

Communal Distinctiveness Analysis All the Way through Emblem Expressions and a Few Indispensable Rudiments

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Abstract

The study has attempted to provide information how an emblem can expose a corporate identity with its individual dignity in any anticipations. Logo is the symbol of company's identity. It creates customers' first impression of the company. Logo sends a message to customers about the company's values and creates brand loyalty and Give Company's professional appearance to the market. Corporate logos are intended to be the "face" of a company. Graphical displays of a company have unique identity, and through colors and fonts and images, it provides essential information about a company that allows customers to identify with the company's core brand. A perfect guide of the logo provide extra expectancy for the brand in the mind of target people besides that it helps to established brand value of the company in existent market. Without a guideline there is no substantial material to help with designing, time can be wasted on redoing design work or designs may go off on their own direction, weakening the overall brand. Templates save time as well, with a lot of the basic design work already set out; it can be a simple as just filling in the gaps with new content. Brand Guidelines also give something to support the argument with and something tangible to check back with and making sure the brand is being used correctly even if work is outsources.

Keywords: Emblem or Logo, Communal or Corporate, Perceptual Measurement, Smoothing and Shape

1. Prologue

All these transactions, the organization will in some way presenting itself – or part of itself – to the various groups of People with whom it deals. The totality of the way the organization presents itself can be called its identity. What different audiences perceive is often called image. Product and services becoming increasingly similar, which means that consumers makes purchases on emotional rather than rational grounds. Organizations are forced through changing technologies, deregulations or globalization to change the nature of their business and therefore sometimes there identity has to demonstrate.

The Identity of most company can be divided into three general categories:

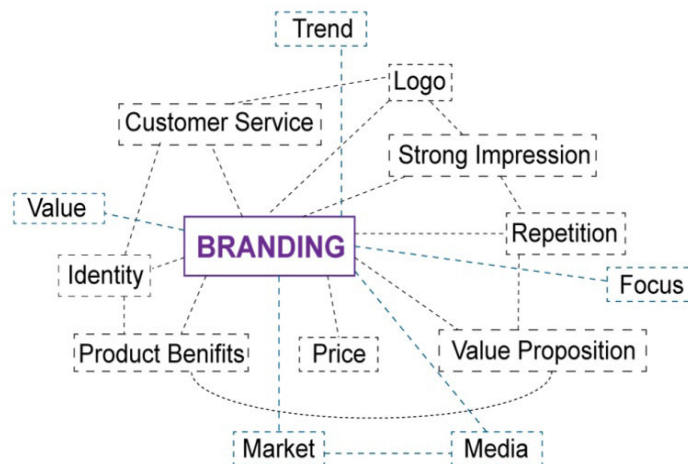
Corporate: This is where the organization uses one name and one visual system throughout all of its interactions. Because everything that the organization does has the same name, style and character, each part supports other.

Endorsed: Most companies grow (at least partly) by acquisition. The acquiring company often eager to preserve the goodwill (equity) associated with this acquisition. Under an endorsed identity strategy, the parent endorses its subsidiaries with the corporate name and sometimes visual style.

Branded: Some companies specially those in consumer products, separate their corporate identity form the identities of the brand they own, for example Unilever. The final customer identifies with brand and other audience (people associated with corporate) the corporation. Brands have names, reputations, lifecycles, and personalities of their own and they may even compete with other brand from the same company.

2. Surroundings on the Cram

Brand: Unique design, sign, symbol, words, or a combination of these creating an image that identifies a product or service and differentiates it from its competitors. Over time, this image becomes associated with a level of credibility, quality, and satisfaction in the consumer's mind. Thus brands help harried consumers in crowded and complex marketplace, by standing for certain benefits and value. There are various types of brand in present market, such as Personal brand – Otherwise known as individual brand, Product brand – Elevating the perceptions of commodities or goods, Service brand – Similar to product brands, Corporate brand – Otherwise known as the organizational brand and others .

