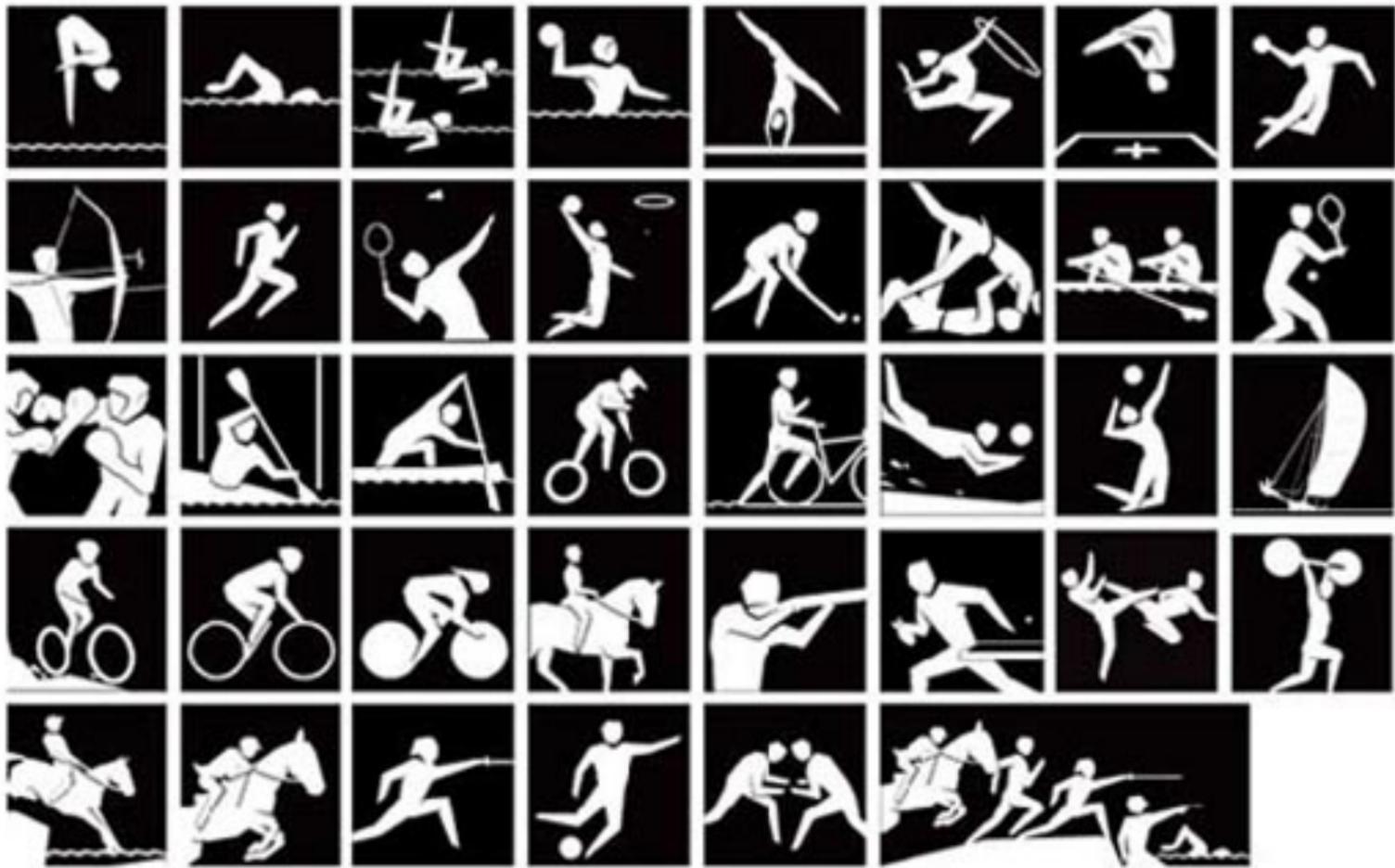
Waterpolo

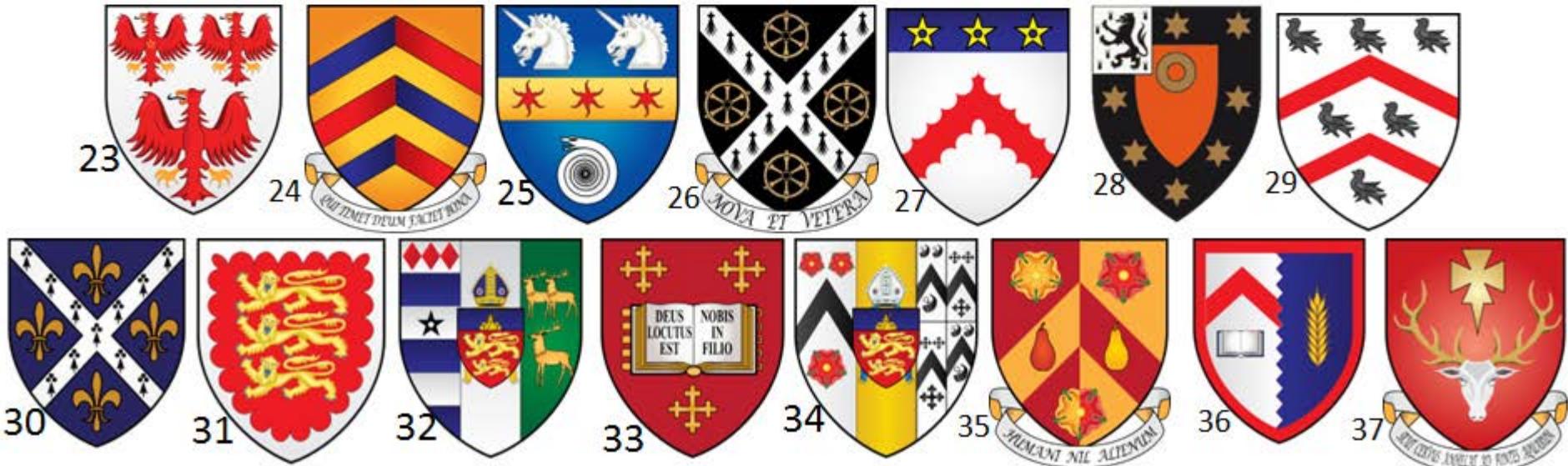
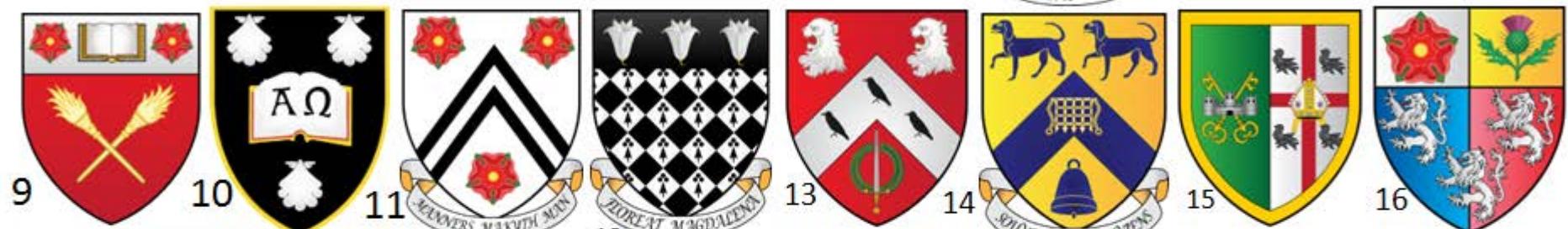
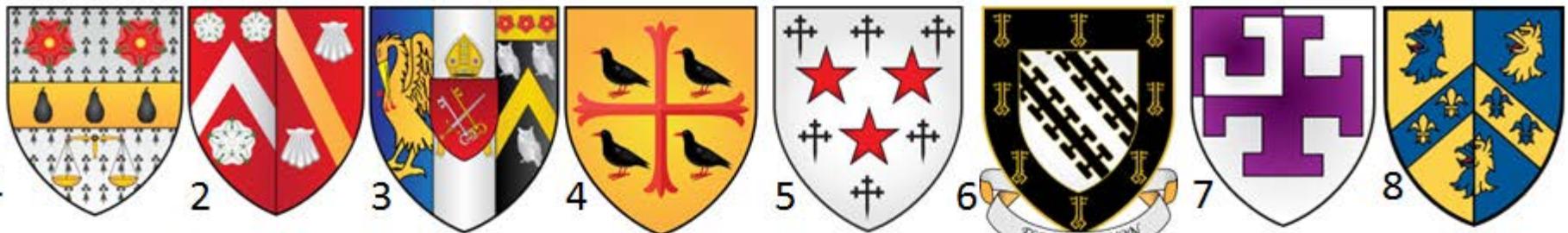














