



NAGINDAS KHANDWALA COLLEGE

OF COMMERCE, ARTS & MANAGEMENT STUDIES

MALAD WEST, MUMBAI - 400064

BRAND LOGOS - AS A TOOL FOR BRAND AWARENESS

PRESENTED BY

MS. DHRUVI BIATTI

ROLL NO. 2001

TYBMS (M) REG. 2001

PROJECT GUIDE

MRS. SHEETAL P. SAWANT

SUBMITTED TO

Nagindas Khandwala College

ACADEMIC YEAR 2020 - 2021



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PRESENTED BY

MS. DHRUVI BHATT

ROLL NO. – 5006

TYBMS (MARKETING)

PROJECT GUIDE

MRS. SHEETAL DESAI

SUBMITTED TO

Nagindas Khandwala College, Mumbai

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EXECUTIVE SUMMARY

This research based on the topic “**Brand Logos – as a tool for Brand Awareness**” focuses on various Brand Logos, it’s elements, importance and impacts on the consumers.

This study aims to find out how various brand logos helps to create brand awareness as well as brand recognition. This study includes proper data analysis and interpretation on the topic using various questions and samples. This study provides an overview of the Brand logos as a tool for brand promotion, awareness and recalling.

Customers usually build up an initial introduction of your organization by your logo. When consumers think of your brand, there are a thousand of thoughts that comes to their minds. Although most of these thoughts are completely subconscious, marketing managers know that more often, these thoughts & feelings are exactly what the brand intended to evoke through a carefully planned & crafted message.

A logo is the focal point of visual branding, and rightly so – it's the structure block that gives a strong establishment to everything to come. In any case, it's critical to recollect that a logo is only the start, and that visual brand components like writing material, promoting security, shading range and typography revive the logo, just as giving extra touch focuses to your intended interest group to meet, become acquainted with and, eventually, experience passionate feelings for your inage. A logo is an organization's first prologue to customers. Whenever planned well, it can provoke the curiosity of the general population and welcome them to become familiar with the brand.

This study provides depth information on how consumers build connection with the brand through its logo. Identity is a solid portrayal of the brand any place it might goes, and we immovably accept that logo is the key of accomplishment and enormous influencer. Logo isn't just an image however a face of your organization. we judge organizations by their personal appearance. Good logo is the cornerstone of any brand.

Today's market is very competitive market, organizations have to focus on every brand element and they have to take care of consumer's feelings and emotions while making any changes in already existing brand elements. Brand may have competitive advantage if it focuses on brand logo and its impact on consumers. Entrepreneurial firms, associations, & establishments use brand name, logos, mottos, jingles, brand characters/characters, URL, signage, packaging, letterhead paperwork, and advertising to increase brand awareness as part of their external branding efforts.

Organizations invest significant amounts of time and money promoting, updating and modifying their logos. The main aim and significance of the logos has traditionally focused on the identification and the differentiation of the brand from its competitors. But nowadays, brand logos are more than just a medium of differentiation. Your logo creates the basis for the whole narrative on which the brand is built.

A logo can rapidly grab viewers' attention and & convey an organization's fundamental beliefs in a fascinating manner. Entrepreneurs can create their brand's persona throughout the years with guided and planned actions & in turn customers reacts to their brand. The impact of a logo's added value through its associations with brand awareness, consumer sentiments of a brand's logo, likelihood of brand purchase, and the entrepreneurial organization's performance has not been researched in the literature.

This research includes appropriate data collection as well as proper review of the available literature based on the topics related to my research topic. Moreover, this research contains conclusion on the perspective of current market. Furthermore, it also provides various suggestions for the marketers as well as consumers.

*Nagindas Khandwala College of Commerce, Arts and
Management studies,*

Malad (west), Mumbai 400064

Certificate

This is to certify that Ms Dhruvi Bhatt has worked and duly completed her Project Work for the degree of Bachelor of Management Studies under the Faculty of Commerce in the subject of Marketing and her project entitled, "Brand Logos- as a tool for brand awareness" under my supervision.

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University.

It is her own work and facts reported by her personal findings and investigations.


PRINCIPAL.

NAGINDAS KHANDWALA COLLEGE OF COMMERCE
ARTS & MANAGEMENT STUDIES AND SHANTABEN
NAGINDAS KHANDWALA COLLEGE OF SCIENCE
MALAD (W), MUMBAI-400 064.





Ms. Sheetal Desai
(Project Guide)

Date of submission:

29th March 2021.

*Nagindas Khandwala College of Commerce, Arts and
Management studies,*

Malad (west), Mumbai 400064

Declaration by learner

I, the undersigned Miss Dhruvi Bhatt here by,
declare that the work embodied in this project title “ Brand Logos- as a tool
for brand awareness ” forms my own contribution to the research work carried
out under the guidance of Prof. Sheetal Desai is
a result of my own research work and has not been previously submitted to any other
University for any other Degree/ Diploma to this or any other University.

Wherever reference has been made to previous work of others, it has been clearly indicated
as such and included in the bibliography.

I, here by further declare that all information of this document has been obtained and
presented in accordance with the academic rules and ethical conduct.



Dhruvi Bhatt

Sheetal
29/03/21
Certified by

Professor Sheetal Desai

(Project Guide)

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Chapter 1: Introduction

Introduction

First impressions leave a vital effect on your future customers. Consumers make fast decisions & judgements based on initial introductions about you & your products /services. Similar standards apply to the initial introduction your business provides to your consumers. Customers usually build up an initial introduction of your organization by your logo. When consumers think of your brand, there are a thousands of thoughts that comes to their minds. Although most of these thoughts are completely subconscious, marketing managers know that more often, these thoughts & feelings are exactly what the brand intended to evoke through a carefully planned & crafted message.

Whether it be loyalty, playfulness or power, there are a wide scope of feelings that can be set off by the correct blend of shadings and text, which are expertly utilized by the best promoting efforts & marketing campaigns. Probably the quickest approach to convey a particular message is through a powerful & dynamic logo, which is processed through the mind's eye (imagination) of your audience. A paramount and motivating logo can evoke customers to work with you or recall you and your brand when the time is right. A powerful logo can leave an enduring impact and become a symbol that others associate with. Your logo fabricates a picture and a brand that is more noteworthy than your individual character.

Having an effective logo that encompasses what your identity is and a big motivator for you goes far. Consistency with a realistic diagram that incorporates shading plans and textual style types is a critical piece of the marking cycle & branding process. Your logo and realistic diagram ought to be iterated across the entirety of your media introductions from print to web. Logos are an imperative way of conveying what your business is all about. In a competitive world, a logo causes your business to stand apart from the group and separates you from your rivals It likewise gives a face to your organization that encourages purchasers to recall you. Logos can bring out an impactful feeling inside, they can separate individuals and they can motivate individuals.

A brand is the idea picture individuals have in mind when contemplating explicit items, services, & exercises of an organization, both in a practical and emotional way. This blend of physical and emotional clues is set off when presented to all the touch points between an individual and a particular brand. These can be the brand name, logo, products, visual personality, staff, or advertising – amongst others. Subsequent to seeing the logo, and on the off chance that you are somewhat acquainted with the brand, a few pictures and feelings may strike to your mind. Some people might feel a sense of extravagance and class, recall the originator of the brand as a fashion icon, think about the items, the costs, or the in-store insight.

Brand Awareness refers to the probability that brand will come to mind of the consumer and the straightforwardness with which it comes when given different kinds of clues. Whereas Brand recognition refers to purchasers' capacity to recognize the brand under an assortment of circumstances & can include identification of any of the brand elements such as brand name, brand logo, and so forth.

A logo is an easily recognizable graphic symbol that distinguishes an organization, a business item, or any open or private element. It is one of the approaches to distinguish a brand in a competitive world, brimming with realistic components that attempt to stand out for us consistently. A logo is generally a blend of typographies, illustrations/images, and tones. It is a realistic component that is essential for the visual character of a brand.

A logo can rapidly grab viewers' attention and & convey an organization's fundamental beliefs in a fascinating manner. A logo is an organization's first prologue to customers. Whenever planned well, it can provoke the curiosity of the general population and welcome them to become familiar with the. Your logo creates the basis for the whole narrative on which the brand is built. Good logo is the cornerstone of any brand.

Entrepreneurial firms, associations, & establishments use brand name, logos, mottos, jingles, brand characters/characters, URL, signage, packaging, letterhead paperwork, and advertising to increase brand awareness as part of their external branding efforts. Brand logos are also seen on labels, promotion materials, trade dress and employee uniforms, dispersion trucks, what's more, business cards. These external branding strategies and tactics help firms build not only corporate identity and brand persona to differentiate themselves from the competitors, yet additionally brand loyalty.

Entrepreneurs can create their brand's persona throughout the years with guided and planned actions & in turn customers reacts to their brand. The impact of a logo's added value through its associations with brand awareness, consumer sentiments of a brand's logo, likelihood of brand purchase, and the entrepreneurial organization's performance has not been researched in the literature.

A logo is the focal point of visual branding, and rightly so – it's the structure block that gives a strong establishment to everything to come. In any case, it's critical to recollect that a logo is only the start, and that visual brand components like writing material, promoting security, shading range and typography revive the logo, just as giving extra touch focuses to your intended interest group to meet, become acquainted with and, eventually, experience passionate feelings for your image.

A decent logo plan for your business is a superb piece of the brand mindfulness measure. On a shallow level, it gives fundamental data about your organization and its items. In any case, on a more profound level, it assists with recognizing your items from your rivals and assists with advancing your business. The reason for a decent logo is to precisely pass on a message about your item. With a logo, buyers can promptly comprehend the sort of items or administrations you give. When your customers become partnered with your image, they will in a split second know it when they see your logo.

A logo is a realistic imprint, image, image, or adapted name used to distinguish an organization, association, item, or brand. It might appear as a theoretical or allegorical plan, or it might present as an adapted adaptation of the organization's name on the off chance that it has adequate brand acknowledgment. Logos have become a necessary piece of organizations' image personalities. A broadly and quickly perceived logo is a significant elusive resource for an organization and is hence reserved for licensed innovation security in most of circumstances.

1.1 Definition:

“A logo is a graphic mark, emblem, symbol, or stylized name used to identify a company, organization, product, or brand. It may take the form of an abstract or figurative design, or it may present as a stylized version of the company’s name if it has sufficient brand recognition.”

- A logo is a visual image used to in a split second distinguish an organization, association, item, or brand.
- Logos may show an element's name explained with letters or they might be unique plans, for example, the Nike stripe.
- A few logos contain covered up informing, for instance, sharp spectators will see how the FedEx logo contains a white bolt shape, in the negative space between the letters E and X, to represent conveyance precision.
- Logos are a significant piece of a brand's character, and right away conspicuous logos are important property to an organization.
- Logos are licensed innovation ensured under brand name law.
- A few organizations with the most renowned logos are Coca-Cola, McDonald's, Nike, Starbucks, Apple, and Mercedes-Benz.

1.2 A Brief History of the Logo:

Logos have been in presence for millennia. The soonest logos were just straightforward unmistakable markings, images, or strict brands, which were made to connote the producer of an item or convey the sort of items that a specific trader was selling. For model, under the rule of Henry III, in the year 1266, England's Parliament passed enactment necessitating that all dough punchers utilize a particular imprint for the bread they sold. Antiquarians generally accept that this was England's first administrative demonstration concerning brand names.

The current logo started its advancement observing the presentation of brand name laws in the nineteenth Century. Jack Daniels' notorious logo traces all the way back to 1875, not long after Congress passed the U.S. Brand name Act of 1870 trying to build up a government brand name system that was dismissed by the Supreme Court. In 1876, the Bass Brewery's renowned red triangle turned into the principal brand name to be enrolled in the U.K. after the Act of Merchandise Marks was passed during 1862. As the Victorian period advanced and the primary brands were set up, these brand names turned out to be more intricate and developed into logos as the order of visual computerization arose as a fine art. Advanced logos have moved from complex visual explanations back to more oversimplified symbolism to hang out in a universe of visual over-burden and make them all the more effectively conspicuous across numerous media channels, including cell phones and tablets.

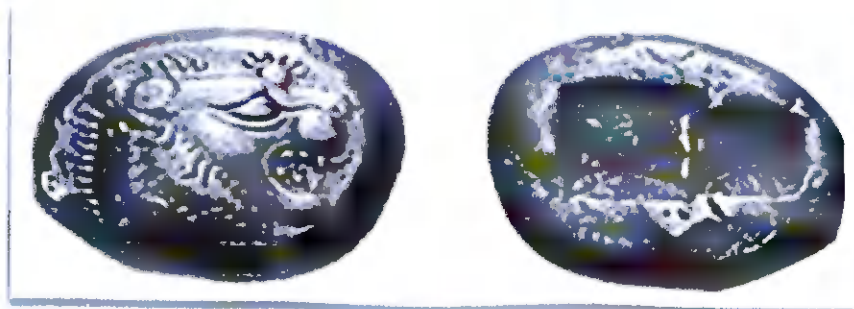
Various innovations and methods have added to the contemporary logo, including chamber seals (c. 2300 BCE), coins (c. 600 BCE), trans-social dispersion of logographic dialects, layers of arms, watermarks, silver trademarks, and the advancement of printing innovation. As the mechanical upset changed western social orders from agrarian over to modern in the eighteenth and nineteenth hundreds of years, photography and lithography added to the blast of a publicizing industry that incorporated typography and symbolism together on the page. Simultaneously, typography itself was going through an upheaval of structure and articulation that extended past the unassuming, serif typefaces utilized in books, to intense, decorative typefaces utilized on broadsheet posters

Human expressions were extending in reason—from articulation and enhancement of a creative, narrating nature, to a separation of brands and items that the developing working classes were devouring. Consultancies and exchanges bunches the business expressions were developing and putting together; by 1890, the US had 700 lithographic printing firms utilizing more than 8,000 people.

Artistic credit would in general be allotted to the lithographic organization, instead of the individual craftsmen who as a rule performed less significant positions. A coin from mid sixth century BC Lydia bearing the top of a thundering lion with sun beams. Trailblazers in the visual expressions and lithographic interaction, for example, French printing firm Rouchon during the 1840s, Joseph Morse of New York during the 1850s, Frederick Walker of England during the 1870s, and Jules Chéret of France during the 1870s - built up an illustrative style that went past apparent, authentic workmanship to non-literal symbolism with segments of brilliant, level colours. Playful youngsters' books, definitive papers, and conversational periodicals built up their own visual and publication styles for novel, growing crowds. As printing costs diminished, education rates expanded, and visual styles changed, the Victorian beautifying expressions prompted an extension of typographic styles and techniques for addressing businesses.

