

LOGOS

20 LOGOS WE LOVE*

Entrepreneur.



THE SECRETS OF 7 FIERCE BRANDS

PLUS, WE SOLVE THE WORST BRANDING BLUNDERS

*
(And one complete disaster)

Plus
TURN YOUR CUSTOMERS
into brand advocates

SOCIAL MEDIA:
Everything you need to build your
online reputation

APRIL 2013 | ENTREPRENEUR.COM





BARNES

THE BARNES FOUNDATION

Letters on rectangles simulate paintings on gallery walls in this logo for the art institution. The shifts in size create perspective, giving the illusion that the A and E are farther away within the architecture of the building.



Simple, layered shapes, set at an angle, form the logo for this social media app, which organizes the way people share articles, pictures and video online. The logo likens the app to an instantly recognizable, universal object: a paper organizer.



The coffee bean is rendered as a face, in a humorous gesture that sets this mini-chain of New York cafes apart and gives it a human quality amid its corporate competitors.

The image shows the acronym 'CUP' in a bold, black, sans-serif font. The letters are stylized with thick strokes. The 'C' is a simple curve. The 'U' is a simple U-shape. The 'P' is a simple P-shape. The letters are arranged in a 2x2 grid: 'C' and 'P' in the top row, 'U' and 'P' in the bottom row.

The acronym CUP is spelled out with a repeating cup-like shape. The cups are oriented in three directions, demonstrating the variety of the organization's work.

COLOURS

The choice of a broad and symmetrical font allowed for the O's to be filled with dots, creating a pair of glasses with eyes--an appropriate choice for the logo of a magazine.



The logo for this app that helps people remember things features, appropriately enough, an elephant; the trunk is tucked squarely under its mouth, as though it is nourishing itself with information. The tip of the ear folds down as an “earmark” to reference the app’s functionality.



Flipboard

Rectangular panels of varying opacities on this F-shaped logo mimic the “page-turning” motion employed by this digital service, which allows users to create a grid-based magazine of online content.



The simple rectangles and triangle in this logo depict the focus of this organization: providing a most basic need, housing. The upward-pointing pink arrow provides contrast and communicates a sense of positivity and progress.



This logo has a fresh color palette and cleverly uses books to depict a paintbrush or, alternatively, an auction paddle.



LONGWOOD
GARDENS

A cursive L rotates around the center axis to form a flower in this logo for a horticultural center--a simple design that's effective because of the choice of an ornate, graceful font.

M | I | C/A

A diagonal slash adds contrast within the set of industrial letters, effectively filling the extra space that naturally occurs between the C and A. The slash also references the art school's modern architecture and suggests that the institution's philosophy is forward-looking.



Seven rectangular bars form an abstract version of the acronym MITP for the logo of this university press. The symbol also references books on a shelf, or the bar code that appears on all books.

The image shows the Pinterest logo, which consists of the word "Pinterest" in a red, cursive, lowercase font. The letter "P" is significantly larger and more stylized than the other letters, with a sharp point at its top that resembles a pushpin. The rest of the word "interest" is written in a smaller, similar cursive font.

The head of the P and its sharpened point mimic a pushpin, replicating the function of this website. The connection between the S and T serves as counterbalance and reflects the site's sense of community.



The vertical lines resemble the bars of a sound wave in this logo for the social audio platform. The visual transformation to a solid shape suggests that the remote cloud of music is secure and, more important, offers clear audio.

**TR | BECA
F | LM
FEST | VAL.**

The three l's form a continuous vertical bar that brings stability to the logo and is a reference to either a strip of film, a ray of light emerging from a projector or the flat surface of a screen.



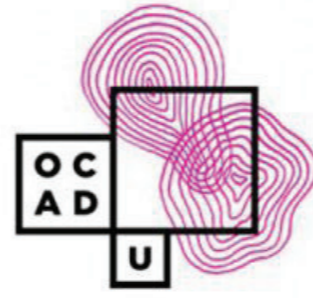
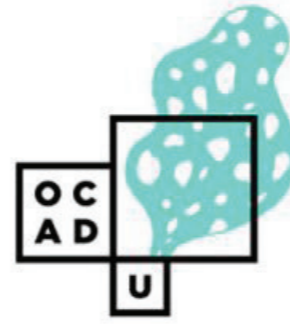
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The first version of this logo appeared in 1961 with an outline on the panda. As the logo evolved, the line was eliminated; now the panda's white patches are represented through negative space.



