



## IMPORTANCE OF LOGO DESIGN FOR BRANDING AND MARKETING

**Raimohan Dash**

Faculty Of Visual Art, Odisha Adarshavidyalaya (oav), Gumma, Odisha

**ABSTRACT** Logo is the central element of a corporate identity design and virtually all corporate identities include a logo. Logos are one of the base elements in a corporate identity or brand identity. The logo is arguably the most important part of the brand as it is the part of a company's brand message that is most visible to consumers and ideally it comes to stand for the brand itself in their minds. Logos can be very memorable and can form many different meanings. A logo by itself is not necessarily a communication tool but it can most definitely act as a symbol of what a company represents and the resulting consumer perceptions. The only use of a Logo is to appeal to their aspirations. A logo is at the top of a branding pyramid, when the customer sees it, recognition fuel comfort and loyalty and sets the stage for a sale.

**KEYWORDS :** LOGO, BRANDING, ADVERTISEMENT, DESIGN

The history of logos is very ancient in the field of art. The first Logo has been drawn on the walls of cave. "They were the symbols of personal and group beliefs and evolved from desire and need for social communication and identification of certain truths".

Logo as one of the oldest signs which signify eternity and the open eye of the Supreme Being, or circle appears to have been used in every cultural sphere on earth long before communication between civilizations existed. The other primary signs were the cross, square, and Pythagoras. The 'sign of the crosses is found in almost all cultures and generally signifies religious or cosmic significance.

Pythagoras signifies wisdom and the square represents earth. These simple and primary signs were the man's first attempt to communicate not by tongue but a representational drawing or image. Words and hand signs could be misconstrued or misinterpreted images didn't and couldn't. During the middle ages, similar logos were seen and commercial use. By the thirteenth century these simple letter forms had evolved into trade marks for merchants. In time symbols developed into art forms themselves. Albrecht Durer's time less mark, placed at the bottom of his work is still a hallmark for excellence in art. As the industrial revolution gave rise to mass production manufacturers increasingly found themselves producing products almost identical to their competition suddenly they had to final new bases for competition and corporate logos and branded images became competitive advantages.

By the 1950 s with the emergence of national and multinational corporation's trademarks began to move beyond symbols using larger design systems to unify all communications to accomplish identifiable goals. With the emergence of the information age company logos have become the faces of business and our economy. The general public has become increasingly aware of visual symbols especially logos their meanings and their implementations. Logos have become the company's most important visual image. As a result corporate Logos are everywhere and have become a part of our pop culture. The MC Donald's arches themselves have become a symbol of the United States. They are the visual representation of what a company is. They are the graphic links to the message that a brand promises and communicates and the relationship a company can develop between its brand and its customers. They trigger people's memories of previous experiences with the company and other implementations of the logo. So they become one of the strongest tools for building and reinforcing a brand image and maintaining its value. Also a logo plays a key role in building loyalty and trust in a brand because it provokes an immediate reaction. Communicating the brand message depends heavily on an effective brand Logo. As the world's brands move into the twenty-first century logo design is becoming increasingly important as a means of differentiation because in today's mass market economy only companies that are able to distinguish themselves from their competitors will succeed.

The logo most stand on its own and conjure in consumers' minds the multitude of images that the corporation it represents took years to establish as the basis for its corporate identity. Logos are able to do this will faster consumer Loyalty to their companies by reminding them of

a positive corporate image. Logos that fail at this not only do not foster good will and customer loyalty they may even create a negative image of their companies in the minds of their target audiences.

The Logo is the point of entry to a brand. The brand is a powerful visual language used to support a company's communication with its consumers.

Logos is very important because it is the face of a brand, but it is not the brand. However it helps it to be identified. Not having a logo would be like being a faceless person. One might have a great physique, a great personality and a radio voice, but without a face no one would ever be able to identify that person. However a logo by itself is not a brand but a brand without a logo is, in my opinion, incomplete.

The Logo acts as an indicator to consumers, helps them recognize a manufacturer's products in an otherwise overwhelming sea of similar products, and communicates a message about the product it is labeling. Corporate logo design is a key aspect of successful branding. Branding, then, is extremely important in today's market place and one effective way of creating, maintaining and leveraging a brand is through the effective design and use of a brand logo. A well-designed Logo allows for easy recognition and quick associations between the logo, the brand it represents, and that brand's characteristics. A poorly designed logo will not be easily recognized and will fail to help differentiate the products it adorns. In addition, well designed Logos are also important in terms of what they are able to communicate about the company behind the brands. They identify and are therefore central to creating positive images in consumers' minds not only of the branded products they label but of the companies behind the products as well.