The principal logo to be reserved was the Bass red triangle in 1876. The Arts and Crafts Movement of late-nineteenth century, part of the way in light of the overabundances of Victorian typography, intended to re-establish a legit feeling of craftsmanship to the mass-delivered merchandise of the era. A recharging of interest in craftsmanship and quality likewise furnished the specialists and organizations with a more noteworthy interest in credit, prompting the formation of exceptional logos and imprints.

By the 1950s, Modernism had shed its foundations as a vanguard creative development in Europe to turn into a worldwide, popularized development with followers in the United States and somewhere else. The visual effortlessness and theoretical clearness that were the signs of Modernism as a creative development shaped an incredible toolset for another age of visual architects whose logos epitomized Ludwig Mies van der Rohe's decree, "Toning it down would be ideal." Modernist-enlivened logos demonstrated effective in the time of mass visual correspondence introduced by TV, upgrades in printing innovation, and advanced advancements.



(Image Source – Google) (P.O.V - A coin from early 6th century BC Lydia bearing the head of a roaring lion with sun rays)

1.2.1 Relevance of Logo:

- Establishes an incredible first connection, which welcomes clients to communicate with the brand.
- Assists with making a brand personality.
- Gives the organization an image through which individuals can all the more likely recall the brand.
- Separates itself from the contenders
- Encourages brand reliability.

1.3. Different Usage of Logos:

- **Websites:** Displaying the logo at the top of the site expands the brand visibility and immediately tells consumers who they're visiting.
- **Business Cards:** The branded business cards are a fantastic method to get the name out there and give the clients a substantial method to recall.
- **Marketing materials:** Ads, leaflets, product packaging, social media posts, bulletins.
- **Presentations:** On the business side, the presentations ought to consistently incorporate an obvious sign of the brand one addresses - represented by the logo.
- **Company Communications:** Including logos in letters, messages, notices, and different interchanges supports the brand - for clients, yet additionally for the workers at last associating the organization culture with the brand addressing it.

1.3.1 Logo design process:

Designing an impactful logo often needs participation from a marketer teaming with the graphic design studio. Before a logo is designed, there must be a clear idea of the concept and values of the brand as well as understanding of the customer or target audience. Broad steps in the logo design process include research, conceptualization, analysis of alternative candidates, and refinement of a chosen design, testing across products, and finally adoption & production of the chosen design.

1.4 Elements of logo:

- **Typography :**

With regards to frame, A logo ordinarily contain some sort of typographic component. This can go from a monogram – style single letter, to a truncation or the full title of the business. For instance, Coca – Cola, CNBC, FedEx, and so on These are typographical logos.

- **Imagery:**

In some cases typography is accommpained by images or symbols. These can be agent or made out of conceptual mathematical components. In specific occasions, logos additionally incorporate beautifying components, for example, line work or visual accentuations – like little stars or spotted lines – that don't really make a particular, stand – alone picture. For instance – Apple, Microsoft, and so forth are logos accompnied by symbolism and typography.

- **Colour:**

Beyond form comes colour. Logos can be Black and White, Monochrome, or Multi – Coloured. Multi – coloured logos often have palettes that are either analogous, meaning colours of similar hue, or complementary, meaning colours of distant or opposite hue.

1.5 Charaeteristics of Brand Logo:

- **Simple:**

A large number of the most significant and effective logos in history are shockingly basic. From Nike's single swoosh to Apple's eponymous plan, straightforward logos are not difficult to perceive and recall. Straightforwardness is a vital element for logos in light of the fact that most buyers just spotlight on a logo for a brief timeframe. A straightforward plan can communicate your image's character succinctly and adequately. Straightforward logos centre around featuring the main pieces of a brand's character with restricted land. This remembers centering more for viewpoints like tones and text styles just as on refining thoughts into their least difficult structure. For example, an image is an amazing method of making effortlessness, as it can impart a psychological relationship with a specific arrangement of qualities or thoughts.

Other extraordinary plans for a straightforward logo incorporate letter and word marks, which forgo pictures and spotlight rather on conveying brand character straightforwardly with text styles and shadings. Generally, the main perspective is to zero in on utilizing as couple of components as conceivable to impart your image's character.

- **Relevant:**

The main quality incredible logos share is that they're pertinent to the business sectors their organizations target. Even more critically, they plainly impart a brand's character and personality. An essential segment is the utilization of shadings in your logo, which can trigger various feelings and show your image's character to buyers. An organization that sells toys for kids may pick brilliant shadings that impart energy, fun, and fervour. The second significant part is the text style utilized in the logo or word mark. Text styles help convey your image's tone and its qualities, which at last assistance characterize your character better. More rakish and dainty text styles are ideal for featuring an organization that works in innovation while gentler cursives are brilliant for organizations that work in gems or ladies' items.

At last, picking the correct image is a vital part of building up a visual anchor for your logo. Images are significant parts of a logo since they can be utilized without anyone else as a less difficult form of your logo. Images are additionally significant when building associations between your image and the thoughts and qualities behind it.

- **Memorable:**

Another vital part of a decent logo is that it is vital, even from the first occasion when you see it. The objective of a logo is to make an association with a shopper and create interest in your image. At the point when shoppers can without much of a stretch review your logo and brand, they are bound to interface them with your organization. Logos that are not difficult to recollect and create a solid effect are significant on the grounds that they help your image stick in customers' brains. Significant logos join a considerable lot of the components examined above, however they track down the correct harmony between the visual and literary viewpoints. All the more significantly, they obviously and durably convey your image's character and tone.

At last, a vital logo ought to consistently endeavour to be one of a kind. Indeed, even in ventures where there are principles and basic standards for plans, your logo ought to consistently mean to stand apart from the pack however much as could be expected.

- **Timeless:**

The best logos stand apart from the pack since they stay applicable and successful throughout the long term. It's continually enticing when you plan a logo that consolidates current plan patterns and trends, yet it's not generally the best choice.

These logos may look great now, however they will most likely should be overhauled later to keep them current. All things considered, an ageless logo is one that will stay significant and associate with clients regardless of when it is being utilized. For example, McDonald's brilliant curves have stayed unaltered for quite a long time, as has Coca-Cola's notorious word mark. Immortal logos centre around quality over amount, eliminating a significant number of the pointless components and insane thoughts and zeroing in on what works. This implies zeroing in solely on your image's centre thoughts and qualities to reveal the best method to send them without pointless mess. Another significant part of immortal logos is that they keep colours basic and fundamental, disregarding slopes and enormous ranges for more specific and remarkable tones.

At last, a noteworthy logo ought to consistently endeavour to be interesting. Indeed, even in enterprises where there are principles and basic standards for plans, your logo ought to consistently mean to stand apart from the pack however much as could reasonably be expected.

- **Versatile:**

Last, yet surely not least, a decent logo can be utilized in an assortment of ways, shapes, and circumstances. For instance, a logo you can just use in one size online isn't generally excellent, as it restricts the manners in which you can open your image to the world. Then again, picking a logo that can be resized, printed, or set on various media makes your image essentially more noticeable. Indeed, even the most attractive logos are not great on the off chance that they become messy or unrecognizable when you recoil them for bundling or become mutilated when you put them on a bulletin. Probably the simplest approaches to make your logo more adaptable is to consider what organize you make and save it in. Conventional photograph pictures may pixelate when you resize them, yet vector documents are worked to be scaled.

On a plan level, downplaying the messiness and deciding on a basic plan will quickly make your logo more flexible. Having such a large number of lines, twists, components, or tones can make a confounded plan that will scale inadequately. All things being equal, remember that you have restricted land, and spotlight on saying more with less.

1.5.1 Design protection:

Logos & their design can be secured by copyright, under intellectual property firms across the world which provides various application procedures to register a design to give it protection at law. For instance, in the UK, the Intellectual Property Office (United Kingdom) oversee enlisted plans, licenses, and brand names. Conventionally, the brand name enrollment won't 'make guarantee' to colours utilized, which means it is the visual plan that will be ensured, regardless of whether it is recreated in an assortment of different tones or foundations.



(Image Source – Google) (P.O.V - The first logo to be trademarked was the Bass red triangle in 1876)

“A LOGOLESS COMPANY IS A FACELESS MAN”

— David Airey,

Book Name - Logo Design Love: A guide to creating iconic brand identities

This is my absolute favourite quote on the subject of branding and logo design by David Airey, from his book **Logo Design Love**.

Logo isn't just an image however a face of your organization Each organization, association or individual has an extraordinary character which addresses them and communicate through a straightforward yet solid imprint.

Identity is a solid portrayal of the brand any place it might go, and we immovably accept that logo is the key of accomplishment and enormous influencer.

Logo isn't just an image however a face of your organization. we judge organizations by their personal appearance. Oftentimes I am handed a business card, look at the logo design, and choose promptly on the off chance that I might want to lead business with you.

1.5.2 Logo Tells Your Story. “What exactly is it that you do?”

Many times, an extraordinary logo addresses this inquiry. No words necessary. Simply incredible illustrations.

Katie Morgan senior creator at 300millions, planned this logo for The Guild of Food Writers. I simply love the utilization of negative space showing a spoon inside a pen nib. Remove the duplicate. You are still left with an incredible plan that recounts a story.

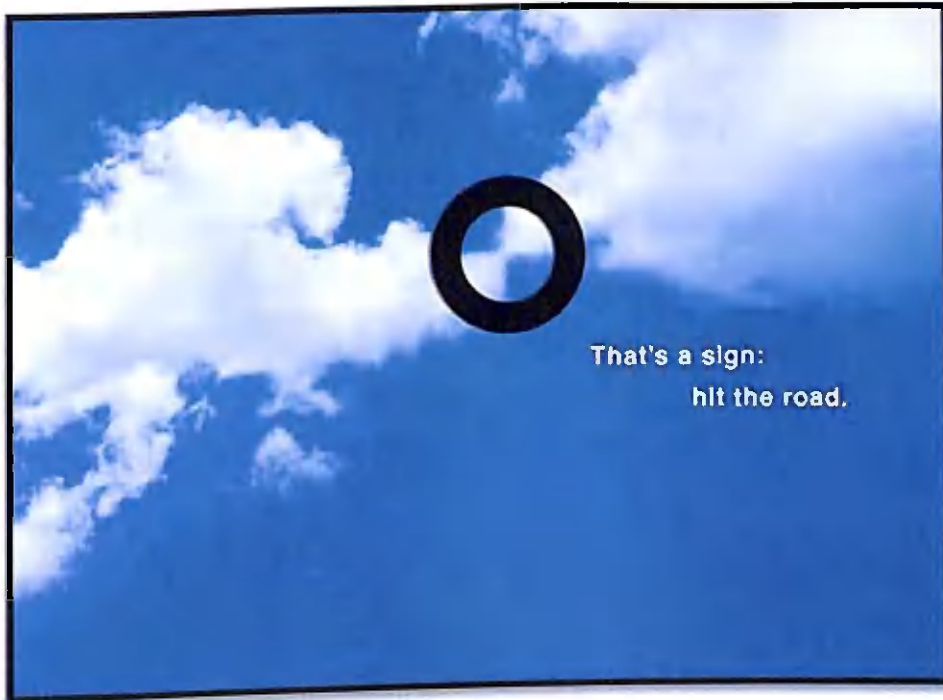


(Image Source – Google)

The Design Is Simple (but not boring.) Stay centred on one strength. Not two. Not three. Just one. What is the one thing that you need others to relate to your image? I realize it is enticing to need to underscore the incalculable marvels of your products and services but stay focused. What adjective would consumers use to describe your company? Choose your design and logo colour accordingly.

1.6 Logo Advertising:

Logo advertising is one of the categories of **silent advertising**, where brands only and only use LOGO to create awareness or to do brand recalling of their respective brands. For instance – in the following picture, **BMW** has used this type of advertising, to know whether their consumers can recall the hidden logo or not.



(Image source – Google)

When promoting a business, there are a wide range of kinds of techniques that are utilized to guarantee a brand is presented to its most noteworthy potential. Logos are one sort of Advertising technique that numerous organizations disregard yet can be accustomed to bringing extraordinary outcomes consistently. Organizations use logo configuration, as do business undertakings and establishments to advance public acknowledgment. Consistently, **logos have been a significant piece of brand showcasing a brand character.**

Publicizing logos through a visual portrayal of a brand can support and convey a brand's centre standards and qualities which are known as the emblematic advantages of the business. Along these lines, logos in promoting assume a basic part in serving an association point between the organization and its clients. Thus, Logo is the foundation of brand awareness and brand recalling, through Advertising.

Chapter 2 : Research Methodology

Research methodology is the particular strategies or methods used to distinguish, select, measure, and examine data about a topic. In a research paper, the procedure area permits the reader to **critically assess a study's overall validity & reliability**.

Research methodology just alludes to the practical **“how”** of any given piece of exploration. Even more explicitly, it's about **how** a researcher deliberately plans an investigation to guarantee reliable results and solid outcomes that address the research aims and objectives.

It refers to the general technique used to complete examination that defines a brief and sensible arrangement to handle established research question(s) through the assortment, understanding, investigation, and conversation of data & information. The systems and techniques consolidated in the plan of a research study will be based on the viewpoint of the researcher over their convictions in the idea of information and reality, regularly formed by the disciplinary territories the analyst has a place with.

2.1 Statement of the problem:

The statement of problem for the research is **“Brand logos – as a tool for brand awareness”**

2.1.1 Objectives of Research:

- This study aims to address this research gap by looking at buyer reaction to logo plan, & furthermore, specifically the impact of the logo in procedure of creating brand awareness among consumers.
- To get detailed information about how Brand Logos affects brand identity, brand recognition & brand recalling.
- To know about how consumer creates various perceptions about the brand through various Brand Logos.
- To understand how the Brand Logo creates various emotional connections with consumers such as status symbol, emotional appeal, brand loyalty, and so on.
- To focus on how various colours of logos creates impact on **consumer's** minds.

2.2 Scope of the study:

This research is based on the topic "**Brand Logo - as a tool for brand awareness**". To study this subject in detailed, I have examined various aspects related to the topic. In this research, the analysis is done through proper research methodology and appropriate data.

