

5 Elements of an Iconic Logo

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- Timeless
- Memorable
- Effective Without Colour
- Simple | Scalable
- Relevant

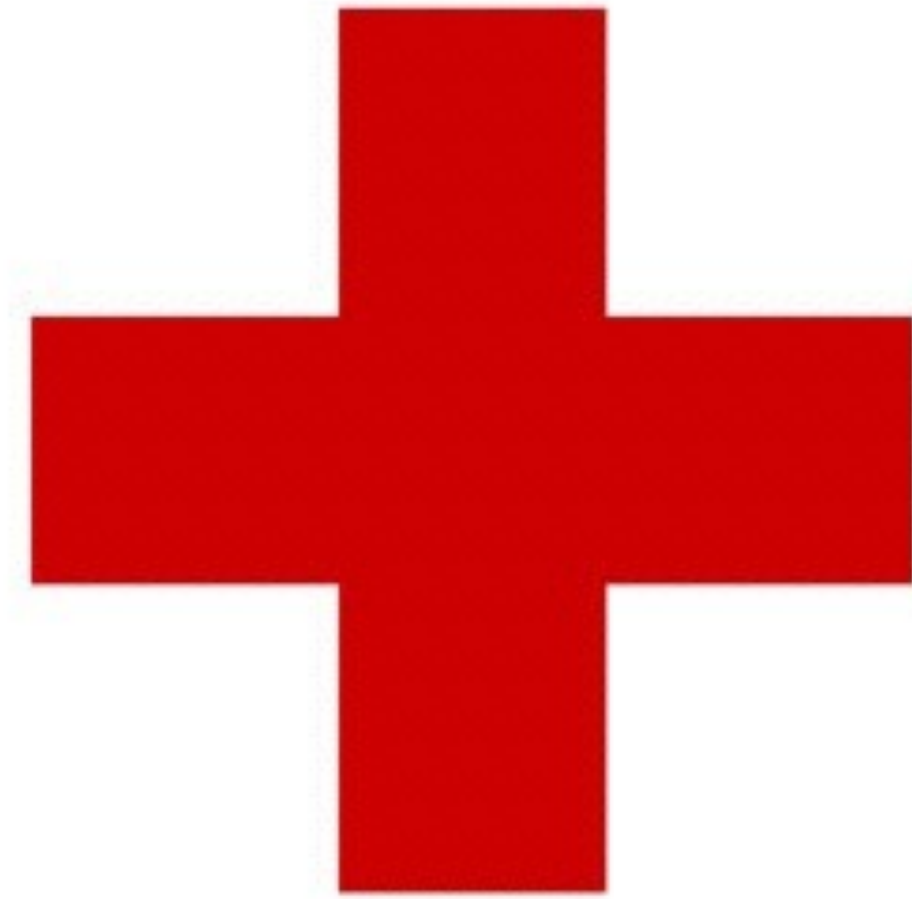
Timeless

The image shows the iconic Coca-Cola logo in its signature red script font. The letters are fluid and connected, with a small registered trademark symbol (®) at the end of the word "Cola".

Coca-Cola

Designer: Frank Robinson | 1885

Memorable



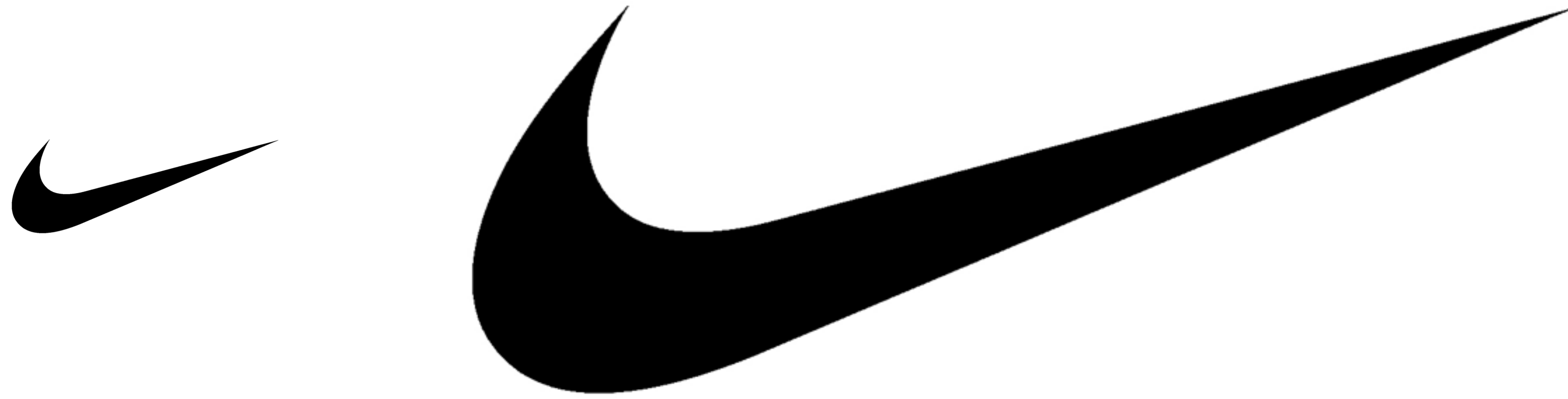
Red Cross
Designer: Unknown

Effective Without Colour



Apple
Designer: Rob Janoff

Simple | Scalable



Nike

Designer: Carolyn Davidson

Relevant



Obama

Designer: Sender LLC



Nickelodeon

Designer: Eric Zim

Logos Found in Guyana





ansa mecal

GROUP OF COMPANIES

GT&T





An affiliate of Canadian Bank Note Co. Ltd.



<http://www.complex.com/art-design/2013/03/the-50-most-iconic-brand-logos-of-all-time/>