



LOGO^{MD}



logotype



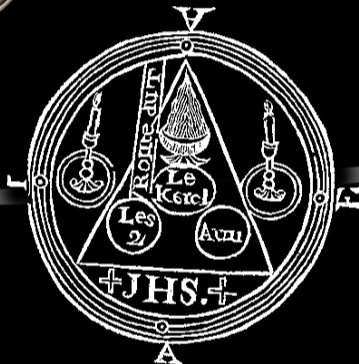
logotype





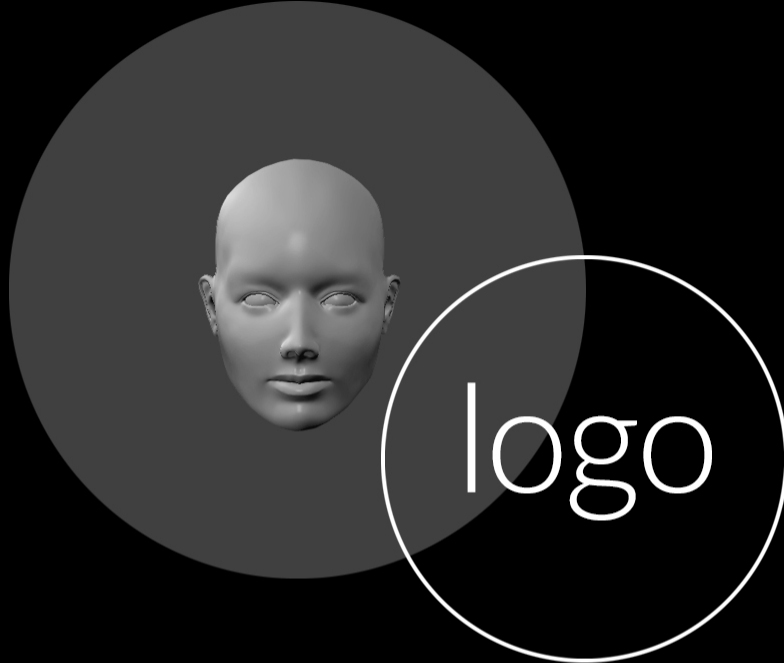


Renoir











Ben De

logo



Signature

logo





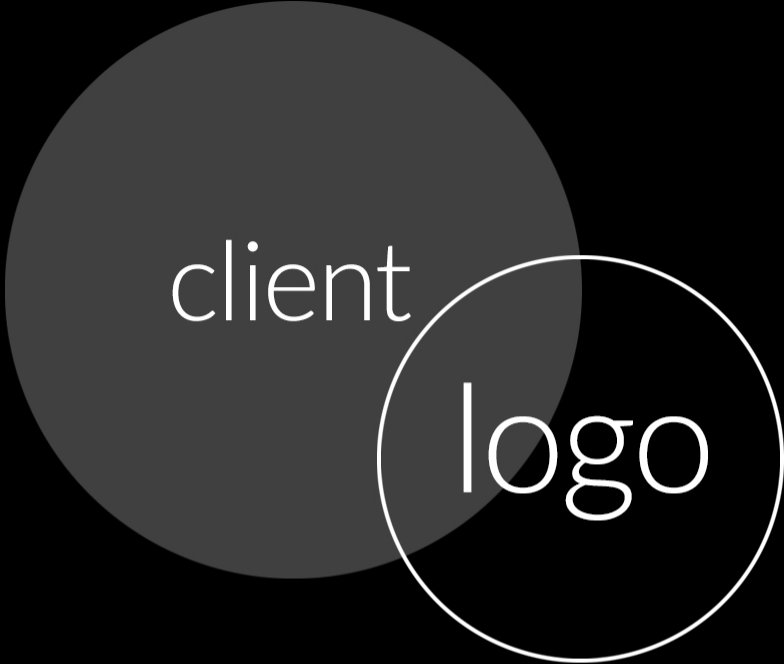
patrimoine
plus-value attributs
concurrence ciblage
promesse . logo calendrier
esprit tendances
attentes . nouveauté
positionnement