Moreover, the aspects & scope of the study includes following:

- Detailed study on various Brand logo & it's impact on the consumers.
- Various elements of logo and its impact on the minds of consumers.
- This study means to address this research gap by inspecting customer reaction to logo design, &, specifically, the impact of the various sorts of regular plans (natural and social) on buyer full of feeling reaction.
- Impact of various colours used in the brand logo in the minds of consumers with respect to brand recalling.
- The study covers the aspects & facts related to brand logo and it's effectiveness among the consumer market.

2.2.1 Significance of the study:

The role of research project in various fields of applied economics, regardless of whether identified with business or to the economy as a whole, has incredibly expanded in current occasions. The increasingly complicated nature of business has focused attention on the utilization of in taking care of operational problems. Research project helps to study the topic in detailed manner. Research has very significance in academic terms as well as for the corporate world.

- This research project based on brand logos have huge significance for the marketers.
- This project helps to study the psychological impact created by various logos & it's elements in the minds of consumers.
- This study helps the marketers to know about elements like shape, colour, typography, etc to use in their logo.
- This study helps marketers to know about techniques to increase brand awareness and brand recognition with the help of Brand Logos.

2.3 Research Methodology:

- **Sample:**

To achieve the objectives of this research, a total of **120** participants from different demographics groups will comprise the research sample. The Sample type used in this research project is **Probability Sampling (Simple Random sampling)**. Sample is further divided into various categories such as age, gender, and so on. The analysis and observation of sampling was done through questionnaire survey forms.

- **Method:**

To gain appropriate data for the research, I have used **Questionnaire Method**. The form was created through google forms and was distributed among various students, teachers, parents and so on. There was total 15 questions into the questionnaire. Questions were of various genres like colour, usage of logo, etc. Questions included about direct as well as indirect effectiveness and impact of various brand logos. The survey includes **Open – ended questions, Dichotomous to Two – choice questions (yes/no type questions) and Multiple choice questions.**

Also, I used **Stimulus selection method**, in which I used unknown logos in this research and tried to find out consumer's perception towards it. Furthermore, I also included a smaller set of well-known logos like Lamborghini, Rolex, Apple and analysed people's responses towards it. Unfamiliar stimuli were chosen so that I could access the effects of logo design on consumer responses and connection towards the brand. Stimuli is something that causes movement, improvement or interest. Known stimuli triggers impact on the basis of known factors. And unknown stimuli triggers impact or movement on the basis of unknown factors i.e. without any criteria or condition.

- **Scales & Measurements:**

In this research, to measure the brand awareness based on logos, the participants are provided with various famous as well as unknown logos one at a time & asked if they recall the name of the brand through provided pictures. To know the importance of brand logo in the minds of consumers, I asked them to scale the importance of logos from 1 to 5. The type of scaling used in this research is **Likert Seale** where scaling was done from 1 to 5. There were also rating based questions in the form, where I asked people to rate Logos according to their choices. Furthermore, I used rating for comparing one logo with other logos.

- **Data collection:**

In this research, I collected data from two sources i.e. Primary sources as well as secondary sources to gain more depth knowledge about the topic.

- i. **Primary Data:**

Primary data is the direct form of data collection, where researcher collects information directly from the audience. For collecting primary data, I used **Survey Method**. In which, I prepared Questionnaire through Google forms. In this Questionnaire I included some set of questions based on **Brand Logo, it's colour, user iikahility, comparisou of two logos**, and many more. The survey includes Open – ended questions, Dichotomous to Two – choice questions (yes/ no type questions) and Multiple-choice questions. It also includes few **personal response** questions. I also used questions related to brand recalling, where I used **Unaided hrand recalling** method (where consumers were not given brand name as options, they were free to choose any brand which comes to their mind) and also **Aided hrand recalling** method (where I gave some options to consumers and they have to choose any one option). Questions were also based on some demographics of the consumers like age, gender, etc. I included general, personal, simple, specific, factual, and psychological questions.

- ii. **Secondary Data:**

Secondary data refers to the data, which is already available from various sources like Television, News articles, and so on. There are two types of secondary data i.e. Internal sources and external sources. I collected secondary data from both the sources.

Various sources of secondary data for this research are:

- a). **Newspaper** (articles, headlines, advertisements, etc.)
- b). **Internet** (websites, search engines, blogs, etc.)
- c). **Research papers related to my topic**
- d). **Print Media** (journals, bulletins, etc.)
- e). **Social Media** (Instagram, YouTube, Facebook, etc.)

2.4 Limitations of the study:

- There may be manipulation in the collected primary data as the responses received is majorly from the same age group i.e., 16 – 26.
- Issues with sample and selection.
- Lack of secondary data as there were only one or two previous research studies available on this topic.
- Time constraints, as the time given for the research was limited.
- Data may not be accurate and reliable as it was based on personal and psychological responses of consumers.
- As the sample size is basically 100 it may not capture the information based on the perception of consumers of all over market.
- The study is restricted to the metropolitan population only.
- There may be Sampling and non-sampling errors like Non – response errors, Selection errors, Measurement errors, analysis errors, and so on.
- There may be mistakes in the questions like relevance of the question, wordings of the questions, type of the questions, and so on.

2.4.1 Scope of future research:

- The further research may be done on the same topic "**Brand Logo - as a tool for brand awareness**" with more sample size to get more accurate data.
- The future research can be done on the same topic with more diversified demographics as my research is based only on specific demographic.
- Future research can be done by using other methodologies of the research like observation, interviews, and so on
- My study focuses more on brand awareness, future study can be done on brand recognition, brand recalling, brand promotion, brand personality, and so on.
- Future research can be done by asking various types of questions in the questionnaire as I have chosen only few of them.
- There is scope for further study based on brand logos and it's impact with respect to any one particular organization.

Chapter 3 : Review of Literature

3.1 Review of the topic at glance:

Design Logos are perhaps as essential and pivotal for marketing success of a brand as appearance is Vital for the initial meeting with a client or investor. It takes seconds for them to lose in the ocean of rivals if they don't develop solid picture and character through which customers, purchasers or clients can find the opportunity to remember them. **Logo is the essential sign of brand personality.**

One of the misperceptions in the world of business is that if the product or service is acceptable, it needn't bother with extra ventures of time and cash into its advancement. However, it doesn't work like that way: without brand identity, even the premium item can get lost just because consumers won't get even a possibility to find out about it or attempt it. Brands, products need their own personalities that will draw attention of people in the way it often happens with personal relationship.

Worldwide popular designer and artist **Karl Lagerfeld** once quoted,

“Logos & branding are so significant. In a major piece of the world, individuals are great in recollecting signs”.

Various studies have shown that recollecting an organization's logo can expand the acknowledgment of its name (Silver & Roast, 2016). There are two components pertinent to logo acknowledgment. To begin with, right awareness & second, recall. Right acknowledgment concerns how a consumer recalls a logo. On account of false recognition, the client thinks he/she has noticed the logo when he/she has evidently not. The subsequent component, recall, is fundamental to help the consumers to remember the specific brand or organization. Recall & recognition are key targets in accomplishing correspondence impacts and supporting positioning.

3.1.1 Consumer Sentiments of Logo, Shopping experiences, & Performance:

Henderson and Cote (1998) characterize logo as "visuai computerizatiou that an organization utilizes, with or without its name, to recognize itself or its items" (p.14). They additionally give a deliberate geography to explore various components of logos, which incorporate ideas like effortlessness, amicability, extravagance, parallelism, redundancy, extent, and shape. They recommend that brand logos ought to be novel, communicate legitimate significance and propose something about brand benefits (Kilic, Miller and Vollmers, 2011).

Typically, brands that need renewal start with logo updates. As brands go downhill, there are disintegrations in brand information designs, and brand mindfulness. On the other hand, logos as the marks of the brand persona are essential to such an extent that upgrades are hazardous, and now and again may hurt the brand as opposed to making a difference. Business visionaries endeavouring to change their logos ought to know about possible negative effects of the change on faithful buyer base. Hynes (2009) gives experimental proof that tone and plan of the logos are straightforwardly related with representativeness. Shading and significance of the logo are firmly connected for verifiably illustrative or pictorial logos. Buyers can evoke solid relationship among plans and implications for conceptual logos, in any case, shading decisions can fluctuate broadly. To put it plainly, purchasers can drive importance from shading just as plans.

In one of only a handful few examinations about logo - brand associations, van Riel and van de Ven (2001) cause to notice the way that associations should be cautious about picking or updating their logos, as they are representing desired attributes of association. They find that logos of associations with positive reputations seem to bring out more certain and wanted ascribes than associations with negative or more negative reputations.

Another investigation regarding NASCAR sponsorship (Levin, Joiner and Cameron, 2001) show that logos produce more significant level of review for comparing brands than reviews created by customary advertisements, particularly for purchasers with more elevated level of inclusion. These affiliations are identified with the brand mindfulness and at last brand decision in buy choices. Brand logos fill in as the viewable prompt in shopper decision and buy choices. Given the significance of the job of logos on brand personality and execution, most writing on logos have zeroed in on the best way to plan powerful logos and affiliations made dependent on the plan. (Pioneering Executive, Volume 18, 2013).

3.1.2 Theoretical background:

As a brand personality sign, a logo can allude to an assortment of realistic or typeface components, going from word-driven, for example counting word checks or adapted letter marks, through to picture driven. In this research, I utilize the expression "logo" to allude the realistic component that an organization uses to distinguish itself or its items. A few creators study the impact of logo plan on brand assessment and inclination, even though this exploration line is yet in its initial stages. Last but not the least, Walsh et al. (2010 & 2011) analysed the part of brand responsibility comparable to customer reaction to logo shape upgrade.

3.2 Articles based on the research topic:

➤ A Logoless Company is a Faceless man:

Authors - David Airey

Date – Published 2009.

Source: –

Book - Logo Design Love: A guide to creating iconic brand identities

We've all been advised not to judge a book by its cover, but rather let's be honest, when you're standing in the library with two books on a similar subject and then we go with the one that simply feels like it'd be somewhat more fascinating. Your Logo is “**the cover of your book**”. It is a recognizable symbol that addresses your identity. It's significant that the feelings the logo inspires coordinate with the intended story.

Logo isn't just an image however a face of your organization Each organization, association or individual has an extraordinary character which addresses them and communicate through a straightforward yet solid imprint. Oftentimes I am handed a business card, look at the logo design, and choose promptly on the off chance that I might want to lead business with you.

While marking, promoting, and advertising help in fortifying the brand presence, a logo acquaints the brand with the focused-on client base. A logo is a significant segment of any business or brand. It very well may be supposed to be the core of making your image's identity. A logo goes about as a controlling light on the excursion of a person towards partner with your image as a client! It tends to be instilled on different items, sites, bundling, and so forth.

A logo acts as a one-man army for pulling in a huge piece of purchasers towards your image. An extraordinary brand name with an exclusive and unique logo brings amazing accomplishment for your brand image. There are numerous contenders across different areas, yet a logo makes you stand apart as it depicts your image's way of thinking and the claim to fame of your image. The logo is the central point of any brand and the key to success.

➤ **Every Logo tells a Braud Story:**

Authors – Matt Peters

Date – September 19, 2018.

Source – Blog from Cortex Site

Individuals regularly pick item dependent on their perceived esteem instead of their genuine worth. with the correct branding, business can make its perceived esteem. Descriptive logos can positively influence brand awareness, purchase decisions, and brand performance. It is used as a communication tool for communication a brand story. It reflects the background, personality, identity, history and foundation of the brand.

Visual narrating advances to the parts of the human psyche called pathos. Among sentiment and logos, we make the ideal equilibrium of feeling and significance. Sentiment is the incitement of human feelings. It's when something is interesting to you basically in light of the fact that it brings out a particular inclination. Logos is the sensible side. When something requests to your logos, it does as such by making a consistent association.

Design primarily focuses on pathos, yet logo configuration utilizes parts of both sentiment and logos to tell a significant piece of the brand's story in with complete attachment. The main part of logo design is the capacity to frame an enthusiastic association with the intended interest group. Have you at any point taken a gander at a spa logo and just felt somewhat more settled? Or then again taking a gander at the logo on that green juice bottle caused you to feel somewhat better? That is the thing that we're focusing on. There are a couple of things that assume a part in what feelings a logo causes you to feel, including the text style, emblematic pictures and shadings

Logos are critical both due to SEO enhancement just as the story your image is endeavouring to tell. Trans-media narrating and even more explicitly trans-media promoting is the possibility that you can weave a brand story across numerous stages utilizing various news sources. This permits the crowd to partake altogether of the coordinated pieces that cooperate to shape a brand personality. Logo configuration can assume a major part in this cycle. As a rule, the pictures in a logo have more to do with the story behind the brand than the real item. Regardless of whether the emblematic picture utilizes similitudes or a part of organization history, the representative pictures in a brand logo are a significant part of narrating.

➤ **Let the Logo Do the Talking:**

Authors - Jonathan Luffarelli, M. Mukesh, Ammara Mahmood

Date - Published in 2019

Source - Business Journal of Marketing Research

Logos usually involves text based as well as visual design components that are descriptive of the kind of product/service that brands market. The authors exhibit that more (vs. less) descriptive logos can positively influence brand awareness, purchase decisions, and brand performance. They additionally show that these impacts happen on the grounds that more (vs. less) descriptive logos are simpler. Moreover, two significant moderators are identified: the positive effects of logo descriptiveness for brands that are recognizable (versus new) to shoppers and vice versa. At last, an examination of 597 brand logos proposes that showcasing specialists may not completely exploit the possible advantages of logo clarity.

➤ **Logo represents Brand Personality:**

Authors - Martin Gyambrah, Sherry, Y. Hammond

Date - Published 28 July 2017

Source – African Journal of Business Management

One mainstream express ring a bell. That is, "the thing that you see is the thing that you get". Customers built their perceptions majorly by what they see. The major findings from the study revealed that logos play a very important role in brand image and brand personality. There is relationship between brand Logos and influence on consumer emotions, behaviours & preferences. Logos are valued as the assets of the firms. As of late there has been a need to customize brands to make an association between the brand and its consumer, thus the term "brand Image". Brands have been picked on the grounds that they have a logo that display engaging Image. Brand Logos play a vital role in corporate personality & picked seriously. Typically, the standard is that a brand will pick a logo that facilitates the communication of the chosen brand values.

➤ **Myntra Meltdown: When logos and taglines turn into slugfests:**

Authors – Meenakshi Verma Ambwani

Date - Published February 27, 2021.