Slicing the logo

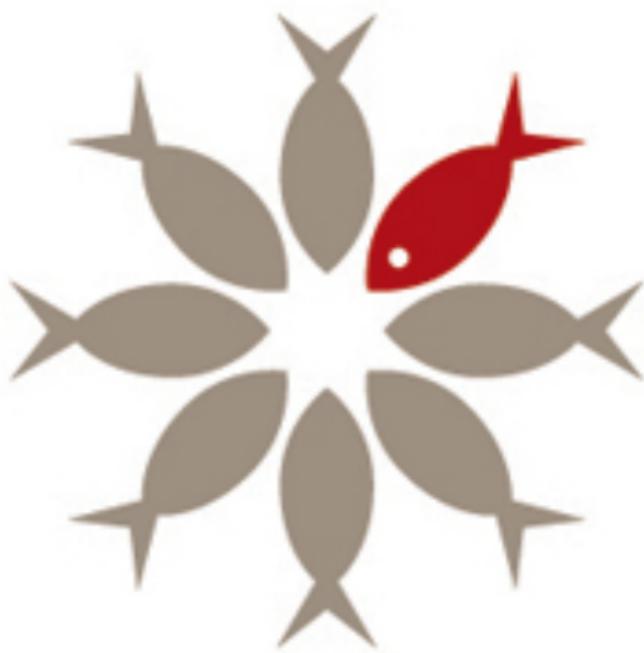
=



*Saks  
fifth  
avenue*

*Woolworth's  
five and  
dime store  
New York,  
N.Y.*

*fifp*



Luckyfish

**truvía**



The **Philadelphia** Orchestra



truvía

TM







**Airlines for America**  
**We Connect the World**





**21ST  
CENTURY  
FOX**

450

92Y

**ABB**





THE BARNES FOUNDATION

box



B L A S T





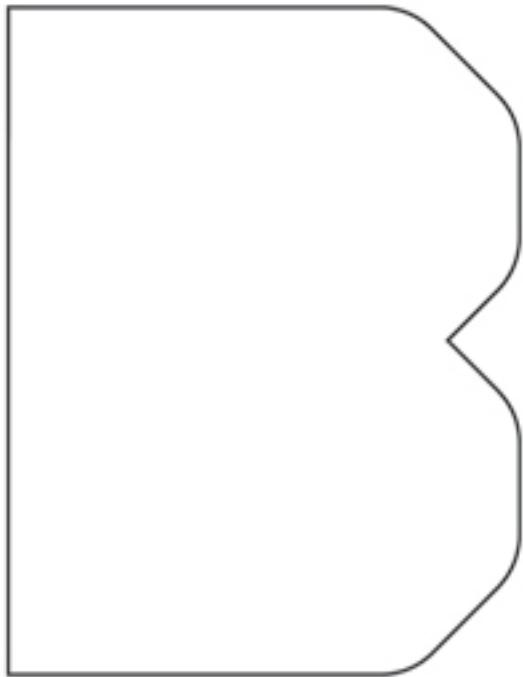
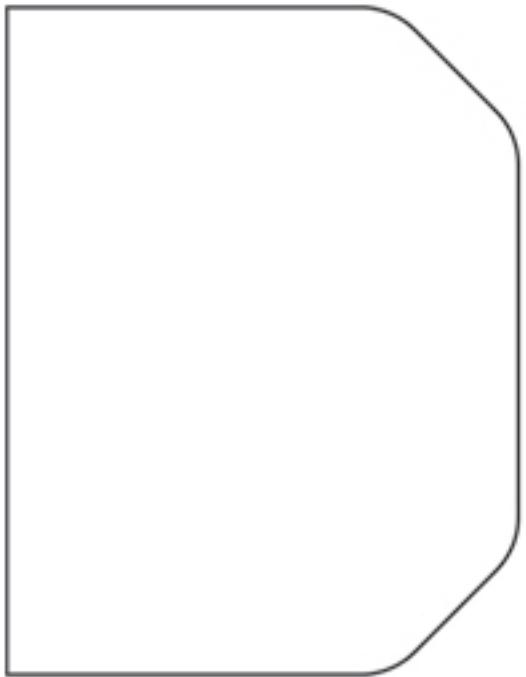




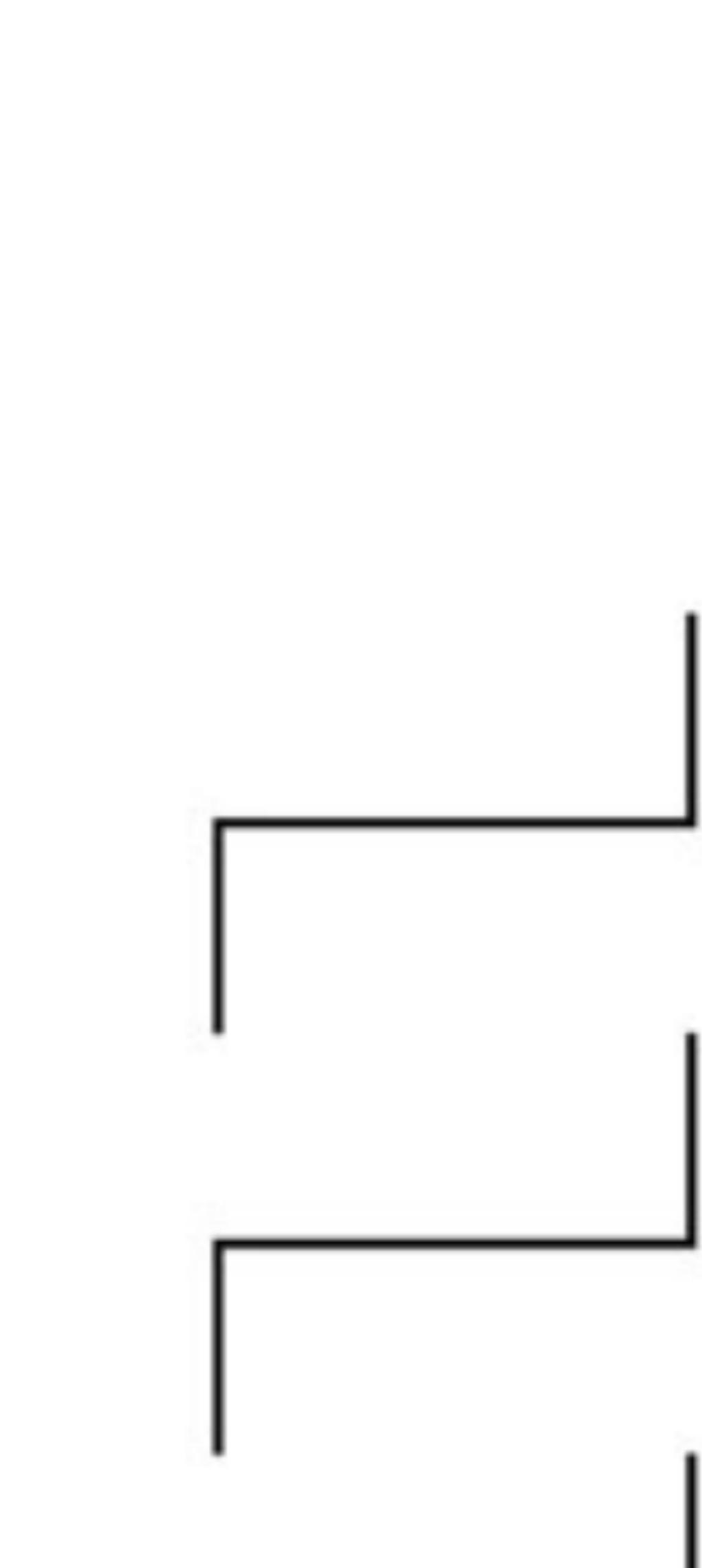
**COHEN** MEDIA GROUP

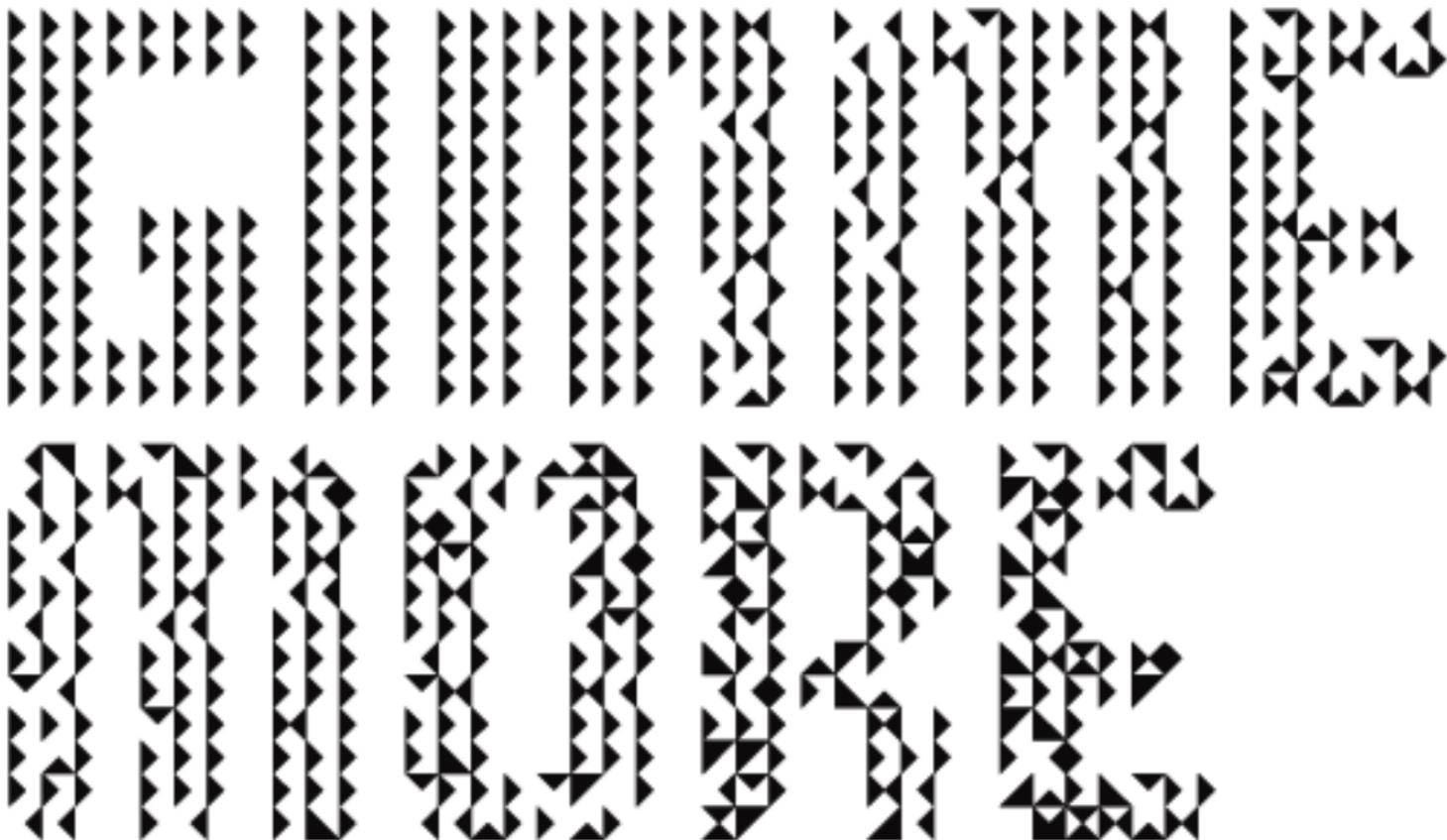


Curated.