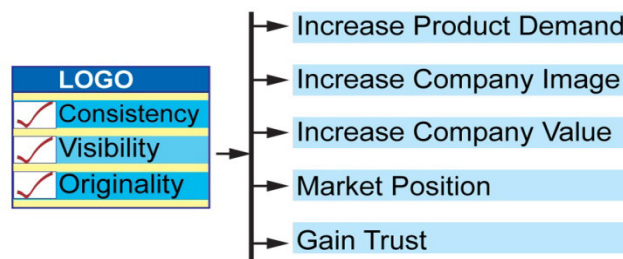


Corporate Identity: Combination of color schemes, designs, words, etc, that a firm employs to make a visual statement about itself and to communicate its business philosophy. It is an enduring symbol of how a firm views it, how it wishes to be viewed by others, and how others recognize and remember it. Unlike corporate image, corporate identity is 'out there' sensory-experience conveyed by things such as buildings, décor, logo, name, slogan, stationery, uniforms, and is largely unaffected by its financial performance and ups and downs in its fortunes. Corporate-identity is either strong or weak (not positive, negative, or neutral like a corporate image) and is more or less permanent unless changed deliberately. The identity (conveyed by its name and multicolored bitten-off-apple logo) of Apple computer, for example, as an innovative and path breaking firm has survived almost intact over about 30 years. But its image as a successful business has dimmed and brightened several times during the same period. See also visual identity.

Every organization carries out thousands of transaction every day:

- It buys & It sells
- It hires & fires
- It makes, It paints, & It cleans
- It promotes
- It informs through advertising, the web and other media and so on.

Logo: A logo -- a small symbol or design used in business marketing -- is usually one of the first visual symbols a company develops in the early stages of planning. It often follows the naming the business and coincides with the development of a company motto or slogan and other visual representations. Having an effective logo can benefit the company. The human mind can easily remember a simple form much easier than a complex one. It's best to use a simple symbol or icon if you plan on building a large business. You probably recognize symbol logos like Apple, Shell and Mercedes-Benz. There are many different types of logos: Such as: Word Mark, Brand Mark, Combination Mark, Emblem and so on



Logo Design: Logo design is an important area of graphic design, and one of the most difficult to perfect. The logo is the image embodying an organization. Because logos are meant to represent companies' brands or corporate identities and foster their immediate customer recognition, it is counterproductive to frequently redesign logos. The logo design profession has substantially increased in numbers over the years since the rise of the Modernist.

Logo Design Process: Designing a good logo require involvement from the marketing team and the design agency or graphic design contest platform. It requires a clear idea about the concept and values of the brand as well as understanding of the consumer or target group. Broad steps in the logo design process might be formulating the concept, doing an initial design, finalizing the logo concept, deciding the theme colors and format involved and should create logo manual for visual communication mater.

3. The Importance of Logos

3.1 The Logo Creates an Image:

In the corporate world, “Image” is everything. A marketing company may like their Logo to be bold, so as to reflect aggressiveness, which is often what a client wants in such companies. On the other hand, an Insurance company’s logo would in all probably reflect solidity and dependability, and use that to draw in customers. However, the market is flooded with Logos, from the corner of a news paper to the moving scroll bar at the bottom of your television screen. It is absolutely necessary, therefore, for a logo to have a meaning, to present something specific and unique to the subconscious mind of the consumer, to set it apart from the rest of the competition.

3.2 The Logo Solidifies Consumer Loyalty:

The work of a Logo goes on even after your Identity and Image has been established. Part of a logo’s effectiveness comes from repetition. As it is known in the business community, familiarity is the key to growing your business. In corporate world, it’s called consumer loyalty or brand loyalty. Once your logo has established consumer loyalty, your next step will be see it repeated as often as possible. Each time your company or any product or service of your company, is mentioned anywhere, your logo should accompany it. Soon, even a glimpse of a part of that logo will be sufficient for your client to relate to your company.

3.3 The Logo is the most Powerful Marketing Tool

With careful marketing, a Logo can become the main reason for sale of a company’s product. For instance, the brand Nike has a tremendous loyalty. It has become a status symbol of sorts, cashing on the image “the best money can buy”. Nike’s marketing strategy has been to associate popular and successful sport persons with the brand, establishing the company as makers of top quality professional sports gear.

3.4 The Logo eestablishes Ownership

A logo is like a signature. It proves your legal ownership and is a legal safe guard against fakes and forgeries. Cheap forgeries of branded product are flooding the markets in the third world countries. For instance, you can get a cheap sneaker with a logo somewhat similar to Nike’s logo, which can boost the sale of that fake. However, is a company reproduces your logo to the tee, you can sue the company is consumer court. Every company already has their own brand, even if they don’t know it, but without a guideline to help define it and keep it consistent among employees and outside sources it is difficult to maintain a brand which is strong and recognizable in the noise of today saturated markets. Consistency as noted above, is important to maintain a strong brand, keeping everything with a similar tone, or design making sure it’s more recognizable, with set rules and guides in place means it’s harder to stray off target. It allows for more time, as without a guideline there is no substantial material to help with designing, time can be wasted on redoing design work or designs may go off on their own direction, weakening the overall brand. Templates save time as well, with a lot of the basic design work already set out, it can be a simple as just filling in the gaps with new content.

