

Letterform marks

The single letter is frequently used by designers as a distinctive graphic focal point for a brandmark. The letter is always a unique and proprietary design that is infused with significant personality and meaning. The letterform acts as a mnemonic device, and is easy to apply to an app icon.

Quick Chek's bold, lime green "Q" makes a friendly, refreshing statement. It reflects the brand's commitment to speed, quality, and affordable freshness.

Brendán Murphy
Senior Partner
Lippincott

Quick Chek: Lippincott



Letterforms A to Z

Opposite page:
Aether: Carbone Smolan Agency
Brokers Insurance: Rev Group
Champion International:
Crosby Associates
Dominion: Lizette Gecel
Energy Department Store:
Joel Katz Design Associates
Fine Line Features: Woody Pirtle
Goertz Fashion House:
Alleman Almquist + Jones
High Line: Pentagram
Irwin Financial Corporation:
Chermayeff & Geismar
Tubej: Roger Oddone
Kemper: Lippincott
LifeMark Partners: Rev Group
Herman Miller: George Nelson
NEPTCO: Malcolm Gear Designers
Dallas Opera: Woody Pirtle
Preferred: Jon Bjornson
Quest Diagnostics: Q Cassetti
Radio Shack: Landor Associates
Seatrains Lines: Chermayeff & Geismar
Telemundo: Chermayeff & Geismar
Univision: Chermayeff & Geismar
Vanderbilt University:
Malcolm Gear Designers
Westinghouse: Paul Rand
X31: Matchstic
Yahoo: unknown
Zonik: Lippincott

