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What Fonts Have Been Used in these Famous Tech Computer Logo Designs? by [Tammy Becker](#)

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The sign of a well designed logo is that it is very easy to recall and the fonts that are used in the emblem play a big role there. It would not be an exaggeration to say that the logo fonts are as important as the design.

All the successful brands have crafted their monogram in such a way that they depict simplicity, distinctiveness and are memorable.

The following list consists of the font types that some of the popular tech computer logo brands have used which has made a major contribution in making their brand marks distinct, classy and memorable.

In most cases, you will notice that the type face used is straight and easily readable. That is because straight fonts give an impression of professionalism and proficiency while curvy fonts depict imagination and informality.

1. Clarendon Bold Expanded for Sony:

This is one of the simplest emblems to read and has a great recall rate. The font type is used in bold and expanded structure which makes the design unique while the neat edges of the text give it an air of proficiency. You look at this design and know that this company means business and is here to stay.

2. Masque for Compaq:

This famous logo is used in bright red color which makes it eye catching. The fonts used are sharp edged and clean cut which represent class and are timeless. Overall, this design looks high tech and skilled.

3. City Medium for IBM:

Not only the fonts but also the way these fonts are crafted is what makes this design unique. The use of thick City Medium fonts makes this emblem hard to miss while the prominent edges give a sophisticated look to the design.

4. Denda New for Canon:

This emblem looks sophisticated and skilled but the softer edges give a more playful appeal to the design. The red color also plays a major role in making this design stand out from the crowd. Overall, this monogram is classy, energetic and attractive.

5. Helvetica for Panasonic:

The fonts used for this famous corporation are simple and generic but they still look outstanding due to its alignment and colors. The combination of blue and white give it an urbane feeling while the thickness and easy understandability of the fonts make it easily memorable.

6. Helvetica 96 for Microsoft:

This company has used these fonts in a thick and black and white style which adds simplicity and sophistication to the design. The sharp cut edges give a very clean look to the design while the slightly slanted alignments give it a little imagination. This design has also served as a popular choice for computer logo wallpaper.

So, there you have some of the famous fonts that have helped their brands gain fame and fortune. If you are designing your own computer emblem make sure that the fonts you choose are easy to read and recall giving your brand a longer life.

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