Source – The Hindu Business-Line

With online media activism getting harsh and noisy, brands are thinking that it's difficult to defend their motivation, values or even logos! in the Myntra logo discussion, the two shoppers and brand specialists are baffled why the web-based business organization permitted another person's discernment to shading and shape something as significant as its logo. As Lloyd Mathias, Business Strategist and previous Asia Marketing Head of HP Inc, says, "I'm somewhat astonished that Myntra surrendered to the logo change so without any problem. They ought to have perseveres — that would have acquired them huge regard. Just a twisted brain could see something [objectionable] in the logo that millions didn't over such countless years."



(Image Source: - Google)

Myntra's capitulation comes when brands and advertising efforts have been every now and again seeking disdain fuelled reaction via web-based media, constraining them to pull down promotions than hazard assaults online as well as even at their entryway. For example: The Tanishq advertisement highlighting a Muslim family sorting out a child shower for their Hindu daughter in-law.

Chapter 4: Data Analysis

4.1 Findings & data interpretation:

To gain appropriate data for the research, I have used **Questionnaire Method**. The form was created through **Google forms** and was distributed among various students, teachers, parents and so on. There was **total 15 questions** into the questionnaire. Questions were of various genres like colour, usage of logo, etc. Questions included about direct as well as indirect effectiveness and impact of various brand logos. The survey includes Open – ended questions, Dichotomous to Two – choice questions (yes/ no type questions) and Multiple-choice questions. It also includes few personal response questions.

I also used questions related to brand recalling, where I used Unaided brand recalling method (where consumers were not given brand name as options, they were free to choose any brand which comes to their mind) and also Aided brand recalling method (where I gave some options to consumers and they have to choose any one option). Questions were also based on some demographics of the consumers like age, gender, etc. I included general, personal, simple, specific, factual, and psychological questions.

To achieve the objectives of this research, a total of **120** participants from different demographics groups will comprise the research sample. The form is divided into 2 parts – one which collects personal data and another one collects consumer data. Personal data includes Age and Gender of the consumer. Consumer data includes all remaining questions about their likes and dislikes about the brand logo, and so on.

In this research, to measure the brand awareness based on logos, the participants are provided with various famous as well as unknown logos one at a time & asked if they recall the name of the brand through provided pictures. To know the importance of brand logo in the minds of consumers, I asked them to scale the importance of logos from 1 to 5. The type of scaling used in this research is **Likert Seale** where scaling was done from 1 to 5. There were also rating based questions in the form, where I asked people to rate Logos according to their choices. Furthermore, I used rating for comparing one logo with other logos.

Q. 1 Age of the respondent:

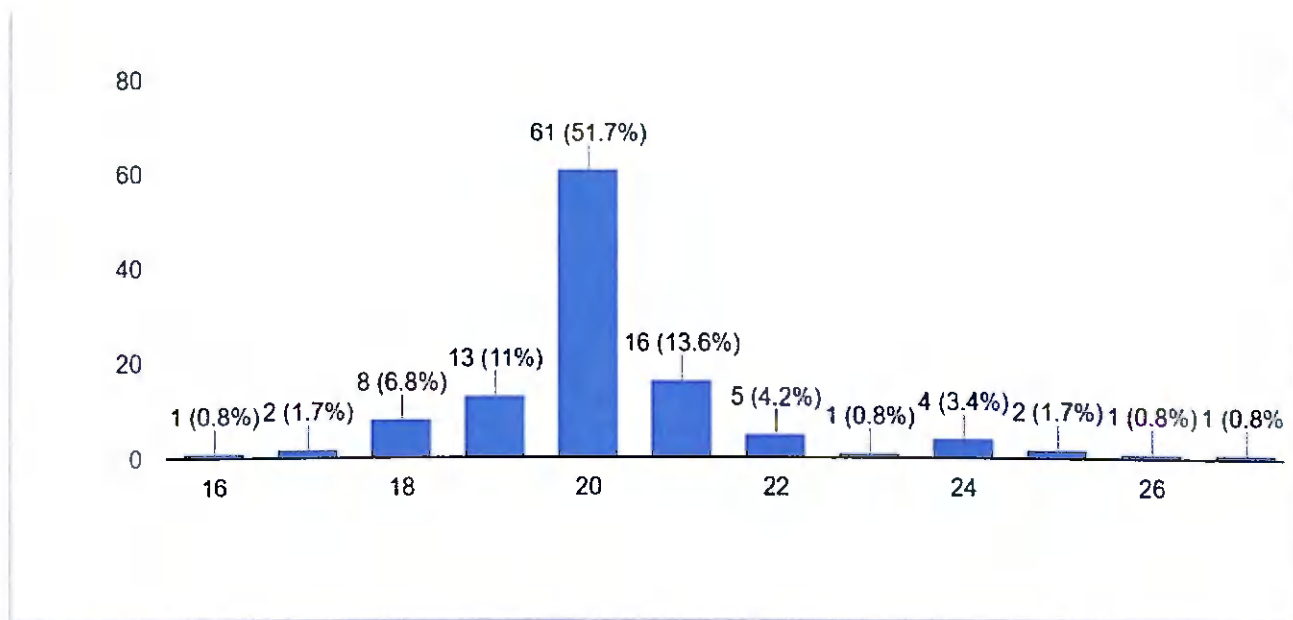


Chart 1: Question 1

The Sample type used in this research project is **Probability Sampling (Simple Random sampling)**. Where responses were taken on the random basis. From the total **120 Responses**, 0.8% respondents i.e. only 1 respondent was of the age 16 years. I had 2 respondents with the age 17 years, which means 1.7% of the total respondents were of the age 17 years. 6.8% respondents i.e., 8 respondents were of the age 18 years. 13 respondents i.e., only 11% of the total respondents were of the age 19 years. **61** respondents i.e., **51.7%** of the total respondents were of the age **20 years**. Respondents with the age 21 years were only 13.6% i.e., only 16 people.

I got 4.2% i.e., 5 respondents with the age 22 years. Only 1 respondent i.e., 0.8 % of the total respondents were of the age 23 years and also Only 1 respondent i.e., 0.8 % of the total respondents were of the age 25 years. From total responses only 3.4% means only 5 people were 24 years old. Only 0.8% i.e., only 1 respondent of the age 26 years and 27 years. To conclude I would like to say that majority of the respondents were of the age 20 years (millennials) and very less respondents were of the age 16 years, 23 years, 25 years, 26 years and 27 years.

Q. 2 Gender of the respondent:

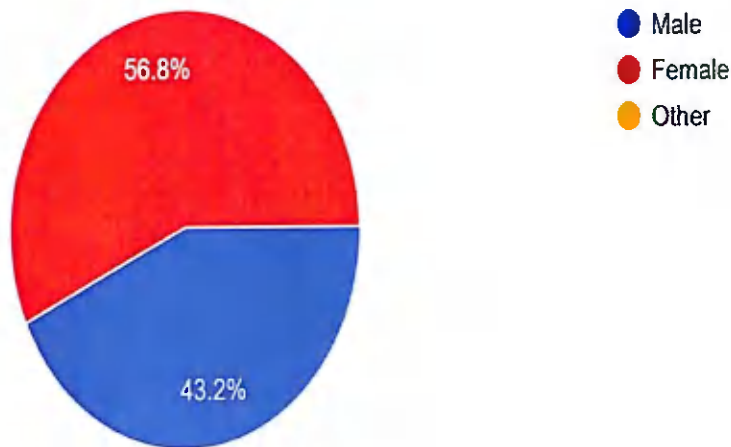


Chart 2: Question 2

Due to Simple Random sampling method, the balance between gender gap was uncontrollable. But still the data was not so worse, to some extent it is balanced. From the total 120 responses, 56.8% responses were from female respondents. And 43.2% responses were from male respondents.

To conclude, I would like to say that the responses from female crowd were more than the responses from the male crowd. But somehow the data was balanced, as there was only gap of 13.6 % responses. It shows that female responses were 13.6% more than male responses. The responses may be get affected, and there may be major variations in the choices of brands with respect to various aspects due to the gap between the two genders. For example – Female may prefer liking Dove brand as they may be emotionally connected with that brand and Male may prefer liking Nike or Rolex brand as they may be emotionally attached with that brand.

So there is a scope of studying preferences of Brand Logos, from the perspective of male as well as female consumers.

Q. 3 How often do you see advertisements using only brand logo?

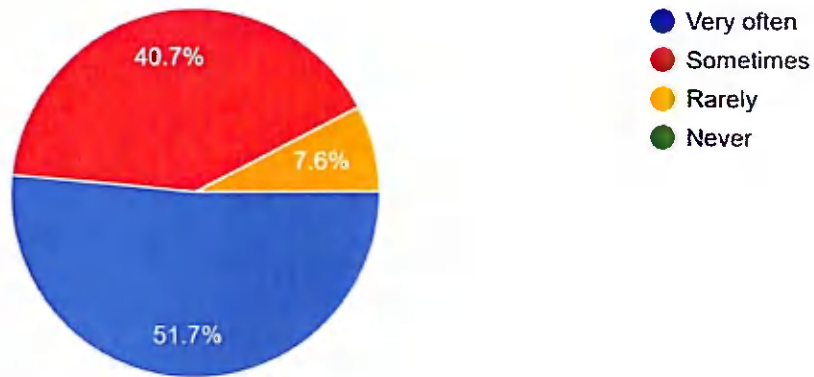


Chart 3: Question 3

This question is related to the frequency of the advertisements consumers watch, in which advertisers only use logo to promote or create awareness about the brand, or else to do brand recalling of the brand.

Logo advertising (Concept explained on the **page no. 19** of the research) is one of the categories of silent advertising, where brands only and only use LOGO to create awareness or to do brand recalling of their respective brands. So, I asked about the frequency about these advertisements using only brand logo.

From total 120 responses, 51.7% respondents have more often seen this type of advertisements. 40.7% respondents have sometimes seen this type of advertisements. And only 7.6% have rarely seen this type of advertisements. And there is no one who has never seen this type of advertisements.

To conclude, I would like to say that more than 50% means more than half of the crowd has more frequently seen this type of advertisements. And creators are successful to atleast create awareness about those advertisements, as there is no one from the respondents who have never seen this type of advertisements.

Q. 4 Do you like various logos used by brands to create brand awareness?

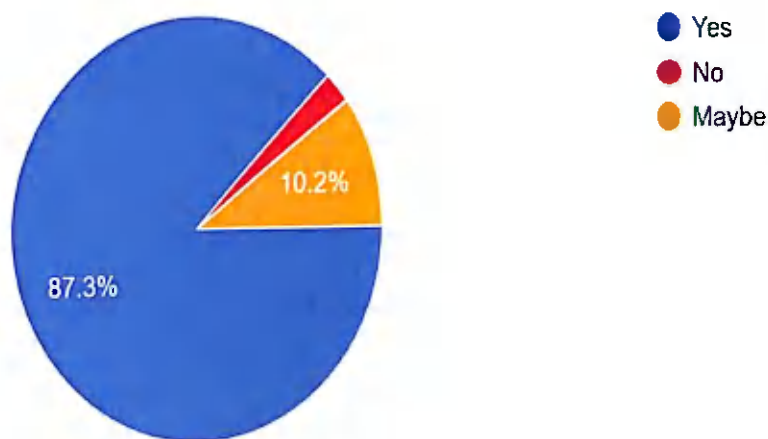


Chart 4: Question 4

Brand awareness is a promoting term that portrays the level of purchaser acknowledgment of a product by its brand name. Creating brand awareness is a critical advance step in promoting or launching another product or service to more established brand.

To know the overall effectiveness of the advertisements and brand awareness through brand logos, we asked all the respondents about their likes and dislikes about this type of advertisements.

From the total 120 responses, 87.3 % respondents like this type of advertisements. And 10.2% respondents have chosen maybe option, it means they are not fully hating or disliking those advertisements. Only few respondents have chosen no as an option.

To conclude, I would like to say that more than 87% people likes this type of advertisements. This is such a positive aspect for the brand. This shows that any brand can create brand awareness or recalling by this type of advertisements, as the responses from people for these advertisements are positive.

Q. 5 A). Do you have felt offended by any brand logo?

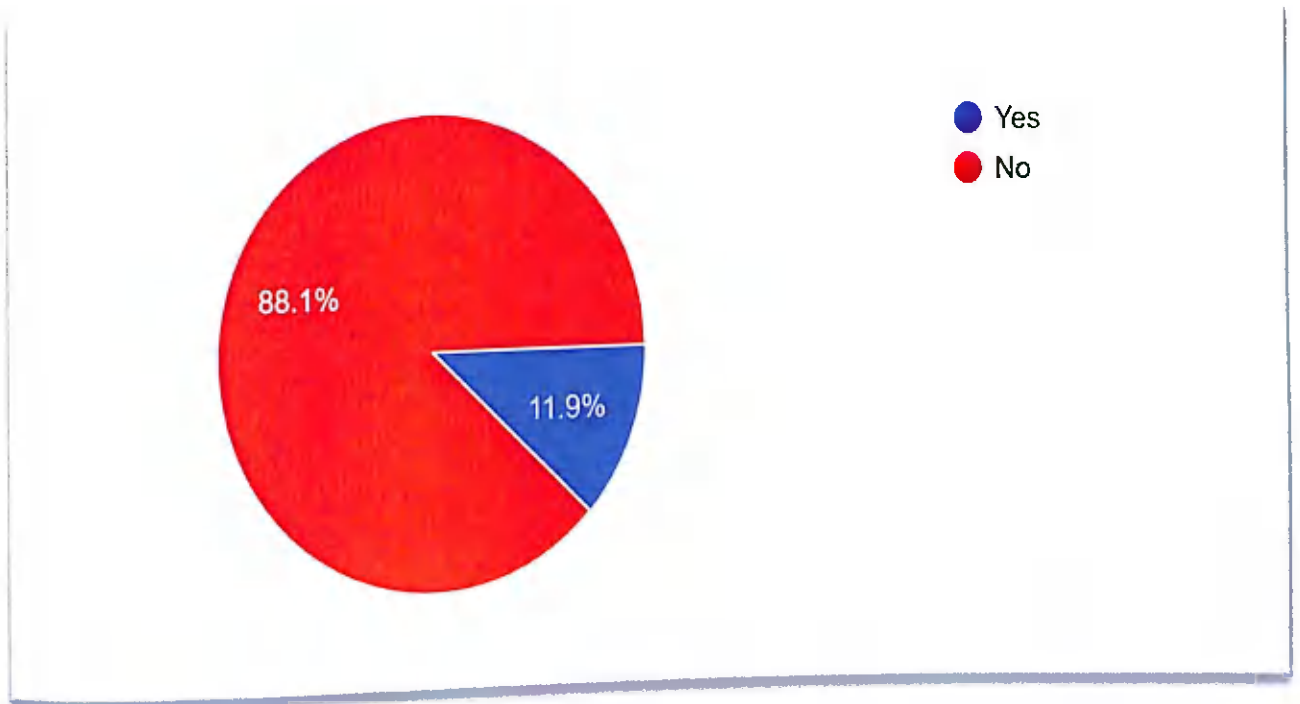


Chart 5.1: Question 5. a)

From the total **120** responses, **88.1%** have said no, it means these respondents are not offended by any brand logo. Only **11.9 %** said yes, it means they are offended by any brand logo or logos.

