

TOPOLOGY OF MARKS

WORDMARKS

BevMo!

curiouspictures

100%**design**

XEROX

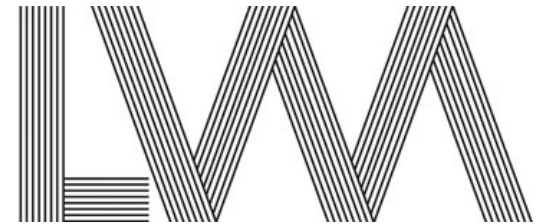
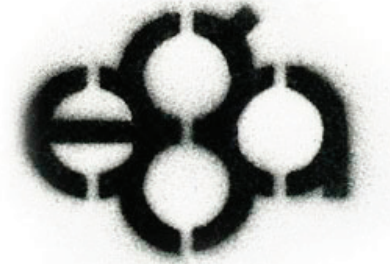
LeTTRa[™]
CRANE LETTERPRESS PAPER

museumofsex**x**

A freestanding acronym, company name, or product name that has been designed to convey a brand attribute or positioning.

TOPOLOGY OF MARKS

LETTERFORMS



A unique design using one or more letterforms that act as a mnemonic device for a company name.

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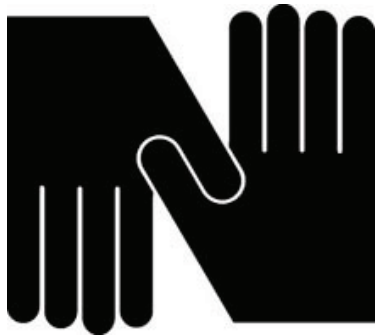
EMBLEMS



A mark in which the company name is inextricably connected to a pictorial element.

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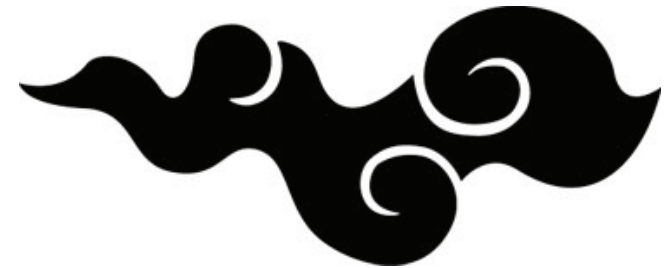
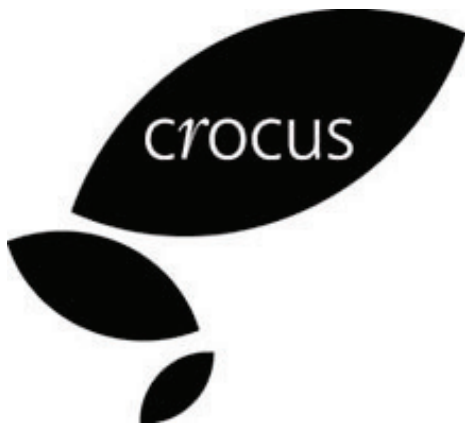
PICTORIAL MARKS



An immediately recognizable literal image that has been simplified and stylized.

TOPOLOGY OF MARKS

ABSTRACT/SYMBOLIC MARKS



A symbol that conveys a big idea, and often embodies a strategic ambiguity.