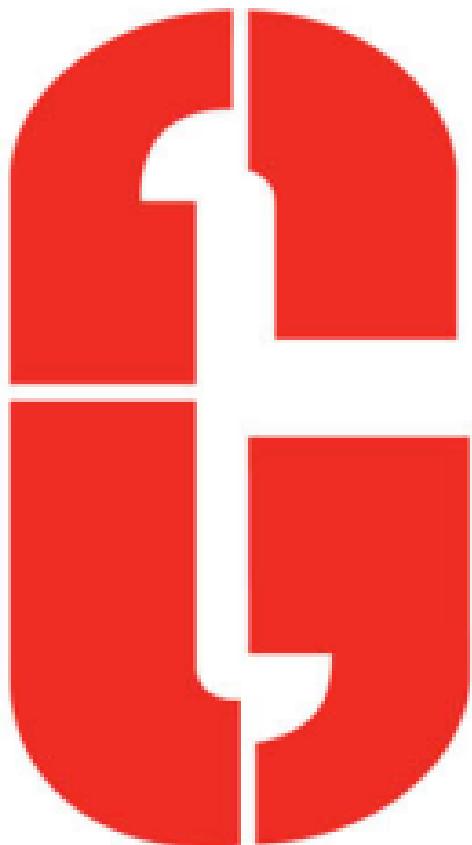




**GRAND CENTRAL**  

---

**100 YEARS**



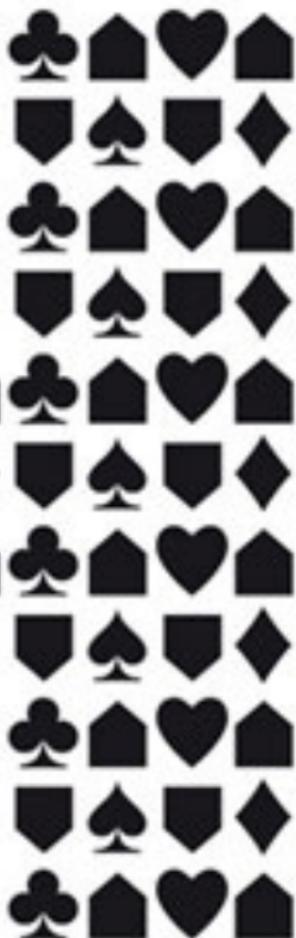
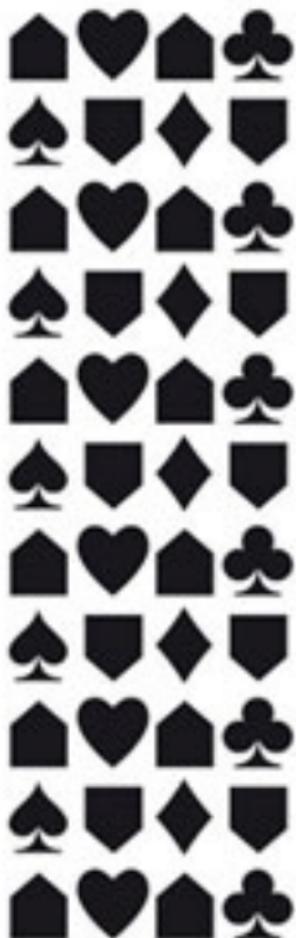
**Global  
Design  
Forum**

G O L L A



GUGGENHEIM





**H O U S E   F O C A R D S**



I'M GOING

I'M

GOING

I'M

I'M

GOING

TO

SAKS

I'M

GOING

TO

SAKS

TO

SAKS

I'M

SAKS

I'M

GOING

SAKS

Londonpool



**National  
Museums  
Liverpool**

National Museums Liverpool  
**Museums Liverpool National  
Liverpool National Mu**



L.L.Bean

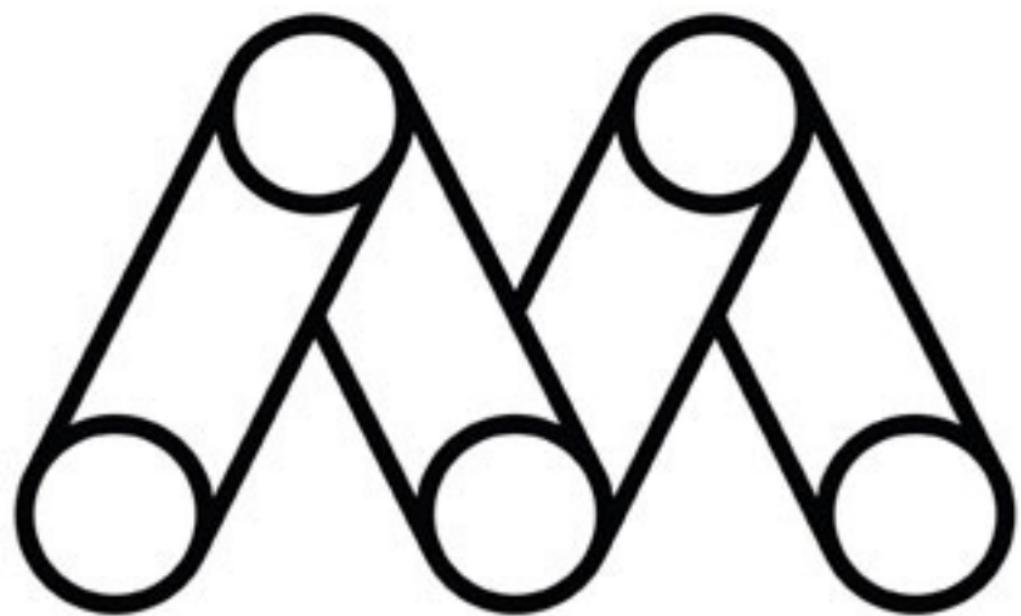
Howcast

Howcast

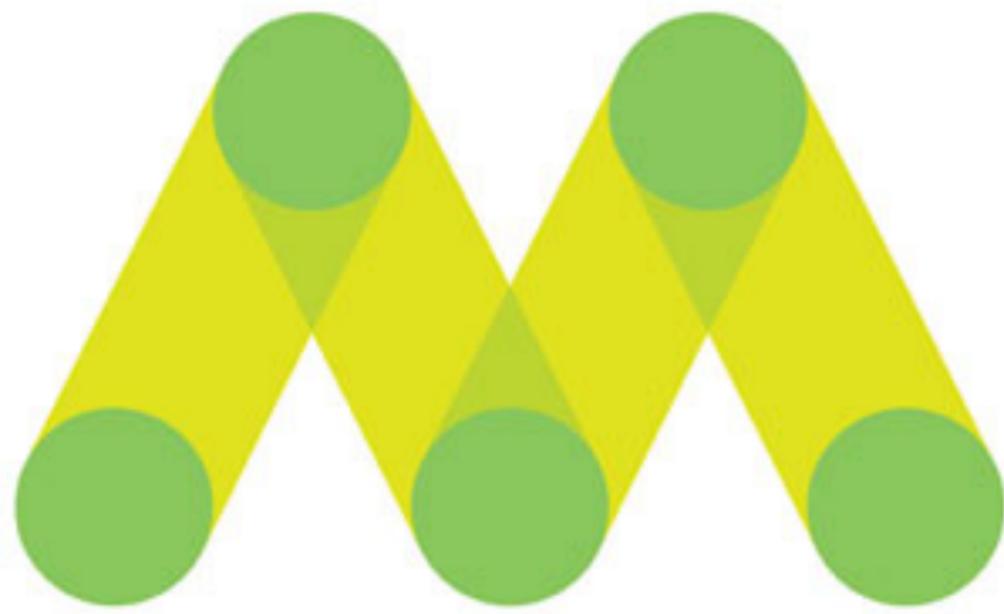
Howcast

The logo consists of the word "matter" in a bold, black, sans-serif font. It is centered within a white rectangular area. This central rectangle is surrounded by four thick black L-shaped bars, one on each side, creating a frame-like effect.