This question is asked in the context with the current Myntra Logo Controversy. This study shows that **more than 88%** respondents are satisfied with the brand logos, and they don't feel offended with any logo of any brand.

Every coin has two sides, everything has two sides. Just like this, every logo has its own pros and cons. For creating foundation of brand awareness and creating positive image of the organization, your logo should be acceptable by the consumers. Just like Tanishq Ad controversy and Myntra's logo controversy, consumers may file a petition against you if anything is offensive to them.

Q. 5 B). If yes, then by which brand's logo you have felt offended?

by which brand's logo you have felt offended?

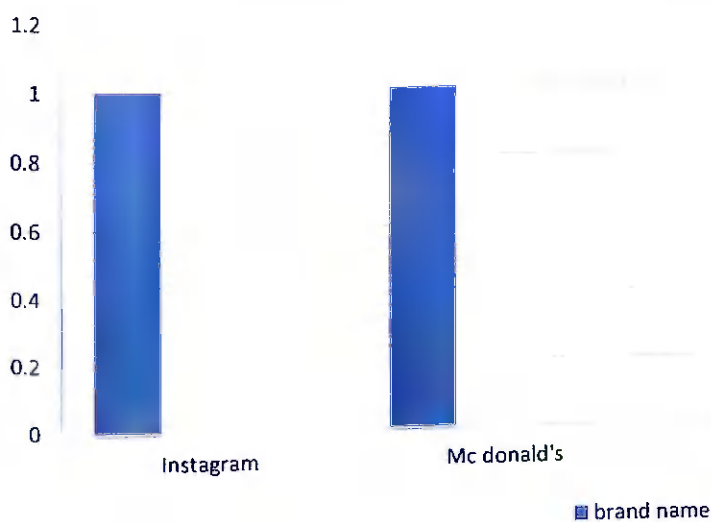


Chart 5.2: Question 5. b)

This question is a sub question of the question number 5 of the questionnaire.

The **11.9 %** respondents who chosen yes as an option, have given answers about – by which **Brand's Logo they have felt** offended. This chart shows that one respondent i.e., **5.6%** of the total responses have said that the logo of **Instagram** makes him/ her offended.

One respondent i.e., **5.6%** of the total responses have said that the logo of **Mc. Donald's** makes him/ her offended. To conclude, I would like to say this is a trigger warning for these 2 brands as some of the consumers have felt offended by their brand logos.

Q. 6 Which brand's logo you like the most?

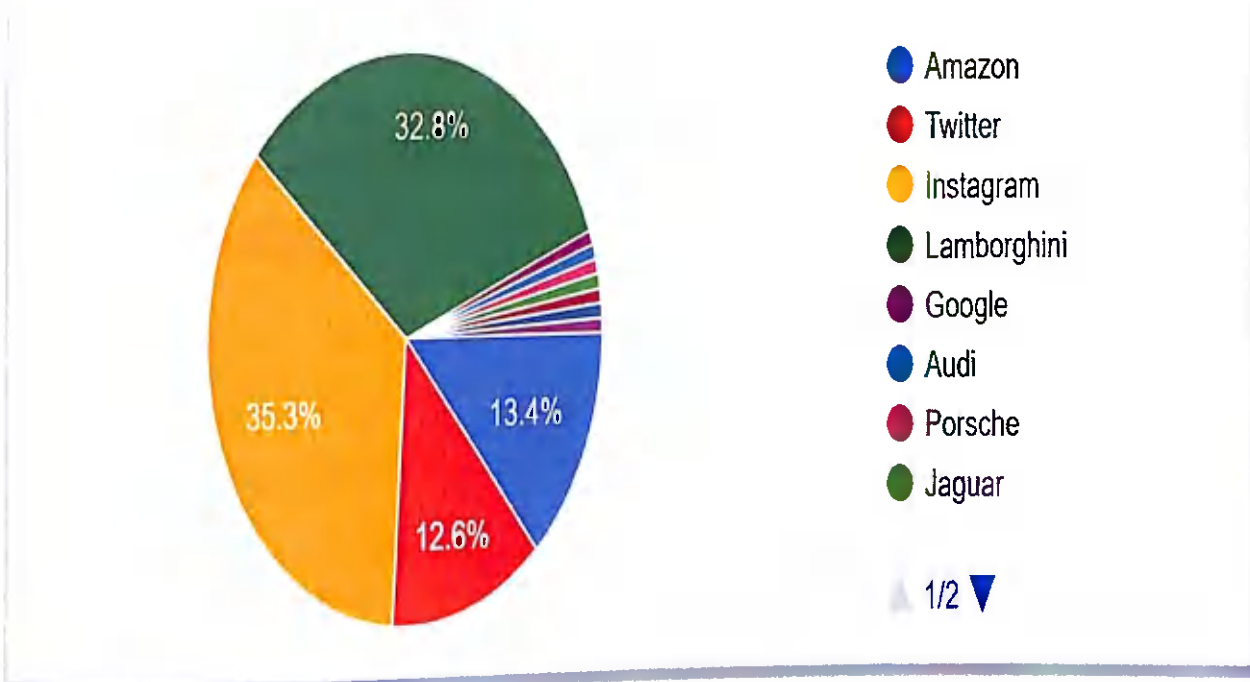


Chart 6.1: Question 6.

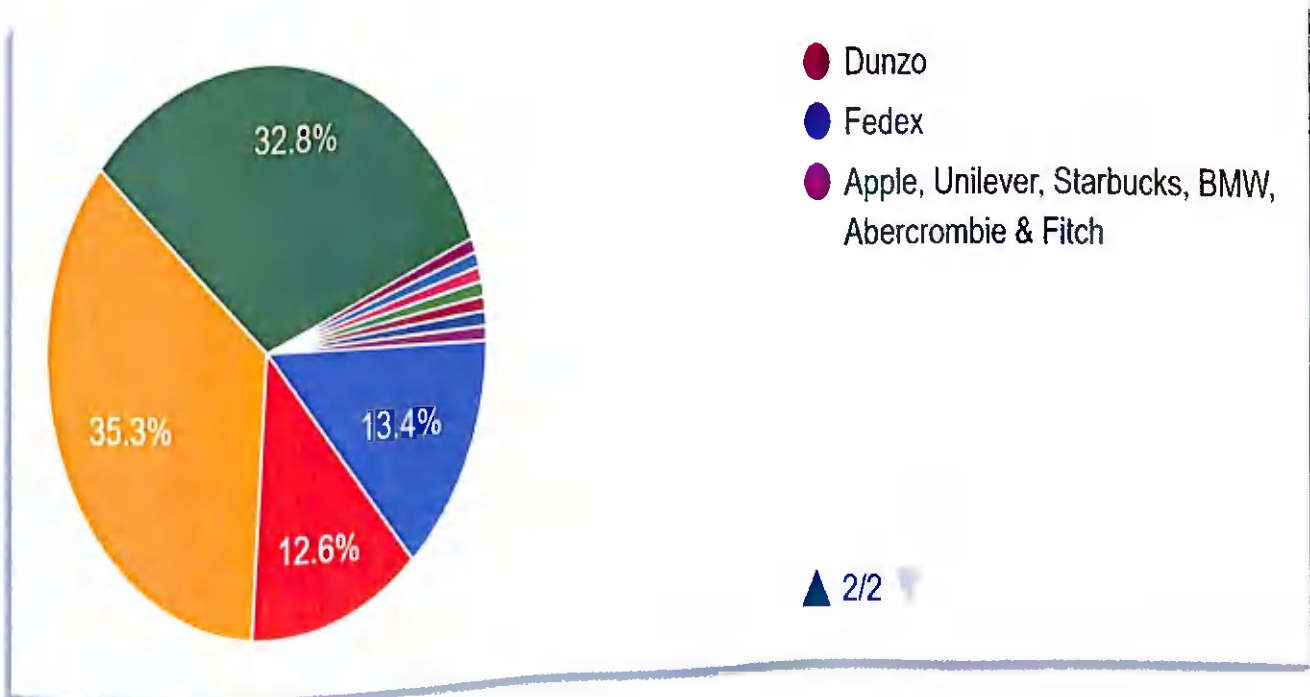


Chart 6.2: Question 6.

This is one type of question which includes **Aided brand recalling method** (where I gave some options to consumers and they have to choose any one option). In question, I asked them which brand's logo they liked the most. And I gave them 4 options i.e. **Amazon, Twitter, Instagram, and Lamborghini**, and also I gave them the option of "other" in which they wrote the names of other brands. So other than the given options i.e. Amazon, Twitter, Instagram, and Lamborghini, some of the respondents have written names like Google, Audi, Porsche, Jaguar, Dunzo, FedEx, Apple, Hindustan Unilever, Starbucks, BMW, Abercrombie and Fitch. So the answer of this question has 2 pie charts i.e. **6.1 and 6.2**. The all options which I gave is included in the chart 6.1 along with other options given by respondents like Google, Audi Porsche, Jaguar.

So, in the **chart 6.1**, From total 120 responses, **35.3%** respondents have chosen **Instagram's Logo** as their favourite Logo. **32.8%** respondents have chosen **Lamborghini's logo** as their favourite Logo. **13.4%** respondents have chosen **Amazon's logo** as their favourite Logo. **12.6%** respondents have chosen **Twitter 's logo** as their favourite Logo. And all other single respondents i.e., **0.5%** respondents have chosen **other brands** like Google, Audi, Porsche and Jaguar.

So, in **chart 6.2**, it includes, people who have selected some other brands than the given options. Other brands in the second chart includes Dunzo, FedEx, Apple, Hindustan Unilever, Starbucks, BMW, Abercrombie and Fitch. All other single respondents i.e., **0.5%** respondents have chosen these brands.

To conclude, I would like to say that the **most liked brand's logo is Instagram's Logo**, with 35.3% votes. And the **Second most liked brand logo is Lamborghini's logo** with 32.8%. It means Instagram and Lamborghini, these two brands are working properly in their logos, as consumers like their logo a lot. There's not much difference in the votes of both the logos. Other two given options were Twitter and Amazon, as they received lesser votes, I can conclude that they still have to work on it. On the other hand, I would like to say that other brands like Google, Audi, Porsche, Jaguar, Dunzo, FedEx, Apple, Hindustan Unilever, Starbucks, BMW, Abercrombie and Fitch are working properly on their logo, as their customer chosen and immediately recalled their brand even when the brand name's options weren't given. While during this research I came across this new 2 brand's names which I haven't heard before. They are **Abercrombie and Fitch**. It means they are somewhere successful in creating brand awareness and recalling.

Q. 7 On a scale of 1 to 5 rate the importance of brand logos for creating brand awareness:

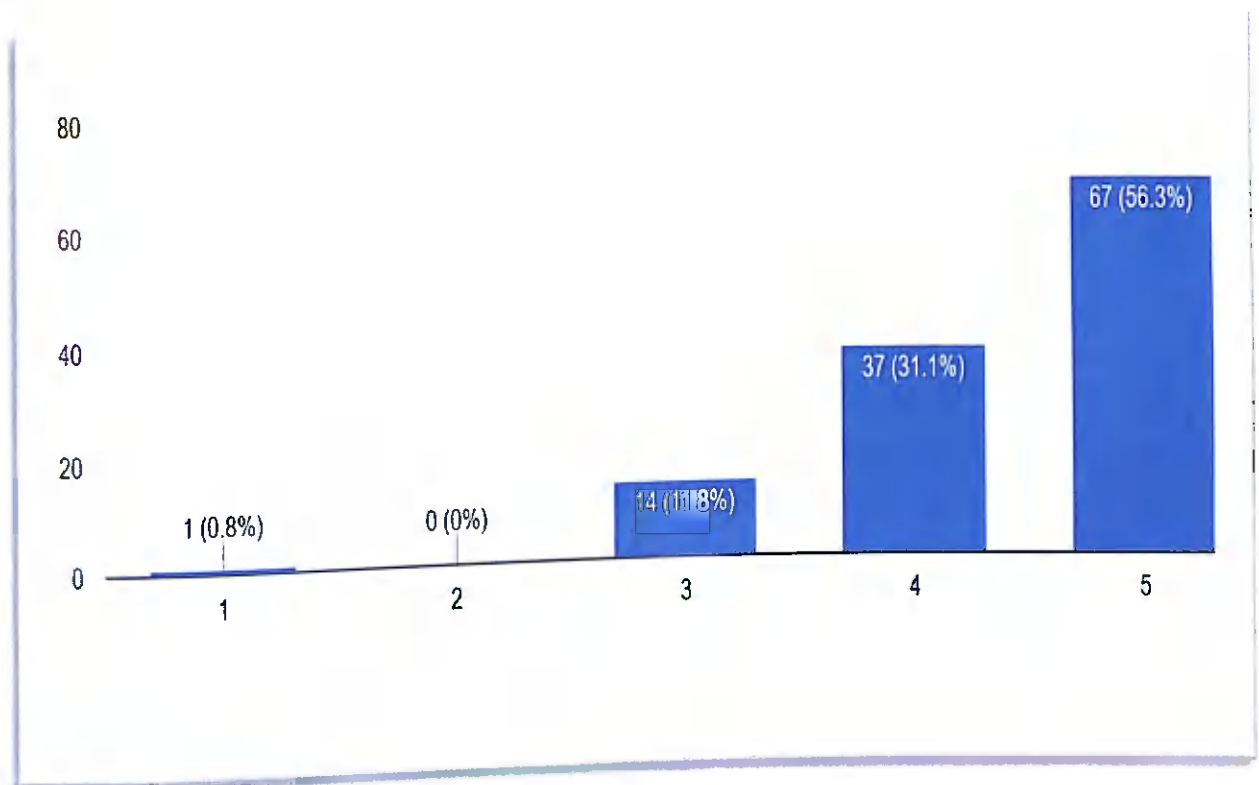


Chart 7: Question 7

In this question, I have used a scaling technique, to know the consumer behaviour. To know the consumer's perceptions about the brand logo and its importance, I asked the question on the importance of logo and told people to scale the importance of the logo from one to five. It's a part of Likert scaling. From the total 120 responses, 67 respondents i.e., 56.3% respondents have rates 5 for the importance. 37 people i.e., 31.1 % respondents have selected 4. 14 respondents i.e., 11.8% respondents have chosen 3. And only 1 person i.e., 0.8% have chosen 1 as an option.