60%

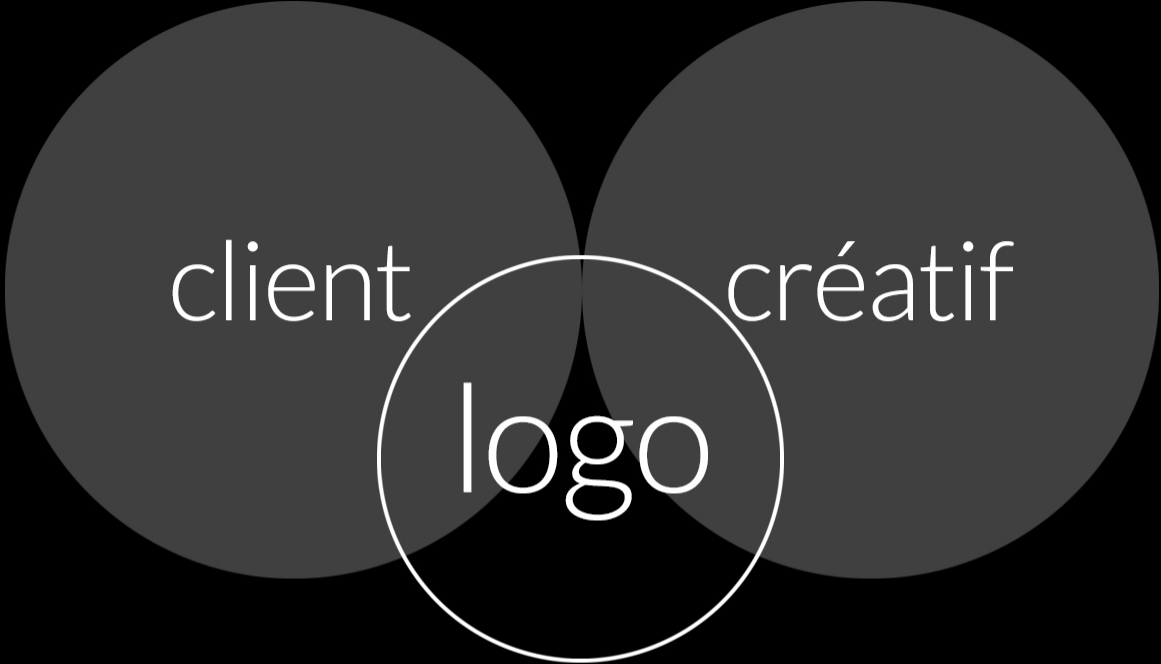
80%





client

logo



client

créatif

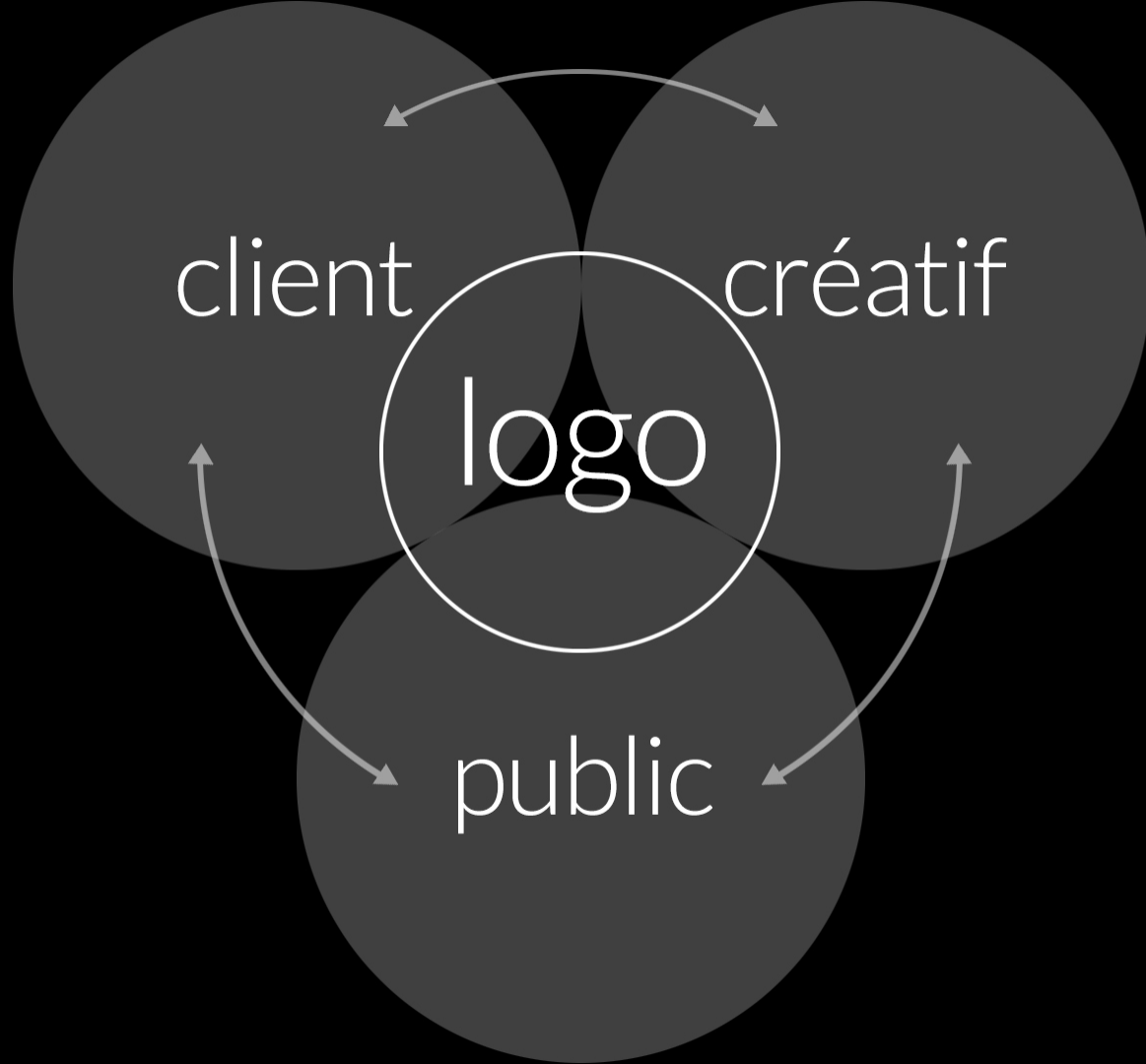
logo

client

créatif

logo

public



1887

Coca-Cola

1893

Coca-Cola
TRADE MARK

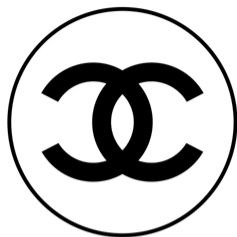
1903

Coca-Cola
TRADE MARK
REGISTERED

1941

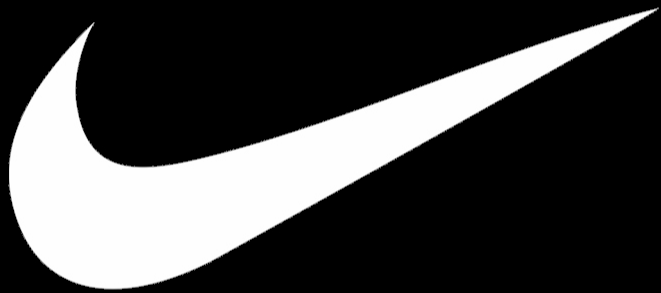
Coca-Cola
TRADE MARK REG. U.S. PAT. OFF.