Branding is ideally done in a manner that appeals to the needs and wants of the proposed target audience and communicates to that audience that give them positive impression.

A brand emerges when a company interacts and builds a relationship with the customer. It is built in the consumer's mind where he or she gathers up all the knowledge regarding the company its products and services the communication they have with the outside world and the associations all those elements bring up. Thus excitement builds up people remember the brand and it becomes reference for them in their daily life. Brand is the promise the big idea the reputation and expectations that reside in each customer's mind about the product and the company. It is a powerful yet intangible asset. A company with no brand management strategy is left totally at the mercy of the consumer as the consumer will have an opinion and thus create a brand in any case.

Brand is about making an emotional connection. People fall in love with brands. As products and services become in distinguishable, as competition creates infinite choices. As companies merge into a monolith differentiation is increasingly important. While being remembered is essential A strong brand means a company or its products will stand out in a crowded market place.

Today products and People are living their lives through brands; brands give consumers identity and enrich their life experiences. Brand has become an invisible layer of meaning that surrounds the product through emotional connection.

As the flag of a company a logo is its most important visual asset as well as a catalyst for good and bad feelings and therefore needs to be managed with intelligent care. A logo can be very visible but without being humanized it is cold Uninteresting and mechanical. After the industrial revolution the first corporations emerged. They were mostly large corporations with an emphasis on function, and reliability As these corporations began to appear in the global market corporate design started to be recognized for the first time as an important tool that could help address the need of presenting corporations through a visual identity. Visibility, stability, and consistency were apparent in the visual expression of the corporate values of the time and corporations were trying to achieve these through a simple Powerful easily recalled symbolic form of a logo or logo type Logos and their colors whether exposed as symbols Logo types is combination of both have been essential part of all major branding strategies since the middle of the last century. While emotional brands speak to the mind and heart brand identity as tangible and appeals to the senses. Brand identity is the visual and verbal expression of a brand. Identity supports, expresses, communicates, synthesizes, and visualizes the brand. It is the shortest, fastest, most available form of communication. Brand identity begins with a brand name and a Logo. Building awareness and recognition of a brand is facilitated by a visual identity that is easy to remember and immediately recognizable.

A discussion about how logo design is able to generate emotion can be made. The powerful strong and successful logos which have an emotional bond with consumers are the ones that are compelling. First and foremost a logo should be visible recognizable across media and in the pertinent environments and second it should get and hold the attention of target customers. The first quality is more a matter of graphic excellence than anything else. While the latter also requires a high degree of relevance.

The first characteristic of an effective logo is that it has immediate impact. In addition to having impact a good logo must be good to look at. It should have some artistic appeal.

The intent is to facilitate Logo mark recognition in virtually any environment, including black and white media. The ideal Logo mark simple enough for target customers' powerful logos which make an emotional connection with consumers are rich in meaning. Strong Logo marks address both functional and emotional needs. In terms of functionality the Logo mark should indicate the nature of the business, if only the product class. It should also give rise to a variety of motivating ideas and emotions.

A logo design that invokes emotion makes an engagement with the consumer which has a substantial impact and encourages a major change in consumer's lives. The Logo adds something different. It forms part of the consumer's lifestyle and tells much about the person to others. By using the logo of a particular brand the consumer wants to tell about himself/herself and the logo design adds to his/her personality. It becomes a lifestyle choice.

Logo are being designed specifically to bridge the gap between corporations and people and these connected branded logo designs can help to better define and communicate the desired personality of the company. People all like logos but they love to be part of the brand people even brand themselves when they express their opinions. It satisfies the basic human need to belong.

## REFERENCES

- 1- Bennett, Audrey, ed. (2006). Design Studies. Theory and Research in Graphic Design. New York: Princeton Architectural Press.
- 2- Bacci, Francesca; Melcher, David (2008) Art and the Senses. Oxford University Press.
- 3- Cross Nigel (2007). Designerly ways of knowing. Basel: Birkhauser.
- 4- Frascara, Jorge 2004. Communication Design: Principles, Methods and Practice. New York: Allworth Press.
- 5- Julier, G. & Moor, L. (eds) (2009). Design and Creativity: Policy, Management and Practice. New York: Berg.