The Z is transformed into a moving car with the help of a trailing airstream that indicates speed and efficiency. The logo sits comfortably within a green circle reminiscent of a “go” traffic light; the color also signifies progress and sustainability.







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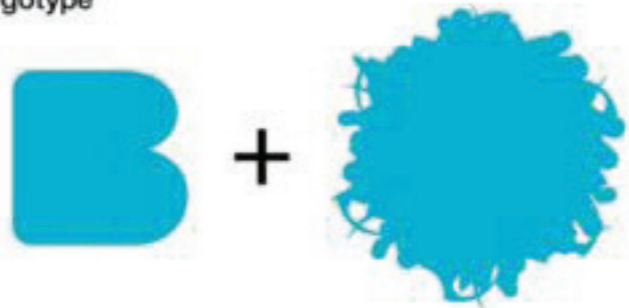
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collection

stedelijk
information
stedelijk
catalogues

stedelijk
new building
stedelijk
film screenings



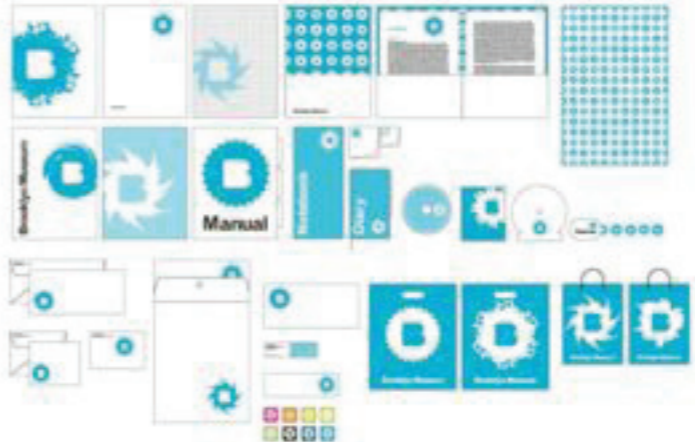
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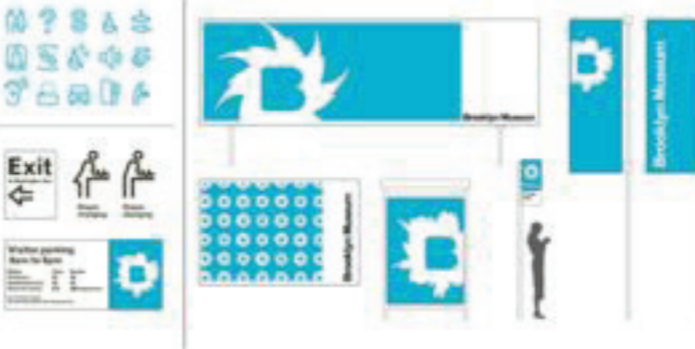
Logotype Variations



Print Collateral



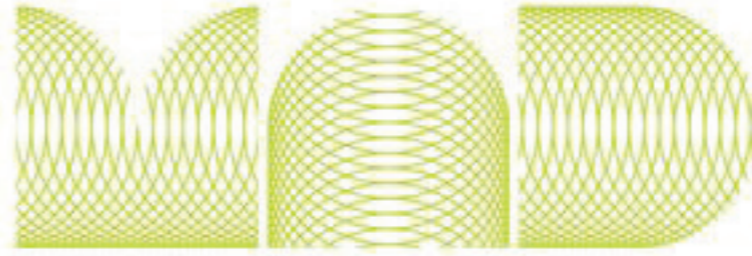
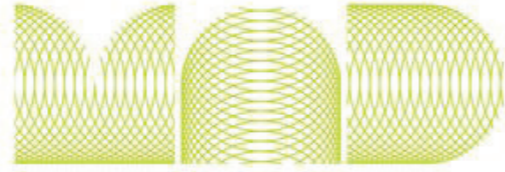
Signage



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WHITNEY

JOIN
ENGAGE
SHARE
ACCESS
CELEBRATE
SUPPORT
DISCOVER
SHOP
AND DINE
MEMBERSHIP

WHITNEY

WELCOME



WHITNEY

MEMBER

WHITNEY

MEMBER

WHITNEY

MEMBER