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In brief: A logo is a word, a symbol is a picture, and a combination mark is a PB&J mashing up the two. But really, in most circumstances, using “logo” for everything is just fine, say Pentagram’s Michael Bierut and Ammunition Group’s Brett Wickens. Just don’t expect the pedants to like it.

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Logo: The Reference Guide to Symbols and Logotypes (Corporate Identity Book, Branding Reference for Designers and Design Students) (Mini) [Michael Evamy] on Amazon.com. *FREE* shipping on qualifying offers. The next time you are tempted to design a logo, take a look at this book. Chances are, it has already been done. By raising the bar

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Logo - Laurence King US

Here are 50 hidden meanings behind 50 of the world's most recognizable logos. The logo for Beats by Dre is pretty simple. The 'b' is enclosed in a circle followed by the brand name. The circle, though, isn't just a circle. It actually represents a human's head, and the 'b' letterform represents the brand's headphones.

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