**matter**



**mohawk**



**mohawk**



**mohawk**

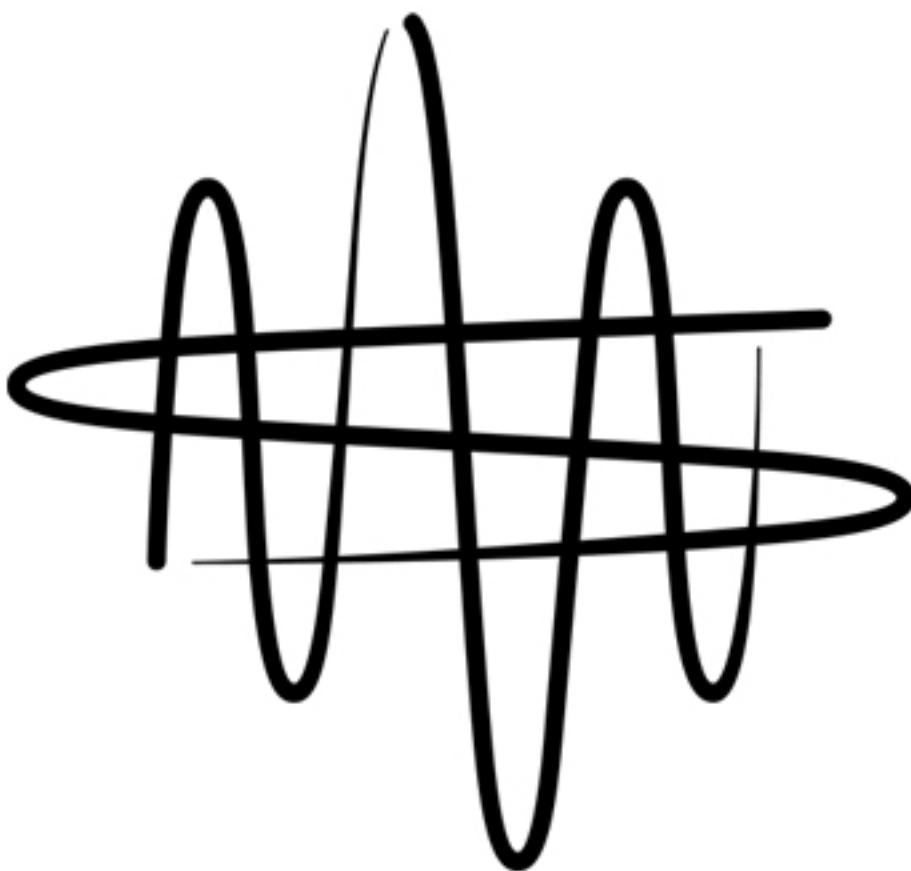


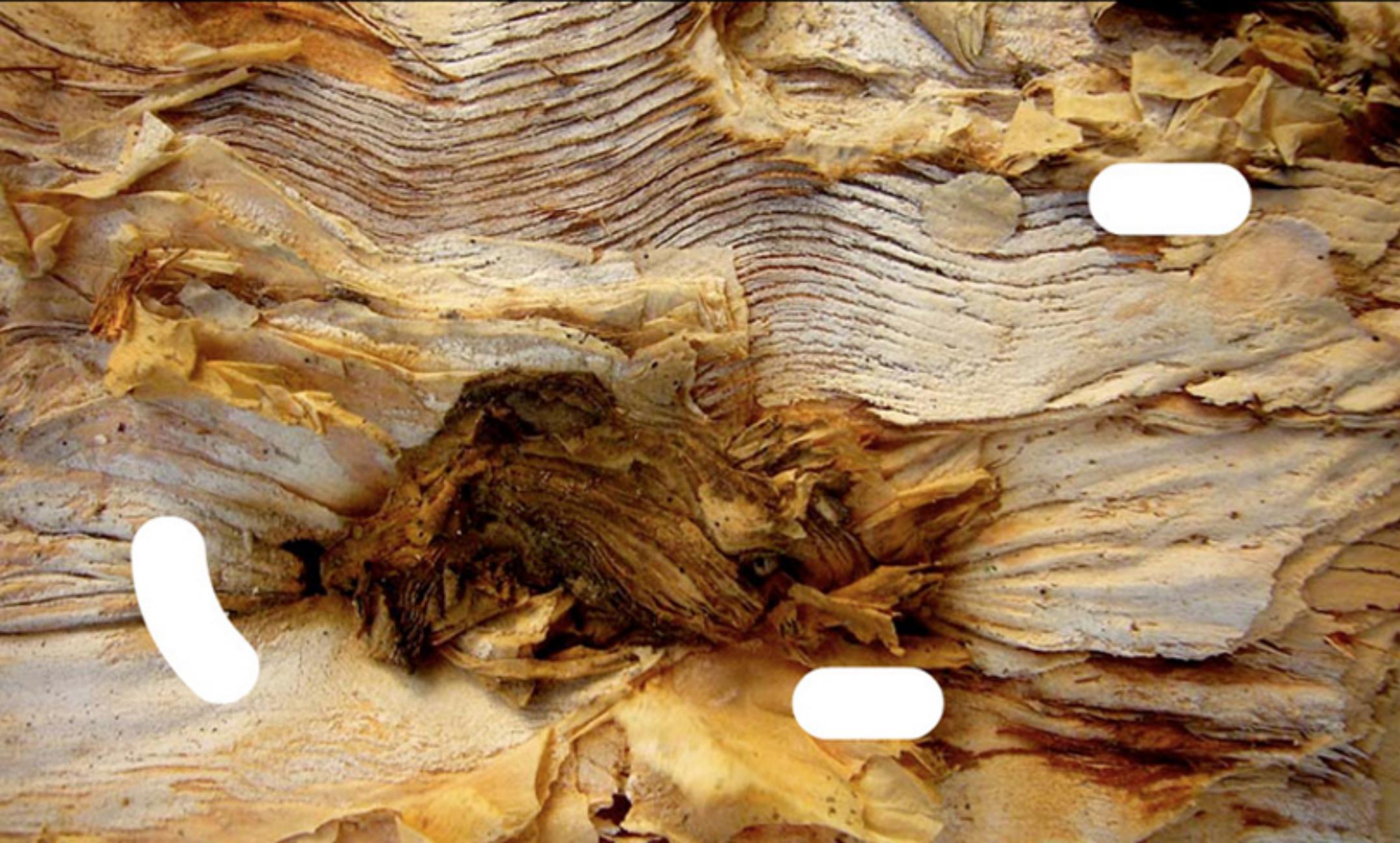
**mpa**

The Association of Magazine Media









UP



# NYPH

# 08

New York  
Photo Festival  
May 14-18

o i o





p1peracity



**PRINCETON  
UNIVERSITY**

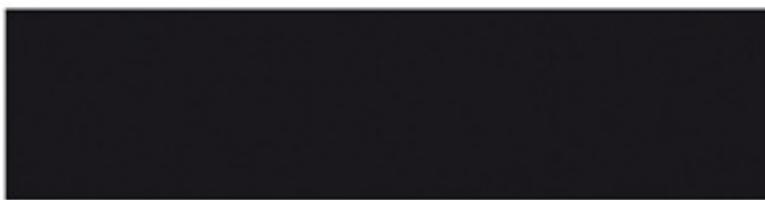
P





TM

RSA



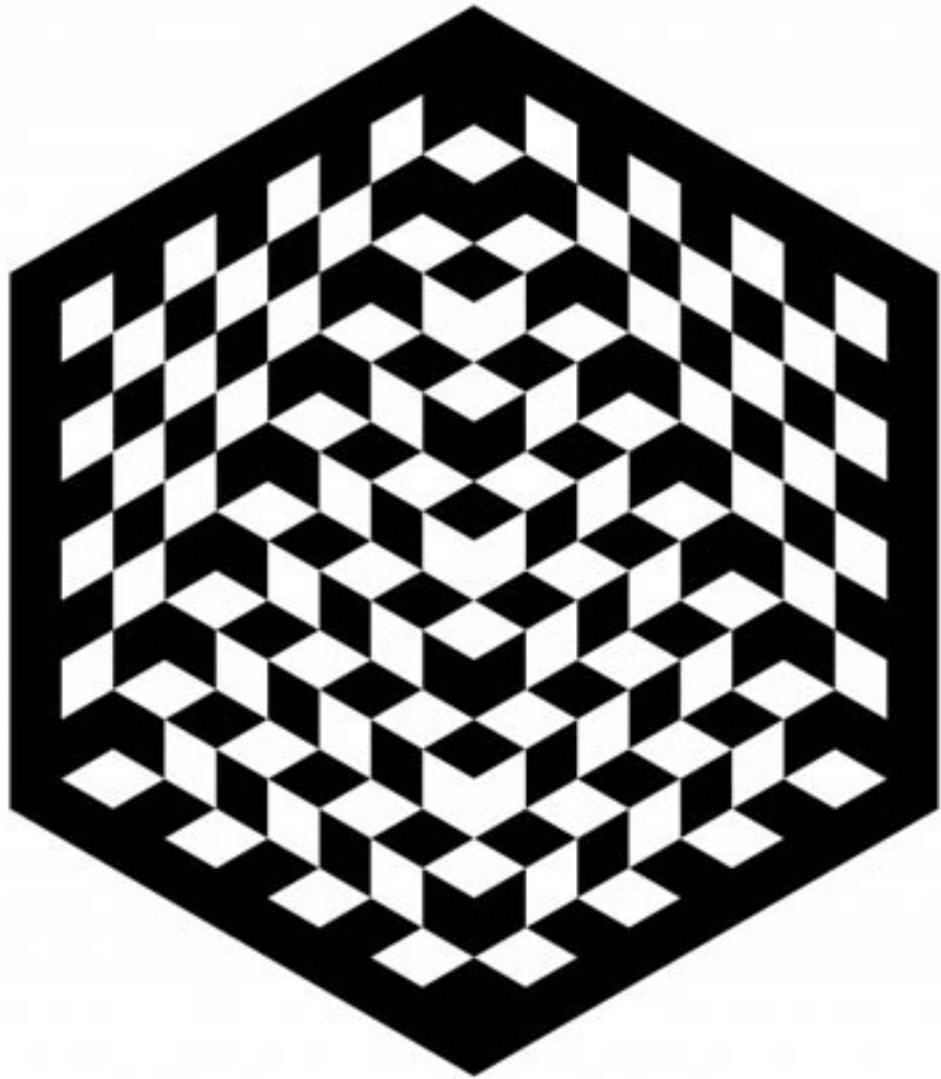


475

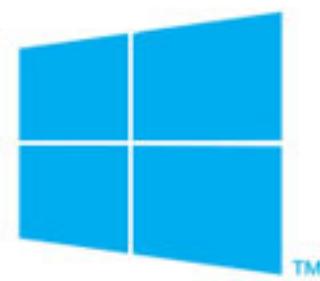
Zn







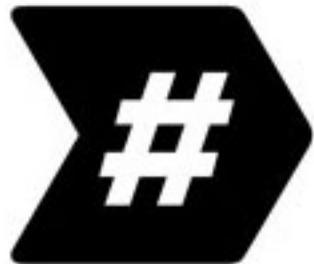




Windows® 8



**View**



**TITLE**



**u2l**

**university  
of the arts  
london**









The logo consists of several black-outlined, jagged-edged shapes resembling torn paper or shards of ice. In the center, the words "SUNDANCE FILM FESTIVAL" are written in a bold, sans-serif font, tilted diagonally upwards from left to right. The letters are filled with a solid black color.

SUNDANCE  
FILM FESTIVAL

The year "2013" is centered below the festival title, also tilted diagonally upwards. It is rendered in a large, bold, sans-serif font, matching the style of the festival text above it. The numbers are filled with a solid black color.

