

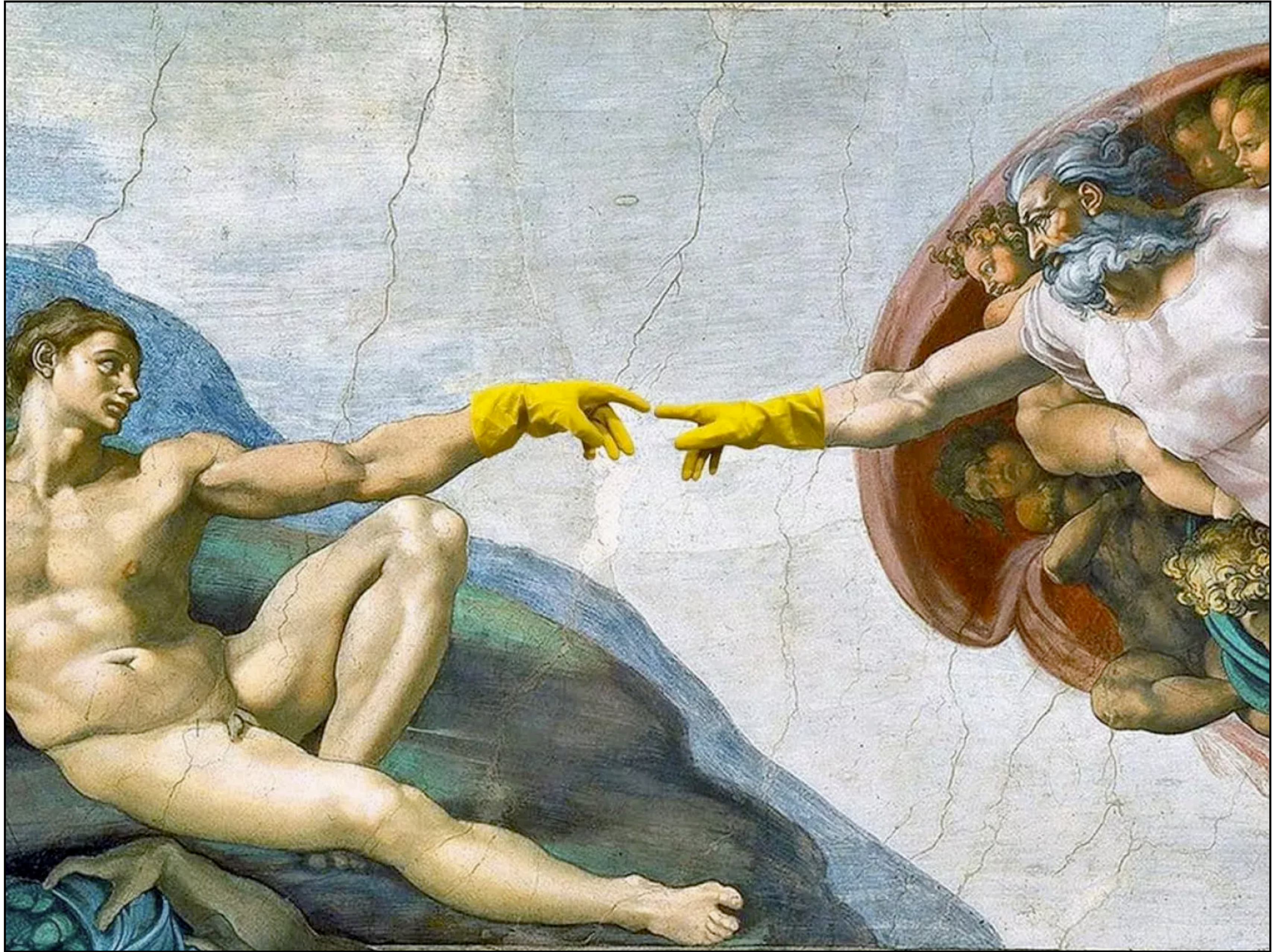
# Einführung

Kunst Klasse 5









# Was ist Kunst?

Malerei

Grafik

Plastik

Prozess

Portraits

Zeichnung

Skulptur

Performance

Stilleben

Collage

Reliefs

darstell. Spiel

Landschaft

Druckgrafik

Objektplastik

Installation

...