To conclude, I would like to say that mostly respondents have rated 4 and 5 to the importance of logo. And majority lies in positive side. It means, nowadays, consumers actually get affected by these brand elements.

Q.8 Can you guess the brand from this logo?

Given photo in the question:



Answers:

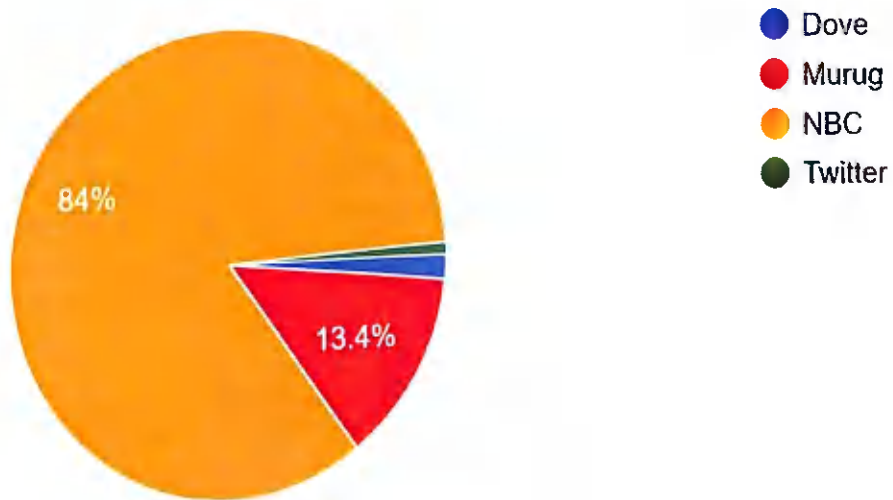


Chart 8: Question 8

To know about the level of brand awareness, I gave some questions to people, in which I gave them the image of the brand logo and asked them whether they can recognize the brand or not. I gave them the above logo, and asked them whether they can recall the brand or not. These questions are very important to know the effectiveness of brand logos in the mind of consumers. The options are selected on the basis of the design of logos, which matches with the given logo. To know whether consumers has any misconception or misunderstand the logo with another brand's logo.

Answer:

NBC - The National Broadcasting Company

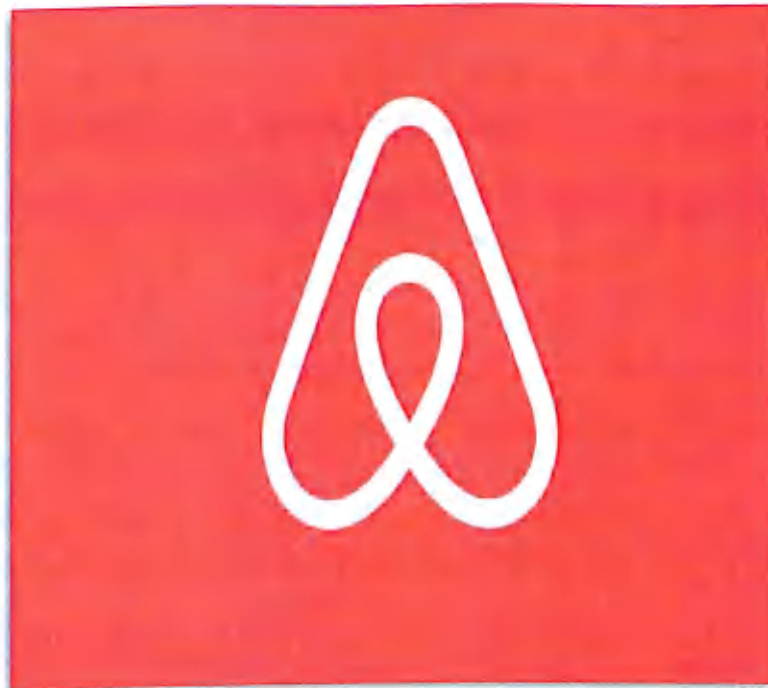
Its most famous logo, the peacock, was first utilized in 1956 to highlight and centralize the network's colour programming. The peacock logo has become the most definitive and distinctive logo for NBC. This brightly coloured peacock, which NBC called "The Bird", was adopted due to the increase in colour programming. As a result, the peacock logo became a marketing tool and branding tool, in the hopes that consumers tuning into NBC would purchase colour TV sets. The peacock logo then became animated and introduced every NBC colour show until a revamped animation appeared in the year 1962.

So, I show them the picture of the logo which has Peacock in it, and has rainbow colours. And gave them names of four brands i.e. Dove, Murug, NBC, and Twitter. From total 120 responses, **84%** respondents have selected option **NBC**, which is the correct answer. **13.4%** respondents have selected option **Murug**, which is the incorrect answer. **1.6%** respondents have chosen option Dove. And last but not the least, only **1%** people have selected Twitter as an option.

To conclude, I would like to say that total **84%** people have strong brand awareness as well as recalling about the brand and its logo. It is such a positive response, yet **NBC** have to work little bit on its logo as other **16%** respondents weren't able to recognize or recall it. **13.4%** respondents have misunderstood its logo as Murug's logo. **1.6%** respondents have misunderstood its logo as Dove's logo. And **1%** respondents have misunderstood its logo as Twitter's logo.

Q.9 Can you guess the brand from this logo?

Given photo in the question:



Answers:

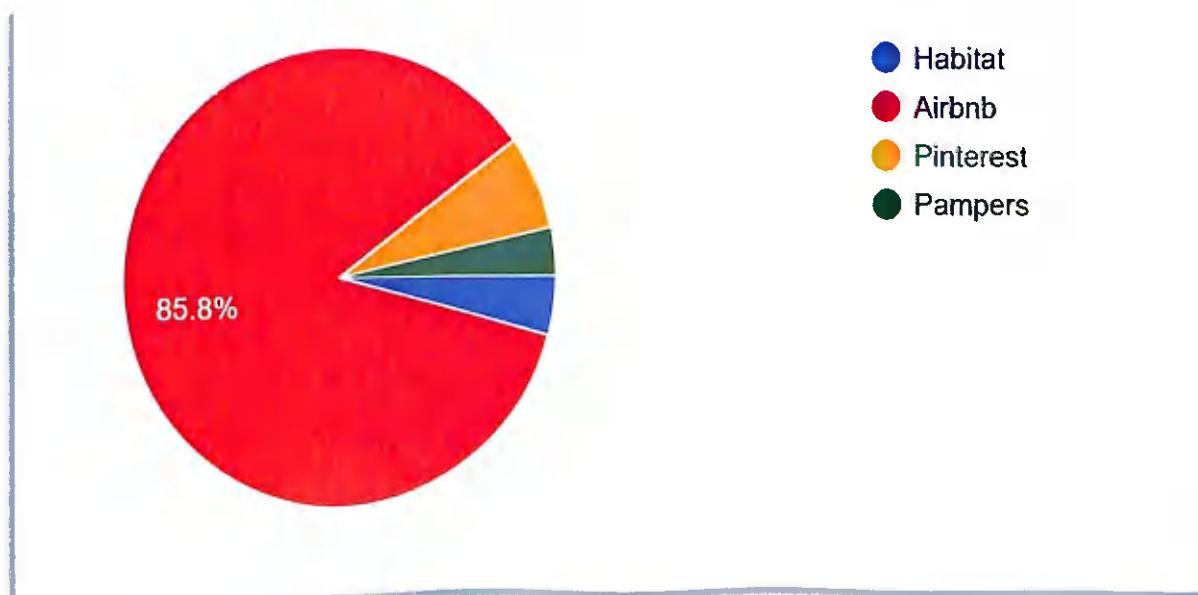


Chart 9: Question 9

To know about the level of brand awareness, I gave some questions to people, in which I gave them the image of the brand logo and asked them whether they can recognize the brand or not. I gave them the above logo, and asked them whether they can recall the brand or not. These questions are very important to know the effectiveness of brand logos in the mind of consumers. The options are selected on the basis of the design of logos, which matches with the given logo. To know whether consumers have any misconception or misunderstand the logo with another brand's logo.

Answer:

Airbnb

The attractive looking Airbnb logo is actually a combination of 4 other symbols. The teardrop shape at the centre is meant to be a person's head, conveying the idea that it is a people-oriented company. This same shape is also meant to represent the shape of a location icon – a symbol that people associate with travel and destinations. The same way that the inner teardrop is represents two different things, the outer upside -down -heart shape of the logo is representing two various things as well. For one, it stands for the "A" in Airbnb. Moreover, to matching the first letter in the company's name, the heart-shaped design of the outward sign is also meaning just what it looks like – a heart symbol that conveys the idea of love and compassion.

So, I show them the picture of the logo and gave them names of four brands i.e. Habitat, Airbnb, Pampers, and Pinterest. From total 120 responses, **85.8%** respondents have selected option **Airbnb**, which is the correct answer. **13.4%** respondents have selected option **Pinterest**, which is the incorrect answer. **1.6%** respondents have chosen option **Habitat**. And last but not the least, only **1%** people have selected **Pampers** as an option.

To conclude, I would like to say that total **84%** people have strong brand awareness as well as recalling about the brand and it's logo. It is such a positive response, yet **Airbnb** have to work little bit on it's logo as other **16%** respondents weren't able to recognize or recall it. **13.4 %** respondents have misunderstood it's logo as **Pinterest's** logo. **1.6%** respondents have misunderstood it's logo as **Habitat's** logo. And **1%** respondents have misunderstood it's logo as **Pampers's** logo.

Q.10 Can you guess the brand from this logo?

Given photo in the question:



Answers:

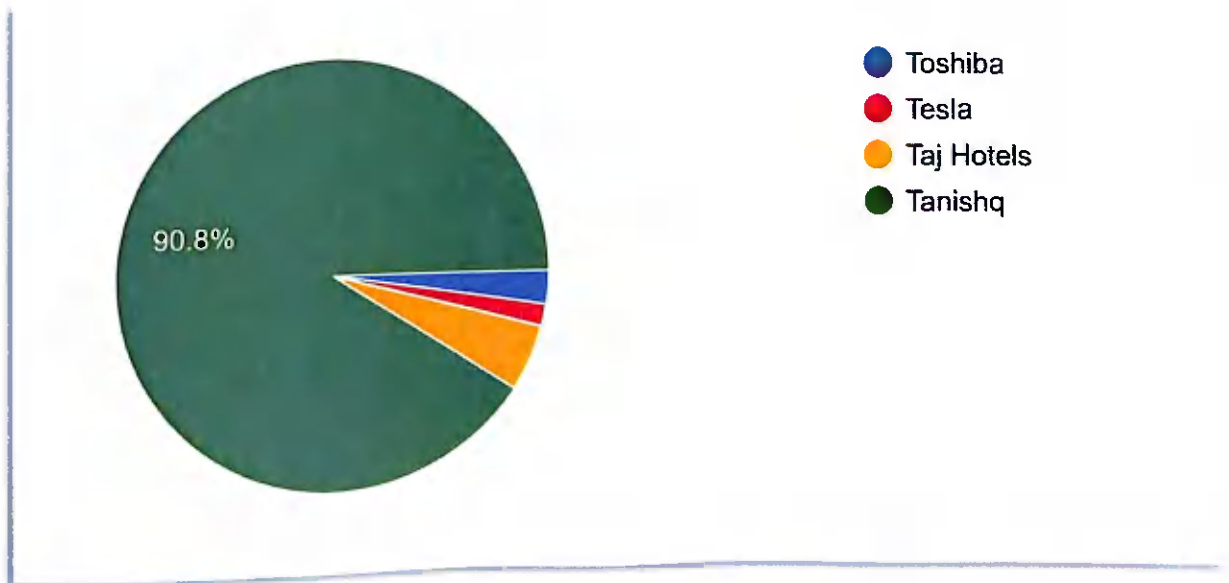


Chart 10: Question 10

Answer: Tanishq

So, I show them the picture of the logo and gave them names of four brands i.e. Toshiba, Tesla, Tanishq, and Taj Hotels.. From total 120 responses **90.8%** respondents have selected option **Tanishq**, which is the **correct answer**. **5.4%** respondents have selected option **Taj Hotels**, which is the incorrect answer. 1.9% respondents have chosen option Tesla. And last but not the least, only 1.9 % people have selected Toshiba as an option.

To conclude, I would like to say that total 90.8% people have strong brand awareness as well as recalling about the brand and its logo. It is such a positive response, yet **Tanishq** have to work little bit on its logo as other 10% respondents weren't able to recognize or recall it. 5.4 % respondents have misunderstood its logo as **Taj hotel's** logo. 1.9% respondents have misunderstood its logo as **Tesla's** logo. And 1.9% respondents have misunderstood its logo as **Toshiba's** logo.

Q.11 There is one hidden logo in this picture, can you guess the brand ?

