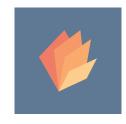


#### **BLULFADZ**









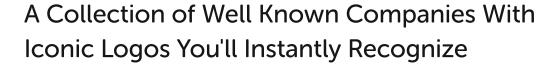








# 100 Brand Logo Designs That Will Inspire Your Own











# **Breaking Down Brand Logos**

Your logo says so much about your company in a single moment. It's not just an image. It's a form of expression for your organization, acting as a point of recognition for your target audience and your customers.

Strong brand logos include many key features, including:

- Color palettes
- Imagery
- Typography
- Relevance

Brand logos also come in a variety of types, such as:



#### **Mascot Logos** A

These include mascots that act as spokespeople for a brand.



#### **Emblem Logos** B

These often include fonts within a symbol, like a crest or badge.



#### **Lettermark Logos** <sup>c</sup>

These consist of a few letters, usually as the brand's initials.



#### Combination Logos D

These mix lettermark and other symbolic logo types, consisting of images and text.



#### Pictorial Mark Logos E

These include graphic-based icons.



#### **Abstract Mark Logos** F

These are a subset of pictorial marks, including a geometric form.



#### Wordmark Logos G

These are font-based, often incorporating a brand's name.

No matter where you are in your branding journey – just starting a new brand or completely rebranding your company – you need inspiration.

Check out this inspiration board to spark your creativity and get on the right path for building a kickass brand logo.





# **Entertainment**

The entertainment industry is booming, with the global market value exceeding trillions of U.S. dollars (and it's consistently growing). There are many entertainment brands that stay on top, and thanks to their awesome branding and logos, they continue to dominate the marketplace.



#### Disney 1

Inspired by its founder, this logo is a basic cursive typeface that is the actual signature by Walt Disney.



#### Marvel 2

Founded in 1939, this entertainment company evolved its logo, now using a red text box with big white letters spelling out the company name – delivering a retro feeling that is classic and recognizable.



#### MTV 3

After being rebranded in 2009, the logo has stayed similar, with the M being filled with various images.



#### NBC 4

Another great example of a mascot logo, the media company leverages their recognition by incorporating a colorful peacock in their branding.



#### Netflix 5

The other streaming service giant made some minor changes to their wordmark logo over the years, including an animated 'n' that appears before every piece of their own content.



#### Warner Bros. 6

When it comes to emblem logos, this renowned entertainment company does it right – including a classic banner with the company name and a stylish abbreviation within the shield



#### Hulu 7

The popular streaming service hasn't changed its logo much since the beginning, only updating the color gradient while sticking to a timeless wordmark.



#### The Rolling Stones 8

Bands can be considered brands too, and for the rock legends, their Sticky Fingers album cover, which included illustrated lips and a tongue, stands out to fans everywhere.



#### National Geographic 9

The iconic yellow rectangle symbolizes an opened door, showing you the way to knowledge.

# Retail

Retail is one of the most competitive industries in the world. Apparel. Shoes. Furniture. Jewelry. Consumer goods. There are so many companies thriving in retail, and their brand recognition (thanks to their awesome logos) plays a big part in their success.



#### Nike 10

The iconic swoosh stands tall in the world of athletic gear, connoting movement and speed associated with athleticism.



#### Gap 11

Another simplistic design, this is straightforward with all caps font and a white color in the blue box.



#### eBay 12

Similar to Google, this logo uses multiple colors to convey an energetic tone.



#### Chanel 13

One of the biggest fashion companies uses a simple wordmark design in all caps, and their secondary logo incorporates two C's to align the brand with Coco Chanel, the French designer known for her minimalist designs.



#### Tommy Hilfiger 14

This leading premium clothing company incorporates red, white, and blue in a flag emblem to represent the company's American roots in a clean, elegant manner, while also connoting excellence and purity.



#### Supreme 15

The high priced streetwear clothing company uses simple white text in a Futura Bold Italic font in a red block – a simple logo that stands out on every one of their products.



#### Rolex 16

The luxury brand has stayed consistent in their branding, using a pointed crown and a formal font to communicate prestige.



#### Target 17

After establishing itself as one of the largest U.S. retailers, they dropped their name from the logo, relying solely on the classic red target image.



#### Walmart 18

In 2008, the major retailer rebranded by removing the break between "Wal" and "Mart," as well as adding the now iconic yellow spark.

### Retail - Cont.

Retail is one of the most competitive industries in the world. Apparel. Shoes. Furniture. Jewelry. Consumer goods. There are so many companies thriving in retail, and their brand recognition (thanks to their awesome logos) plays a big part in their success.



#### RALPH LAUREN



#### Levi's 19

The winged crest, along with the deep red color scheme and white letters, is a great symbol of the clothing company's durable, reliable products.