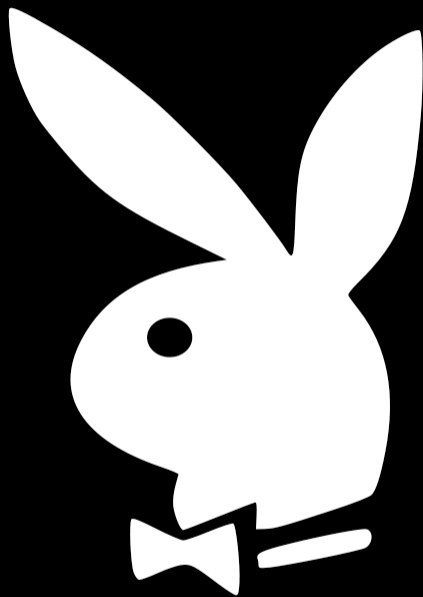
Coca-Cola

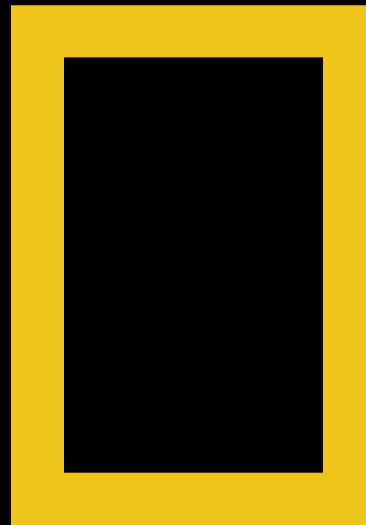
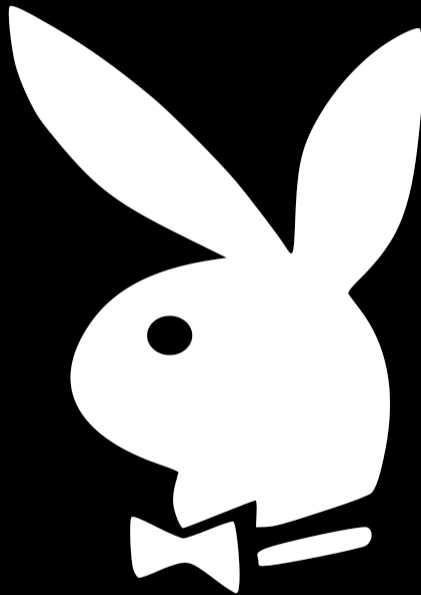


CHANEL



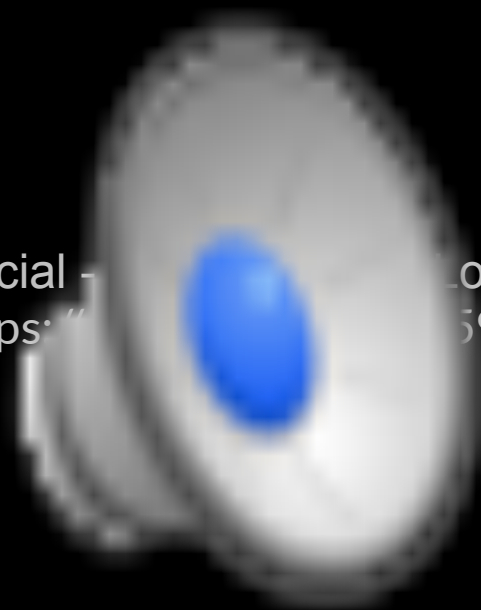




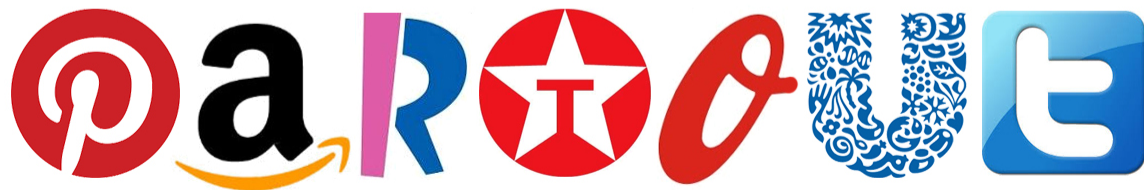




H5 Special -
[https://](https://www.youtube.com/watch?v=5996)



logorama
5996



MAKE
THE
LOGO
BIGGER



**KEEP
CALM
AND
MAKE
THE LOGO
BIGGER**

NO

**WE AREN'T GOING TO
MAKE THE LOGO BIGGER**





MAKE THE LOGO
BIG AGAIN

logo trends 2016



logo trends **2016**

Supprimer

logo trend **2016**

logo trends

logo trend **micro**

Environ 45 200 000 résultats (0,75 secondes)

🔍 tendances logo

🔍 **tendances logo** - Recherche Google

🔍 tendances logo **2017**

🔍 tendances logo **2015**

🔍 tendances logo **2014**

🔍 tendances logo **2013**

🔍 tendances logotypes



Sony Ericsson



xerox





Sony Ericsson



xerox









2016.



SEARS 



vevo

facebook

UBER

Alphabet

helia.

Interbrand

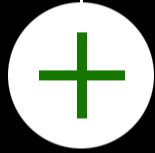
Host.

