

Wordmarks

A wordmark is a freestanding word or words. It may be a company name or an acronym. The best wordmarks imbue a legible word or words with distinctive font characteristics, and may integrate abstract elements or pictorial elements. The distinctive tilted “E” in “Dell” activates and strengthens the one-syllable name. The IBM acronym has transcended enormous technological change in its industry.



Each of Tate's wordmarks is used interchangeably and appears in various degrees of visual focus. The fluidity of form and expansive color palette reflects the essence of Tate's point of view and central brand idea, "Look again. Think again."

Tate: Wolf Olins

Late July: Louise Fili Ltd.
MoMA: Matthew Carter

The logo for 'LATE JULY' features the words in a stylized, decorative serif font. The letters are outlined in red and filled with a gradient of yellow and orange, giving it a vintage, hand-drawn appearance.

The logo for MoMA (Museum of Modern Art) consists of the letters 'MoMA' in a bold, black, sans-serif typeface.

Braun: Wolfgang Schmittell
redesign
Aetna: Siegel + Gale

The logo for Braun is the word 'BRAUN' in a bold, black, sans-serif font with wide letter spacing.

The logo for Aetna features the word 'aetna' in a lowercase, purple, sans-serif font, with a small 'SM' trademark symbol to the upper right.

Oslo Airport:
Mollerup Design Lab
CAM Raleigh: New Kind

The logo for Oslo Airport (OSL) features the letters 'OSL' in a dark blue, sans-serif font, followed by a red circle containing a white airplane icon.

The logo for CAM Raleigh features the word 'CAM' in a large, yellow, sans-serif font, with the word 'RALEIGH' in a smaller, black, sans-serif font below it.

Pinterest: Michael Deal and
Juan Carlos Pagan
Kubota: Pentagram

The logo for Pinterest is the word 'Pinterest' in a red, cursive script font.

The logo for Kubota is the word 'Kubota' in a bold, black, sans-serif font with wide letter spacing.

IBM: Paul Rand
eBay: CKS Group

The logo for IBM is the word 'IBM' in a bold, black, sans-serif font with horizontal stripes through the letters.

The logo for eBay features the word 'eBay' in a lowercase, sans-serif font where each letter is a different color: 'e' is red, 'b' is blue, 'a' is yellow, and 'y' is green.