2013









**ST.PETERSBURG  
CLEARWATER**



**ST.PETERSBURG  
CLEARWATER**



**ST.PETERSBURG  
CLEARWATER**



1898



1905



1906



1940



1950



1962



1973



1991-92



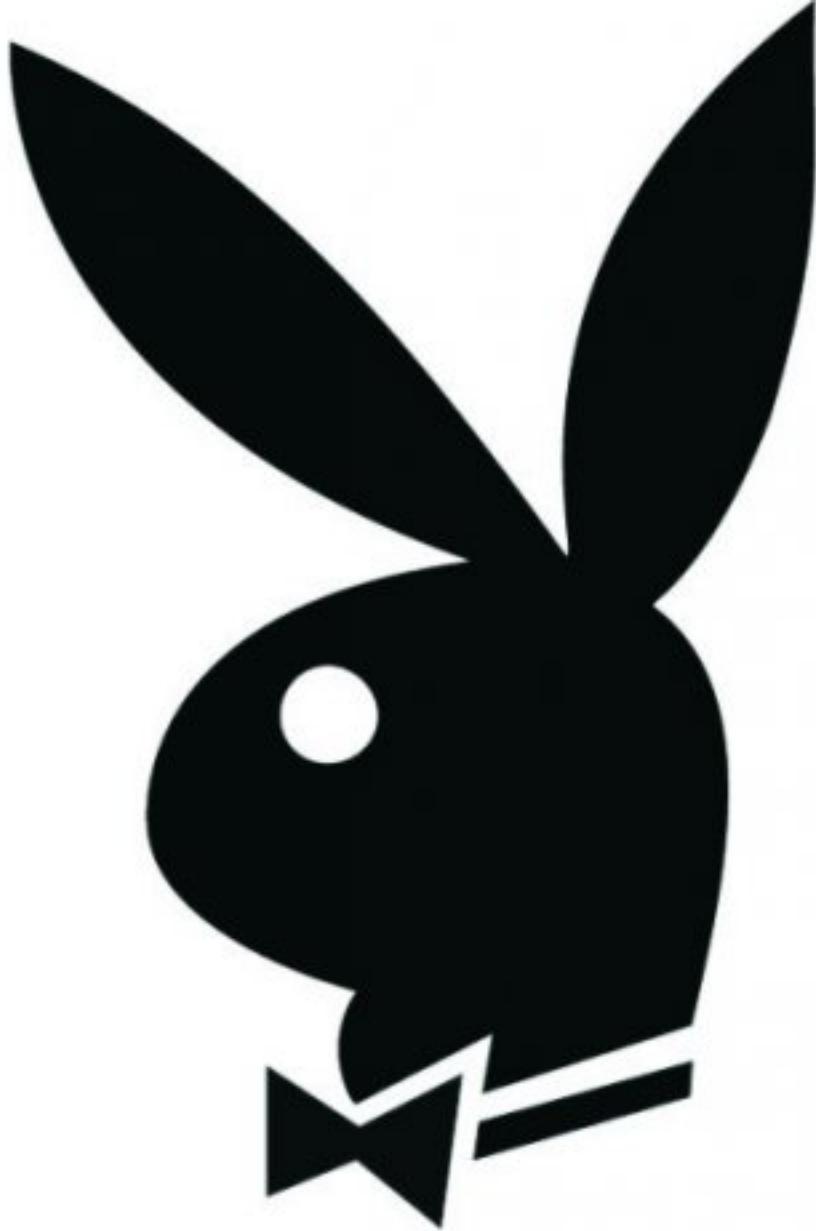
1998



2003



TODAY



**PLAYBOY**



puma®





q60c





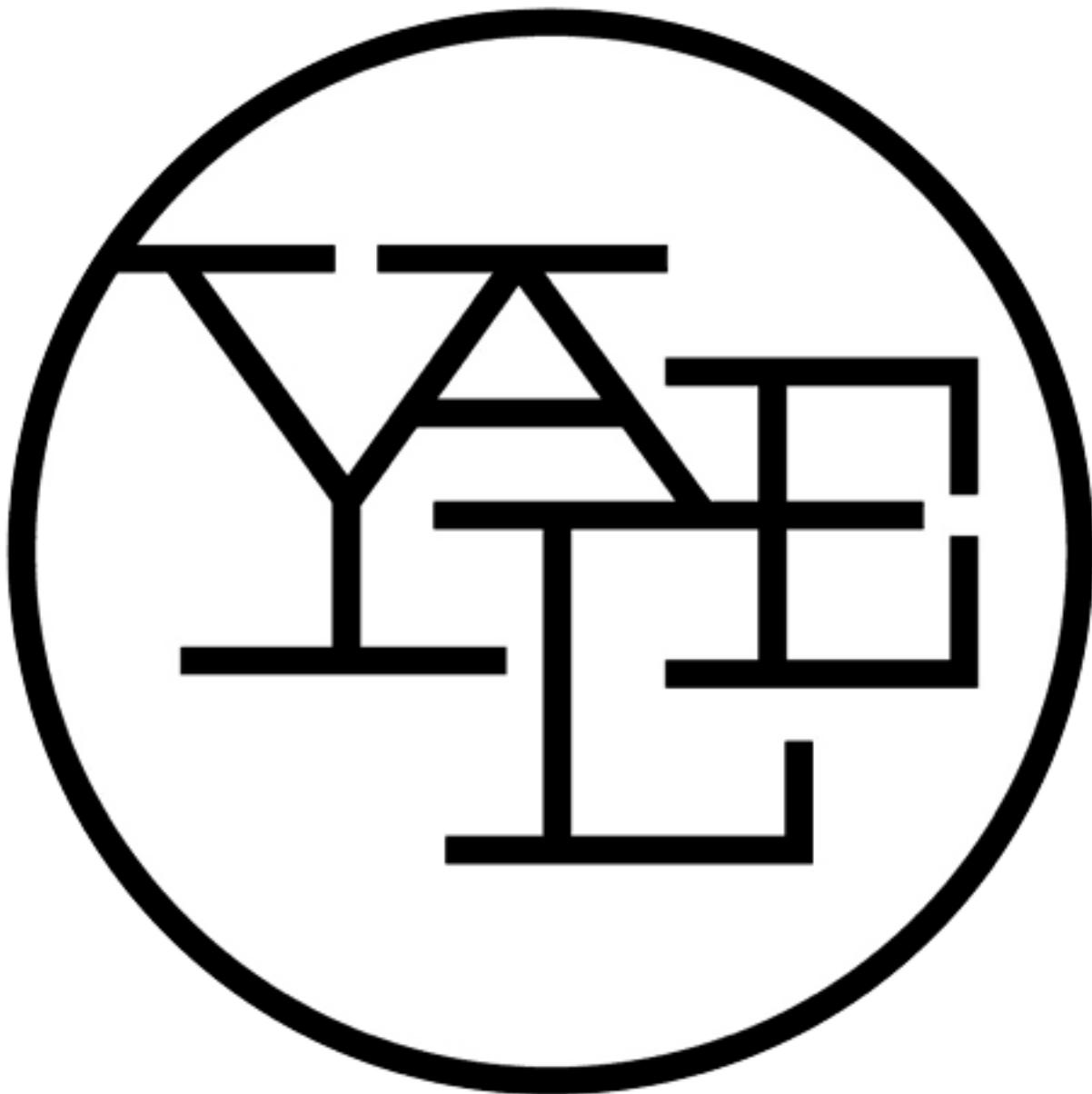