#### Ralph Lauren 20

This wordmark logo is simplicity at its finest, which is a perfect representation of the clothing company's commitment to a clean style that appeals to a higher class.

#### TOMS 21

The mission-driven clothing company uses a sans serif font, set in the Argentinian flag, which is an homage to where the founder got his inspiration for the company.



#### Dyson 22

Innovation is synonymous with this household appliances company, and the use of lowercase lettering sets them apart from their major competitors.



#### Adidas 23

The three black stripes come together in a nice way, representing a mountain that encourages consumers of the athletic apparel company to push it to the limits, which can be empowering.



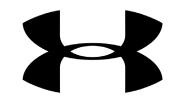
#### Asics 24

The athletic product and footwear company uses stylish typeface in its wordmark logo to suggest speed and momentum, which speaks to their target audience – runners and athletes.



#### IKEA 25

As a furniture company known for its simplicity, it's not surprising that their logo is a blue and yellow block wordmark.



#### **UNDER ARMOUR**

#### **Under Armour 26**

The massive athletic brand uses a lettermark with a black and white color scheme, representing the strength and durability of their clothing.

# Food & Beverage

Thanks to recent economic growth and increasing population, the food and beverage industry is rapidly growing. And the top players are staying strong by investing in impactful branding initiatives that foster trust, reliability, and recognition.



#### Coca-Cola 27

A simple, formal handwriting style acts as one of the most recognizable logos in the world for the massive food and beverage company.



#### Pepsi 28

After a few recent changes with a modern flare, this beverage company uses lowercase type and a cool looking circle icon.



#### Dunkin' 29

After rebranding in early 2019, the food and beverage company shifted away from the donut focus to embrace their self-proclaimed role as "the premier beverage-led, on-the-go brand."



#### Subway 30

One of the fastest growing fast food brands emphasizes its focus on quick service by including arrows at the beginning and end of their wordmark logo.



#### Starbucks 31

The iconic siren has seen some changes in the logo in recent years, but the recognition has been consistent for the world's largest coffee brand.



#### McDonald's 32

Two golden arches stand tall, calling out to all hungry drivers to stop in for a classic fast food experience.



#### Whole Foods Market 33

Noted for its commitment to high quality, healthy, fresh food, this supermarket keeps a classic design, with a piece of fruit appearing as a stylized 'o.'



#### Trader Joe's 34

Another renowned health foods store, this company stays true to their old-school style, in both their designs in their stores and in their logo.



#### Chiquita 35

The fruit company consistently features their mascot, Miss Chiquita, posing with a fruit hat on her head.

# **Technology**

The role of technology in the human experience has grown significantly in recent years, and it's continuing to become more ingrained in our daily lives. And through amazing branding, the most recognizable technology brands have earned credibility and trust with consumers, becoming indispensable to many.



#### Google 36

The search engine juggernaut uses multiple colors to showcase their fun company culture.



#### Apple 37

The tech giant who revolutionized smartphones uses a simple icon, aligning perfectly with their sleek, modern products.



#### Microsoft 38

Their use of four colors is intentional, highlighting their four main areas of products – Bing, Office, Xbox, and Windows.



#### Hewlett Packard (HP) 39

The tail out of the font connotes innovation, a common attribute associated with this tech organization.



#### Kodak 40

The logo for the photography company has been using a yellow and red color scheme in many different ways, since integrating the colors circa 1935.



#### Verizon 41

This telecommunications company stands out from its competitors, thanks to a bold red checkmark, indicating excellence.



#### **LG** 42

Within a red circle, you see the brand's abbreviation that also acts as a winky emoji face.



#### **IBM** 43

This is a simple lettermark logo, with eight bars cutting through the letters to represent speed, rhythm, and movement.



#### Canon 44

After earning commercial success in the 1930s, the camera company ditched the rendering of a Buddhist goddess and shifted their logo to the modern wordmark we all know today.

# **Automotive**

As one of the economic largest sectors based on revenue, the automotive industry is highly competitive. How do companies stay competitive? They focus on innovation and stand out through strategic marketing efforts that include impactful branding tactics.







#### INFINITI 45

The luxury car brand is sleek and stylish, much like their automobiles, and the peak is meant to suggest how a road looks, while also paying homage to Mount Fuji, the famous peak in the company's home country of Japan.

#### Mercedes-Benz 46

The luxury automobile company uses a triangle star to signify their dominance of land, air, and sea.

#### **BMW** 47

BMW stands out with a logo that can be interpreted in a couple of ways – it's seen as airplane propellers to show their initial focus as an airplane engine manufacturer, and it can also be seen as an homage to the company's home country, Bavaria.