4. Critical Literature Review

Brand identity is the consumers perceptions have of the products and services. Companies use numerous marketing tactics to position their brands favorably in consumers' minds. [1] When you are looking to build a strong business or organization, a solid logo and branding design is a must. [2] A logo is a visual representation that appears on company signs, paper and advertisements that customers use to identify your company. The best logos offer more than simple identification: they also give customers a sense of your company's character and values. [3] A brand’s visual identity comprises a logo, a typeface, visuals and/or illustrations, color codes and particular graphic guidelines. It characterizes your brand image. [4] Although this level of documentation is overkill for most small business logos, these large brands understand that if brands are inconsistent in the way their logo appears in different situations, this can be damaging to trust. So be really consistent with how your logo is used. [5]

5. Statement of the Study

Logos provide a comprehensive and consistent feel to their business activities, from packaging to advertising. In a sense, a logo is a visual sales message that can support brand identity. But if it do not follow the basic rules for

developing and protecting logos, it might hurt the efforts to develop a strong brand identity.

Logo often prepares large brand standards in the potential market. Guideline of logo cover the things like:

- Guidance on the different variations of the logo and where they should and shouldn't be used.
- Guidance on modifying the logo and what shouldn't be done to the logo.
- What should and shouldn't appear nearby the logo.
- How the logo should appear in all sorts of different scenarios.

Although this level of documentation is overkill for most small business logos, these large brands understand that if brands are inconsistent in the way their logo appears in different situations, this can be damaging to trust.

5.1 Methodology

This study analyzed and scrutinized by the detailed qualitative integration and the thesis experimentation based on a sample emblem according to progression of the resultant. It is usually maintained through the command and effort of the visual communication whiz in the existing marketplace, and done explore by sectionalized questionnaires in the advertising agencies and corporate client in the local and international market which indicate the clear view and give idea about guideline to maintain brand identity.

5.2 Scrutiny Ground:

The study undergoes the communal identity to the near next expressions in the global and business area as well in any anticipation. First and foremost, a good guide is, well a guide; you have to make rules and some boundaries, but also keep it flexible enough to move forward and change and develop as the company changes and develop. This said here are some of the key areas a brand guideline will include:

6. Amplification throughout the Study

Mission statement: Has to be included what your business wishes to achieve and maintain and promise to its customers and the relevant field.

Tone of voice: A brief description to how the company should represent tone of voice, this may also includes associating words (word banks), to help keep a consistency across different written content.

Be Distinctive: A logo must be distinctive to be effective. If the logo blends into the background, or if the logo is boring and predictable, it won't help create a compelling brand identity. The key is to create something eye-catching by offering something competitors' logos don't. For example, if competing products have monochrome logos, design a colorful logo -- but don't overshoot and create a garish or obnoxious logo, unless that supports the brand identity you wish to develop. Youth-oriented brands, for example, might benefit from logos that seem rebellious or obnoxious in other contexts.

Be Consistent: The logo must remain the same ratio of size, wherever it appears. For example, logo should be the same on window signs, pamphlets, product packaging and company letterhead, as well as in all your advertisements. The goal is to create a uniform brand identity that helps consumers identify your product or service in a flash. In contrast, if you vary your logo's colors or fonts, chances are consumers won't realize the different incarnations represent the efforts of a single company.

Trademark Your Logo: Securing a trademark registers your logo as your intellectual property, reserving your exclusive right to use it how you see fit. It's possible to trademark a logo yourself.

Logo Usage: How the logo should be displayed, size restrictions, space restrictions, colors to use and how it displays on different background and on different colors, as well as what not to do with the logo.

Color Palette: what colors are used in the brand with breakdowns and even hierarchy of colors.

Type Style: the fonts and styles of elements such as headers, sub headers, paragraphs, small text (copyright text for example) and quotes should be considered, along with size ratios to each other.

Image Style: The style of images should be explained and examples of photography or illustration provided to get the general feel of the style. Usually Brand Guidelines are accompanied with a band of general images that may be used alongside the literature.

7. Sample Guideline

Run as the use of sample company name which provide postal service in the globe.