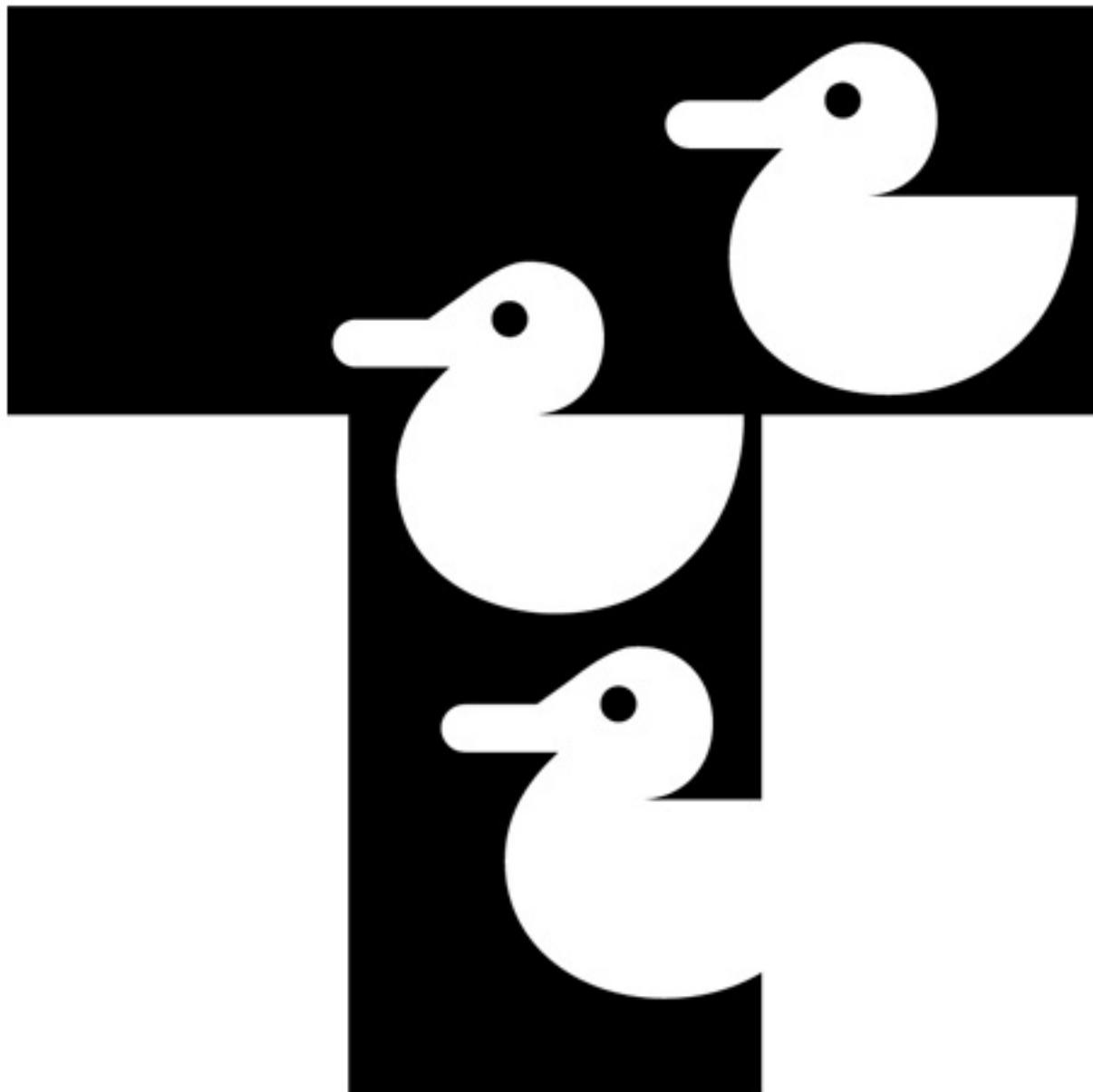


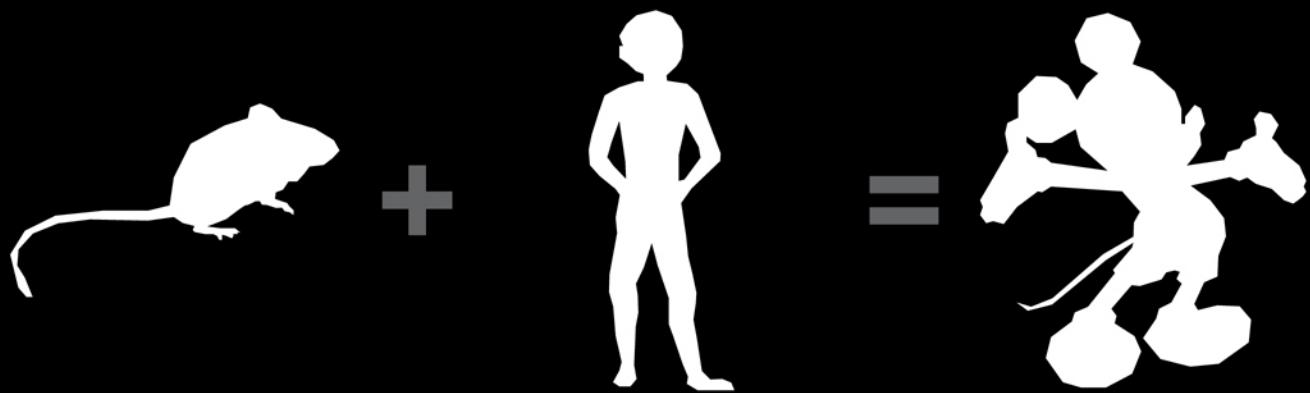
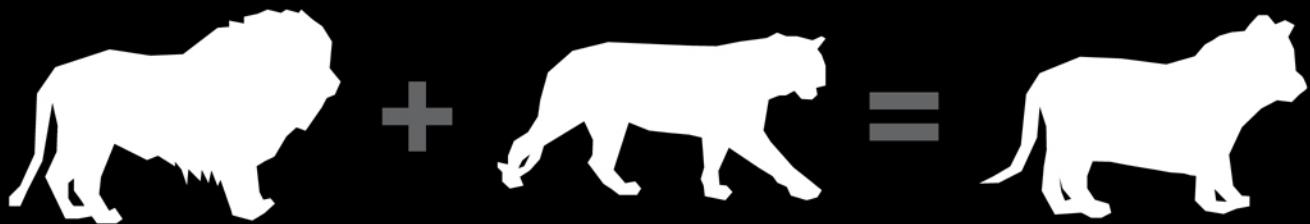
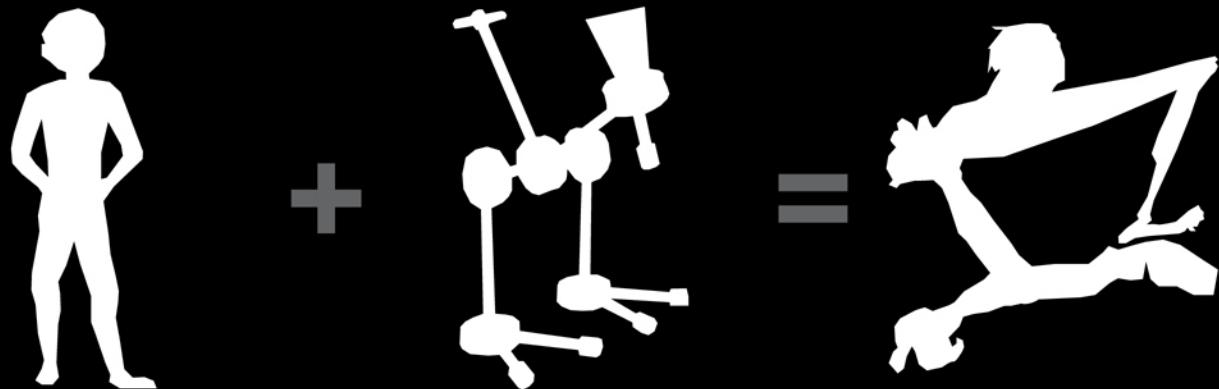
**Westinghouse**



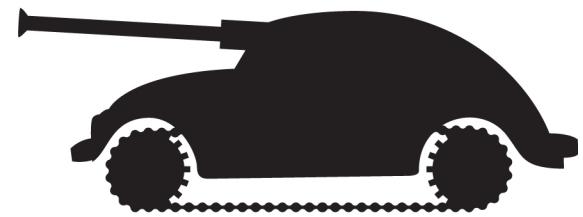
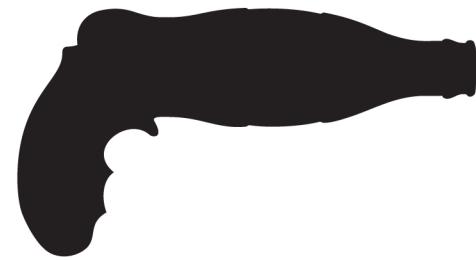




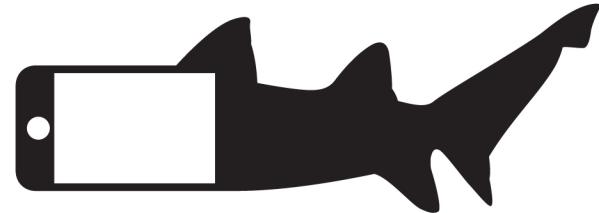
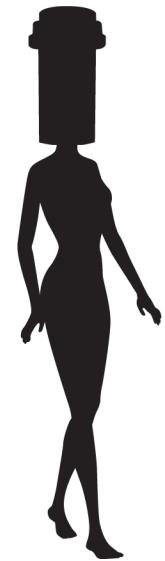


