

Some logos I 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.



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.



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.



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.



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.



SQUARESPACE

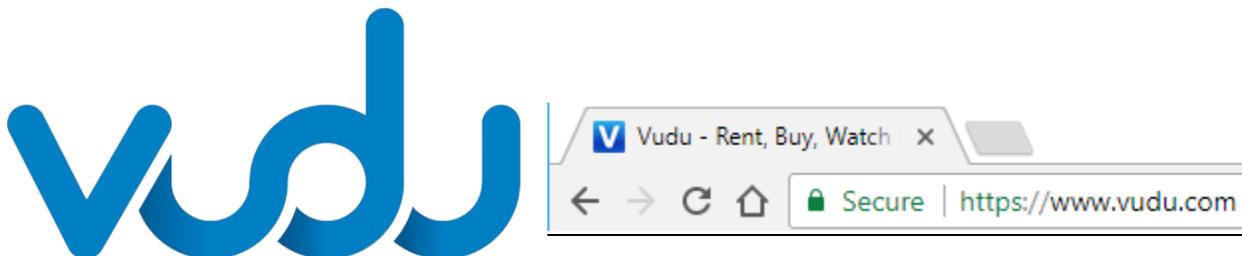
The Squarespace logo has an icon shaped like two abstract “S” letters together. The icon can be used separately as a fav icon, mobile app icon and easily embroidered. I like the font used for Squarespace because it looks modern.



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.



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.



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.



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.