American Apparel

VICELAND

SID LEE

flatdesign

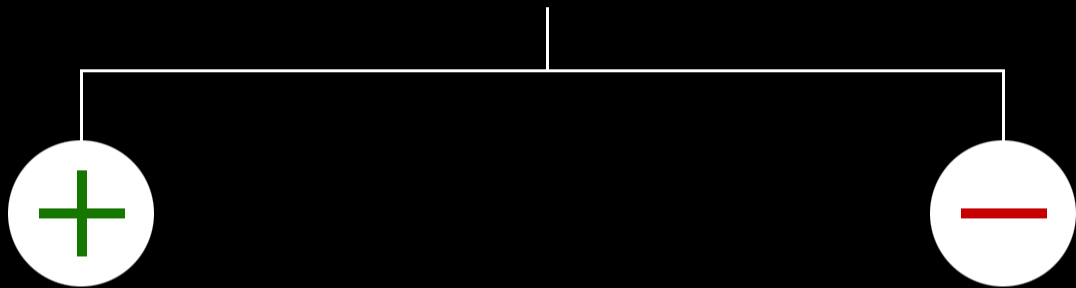


pur

non redondant

esthétique

flatdesign



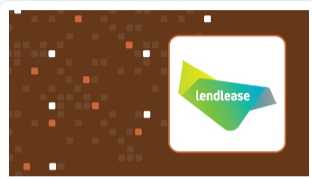
pur

non redondant
esthétique

non distinctif
non créatif
terne

2016 Logo Trends

by BILL GARDNER



Drawing from a year of observation, and a few all-nighters perusing recent uploads on LogoLounge, an overall thought occurred to me: KISS is making a comeback. Not that KISS. Sorry fans. KISS as in Keep It Simple Stupid. Designers are paying heed to the old saying and rebelling against complexity. Simplicity is king once again.

Typography has taken a decidedly strong swing to the austere. Nearly a neo-Swiss style, many wordmarks have abandoned much of their personality and adopted a universal sans-serif construction. I say neo because with every incarnation of a style there are shifts from its former self.

Slowing industry-related searches include "law," "sports," "baking," "entertainment," "video games," "technology," "food" and "ministry." Rising industry searches include "fitness," "residential development," "non-profit," "real estate," "health care," "brewery," "culture" and "museums."

Ombre



At a distance these marks may give the impression of gradient ebbling from one color to the next, but by creating a series of stepped increments, designers are cheating the system. For years the specter of creating a logo that demanded a four-color process was verboten. Sheens and gradations that once caused reproduction costs to escalate were overcome by changes in technology and the noise of the naysayers diminished. That challenge settled, designs now achieve this ombre effect by completing color transitions one step at a time. It's a signature effect and one that a clever designer can pull off with no more than a couple of spot colors.

Sequential color breaks on these marks usually serve an additional purpose to help define edges or give dimension in a subtle, less jarring manner. Consequently, this technique can convey the idea of a controlled shift or a multi-phase solution. It's a gentle but evident path from point A to point B and with inventive application introduces texture and pattern to achieve this

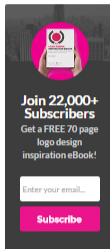
GRAPHIC DESIGNER



Jacob Cass

About | Hire Me | Portfolio | Contact

JUST BE UPDATED



ARTICLES

- POPULAR
- CATEGORIES
- RECENT
- ARCHIVES

2016 Logo Design Trends & Inspiration

Archived under Logo Design along with 9 JUST Creative Contents

Earlier this year I posted a [forecast of 2016 logo design trends](#) and now we can see the official 2016 logo trends report as compiled by Bill Gardner of LogoLounge who I recently [recently interviewed](#).

Bill has put together the report by carefully analyzing over 250k logos from over the past 13 years.

[Tweet these 2016 Logo Trends.](#)



Logo Design Trend Reports:

- Logo Lounge: 2016
- 2015 | 2014 | 2013 | 2012 | 2011 | 2010 | 2009 | 2008 | 2007 | 2006 | 2005 | 2004 | 2003
- Discussion on Just Creative: 2015 | 2014 | 2013 | 2011 | 2010 | 2009

Logo Trends of 2016 Summary

- Simplification** overall is a key trend
- Uncomplicated sans serif fonts** are in and out are added details (gradients, serifs, etc)
- Geometric shapes**, especially the circle are taking center stage.
- Emojis and symbols** are playing an even bigger role in today's society, and could even soon be considered a language.
- Keywords on the rise:** fitness, green, health, modern, clean, sans-serif, water, mountains, locator, pin, tea, non-profit, real estate, brewery, culture, museum, birds.
- Keywords decreased:** vintage, law, sports, baking, entertainment, video games, technology, food, ministry.
- New styles taking center stage:** Ombre, Circles, Hair & Half Linked, Strimming, Dog Eared, Corners, Line Dash, Off Shift, Curly, Pocket Shield, Slices, Letterbook, Benders, Bars.
- Rising Trends:** Spot Pics, Wide Logos, Tinker Toys, Filters, Dumbbells.

On the topic of trends, please don't follow trends for trends sake. Know what is right for your client and design accordingly.

Ombre

Stepped color increments



Elegant Themes Blog

Stay up to date with our most recent news and updates



10 Logo Design Trends to Look Out for in 2016

Posted on February 25, 2016 by Lign Williams in Resources | 14 comments



Logo design trends are important for web designers to stay on top. After all, maintaining this knowledge ensures your portfolio remains relevant and up-to-date. These trends are also something you need to pay attention to if you want to wow every client that requests your services. And since logos help brands tell their stories in the simplest visual way possible, this is pretty vital.

Every client has a different set of tastes, and every project requires a different style. Knowing what styles are in and what styles are working as well as having the skills to utilize those styles are all things you can use to keep your designs ahead of the pack.

It's also important to remind yourself of the way businesses use logos in the digital era as you approach the design process. Customer reach is achieved through social media and other digital channels, which are places where a recognizable logo from a reputable brand can catch someone's attention in an instant. This, too, is pretty important.

We hope this list helps you design beautiful, eye-catching logos throughout 2016. We're offering up plenty of inspiration and maybe even a heads up on a few styles you may not be aware of. Some of these trends aren't new, but they're definitely relevant.

1. Flat

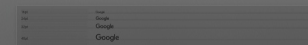


This style isn't new but it's definitely a hot trend. The more companies that use this style, the more others will take notice and be influenced to use it in their logos.

A few major examples include the logos for such brands as IHOP, Microsoft, Windows, and Netflix. All of these brands had bold, 3-D logos in the 2000s as those were the styles that companies took advantage of the trend by creating simple designs that portray the brands in a fresh, minimal way.

