

Logos & Brand Identity: resources

UI UX Design Research Library · LG-001 to LG-010 · 2026-10-22. Link-only entries: third-party logos are not reproduced here.

LG-001 · Logobook

ID	LG-001
Type	Logo Gallery
Category	H. Logos and Brand Identity
Platform	Web
Style	Gallery; filters by form
Source	https://logobook.com
License	Logos © their owners; link only
Date added	2026-10-22

Curated archive of logos and trademarks, browsable by shape, letter, form and designer. Tip: search by the basic form (circle, triangle, letter) your concept is built on to see how others solved it.

LG-002 · LogoLounge

ID	LG-002
Type	Logo Gallery
Category	H. Logos and Brand Identity
Platform	Web
Style	Trend reports
Source	https://www.logolounge.com
License	Logos © their owners; link only
Date added	2026-10-22

Long-running logo database and trend reports (the LogoLounge Trend Report). Tip: read the yearly trend report to avoid looking dated, or to deliberately break a trend.

LG-003 · Dribbble · logo tag

ID	LG-003
Type	Logo Gallery
Category	H. Logos and Brand Identity
Platform	Web
Style	Community shots
Source	https://dribbble.com/tags/logo
License	Shots © their designers; link only
Date added	2026-10-22

Designer shots tagged 'logo': concepts, grids and presentation boards. Tip: look at how designers show construction grids and clear space; present your own marks the same way.

LG-004 · Behance · logo projects

ID	LG-004
Type	Logo Gallery
Category	H. Logos and Brand Identity
Platform	Web
Style	Case studies
Source	https://www.behance.net/search/projects/logo
License	Projects © their creators; link only
Date added	2026-10-22

Full branding case studies (logo, palette, type, applications). Tip: study complete identity projects, not just the mark: a logo is judged in context.

LG-005 · Spotify brand & design guidelines

ID	LG-005
Type	Brand Guidelines
Category	H. Logos and Brand Identity
Platform	Web
Style	Usage rules
Source	https://developer.spotify.com/documentation/design
License	Spotify trademarks; follow the guidelines; link only
Date added	2026-10-22

Public rules for using Spotify's logo, icon and attribution in third-party apps. Logo files are on the newsroom media kit (newsroom.spotify.com/media-kit/logo-and-brand-assets). Tip: note how clear-space, minimum size and color rules are stated: copy that structure for your own guidelines.

LG-006 · Slack media kit

ID	LG-006
Type	Brand Guidelines
Category	H. Logos and Brand Identity
Platform	Web
Style	Media kit
Source	https://slack.com/media-kit
License	Slack trademarks; follow the media-kit terms; link only
Date added	2026-10-22

Public media kit with logo files and usage guidance. Tip: notice the do/don't examples; they are the fastest way to explain logo misuse.

LG-007 • Mailchimp brand assets

ID	LG-007
Type	Brand Guidelines
Category	H. Logos and Brand Identity
Platform	Web
Style	Brand assets
Source	https://mailchimp.com/about/brand-assets/
License	Mailchimp/Intuit trademarks; follow the brand-asset terms; link only
Date added	2026-10-22

Public brand-asset page with logo, wordmark and Freddie mascot usage. Tip: a mascot (Freddie) can work as a secondary mark next to a wordmark.

LG-008 • Vercel brand assets (Geist)

ID	LG-008
Type	Brand Guidelines
Category	H. Logos and Brand Identity
Platform	Web
Style	Brand page in a design system
Source	https://vercel.com/geist/brands
License	Vercel trademarks; link only
Date added	2026-10-22

Vercel's public brand page within the Geist design system: logo files and usage. Tip: shipping brand assets inside the design system keeps logo and UI tokens in sync.

