Forged in the days of 19th century hot metal typesetting, the logotype was associated with a book printer’s colophon. Today, logos are as pervasive as ever and the best ones are ideograms visually depicting – in an instant – the embodying image, idea or object that is representative of the brand personality for the goods or services being sold. Not surprisingly, the appropriate time and resources endeavored creating logomarks yields the best results.
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