...

...

...

Was sind Logos?

# Die 7 Logo-Typen

abstraktes Logo



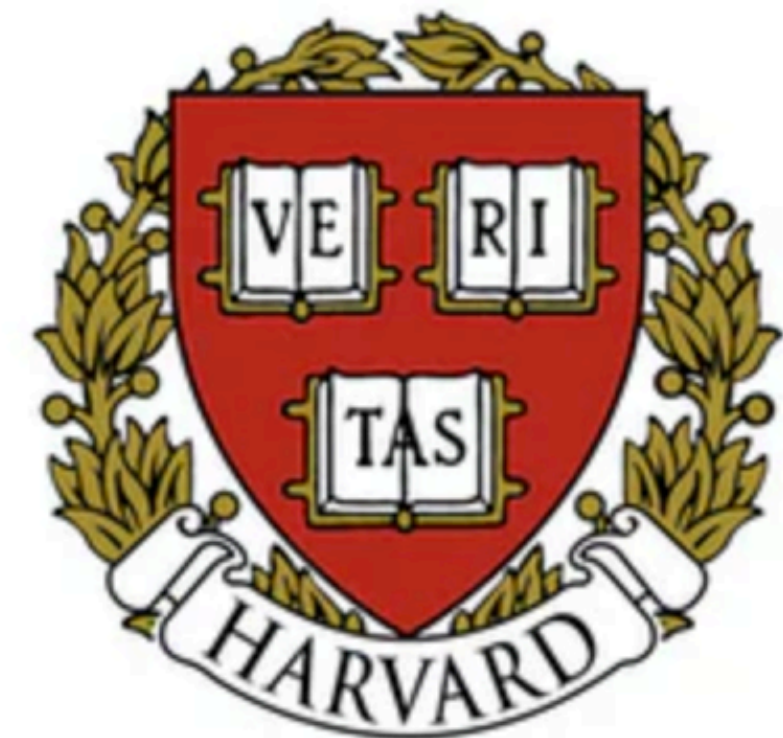
Maskottchen



Wort-Bild-Marke



Emblem



Lettermarke