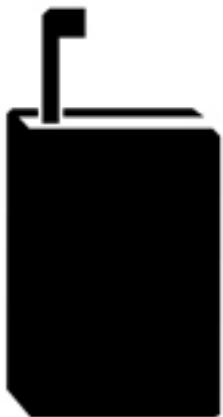
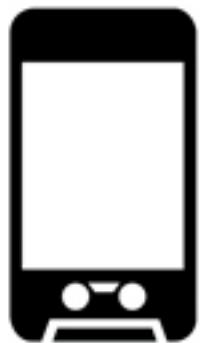
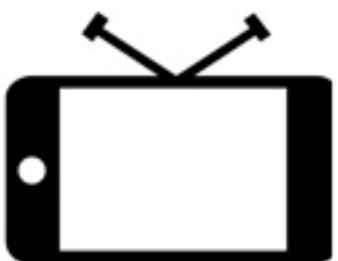


PESSIMISTIC IDEALISM



 ras *Quality Control*





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Kleenex®  
BRAND



1900



1904



1909



1930



1948



1955



1961



1971



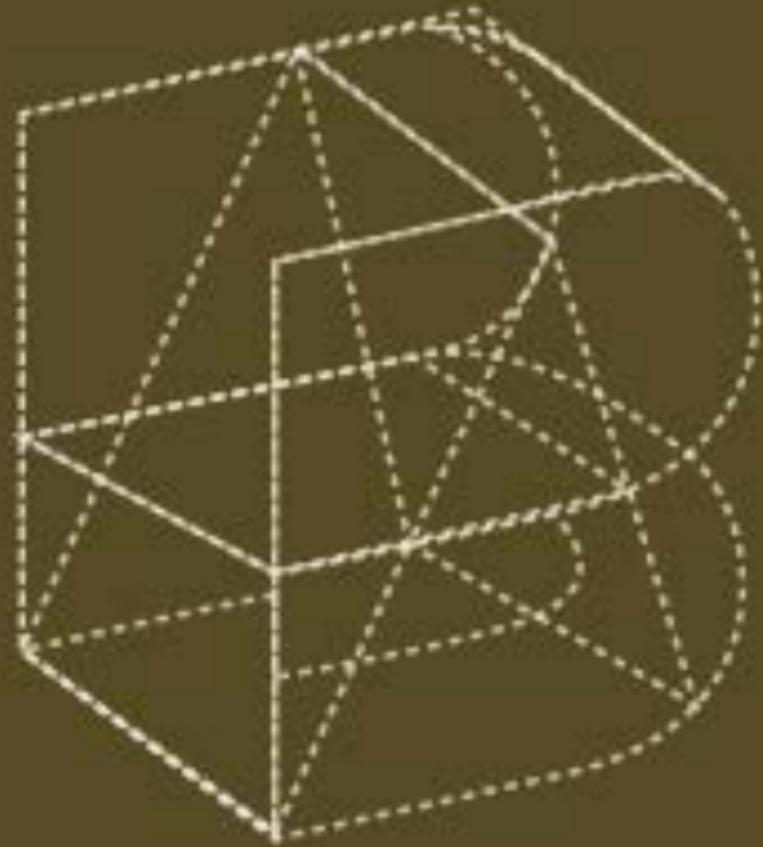
1995



1999







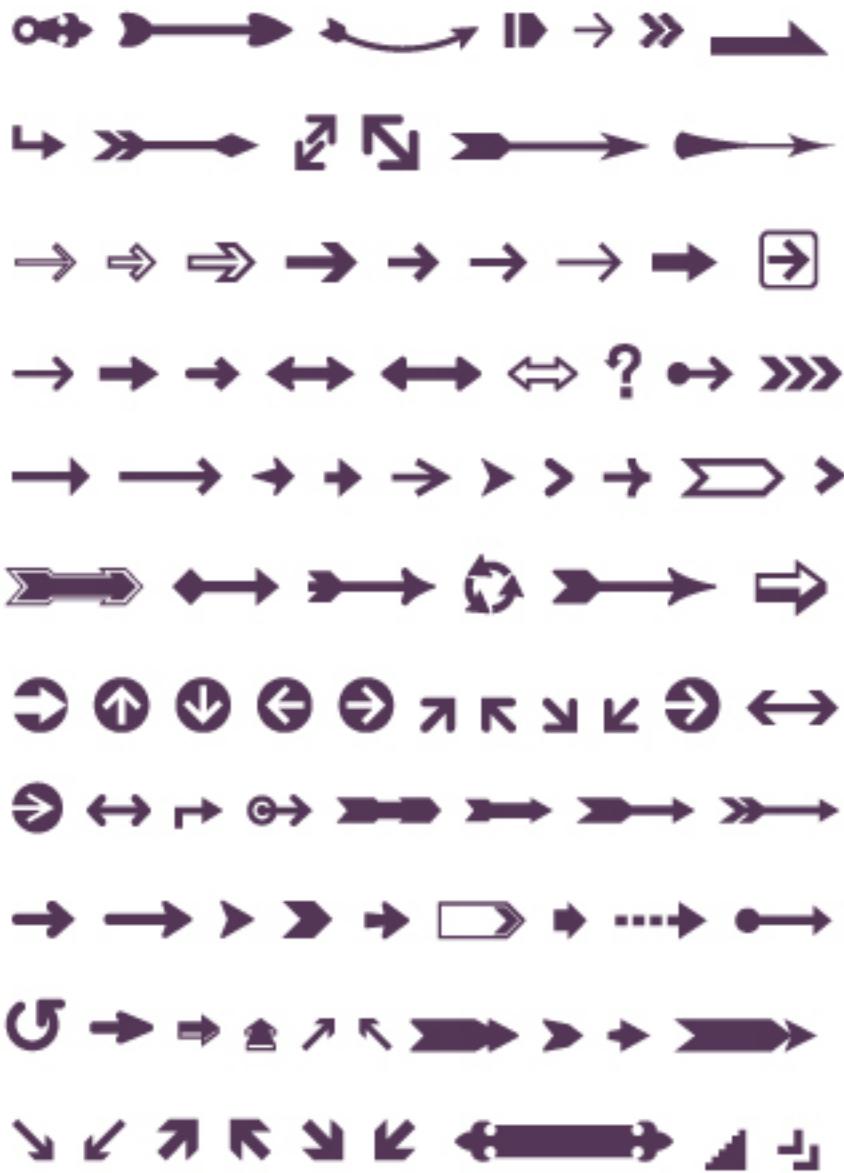
# FAD



Fashion / Architecture / Design School



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**SUSTAINABILITY**  
**INITIATIVE**





PALPACK

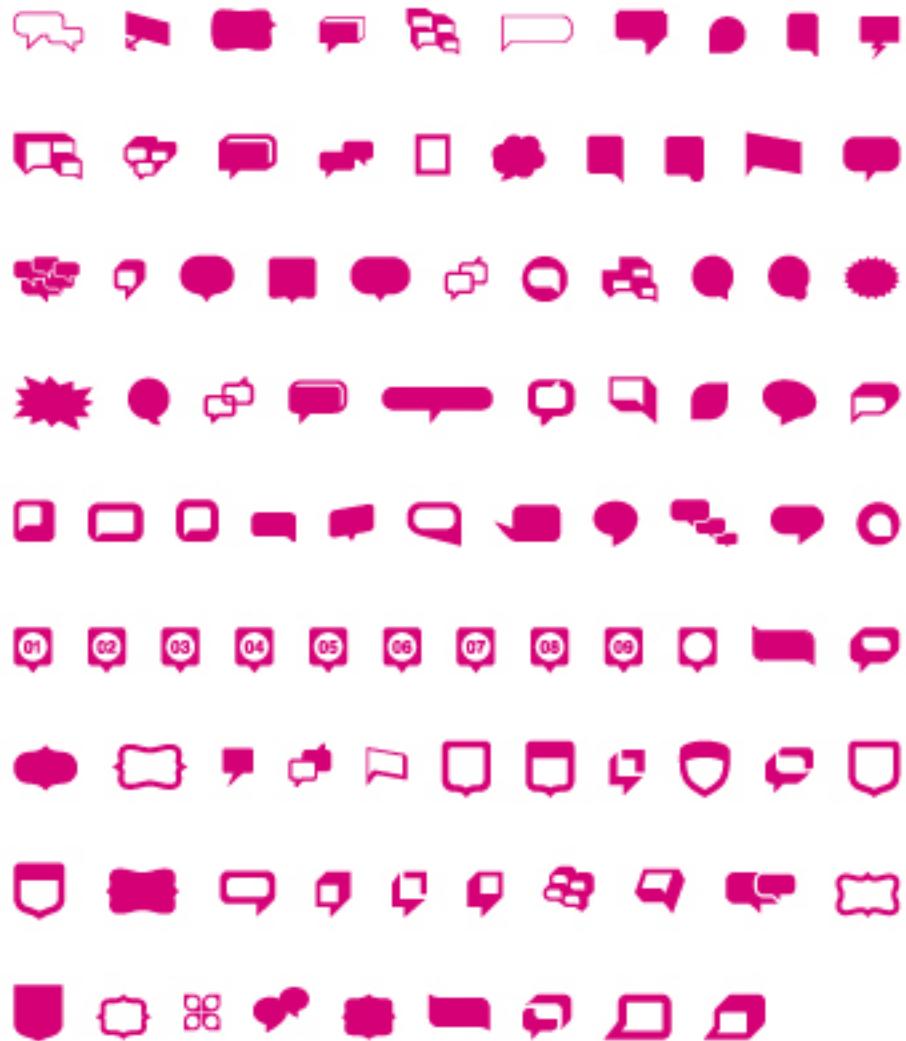


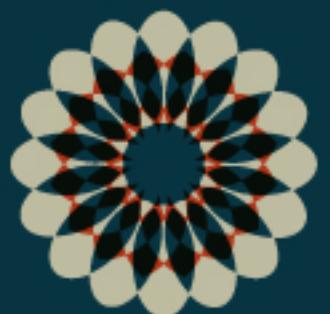
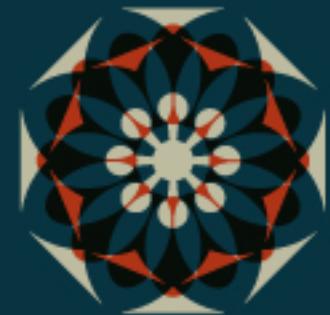
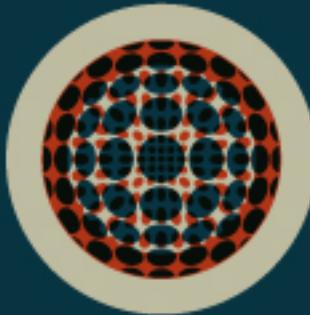
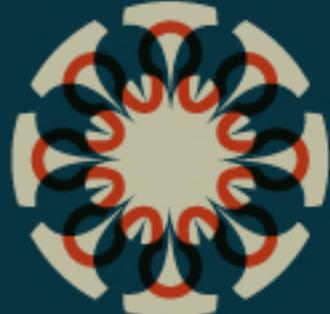




