

J359T + J395 Advanced Visual Design | Spring 2006

HANDOUT | Logotypes

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Note: The following information was originally published in: *How to Design Logos, Symbols and Icons*, by Gregory Thomas (Cincinnati, OH, North Light Books, 2000).

Ten Criteria (for Development of a Successful Logo, Symbol or Icon)

1. Visibility
2. Application
3. Distinctiveness
4. Simplicity/Universality
5. Retention
6. Color
7. Descriptiveness
8. Timelessness
9. Modularity
10. Equity

Three Categories (of Logos, Symbols and Icons)

1. Descriptive Marks
2. Symbolic Marks
3. Typographic Marks