



A logotype is a word (or words) in a determined font, which may be standard, modified, or entirely redrawn. Frequently, a logotype is juxtaposed with a symbol in a formal relationship called the signature. Logotypes not only need to be distinctive, but also need to be durable and sustainable. Legibility at various scales and in a range of media is imperative, whether a logotype is silk-screened on the side of a ballpoint pen or illuminated in an external sign twenty stories off the ground.

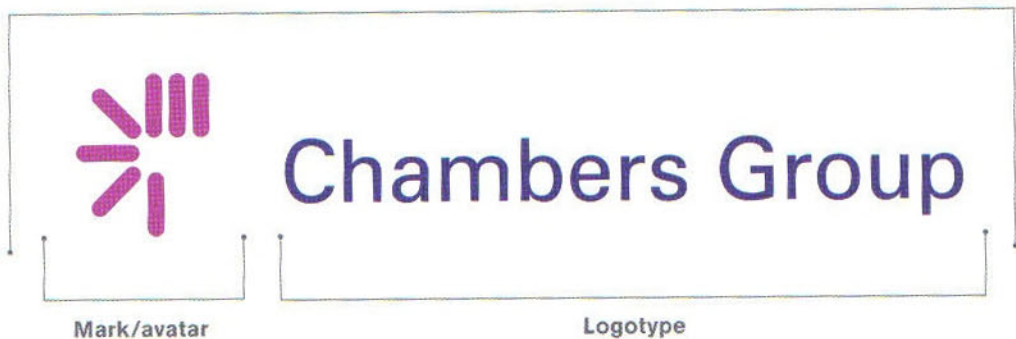
The best logotypes are a result of careful typographic exploration. Designers consider the attributes of each letterform, as well as the relationships between letterforms. In the best logotypes, letterforms may be redrawn, modified, and manipulated in order to express the appropriate personality and positioning of the company.

The designer begins his or her process by examining hundreds of typographic variations. Beginning with the basics—for example, whether the name should be set in all caps or caps and

lowercase—the designer proceeds to look at classic and modern typefaces, roman and italic variations, and various weights, scales, and combinations. The designer then proceeds to manipulate and customize the logotype. Each decision is driven by visual and performance considerations, as well as by what the typography itself communicates.

A signature is the specific and nonnegotiable designed combination of the brandmark and the logotype. The best signatures have specific isolation zones to protect their presence. A company may have numerous signatures, for various business lines or with and without a tagline.

Signature



Chambers Group: Stellarvisions

## Signature with tagline

Left edge of "h"

Whenever possible, leave a clear zone of one W-height around all sides of the Logotype.

Standard signature

W-height

W-height

Under certain circumstances the tagline is permitted within 1/2 W-height of the Logo.

The Wharton School  
University of Pennsylvania

Logo and Tagline = LT...

Logo and Tagline may be independently scaled, as these examples show.

W-height

W-height

Wharton

The Wharton School  
University of Pennsylvania

Maximum size of Tagline relative to Logotype in signature combination:  
Tagline 120% longer than the Logotype.

The Wharton identity program, designed by Joel Katz Design Associates, features the word "Wharton" set in a distinctive type treatment. The letterforms, including the "Wh" ligature, were redrawn and re-proportioned. The wordmark exists in two versions: "large" for use at sizes larger than 1/2" high, and "small" for use at 1/2" and smaller. A number of signatures were created, including wordmark and tagline signatures, division and program signatures, and joint venture signatures. The above is excerpted from Wharton's identity manual and style guide, created in 2001.

Signature



Chambers Group

Mark/avatar

Logotype