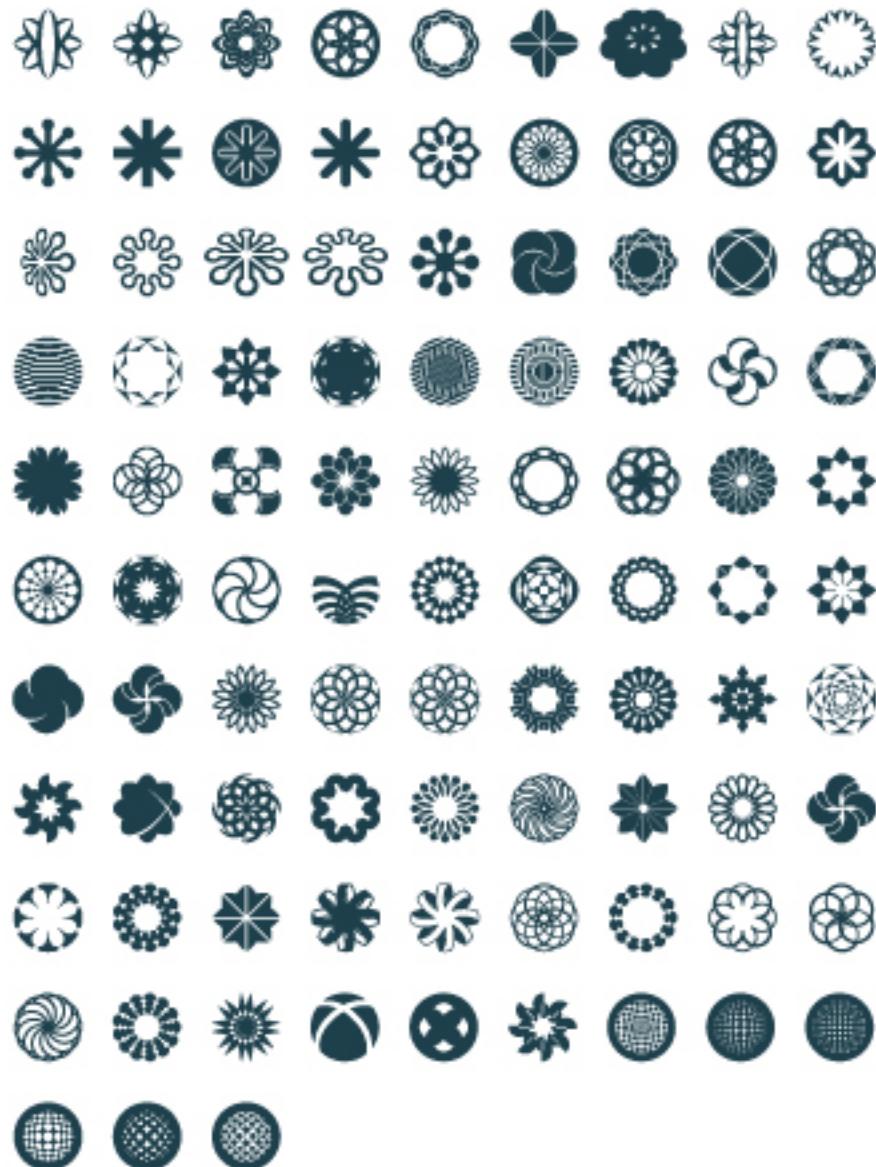
11

SPEAKUP

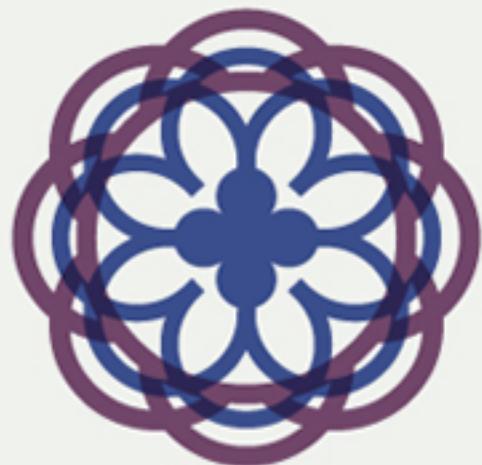




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# American Airlines



2013





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1939



1960



1967



1978



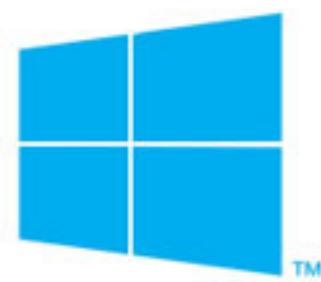
1995



1999



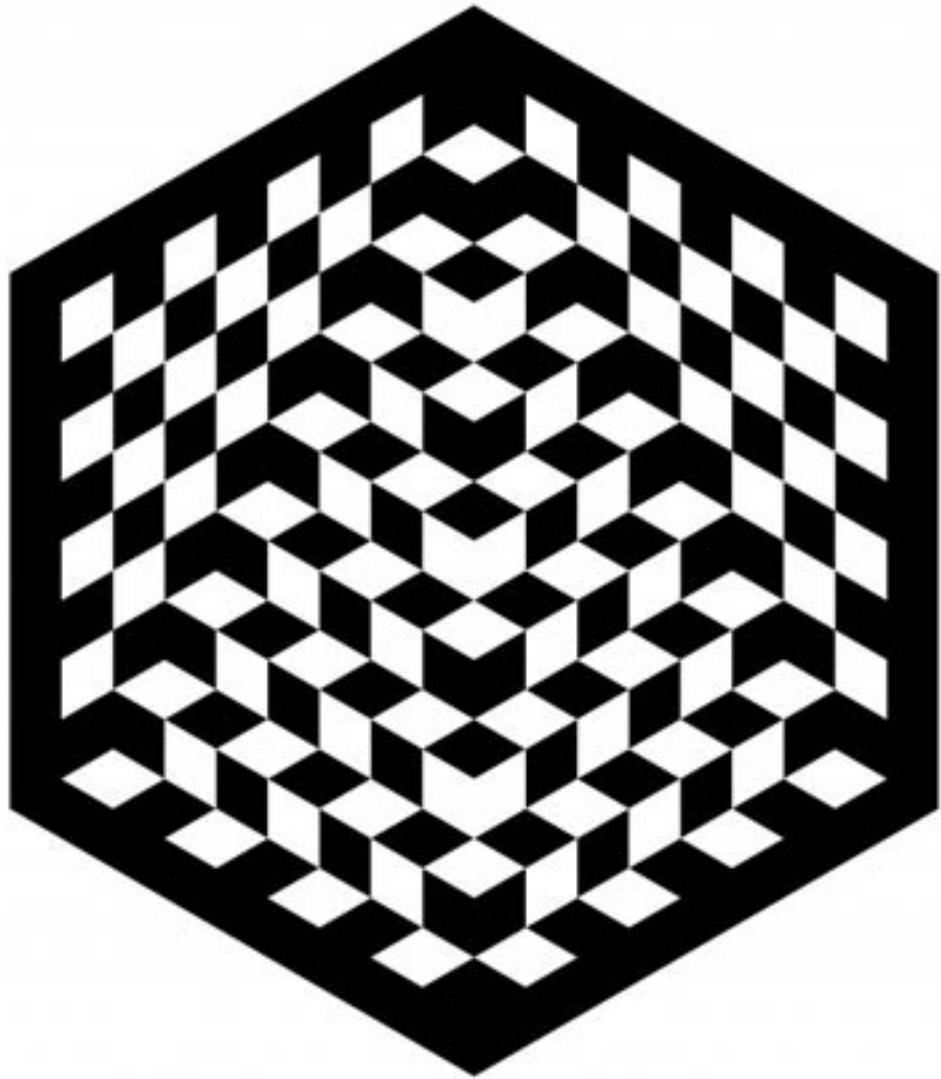
2000



Windows® 8









The Zippo logo consists of the word "Zippo" in a bold, black, sans-serif font. The letter "Z" is stylized with a diagonal cut through its top half. A red flame graphic is positioned above the "Z" and extends vertically upwards through the "i". The "o"s have a thick, circular stroke. A registered trademark symbol (®) is located at the bottom right of the "o".