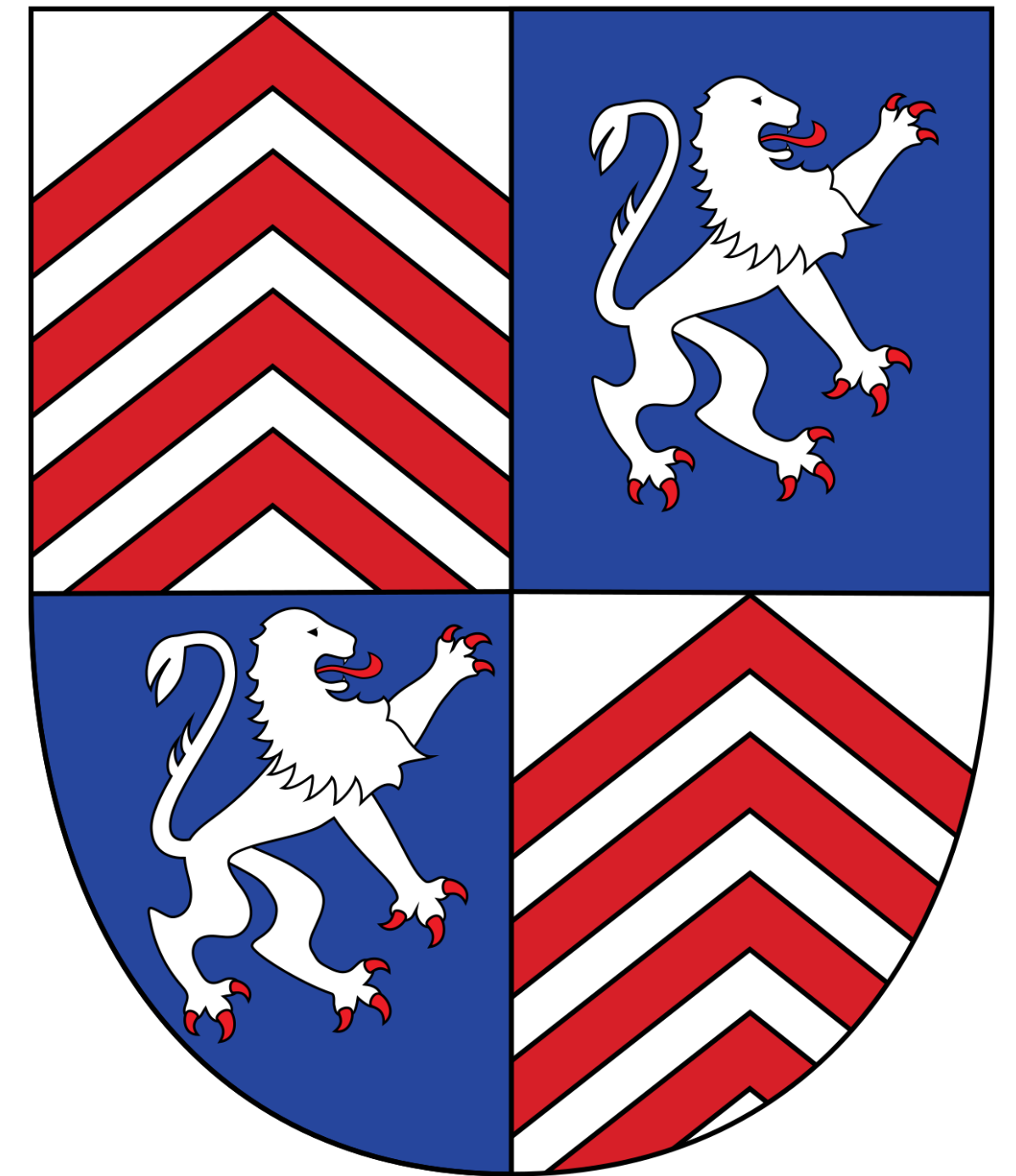
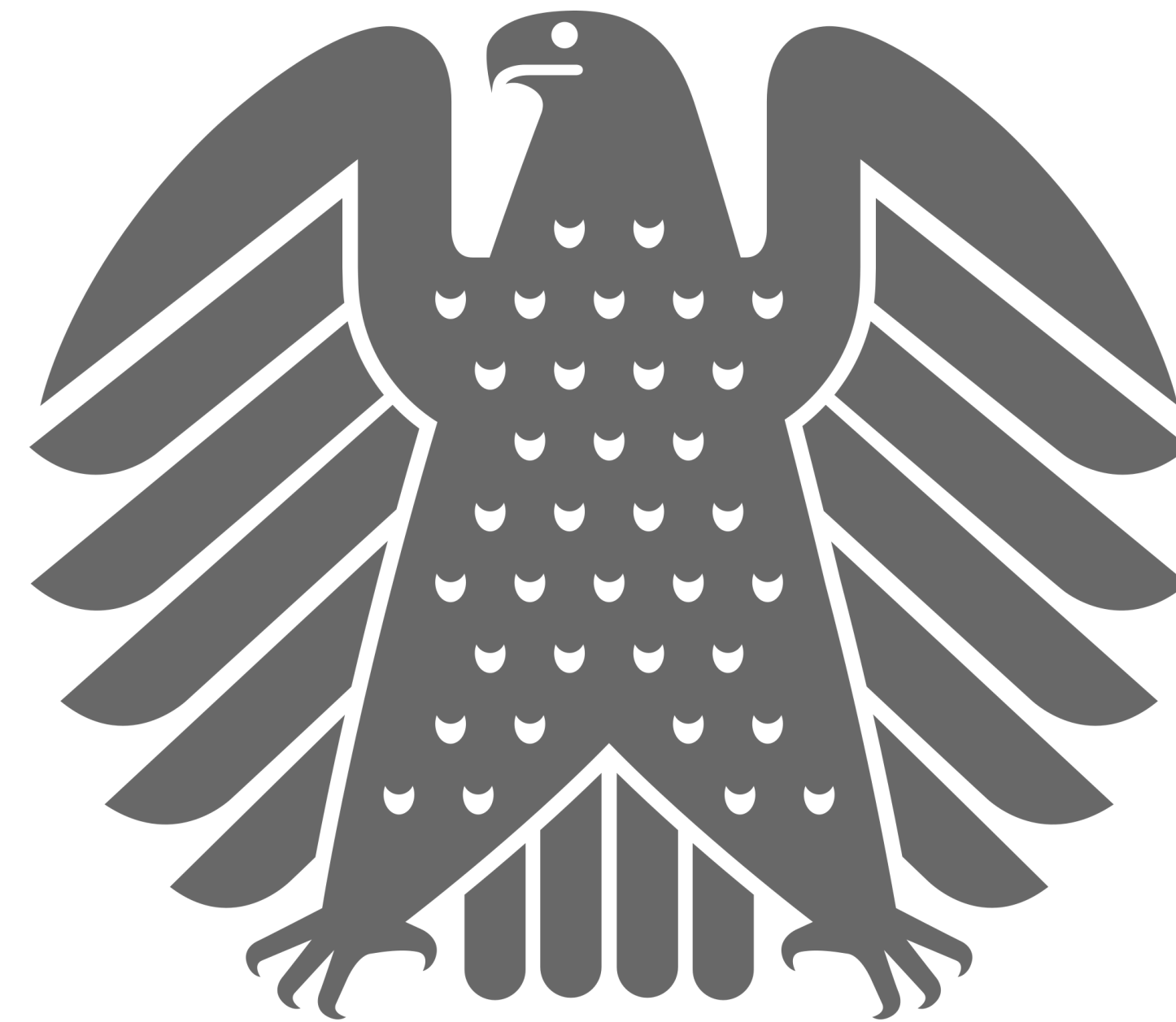
Bildmarke