Style isn't the only reason this type of design became a trend. Its simplicity allows these types of logos to scale well, making them compatible with numerous browsers and mobile devices. This is especially important as the entire world of web design is in the midst of an epic shift to responsive and mobile design in an attempt to improve compatibility with smartphones and tablets.

2. UI-Friendly Typography



Categories

- Community
- Customer Spotlight
- Divi Resources
- Editorial
- Freebie Of The Week
- General News
- Resources
- Theme Additions
- Theme Changes/bug Fixes
- Theme Releases
- Theme Snark Peeks
- Tips & Tricks

Recent Posts

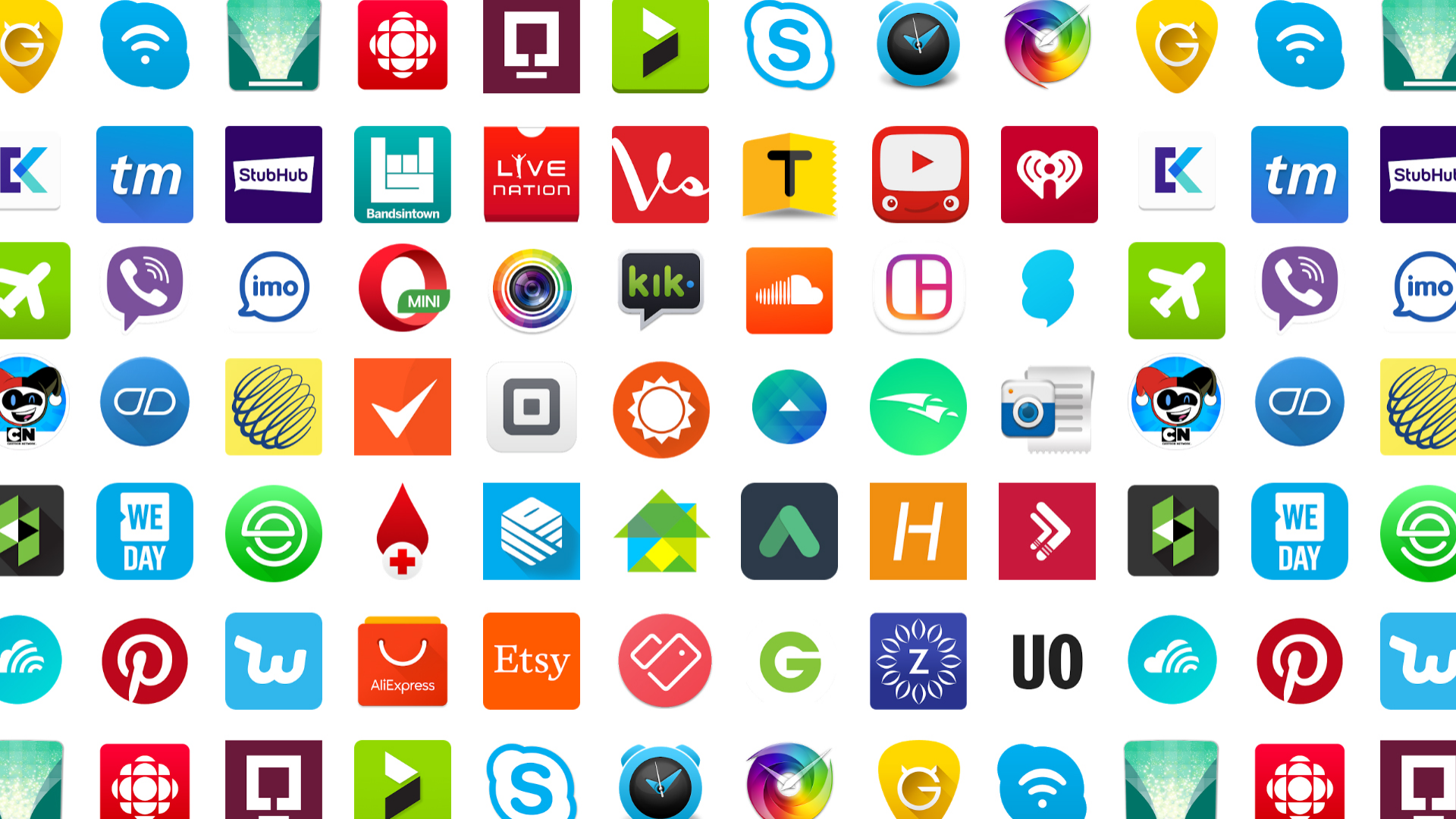
- Divi Plugin Highlight: Divi Layout Builder
- How to Protect Your SEO Rankings When Migrating Content to a New Domain
- The 10 Best Divi Portfolio Child Themes
- The Atom Code Editor: A Comprehensive Review for WordPress Users
- How to Create a Themed Three Column "Heavy Metal" Audio Section with Divi's Audio Module

logo

≠ emblème ≠ insigne

≠ monogramme ≠ icône

≠ pictogramme ≠ avatar





Joe Bleau
simple quidam



DESIGN • 29 AVR. 2015 PAR L'ÉQUIPE DE RÉDACTION

Logo du 150e anniversaire du Canada: «Une occasion manquée»

f 271 t 27 in 39 2



Créé par Ariana Mari Cuvin, étudiante de deuxième année en commerce international et en arts numériques de l'Université de Waterloo, le logo a été présenté hier.

Le logo Canada 150 représente «une série de diamants disposés de manière à former une feuille d'érable» selon le site web du gouvernement canadien. Il est le résultat d'un concours de conception ouvert seulement aux étudiants **décrié par plusieurs**, dont la Société des designers graphiques du Québec.