# **TOYOTA**



#### Uber 48

Following some negative press about the company's culture, this ridesharing company adopted a friendlier, positive type to replace the all-caps logo, which came off as overly aggressive.

#### Toyota 49

The top automobile company uses silver to convey safety and reliability that customers associate with their brand, while using curved edges to show sleekness.

#### Volkswagen 50

The classic blue and white logo in the circle is recognizable, but they also rolled out a simpler, flatter logo in black and white to suggest a new era for the company as they recover from a scandal, which alleges the company doctored test results.



#### Audi 51

The four interlocking rings represent four manufacturers of Auto Union, which ceased operations in 1969 and evolved into this luxury car brand.



#### Ford 52

The deep blue and white, cursive lettering is perfect for long-term appeal, as the design is traditional with a stylish flare, like many of the company's automobile designs.



#### Goodyear 53

The tire company added the wingfoot symbol to represent speed, but it also provides a nice break between two words in the company name.

# Gas

The oil and gas industry will always be competitive as the demand for these resources continues to be high. Some of the biggest gas companies use strong branding to continually dominate the market and stay top of mind with consumers.



#### British Petroleum (BP) 54

Using symbolism in an engaging way, the oil and gas company cleverly incorporates green and yellow to resemble Helios, God of the Sun.



#### Shell 55

The major oil company stands out with a standalone graphic – a yellow seashell with a red border.



#### Mobil 56

After several iterations, the gas company removed the red pegasus from their branding and represented it with the signature red 'o' in the wordmark.

# **Banking**

The financial and banking industry is crowded, and technology is impacting how companies provide financial services to people. These top companies are A players thanks to building a strong base through branding while staying on top of trends to deliver strong customer experiences.



#### Citibank 57

The wordmark logo includes a red line connecting the two i's, with the 't' underneath forming an umbrella within the company name, which is a reference to Travelers, an insurance company that merged with Citigroup.



#### Bank of America 58

The American flag is prominent in this logo, but the stripes connote a farm field, promoting the bank's trust they established with farmers as well as with all other account holders.



#### Wells Fargo 59

Plagued by bad press in recent years, the well-known bank updated its logo in 2018, replacing gold hue lettering with white, trying to regain trust and credibility with their audience.



#### PayPal 60

One of the leading names in worldwide payment solutions, this company's sleek logo condenses their company name and uses bold blue hues to evoke a sense of confidence and trust.



#### Mastercard 61

The second most recognizable payment solution is seen practically everywhere, with two interlocked red and orange circles and a lowercase wordmark that present a timeless appeal.



#### Visa 62

The widely accepted payment option includes a blue color scheme, with an italics font that incorporates a check on the V.

# Social

The growth in social media is rapid, and the top names in the industry hold a strong market share. Their branding is creative and engaging, which perfectly aligns with their target audiences.



#### Twitter 63

The little blue bird is all you need to see now to associate it with the popular social media platform.



#### Pinterest 64

This big social media site uses a mix of red and white with a sans-serif-esque type, conveying the artistic spirit of their users



#### Facebook 65

The social media god previously used a simple lowercase font to represent the brand's laid back culture and the casual nature of connections made on the platform. But with a recent rebranding, their new logo is all capital letters in a new font.



#### Tinder 66

The iconic dating app completely changed online dating, and its massive influence made this brand so iconic that they removed their company name wordmark from their logo, now opting for their recognizable flame graphic.



#### Instagram 67

The massive social media platform previously used a graphic to resemble Polaroid style cameras, but they rebranded their logo to be a more minimalist design with a mix of vibrant colors that perfectly resemble the energetic base of users.



#### Bumble 68

Another well known dating app, this company put a new twist by giving female users more control of their experience with online dating and built their brand around a bee motif, thus the now iconic yellow and white beehive symbol.



#### LinkedIn 69

The blue color scheme in the now-iconic logo represents a sense of excellence and approachability – a perfect feeling to evoke for a professional social media platform.



#### YouTube 70

The red coloring previously emphasized the "tube" portion of the wordmark, but now it illustrates the play button, and the placement of that button highlights the brand's focus on quality content and accessibility.

### **Business**

The industry of business software is intense, especially when you're considering the cost and size of top companies in this space. Thanks to high quality SaaS products and strategic branding, the big names are able to continually gain and delight customers of all shapes and sizes, from small business owners to entrepreneurs to enterprise companies.







#### HubSpot 71

A top business software company, this brand stands out with a unique orange color scheme and a nowiconic sprocket that stands alone or is used as a styled 'o' in the company name.

#### Intuit 72

This renowned business software company used stylized, lowercase wordmark design to communicate the user-friendliness of their products that millions of users love worldwide.

#### Adobe 73

This logo incorporates a sleek wordmark alongside a recognizable graphic that this software company has used since the early 1990s.