LG-009 • Simple Icons

ID	LG-009
Type	Open Brand Assets
Category	H. Logos and Brand Identity
Platform	Web
Style	SVG brand icons
Source	https://simpleicons.org
License	CC0-1.0 (SVG data); brand logos remain their owners' trademarks (see the project DISCLAIMER)
Date added	2026-10-22

Over 3,000 single-color SVG brand icons with official hex colors, for UI use (e.g. ‘Sign in with...’ buttons, integrations lists). Tip: CC0 covers the SVG files, not the trademarks: always follow each brand’s own guidelines.

LG-010 · Logo types & design principles

ID	LG-010
Type	Guide
Category	H. Logos and Brand Identity
Platform	Web
Style	Logo types
Source	https://en.wikipedia.org/wiki/Logo
License	Illustration: original, made for this library
Date added	2026-10-22

Five common logo types: wordmark (name in custom type), lettermark (initials), emblem (text inside a badge), abstract mark (a non-literal shape) and combination mark (symbol + name). Principles: keep it simple enough to draw from memory; test at 16px and in one color; design for black/white first; build on a grid with clear space; make sure it is distinctive in its category; plan horizontal, stacked and icon-only lockups.

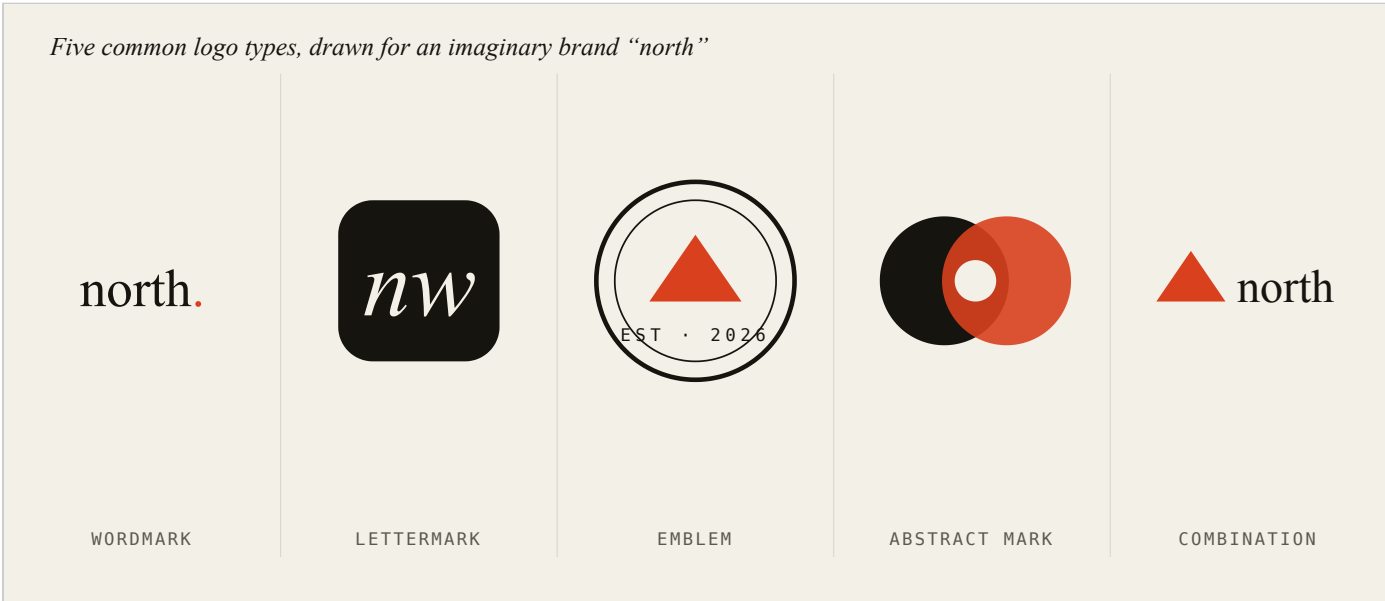


Figure 1. Wordmark, lettermark, emblem, abstract mark and combination mark, drawn for an imaginary brand 'north'. Original illustration made for this library.