À LA UNE

- COM-MKTG**
21 NOV. 2016
Les abeilles de Cheerios raflent les honneurs au concours de l'ACM 5
- PUBLICITÉ**
21 NOV. 2016
L'Armée du salut montre le côté caché de la pauvreté 4
- PUBLICITÉ**
21 NOV. 2016
Martin Matte trimbale son humour chez Maxi 197
- COM-MKTG**
21 NOV. 2016
Un Québécois sur trois participera au vendredi fou et au cyber lundi 5
- COM-MKTG**
21 NOV. 2016
Snap prend pignon sur rue 36

BLOGUE FORMATIONS CAMPUS

- 18 AOÛT 2016**
Coaching professionnel: pourquoi et comment choisir? 1
- 12 AOÛT 2016**
Quatre éléments pour stimuler l'innovation dans votre entreprise 0
- 11 AOÛT 2016**
Un communiqué de presse en 2016? Vraiment? 0

Google

fubiz fubiz fubiz

fubiz fubiz fubiz

fubiz fubiz fubiz

sello



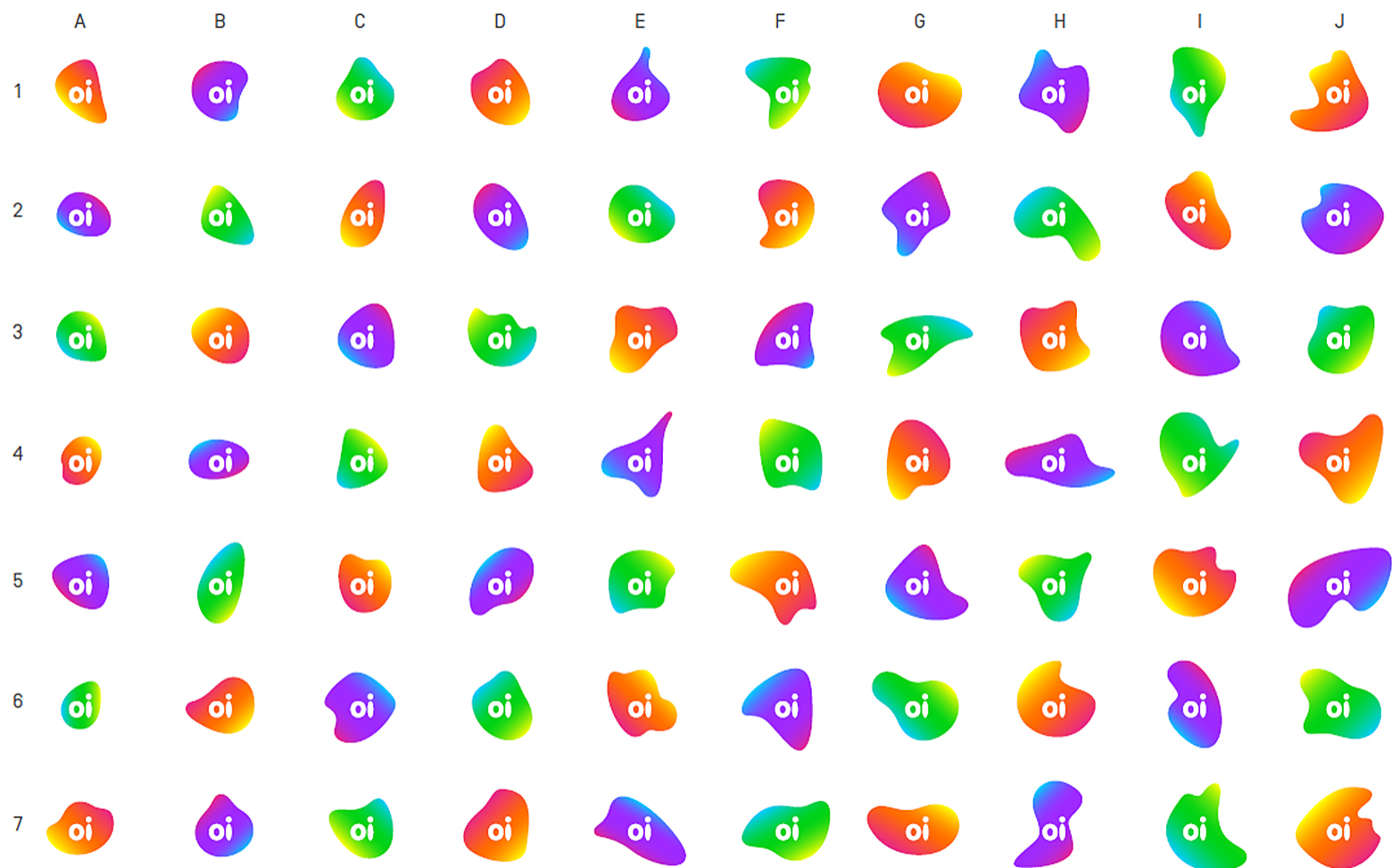
Rain Wine

EST. 1996

Imaginary Forces Brings the Metal's "Morph" Logo to Life
<https://www.youtube.com/watch?v=AMVo>



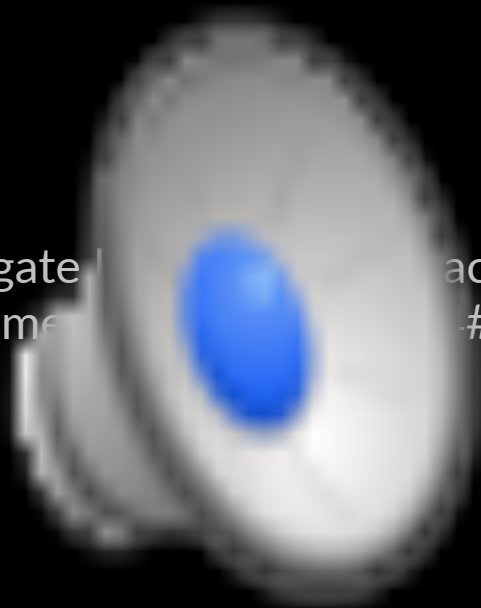




logo a
https:// L-7A



Seagate | active
<https://vimeo.com/123456789#t=0m40s>



The Elements



Google Logotype

A sans serif logotype that retains our distinct multi-color sequence.



