



**raphic**

 **s**  **gns**



**(exemple 1)**

**I don't know what door...**



**(exemple 1)**  
**Graphic signs can help us.**



**(exemple 2)**

**I don't know what to buy!**



(exemple 2)  
Graphic signs can help us.



# graphic signs

A hand on the left holds a red question mark sign, and a hand on the right holds a blue exclamation mark sign. The signs are simple, bold, and clearly legible against a white background.

Are **SIMPLE** images with **SENSE** .

# graphic signs



Are **SIMPLE** shapes but with a **CLEAR** and **DIRECT** idea, beyond they represent.



**logos**



**brands**



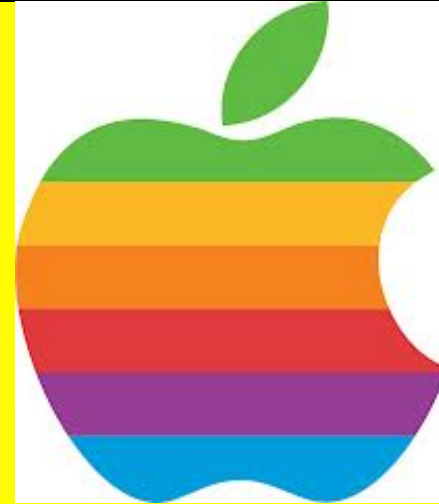
**pictograms**



What is  
a **logo**?

# What is a **logo**?

- Image about a company made with a special design.
- We can see it in the commercials, in the product,...
- Sometimes it is only an image but also it can be image and letters.



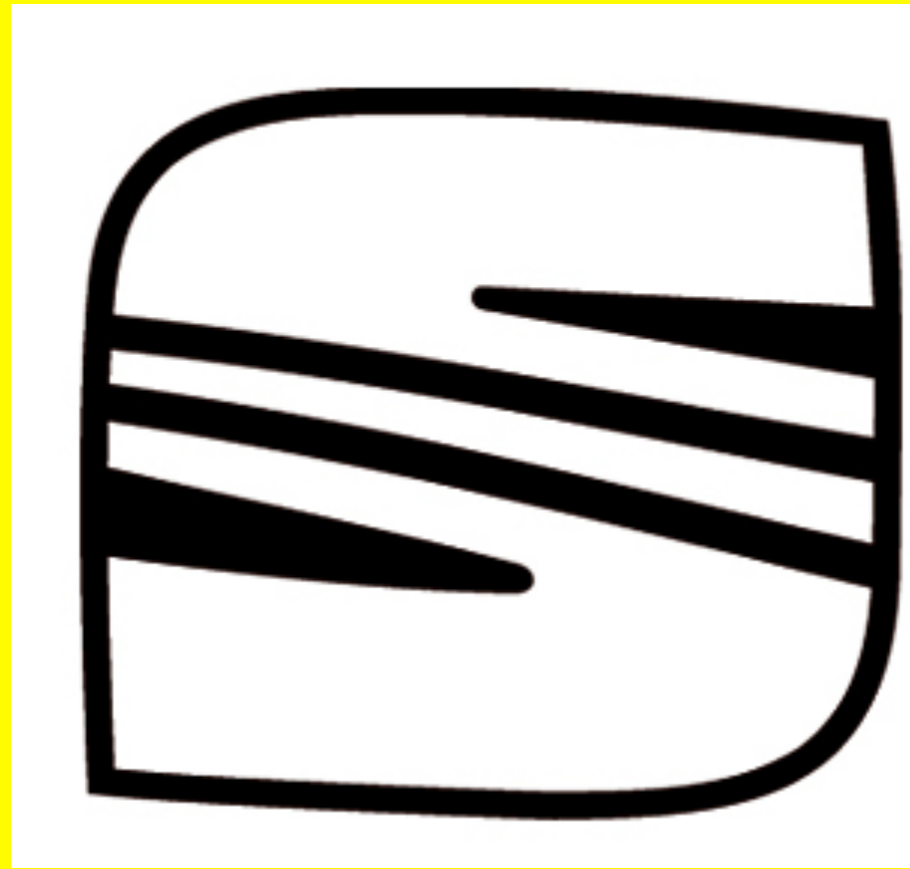
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A stylized logo consisting of the letters 'C' and 'K' in a bold, serif font. The 'C' is on the left and the 'K' is on the right, both rendered in a dark, solid color. The letters are thick and have a classic, slightly ornate design.

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**What is a  
brand?**

# What is a **brand**?

- Is the name of a company without any image.
- It can be named ANAGRAM too.
- It's made with a characteristic typography or letters.