Wortmarke



# Wichtige Logos



# Bekannte Monogramme



**New York Yankees**  
(Baseballmannschaft)

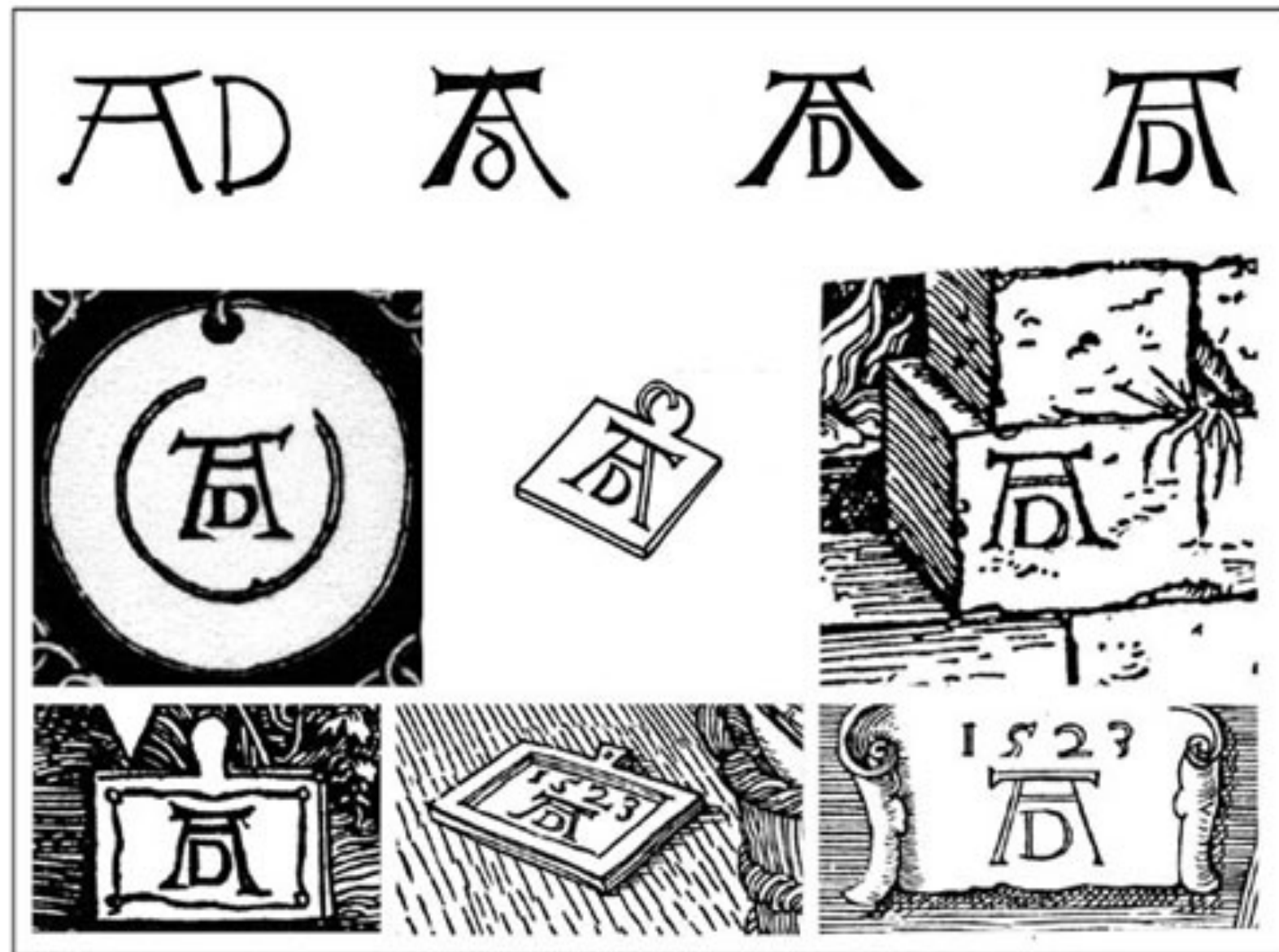


**LG**  
(Technik-Unternehmen)



**Warner Bros.**  
(Film-Produktions-Firma)

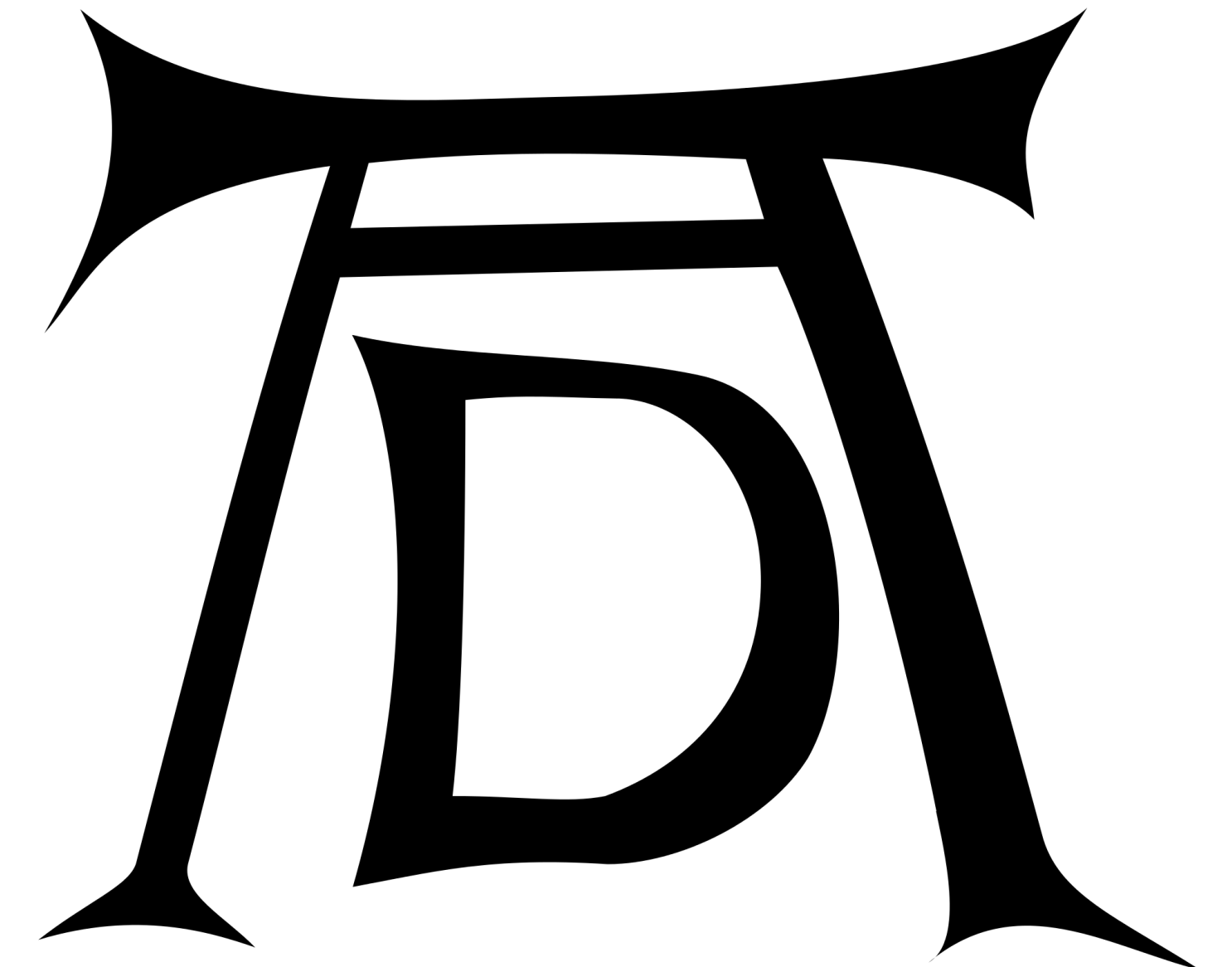