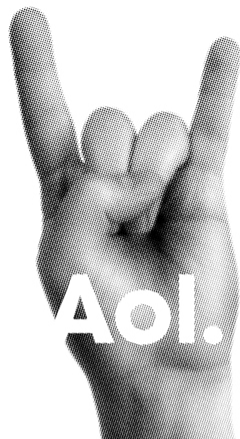
Dots

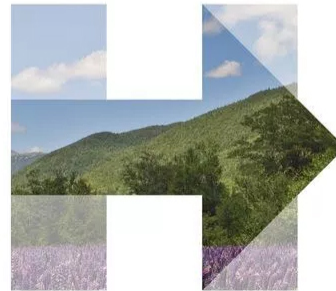
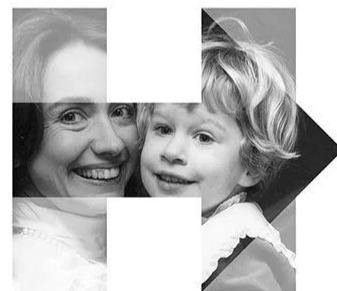
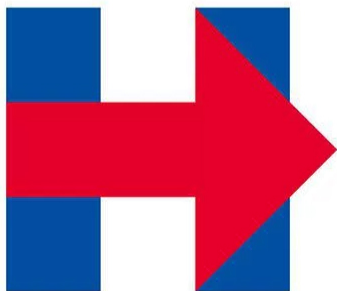
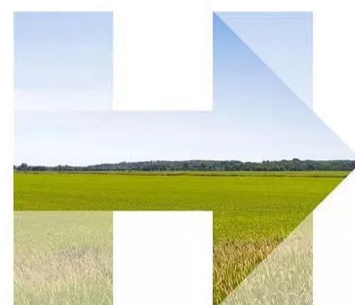
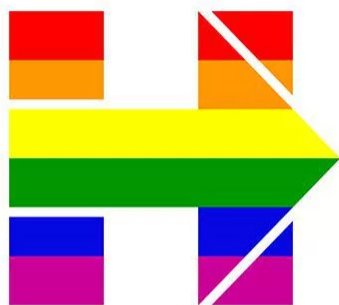
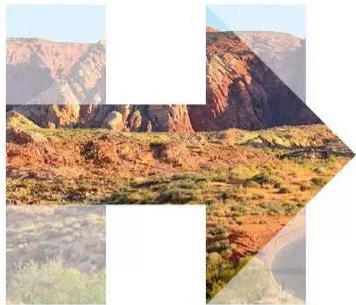
A dynamic distillation of the logotype for interactive, assistive, and transitional moments.



Google G

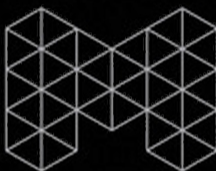
A compact version of the Google logo that works in small contexts.







CITY OF MELBOURNE







DC
COMICS™



DC
COMICS™



DC
COMICS™



DC
COMICS™



DC
COMICS™



DC
COMICS™



DC
COMICS™



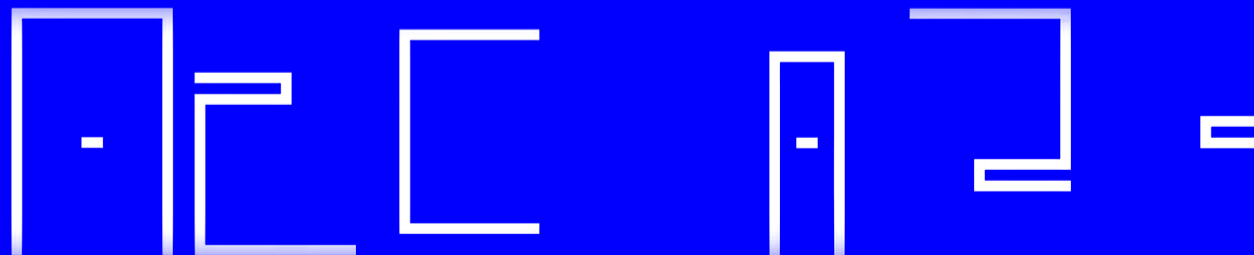
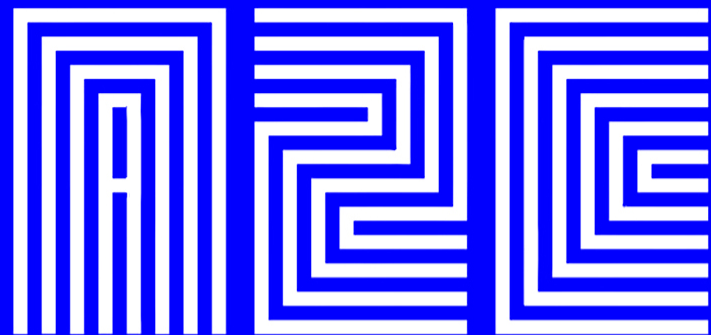
DC
COMICS™



DC
COMICS™



DC
COMICS™



valeurs
vs
tendances

valeurs vs tendances



valeurs traditionnelles

- ☐ unicité
- ☐ reconnaissabilité
- ☐ lisibilité
- ☐ élégance

valeurs traditionnelles

- ☐ unicité
- ☐ reconnaissabilité
- ☐ lisibilité
- ☐ élégance

attributs optionnels

tendances

(tendances)
- ၁၇၇၀

Here's to the
crazy ones.



The *misfits*.



The *rebels*.
The *troublemakers*.

The round pegs in the square holes.

The ones who see things *differently*.

They're not fond of rules.



And they have *no respect*
for the status quo.

You can *quote* them,
disagree with them,
glorify or *vilify* them.



About the only thing you can't do is *ignore* them.

Because they *change* things.
They push the human race *forward*.

