

What's the difference between a logotype and logomark?

A **logotype** is a logo centered around a company name or initials, while a **logomark** is a logo centered around a symbolic image or icon. The general term **logo** refers to all marks that represent a brand. So, when a designer asks whether you want a logotype or a logomark, they're really asking if you want a text logo or a picture logo. Logotypes are also often referred to as wordmarks or lettermarks, while logomarks are also known as pictorial logos or logo symbols.

Examples for logotypes include Visa, Coca Cola or Google. The name can be designed in a picturesque or stylistic font, but at its heart it's still just text.

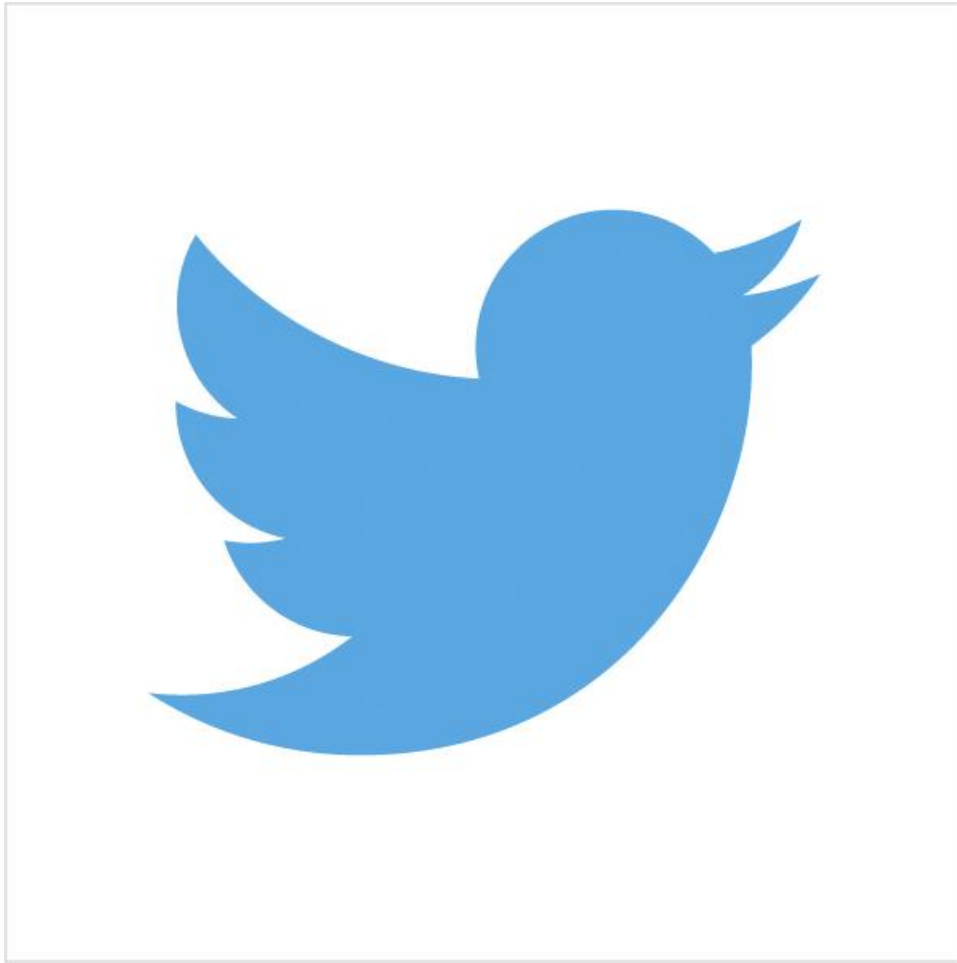






Examples for logomarks (or pictorial marks) are the Apple logo, the Twitter bird or Target's target.







Where it gets confusing is when the lines between them blur. A lot of logos have both text and a picture. Some logos have text that *forms* a picture. In fact, [logo trends](#) seem to favor experimental hybrids that can't be pigeon-holed as one or the other. So really, there's three choices. It's not just logotype vs. logomark, it's more like logotype vs. logomark vs. a combination.



Pepsi combined logomark and logotype