

## Logos we like and why:



Beats Audio has an icon above the name that's an abstract head of a person wearing headphones (which is also shaped like the letter "B" for Beats). Very clever and the icon can be used separately for a fav icon, a mobile app icon and easily embroidered.

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Juice Box uses an abstract orange shaped like a box to create an icon that can be used separately as a fav icon, a mobile app icon and easily embroidered.

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Stora Security has a unique font and an icon shaped like both an "S" and an abstract security badge or shield. The icon can be used separately for a fav icon, mobile app icon and easily embroidered.

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Gorilla Fitness uses the negative space of a kettle ball to form the face of a gorilla. Very clever. The gorilla head could be used as a fav icon, a mobile app icon, and embroidered easily.

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Folding a piece of paper forms the shape of a diamond for Diamond Paper company. Clever. The diamond icon above the name could be used as a mobile app icon, a fav icon, and embroidered easily.

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## SQUARESPACE

The Squarespace logo has an icon shaped like two abstract "S" letters together. The icon can be used separately as a fav icon, mobile app icon and easily embroidered. I like the font used for Squarespace because it looks modern.

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Microsoft has an icon that is an abstract "window" (as in Microsoft Windows). The icon can be used separately as a fav icon, mobile app icon and easily embroidered. NOTE: the font for Microsoft is too boring for me; I'd like a font that is more modern or custom.

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Highroad is a company that work on roads. The designer used an elongated "H" with white space to form what looks like a section of a highway. This is clever. The "H" above the name could be used separately as a fav icon, a mobile app icon, and embroidered easily.

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Though I prefer a logo with an icon or combination mark, Vudu has a decent wordmark for their logo. It's a unique stylized font that was probably created by the designer. Their fav icon is a bit boring though.

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The Sprinklr logo is clever because it has a colorful icon that looks like water spraying out of a sprinkler from the letter "i". They use the icon piece as their fav icon on a web browser.

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The O's in the word balloon look like floating balloons. One of the O's could be used as a fav icon.

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Use of white space to create the "B" in the word bird while also creating an abstract bird. Very clever.

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Use of a pair of chopsticks holding a round item to create the "H" in sushi is clever.

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The motion of the golf swing creates the horsehair plume at the top of a trojan helmet while the outline of the golfer creates the soldier's face. This icon could also serve as a browser fav icon.

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The silhouette of the coffee cup and saucer creates the shape of a magician's top hat. Once again, the icon can be used as a fav icon and embroidered on a hat or shirt.

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This is a logo for a "food writers guild". The outline of a spoon was used to form "negative space" (white space) that creates the channel that holds the ink in the tip of a fountain pen. Very clever.

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The paintbrush and bristles were shaped into the form of a duck for "Duck Painters". The icon part of the logo can be used as a fav icon or emblem on a hat or shirt.

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