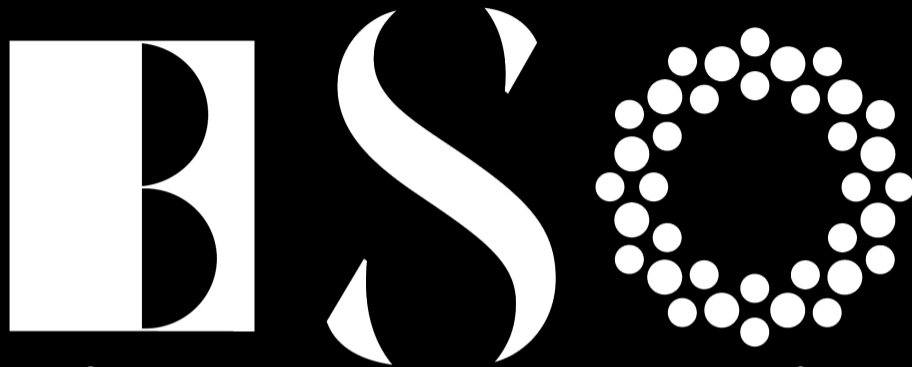


And while some may see them
as the crazy ones, *we see genius*.



Because the people who are *crazy enough*
to think they can *change* the world,
are the ones who do.

BSO



Representative of Brooklyn.
Robust, industrial and iconic.

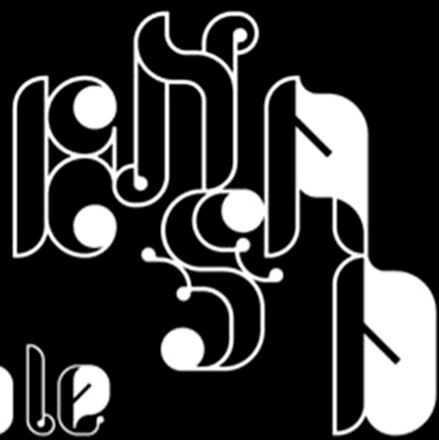
Representative of great music.
Elegant and dynamic and expressive.

Representative of the players.
Convergent, complimentary and
collaborative.

Gap

A solid blue square is positioned to the right of the word "Gap", partially overlapping the letter 'p'.

C_MP_S.T_
_O__O i_E



École
Nationale
Supérieure
des Arts
Décoratifs

École
nationale
supérieure
des Arts
Décoratifs

décoratifs

name

name

(UCLLC)

BACK 

coop

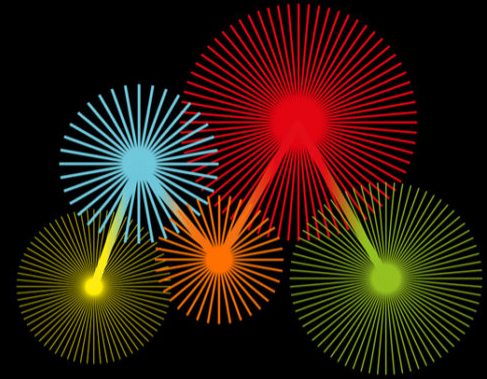




#futur



LAVAL





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10TH ANNUAL CRUNCHIES AWARDS The Finalists Have Been Announced [Get Your Tickets Today](#) ▶

creativity

mask

Culture

Battlefield

Advertising Tech



Tesla and SolarCity made this whole island solar-powered in under a year
3 days ago



Twitter mistakenly suspended its own CEO's Twitter account
3 days ago



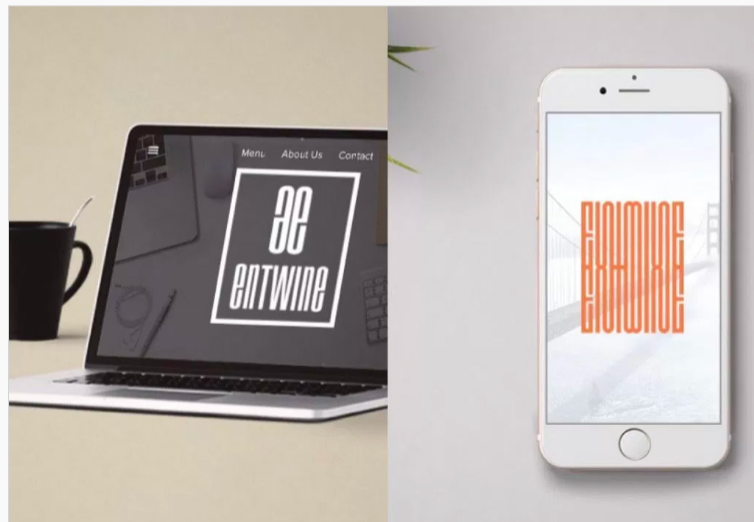
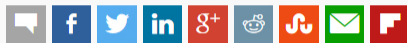
Reddit CEO admits he secretly edited comments from Donald Trump supporters
2 days ago



21 gorgeous holiday gifts for your tech-savvy girlfriends
2 days ago

Tailor Brands raises \$4M to have robots design logos for you

Posted Nov 7, 2016 by [John Mannes \(@JohnMannes\)](#)



Above are two designs the system sent my way after I provided a name “Entwine” and a fictitious backstory about a tech startup connecting researchers with companies to facilitate tech transfer. I opted for that description because it felt like enough of an edge case to throw off a system that gets regular requests to create logos for coffee shops.

Crunchbase

Tailor Brands

FOUNDED
2014

OVERVIEW

Tailor Brands is a revolutionary branding platform that allows clients in over 35 countries across the world to design everything their business needs with zero effort and minimal costs. Using machine learning we create unique, beautiful logos and brand identities within minutes. Our automated process requires no technical skills, and allows anyone to build their perfect brand.

LOCATION

Brooklyn, NY

CATEGORIES

Personal Branding, Consulting, Brand Marketing

FOUNDERS

Yali Saar, Tom Lahat, Nadav Shatz

WEBSITE

<http://www.tailorbrands.com>

[Full profile for Tailor Brands](#)



pertinence



pertinence



souplesse



olivierbruel.com

514 884 0128 info@olivierbruel.com

merci.