Analysis logo: The symbol of the logo is inspired from Horse and the type style of the logo is like as diagonal shape. Serving man in war, mobility, productivity, agriculture, development of all kinds, the Horse is by far one of the largest contributors to the enhancement of civilization. With such recognition and accomplishments, a vast and diverse trail of symbol meanings is sure to follow the horse's rich history with humankind.

Common Symbolic Meaning of Horses:

Power

- Grace
- Beauty
- Nobility
- Strength
- Freedom



The Horse symbol meanings of power are widespread through most cultures, and it is linked as an emblem of life-force. Diagonal line or shape suggests a feeling of movement or direction. If a feeling of movement or speed is desired, or a feeling of activity, diagonal lines can be used.

The meaning of **colors** can vary depending on culture and circumstances. Color is a form of non verbal communication. It is not a static energy and its meaning can change from one day to the next with any individual. Blue is the coolest color - the color of the sky, ocean, sleep, twilight. A pure blue is the color of inspiration, sincerity and spirituality

7.1 Logo Manual



This logo might be use horizontally or vertically. However designer should be used the logo in horizontal position in major percentages.



The horizontal logo ratio is 3X x 1X and vertical logo ratio is 7X x 5X



Symbol could be use in some usages for visual communication purpose. It might be use in communication materials as a part or symbol of the logo. Different purpose, especially in the size of below 1" of the logo the symbol might be use. The ratio of the symbol is 3X x 4X

7.2 Clear Space

Use symbol from logo to create clear space to ensure the logo has consistent, optimal legibility and prominence, an area of clear space should be maintained around the logo. This distance should, ideally, be equal to the symbol of the logo in position which shows in the diagram surrounding the logo.



Clear Space



Different Size of The Logo



Maximum Size : 5" at the X axis



Minimum Size : 1" at the X axis

Different Size of the logo should be use for different communication purpose. The minimum size of the logo should be one inch (1") for different purpose. But only symbol can be used when you need more minimum size of the logo for communication.

Different Color of The Logo

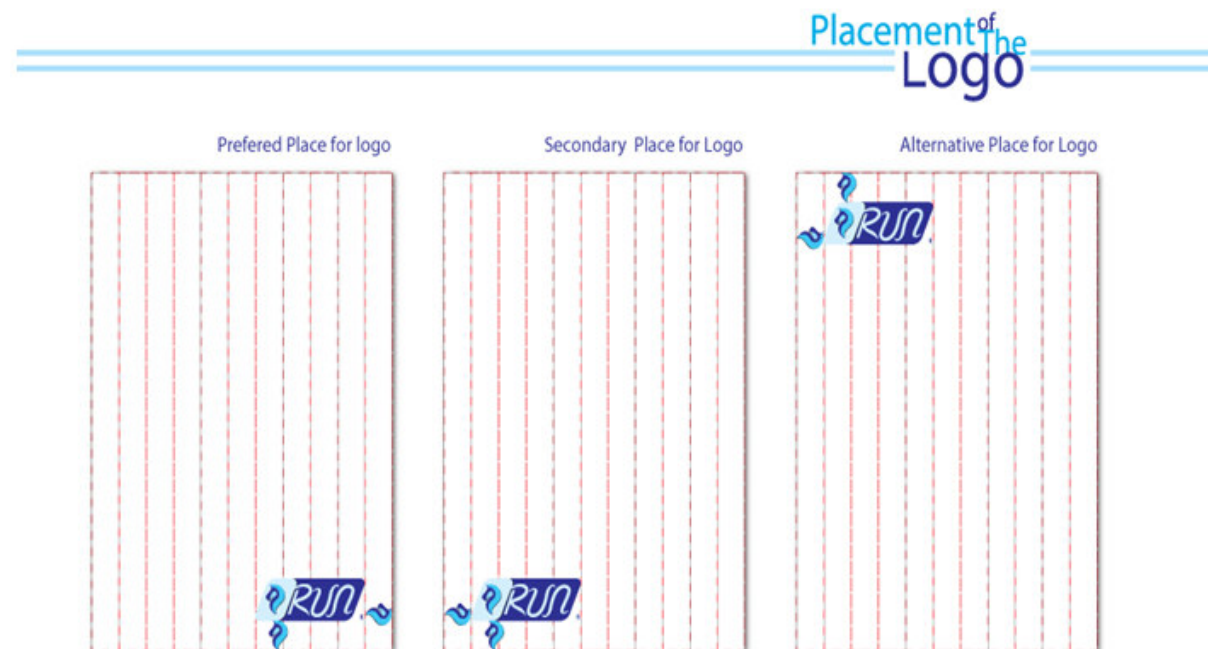


A logo should be simple so that it retains its clarity of design in different contexts. If it is too complicated, its details may be lost when it is reduced in scale. Also, a simple logo design is faster to read, easier to remember and consequently more instantly identifiable.

