

LOGO TYPES



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WELCOME!

LOGO TYPES EXPLAINED

A SIMPLE GUIDE TO UNDERSTANDING YOUR BRAND ASSETS

A logo is much more than a single image. A strong brand includes several versions of your logo, each designed for different spaces and purposes. Using the right logo helps your business look professional and keeps your branding consistent across your website, social media, marketing materials, and printed products.

This guide explains the most common logo types, when to use them, and why each one is important.



WHY DO I NEED MORE THAN ONE LOGO?

Imagine trying to fit a wide logo into a tiny Instagram profile picture or a website favicon. It simply won't work well.

Different layouts require different logo variations. Having a complete logo suite means you'll always have the right version available, no matter where your brand appears.

A typical logo package includes:

- Primary Logo
- Secondary Logo
- Submark
- Wordmark
- Brand Icon or Favicon



PRIMARY LOGO

Your primary logo is the main representation of your business.

It usually includes:

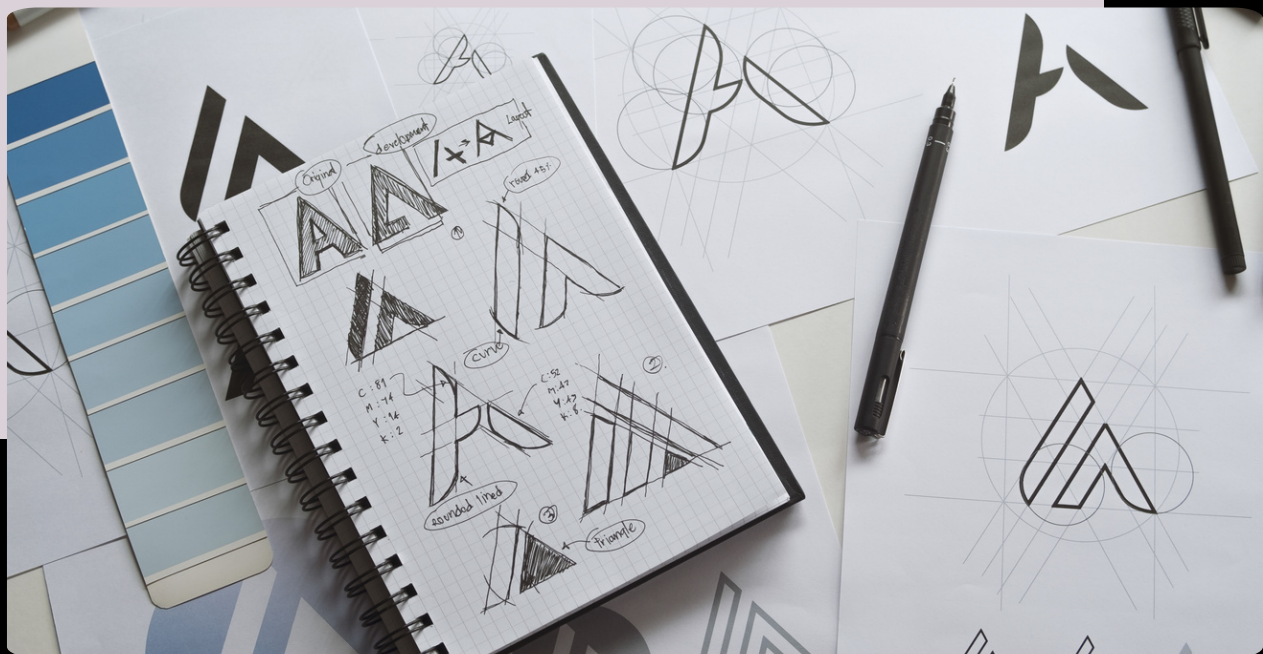
- Your business name
- A graphic or icon (if applicable)
- Your brand colours
- Your chosen typography

Best used for:

- Your website header
- Business cards
- Letterheads
- Marketing materials
- Presentations
- Signage

This is the logo people will recognise most often.

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SECONDARY LOGO

A secondary logo is an alternative layout of your primary logo.

For example, if your primary logo is arranged horizontally, your secondary logo may be stacked vertically.