#### Mailchimp 74

Noted for their robust email marketing software, this company incorporates their mascot – Freddie, who is winking to express the great attitude they encourage in their culture.



#### Evernote 75

A welcoming green color scheme makes the note taking and productivity app approachable, and using an elephant as a mascot is a perfect symbol of the reliability of the app that, like an elephant, never forgets or loses your information.



#### Slack 76

The go-to for workplace communications, this brand rebranded their logo in 2019, opting for a colorful update to their pound sign that is more attention grabbing.



#### Zoom 77

This leading video conference solutions company abandoned the video camera icon, shifting toward a wordmark logo.



#### Salesforce 78

The blue cloud prominently showcases the company name of one of the world's biggest cloud-based software companies, encouraging the association between cloud solutions and the brand.



#### Atlassian 79

To best reflect their mission that centers on innovation, this enterprise software company changed their logo to a modern, sleek "A," along with a new typeface and new icons for each of their many products.

# **Business - Cont.**







#### 3M 80

Talk about simplicity – this logo consists of one number and one letter with a simple red color.

#### SAP 81

As a multinational software company, SAP has continued to dominant the SaaS world, leading to many changes in color, briefly switching from blue to yellow, then back to blue, based on feedback from the market.

#### Alibaba 82

The leading platform for worldwide wholesale uses a unique orange color and a cursive lowercase 'a' to stand out.

# Courier & Ecommerce

Some of the big ecommerce giants have forever changed the customer experience, delivering high value products in no time. And couriers are a major part of that experience. Those companies do so through commitment to their services and, of course, through engaging marketing and branding tactics.



# ups



#### FedEx 83

A great example of subliminal messaging, they convey speediness with the arrow that exists in the white space between the E and the X.

#### United Parcel Service (UPS) 84

A great example of an emblem logo, this one includes the brand's abbreviation within a shield.

#### DHL 85

The yellow and red color scheme is recognizable, and the italics and stripes give the impression of speed and movement, which is perfectly for the world's largest logisites company.







#### Amazon 86

The world's larget ecommerce brand shows how they sell everything, using an arrow to connect from A to Z, which also doubles as a smile to suggest high levels of customer happiness.

#### Shopify 87

This ecommerce company is dominating, and they incorporate symbols of ecommerce (the shopping bag icon) alongside their sleek, italicized watermark.

#### Wayfair 88

Using a unique purple color scheme in a lowercase wordmark, this ecommerce company does a great job of differentiating themselves from their massive competitors.

# Non-Profit

The nonprofit industry faces several unique challenges, including tight budgets. These nonprofits stand tall thanks to excellent messaging strategies, which they drive through top notch branding initiatives.



#### World Wildlife Fund (WWF) 89

The simple panda icon with the lettermark perfectly expresses the mission of this wilderness preservation organization.



#### American Red Cross 90

The company name is perfectly expressed through the logo, which is, you guessed it, a red cross.



### charity: water

SUPPORTER

#### charity: water 91

This logo is very modern, and it incorporates a jerrycan to symbolize the company's mission – improving water accessibility around the world.

# More Popular Logos



#### NASA 92

Modified by President Kennedy, the logo for the U.S. government agency is popular, thanks to its cool insignia.



#### General Electric 93

The circle in the multination conglomerate's logo is timeless, and it includes design elements that show motion and fluidity along with interconnected letters for the abbreviation.



#### Airbnb 94

This logo perfectly captures what the online marketplace is built for by signifying three unique meanings – a heart for those who love to travel, an 'A' for the company's name, and a geolocation pin.



#### Fisher-Price 95

The toy company's logo is another great example of a simple wordmark, continuing to pay homage to their founders – Herman Fisher and Irving

Price



#### LEGO 96

One of the world's largest toy manufacturers incorporated red, white, and yellow to display the company name, which was inspired by the Danish words "leg godt," translating to "play well."



#### 7-Eleven 97

The most recognizable chain of convenience stores adopted a unique approach to their logo, using a numerical "7," spelling out "eleven" (with a lowercase "n"), and including a mix of green, red, and orange.







#### Colgate 98

Using white and red, the oral hygiene company signifies sincerity and dynamism.

#### The Olympics 99

The five rings symbolize how five continents come together to compete in athletic games.

#### MLB 100

America's pastime is well represented by the red, white, and blue colors and the ambiguous white silhouette of a hitter - the ambiguity representing the inclusiveness of the sport.

# **Your Logo Says a Lot About Your Brand... Make It Count**

With the right logo that captures your company's identity and mission, you can make a great impression on target audiences. Your logo is an opportunity to tell your story, earn trust, establish a reputation, and reinforce your messaging.

Use these famous brand logos as inspiration and get started creating your kickass logo today!



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