Given photo in the question:



Answers:

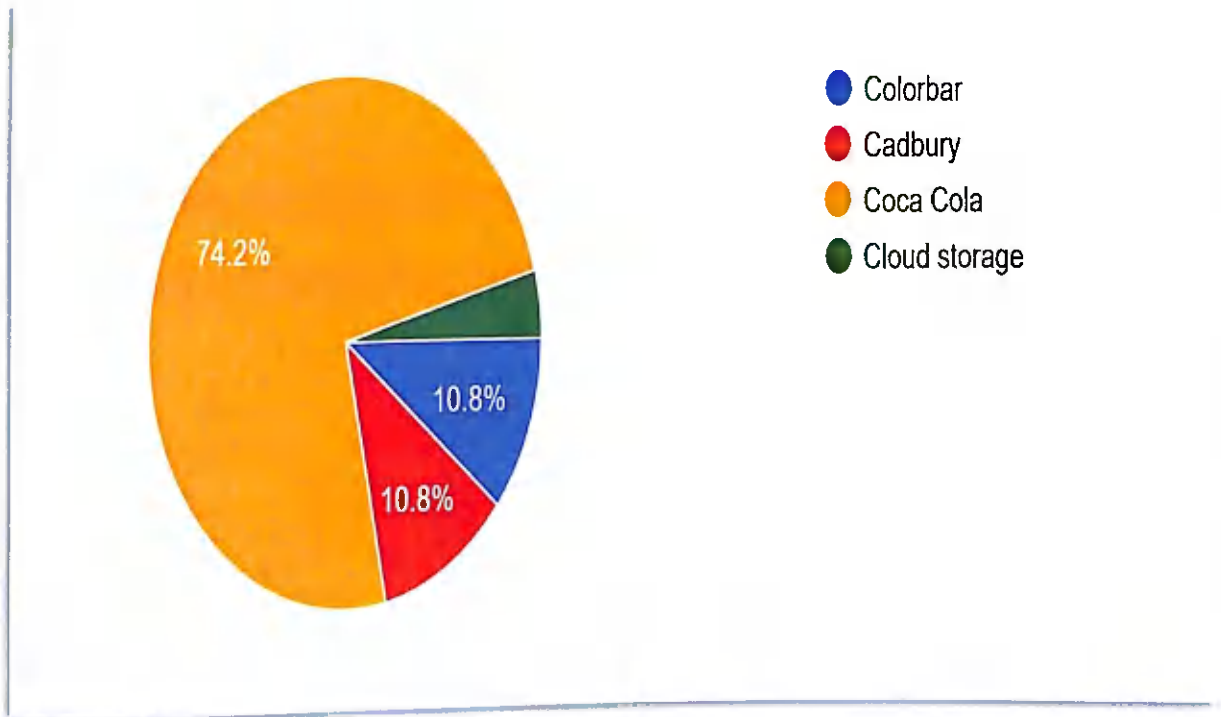


Chart 11: Question 11

Answer: Coca Cola

So, I show them the picture in which there was one hidden logo of the brand and gave them names of four brands i.e. Colorbar, Cadbury, Coca-Cola, and Cloud storage. From total 120 responses **74.2%** respondents have selected option **Coca-Cola**, which is the correct answer. **10.8%** respondents have selected option **Cadbury and Colorbar**, which is the incorrect answer. And last but not the least, only 4.2% people have selected Cloud storage as an option.

To conclude, I would like to say that total 74.2% people have strong brand awareness as well as recalling about the brand and its logo. It is such a positive response, yet **Coca - Cola** have to work little bit on its logo as other 25.8% respondents weren't able to recognize or recall it. 10.8 % respondents have misunderstood its logo as **Cadbury and Colorbar's** logo. And 4.2% respondents have misunderstood its logo as Cloud storage's logo.

Q.12 There is one hidden logo in this picture, can you guess the brand ?

Given photo in the question:



Answers:

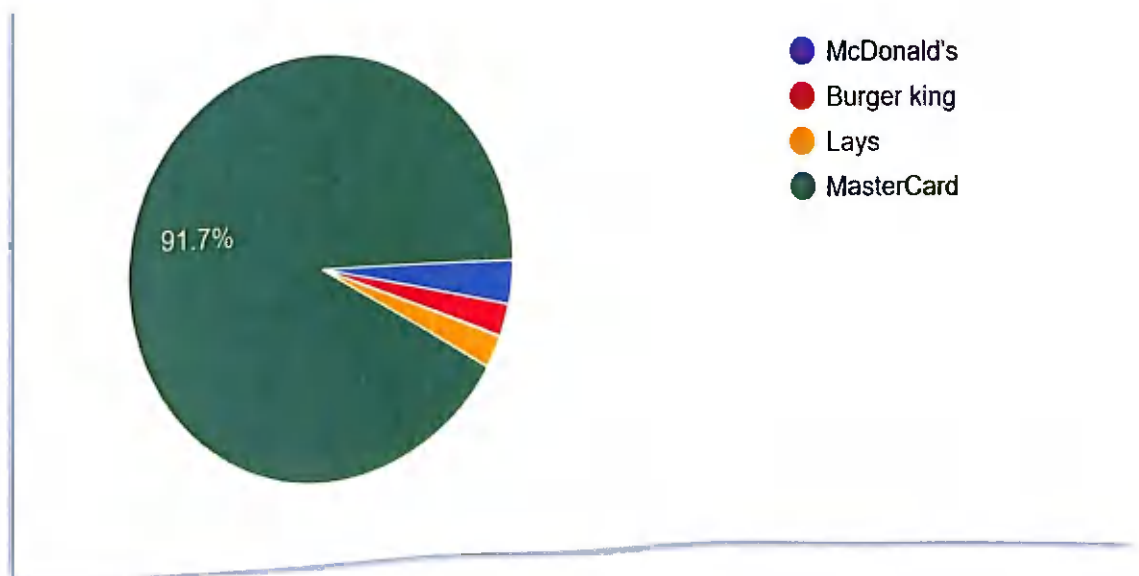


Chart 12: Question 12

Answer: MasterCard

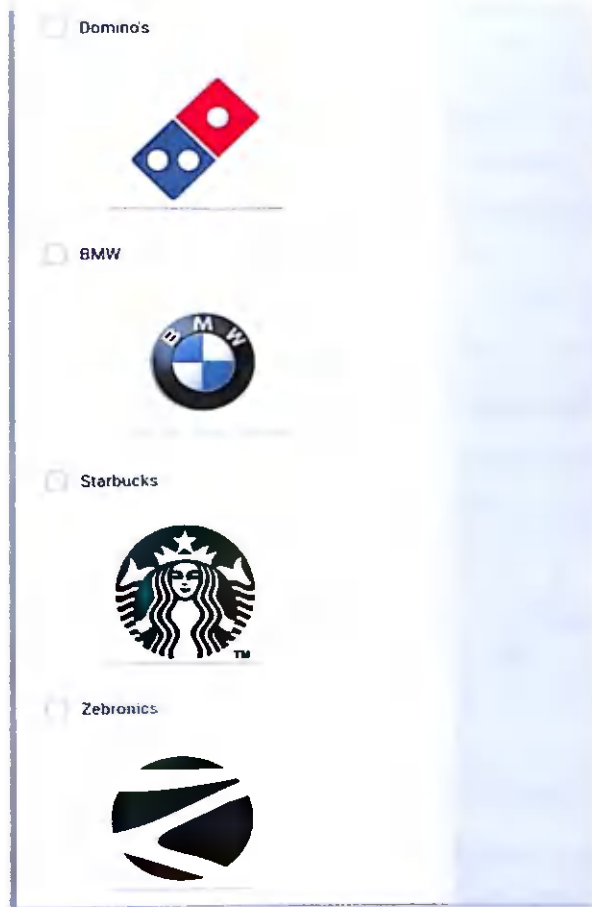
So, I show them the picture in which there was one hidden logo of the brand and gave them names of four brands i.e., McDonald's, Burger-king, Lays, and MasterCard. From total 120 responses **91.7%** respondents have selected option **MasterCard**, which is the correct answer. **6.3%** respondents have selected option **Mc Donald's and Burger King**, which is the incorrect answer. And last but not the least, only 2 % people have selected Lays as an option.

To conclude, I would like to say that total 91.7% people have strong brand awareness as well as recalling about the brand and its logo. It is such a positive response, yet **MasterCard** have to work little bit on its logo as other 8.3% respondents weren't able to recognize or recall it. 6.3 % respondents have misunderstood it's logo as **Mc Donald's and Burger King** 's logo. And 2% respondents have misunderstood its logo as lays's logo.

In the next question, I have given them some logos as options and told them to select one logo which is more creative according to them. This type of question is one of the comparative type questions.

Q.13 According to you, which logo is more creative?

Given photos in the question:



Answers:

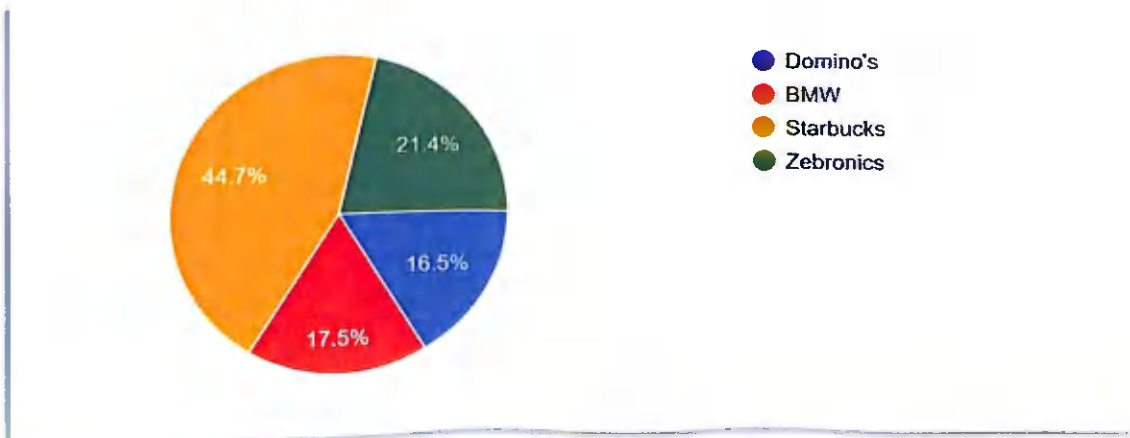


Chart 13: Question 13

In this question, I have given them some logos as options and told them to select one logo which is more creative according to them. This type of question is one of the comparative type questions. From total 120 responses, **44.7%** respondents feel that **Starbucks's** logo is most creative logo. **21.4%** respondents think **Zebrouics's** logo is more creative. **17.5%** respondents have selected **BMW** as most creative logo. And last but not the least, **16.5%** respondents have voted for **Domino's**.

Thus to conclude, I would like to say that Most liked logos in terms of creativity are – Starbucks and Zebronics.

Q.14 According to you, which logo creates "emotional appeal"?

Given photos in the question:

Nike



Amul



Dove



Air India



Answers:

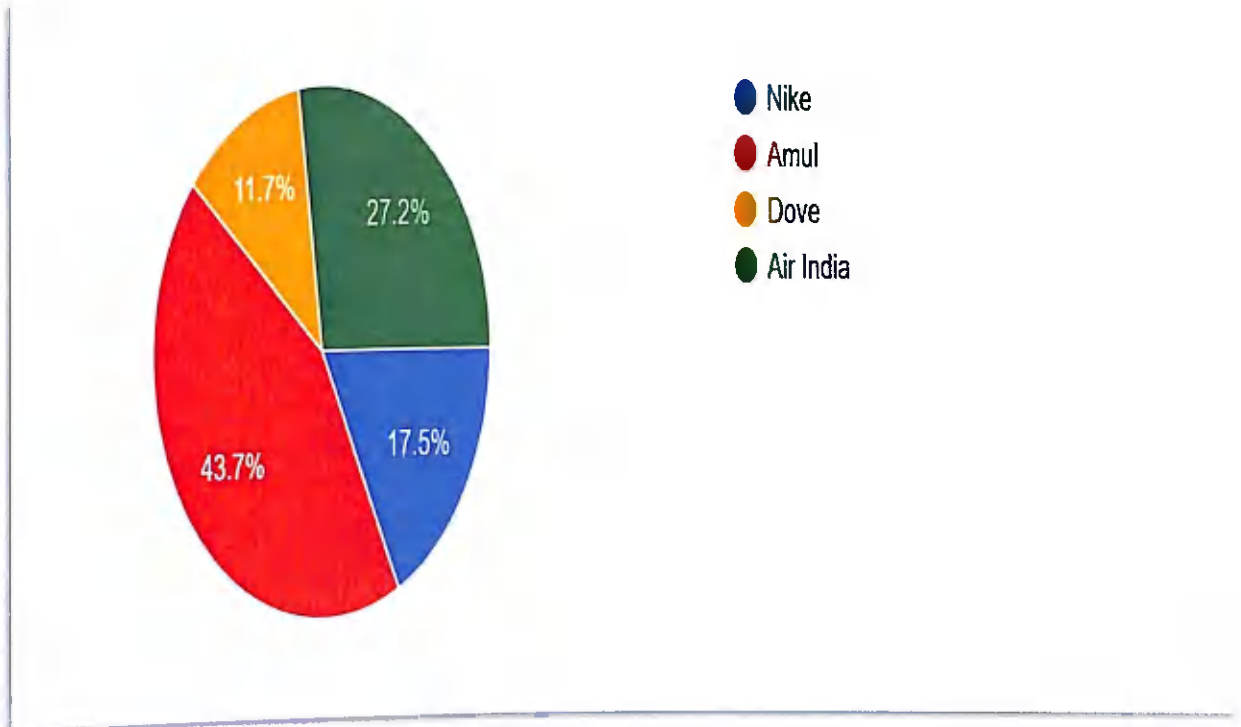


Chart 14: Question 14

In this question, I have given them some logos as options and told them to select one logo which creates “emotional appeal” according to them. This type of question is one of the comparative type questions.

From total 120 responses, **43.7%** respondents feel that **Amul’s** logo creates “emotional appeal”. **27.2%** respondents think **Air India’s** logo creates “emotional appeal”. **17.5%** respondents think Nike’s logo creates “emotional appeal”. And last but not the least, **11.7%** respondents have voted for Dove’s logo.

Thus to conclude, I would like to say that, according to customers, Amul and Air India are Top 2 logo which created higher emotional appeal for consumers.

Q.15 According to you, which logo represents " status symbol "?