Best used for:

- Social media graphics
- Flyers
- Narrow spaces
- Website sections
- Email signatures

A secondary logo gives you flexibility while maintaining a consistent brand identity.



SUBMARK

A submark is a simplified version of your logo.

It may include:

- Initials
- A small icon
- A badge
- A circular or square design

Best used for:

- Social media profile images
- Stickers
- Product packaging
- Watermarks
- Website footers

Because it's compact, a submark works well in places where your full logo would be difficult to read.



WORDMARK

A wordmark is simply your business name displayed using your chosen brand typography.

There is no icon or illustration—just beautifully styled text. Examples of well-known wordmarks include Google, Coca-Cola, and Canon.

Best used for:

- Website headers
- Email signatures
- Documents
- Branded templates
- Professional correspondence

Wordmarks are clean, timeless, and easy to recognise.



BRAND ICON

A favicon is the tiny icon that appears in your web browser tab next to your website name.

It is usually a simplified version of your logo, such as:

- Your initials
- A brand symbol
- A simple icon

Best used for:

- Website browser tabs
- Mobile bookmarks
- App icons
- Website shortcuts

Although small, favicons help reinforce your brand and make your website easier to identify.



LOGO FILES EXPLAINED

When you receive your logo files, you'll usually have several formats. Each has a different purpose.

PNG

Best for websites, presentations, and digital use.

- Transparent background
- High quality
- Great for placing over coloured backgrounds

JPG

Best for everyday digital use.

- Smaller file size
- White or coloured background
- Suitable for documents and emails

SVG

Best for websites and digital graphics.

- Scales without losing quality
- Perfect for responsive websites
- Crisp at any size

PDF

Best for printing and sharing with professional printers.

- Maintains quality
- Easy to view and print

EPS

Best for professional printing and large-format signage.

- Vector format
- Can be resized infinitely without losing quality

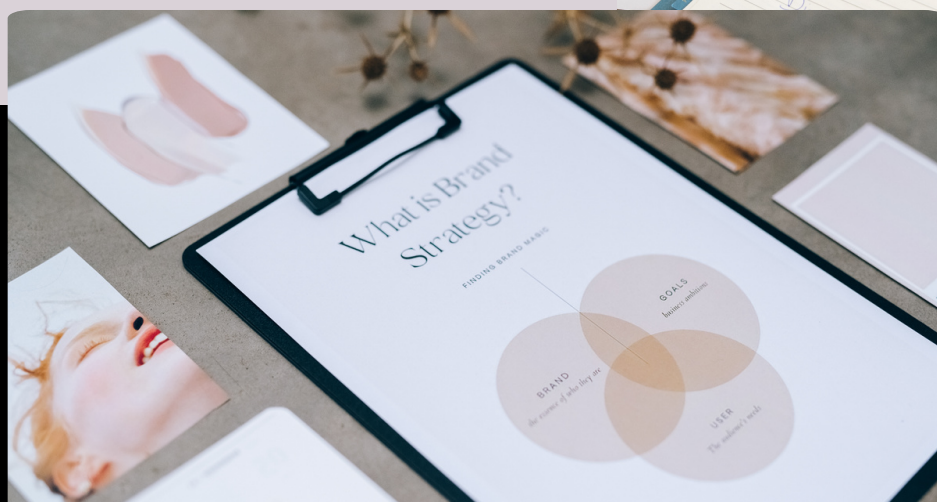
KEEPING CONSISTENT

A consistent brand helps build trust and recognition.

Try to:

- Use the correct logo variation for each situation.
- Leave clear space around your logo.
- Avoid stretching or squashing your logo.
- Don't change the colours unless you have approved brand variations.
- Use your brand fonts wherever possible.
- Keep your branding consistent across your website, social media, and marketing materials.

Small details make a big difference.



FINAL THOUGHTS

Your logo is often the first impression people have of your business. Having a complete set of logo variations means you're prepared for every platform, every project, and every opportunity.

Whether you're building a new website, printing business cards, or creating social media content, using the right logo helps your business appear polished, professional, and memorable.

ABOUT THE PIXEL CLERK

Helping small businesses build brands and websites that are professional, approachable, and designed to grow with them.

If you're ready to create a brand that works across every platform, I'd love to help.