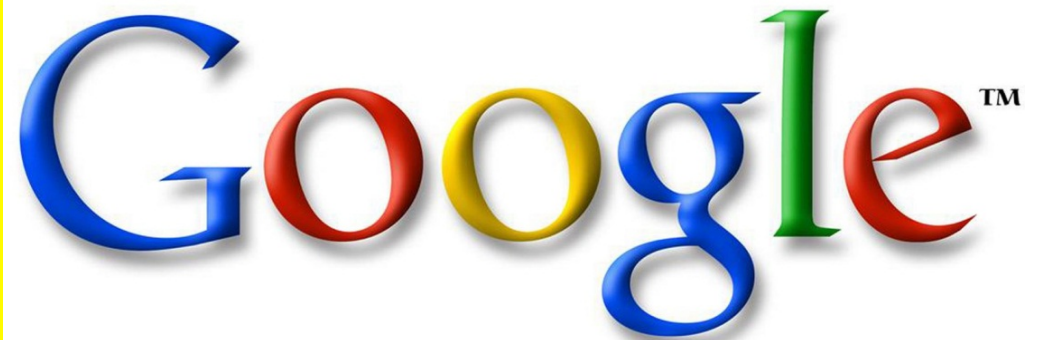
The SEAT logo is displayed in a bold, black, sans-serif font. The letter 'S' is stylized with three horizontal lines extending from its left side. The letters 'E', 'A', and 'T' are solid and blocky. The logo is centered on a white rectangular background.The Coca-Cola logo is shown in its iconic red script font. The letters are thick and flowing, with a white outline. A registered trademark symbol (®) is located at the bottom right of the word 'Cola'. The logo is centered on a white rectangular background.

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**NESCAFÉ**®

The Nescafé logo is displayed in a bold, black, sans-serif font. The word "NESCAFÉ" is written in all caps, with a registered trademark symbol (®) at the end. The letters are thick and have a slightly irregular, hand-drawn appearance.

**Google**™

The Google logo is displayed in its characteristic multi-colored font. The letters are blue, red, yellow, blue, green, and red, respectively. The word "Google" is written in a lowercase, sans-serif font, with a trademark symbol (™) at the end.

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# Logos and brands can change along the time.



(1898)

(1905)

(1906)

(1940)



(1950)

(1962)

(1973)

(1991)



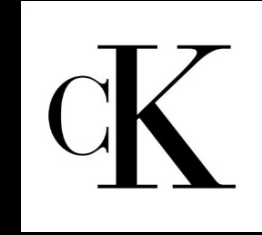
(1998)

(2003)

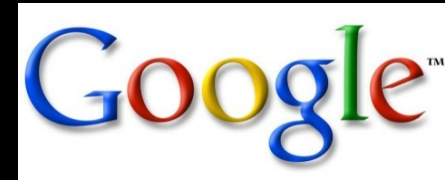
Current Logo

raphic  
sgns

**logos**



**brands**



**pictograms**

**Logos and brands can  
trick us too.**



**Logos and brands can  
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**Logos** and **brands** can  
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MOVISTAR



VOMITAR

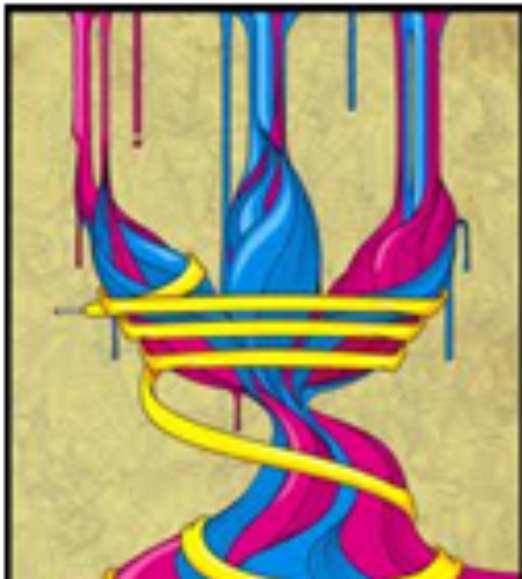
**Logos** and **brands** can  
trick us too.