Given photos iu the question:

Rolex



Lamborghini



Apple



Louis Vitton



Answers:

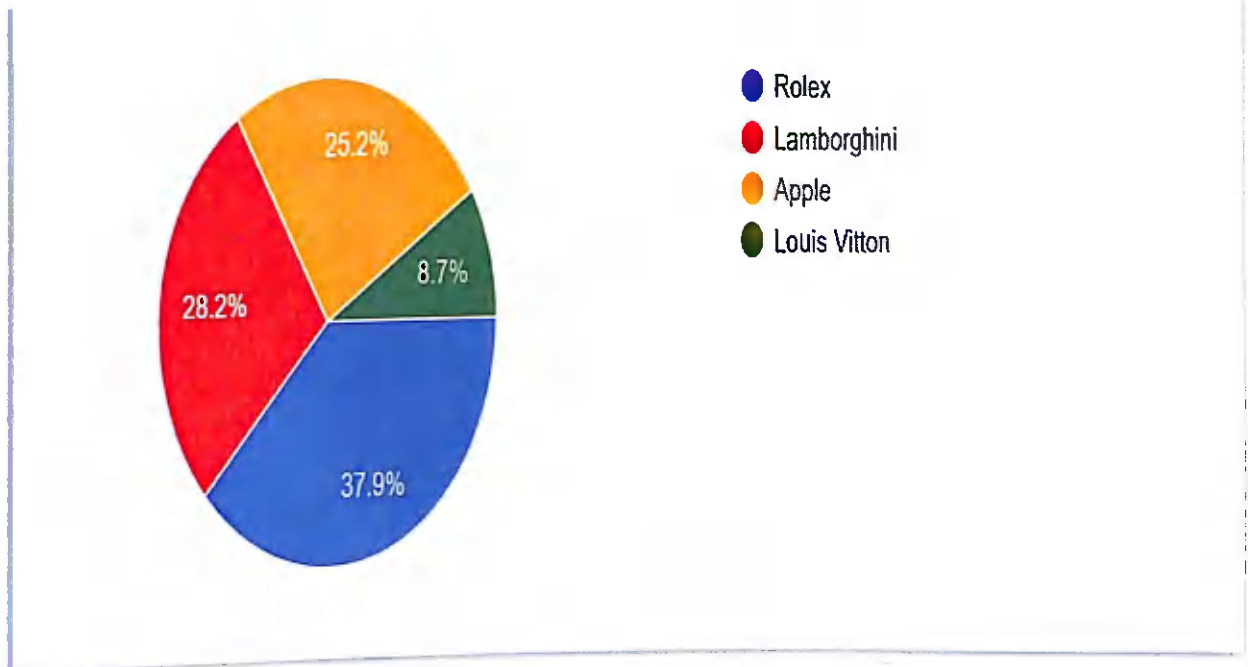


Chart 15: Question 15

In this question, I have given them some logos as options and told them to select one logo which represents “**status symbol**” according to them. This type of question is one of the comparative type questions.

From total 120 responses, **37.9%** respondents feel that **Rolex’s** logo represents “status symbol”. **28.2%** respondents think **Lamborghini’s** logo represents “status symbol”. **25.2%** respondents think **Apple’s** logo represents “status symbol”. And last but not the least, **8.7%** respondents have voted for **Louis Vuitton’s** logo.

Thus to conclude, I would like to say that , according to customers, Rolex and Lamborghini are Top 2 logo which represents “status symbol”. In this question, consumers have directly connected logo’s relation as brand’s identity.

Q.16 Which brand comes to your mind when you see the colour "Purple"?

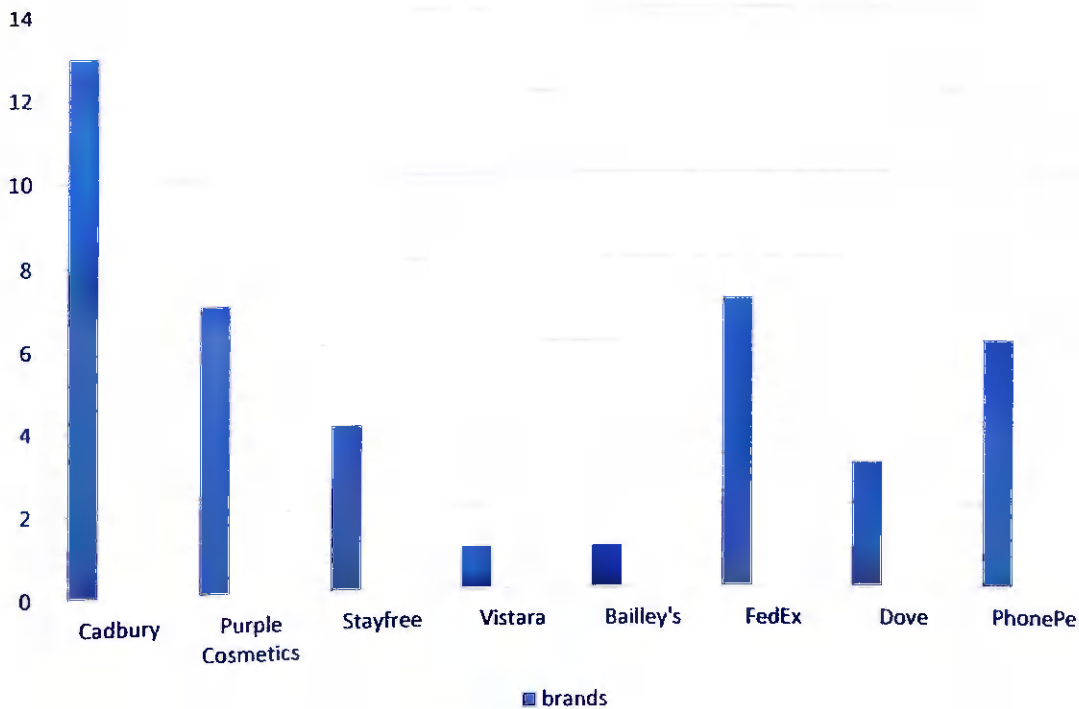


Chart 16: Question 16

This type of question is an example of unaided brand recalling, in which consumers recall the brand without any clue or given options. Most of the people have chosen Cadbury Dairy milk as an option. **It means consumers directly connect Cadbury with Purple Colour.**

But sometimes there may be misunderstandings also regarding colours. For instance – **Dove's logo is actually not purple but people have misunderstood it as purple.**

Q.17 Which brand comes to your mind when you see the colour "Green"?

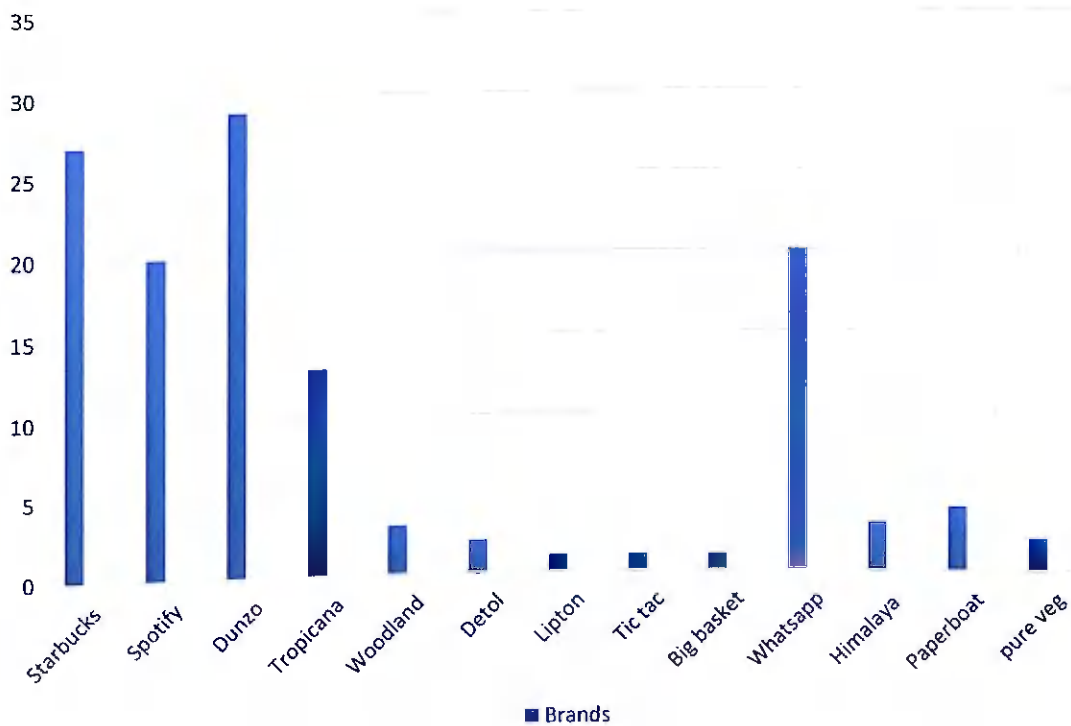


Chart 17: Question 17

This type of question is example of unaided brand recalling, in which consumers recall the brand without any clue or given options. Most of the people have chosen Dunzo and Starbucks as an option. **It means consumers directly connect Dunzo and Starbucks with Green Colour.**

But sometimes there may be misunderstandings also regarding colours. For instance – **Some people have chosen Veg sign as a green logo.**

Chapter 5 : Couclousious & Suggestious

5.1 Conclusion:

- Logos as a visual clue can help organizations to communicate their unique identities and get consumers' attention. Regardless of the significance and pervasive utilization of logos, the logo literature stays fragmented.
- The conclusions of this research demonstrates that organizations and marketing executives need to consider brand logos as most effective and integral tools in the management of brand awareness and recognition.
- Visual image as brand logos offers an undiscovered opportunity more frequently. This study's findings indicate that brands with unique and appropriate logos are more successful at providing self-identity benefits than logos that includes only brand names.
- It concludes that the aesthetic appeal of brand logos fundamentally reinforces customers' commitment to a brand.
- These results clearly show the additional value of utilizing visual symbols for branding purposes.
- **Brand logos helps to create effect on consumer's emotions, loyalty as well as brand recalling.**
- Various elements of Brand logo such as colour, emotions, message and so on helps the consumers to create emotional connection with the brand. And it creates unique identity for the brand. For instance – Consumers have connected Cadbury with the purple colour so it gives Cadbury a new identity.
- From the given questionnaire, I can conclude that the consumers can **directly connect with brand's** personality with the help of logos. (in context with the question number – 14 & 15).

Today's marketplace is very competitive in nature. Organizations have to be particularly clear and firm about what they want their customers to remember about them. This study shows that focusing on the creation & management of brand logos can help a marketer in infinite ways. Logo is a largely used tool in their efforts to strengthen customer –brand relationships and enhance firm's performance.

5.2 Suggestions:

- Organizations and marketing executives need to consider brand logos as most effective and integral tools in the management of brand awareness and recognition
- This research suggests that some of the respondents have a higher level of connection toward brand logos, and they directly connect the brand with its logo.
- The brands which failed to create brand awareness (in context with the questionnaire) will have to work on their logo design and other elements to create more brand awareness and to build good customer relationships.
- Marketer should take care of all the various elements such as symbol, colour, graphics and so on, while creating the logo for the brand.
- According to one of the articles in my review of literature, it suggests that the marketer should take care of the feelings of consumers before redesigning the new logo, as consumers are directly related to the logo.
- Marketers have to make sure that the logo design should not be offensive to the consumers (in context to Myntra Logo controversy).

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- Jonathan Luffarelli, M. Mukesh, Ammara Mahmood, Business Journal of Marketing Research, Published in 2019

Links:

- For Article related to brand logos:

<https://www.dropbox.com/s/s5ijs7xl4c0505u/Tubik%20Magazine.%20Issue%202.pdf?dl=0>

- For Blog on Logo's relationship with brand awareness:

<https://www.8ways.ch/en/digital-news/boosting-brand-awareness-brilliant>

- For the article based on brand logo:

<https://www.greyphin.com/build-brand-awareness-with-logo-design>

- For the impact of logo topic:

<https://www.creativeflowmedia.org/index.php/news/119-how-logos-impact-your-brand.html#:~:text=Attracting%20New%20Customers,greater%20than%20your%20individual%20identity>

- For review of literature:

<https://www.meetcortex.com/blog/the-story-your-logo-is-saying>

7 Appendix (Questionnaire):

Section 1:

1. Name:

2. Age:

3. Gender:

- Male
- Female
- Other

Section 2:

1. How often do you see advertisements using only brand logo?

- Very often
- Sometimes
- Rarely
- Never

2. Do you like various logos used by brands to create brand awareness?

- Yes
- No
- Maybe

3. A). Do you have felt offended by any brand logo?

- Yes
- No

3. B). If yes, then by which brand's logo you have felt offeuded?

4. Which Brand's Logo you like the most?

- Amazon
- Twitter
- Instagram
- Lamborghini
- Other: _____

5. Ou a scale of 1 to 5 rate the importance of brand logos for creating brand awareness.

- 1 2 3 4 5
-

6. Can you guess the brand from this logo?



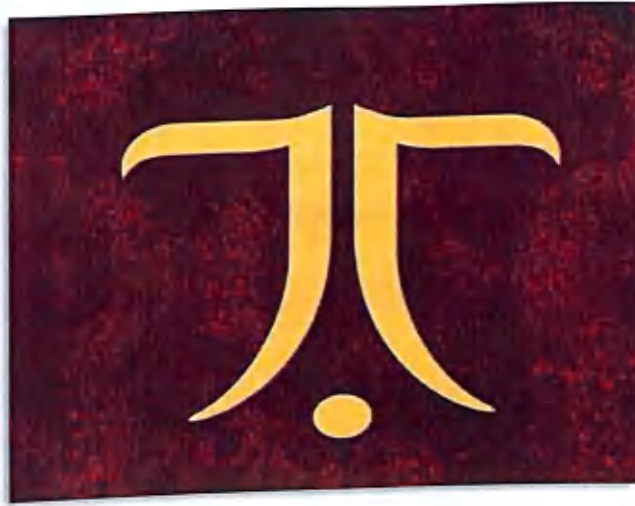
- Dove
- Murug
- NBC
- Twitter

7. Can you guess the brand from this logo?



- Habitat
- Airbnb
- Pinterest
- Pampers

8. Can you guess the brand from this logo?



- Toshiba
- Tesla
- Taj Hotels
- Tanishq

9. There is one **hidden logo** in this picture, can you guess the brand?



- Colorbar
- Cadbury
- Coca-Cola
- Cloud Storage

10. There is one hidden logo in this picture, can you guess the brand?

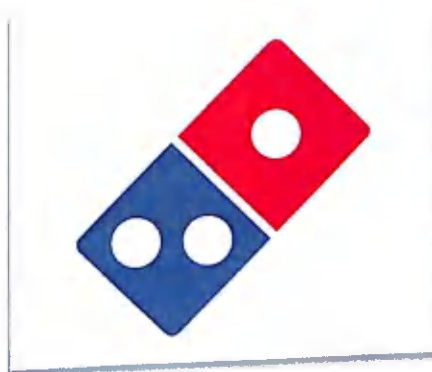


- Mc Donald's
- Burger- King
- Lays
- MasterCard

11. Which brand comes to your mind when you see the colour "Purple"?

12. Which brand comes to your mind when you see the colour "Green"?

13. According to you, which logo is more creative?



Domiuo's



BMW



Starbucks



Zebrouics

14. According to you, which logo creates "emotional appeal"?



Nike



Amul



Dove



Air India

15. According to you, which logo represents " status symbol " ?



Lamborghiui



Appie



Rolex



Louis Vuittou