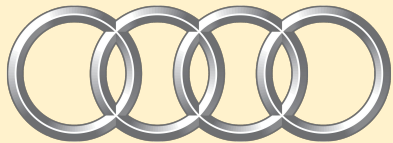# Using logos

Logos are used to identify organisations.

They are part of developing the brand for an organisation. The best logos are instantly recognisable.

Using logos

Logos are almost always made as vector graphics.

This is because they can be resized and reused in many different ways.

This means that they are almost always made up of shapes and fonts - never photos.

Using logos

Find three logos that use only fonts.

Find three logos that use only shapes.

Find three logos that use fonts and shapes.

Find at least one logo that uses some other way of making it.