**DECATHLON**

**DECARTON**

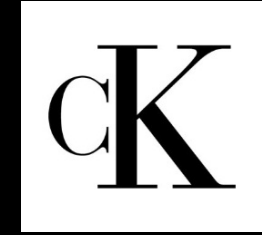
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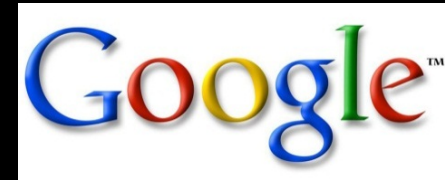


raphic  
signs

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brands



pictograms ?

What is a  
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- It transmits a concrete message.
- Everybody has to be able to understand it.





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Pluja



Pluja forta



Maror



Forta maror

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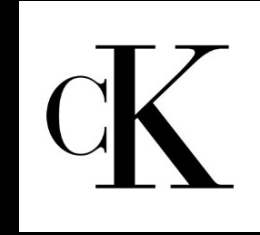
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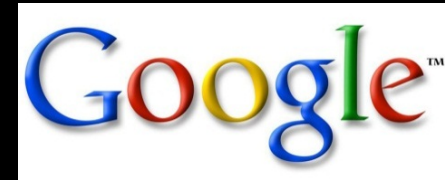


**g**raphic  
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# **Let's work with PICTOGRAMS of ANIMALS...**

**Imagine that we are going to create a ZOO.**

**And we need PICTOGRAMS of ANIMALS to identify every space in the zoo.**

**Here you can see some ideas:**

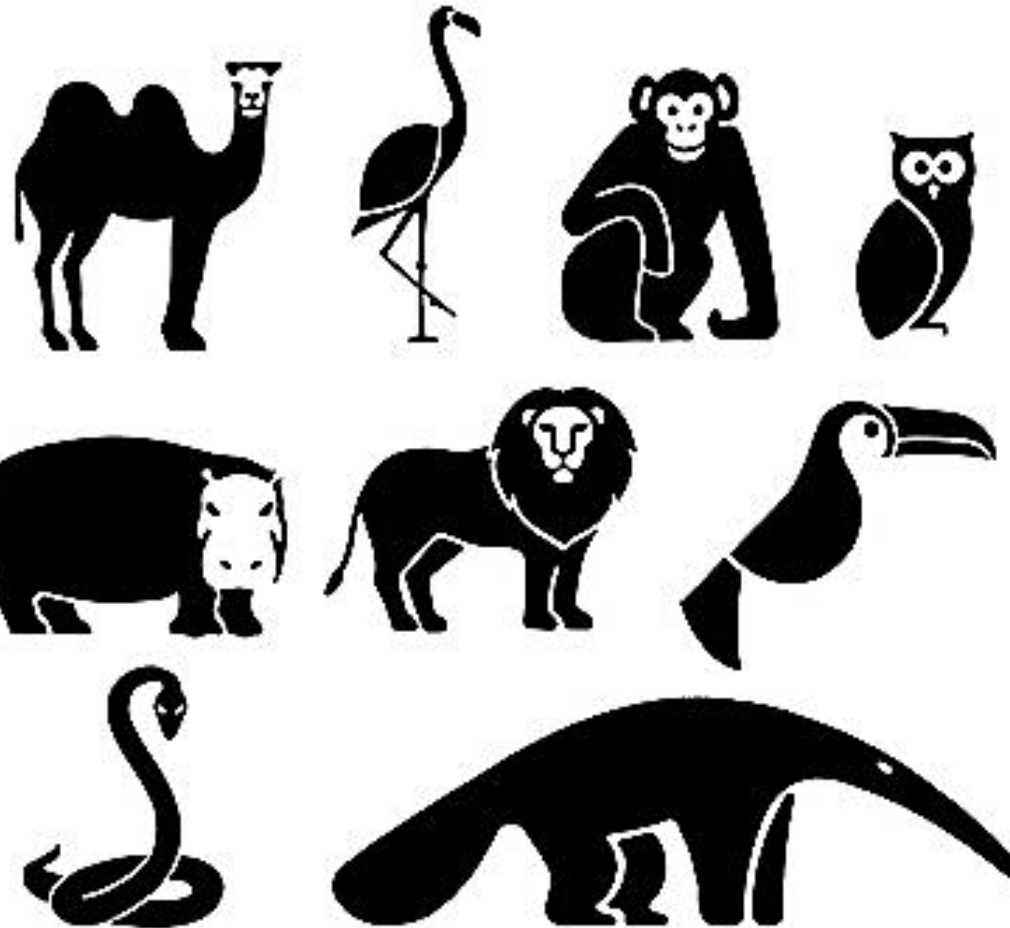


**Here you can see some ideas:**





**Here you can see some ideas:**



**Here you can see some ideas:**





**You can use these examples or others.**