# Der Ursprung aller Logos



Dürers Monogramm  
Entwürfe

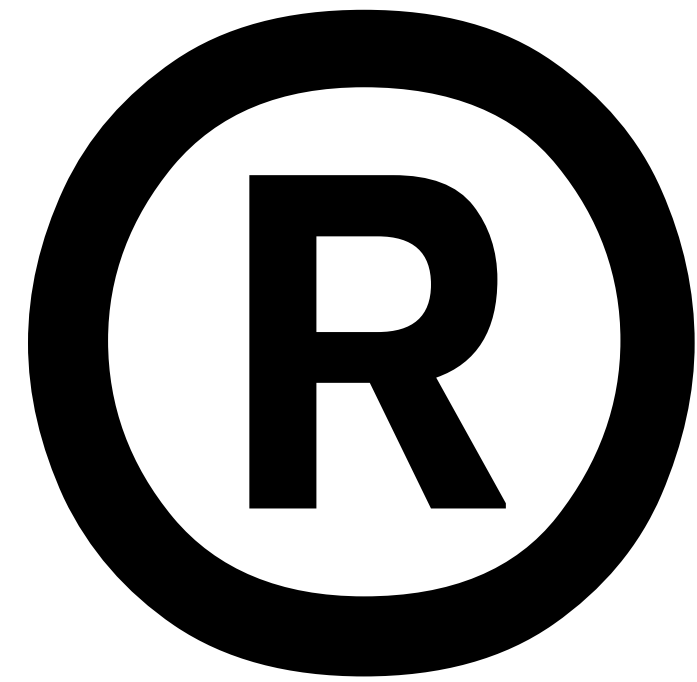


Albrecht Dürer



Dürers Monogramm

# Schutz von Markenzeichen Heute



Eingetragenes  
Markenzeichen  
(international)



angemeldet  
Markenzeichen (USA)