In some terms, different color scheme might be used for the logo, but main logo (1) might be use in most of the visual communication materials.

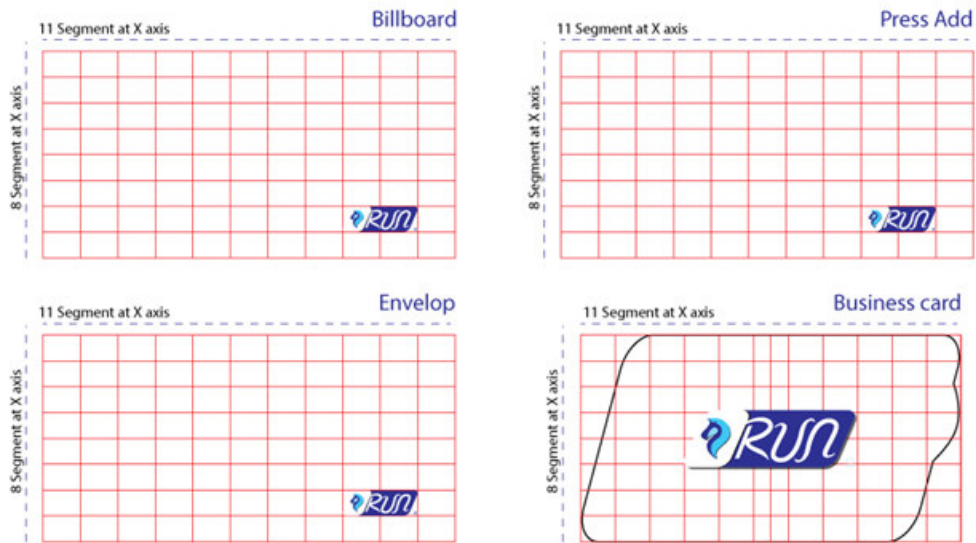


To ensure the identity's strongest impact, do not modify or distort the logo. The uses shown in the diagram are all unacceptable treatments to the logo. Most questions about logo usage will be answered by reviewing the improper examples in the diagram. Logo cannot be rotate or disproportion in size is not been accepted.



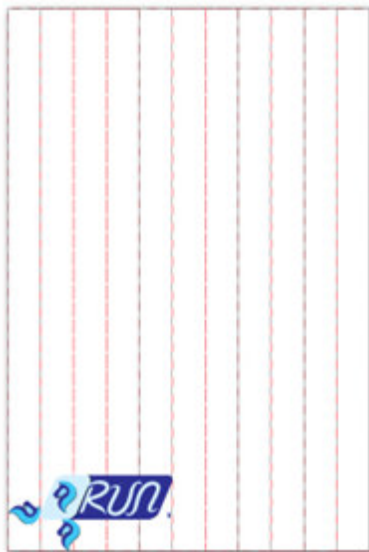
Balance is an essential feature of good design. Graphics, imagery, and text must all be balanced so that each element is able to speak clearly. If you give the logo a distinct presence in the design, it will have greater impact and will not distract from other messages you wish to communicate. Placement of the logo is one of the major factor to give clear message about the brand identity of the company. Here some guideline to place the logo in marketing communication practice which segmented in priority basis.

Placement of the Logo



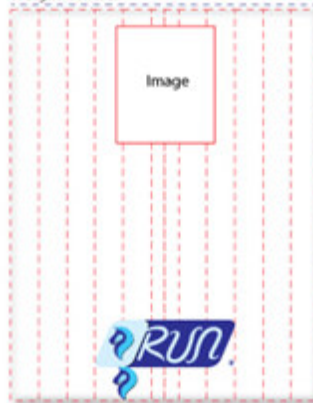
Letter Pad

11 Segment at X axis



ID card

11 Segment at X axis



Logo might be use in middle alignment in the bottom of the company ID card to balance with photo. Balance is an essential feature of good design. Therefore this is an exception in the position of the logo in the guideline.

Graphical Elements

Typography

To help provide a consistent, unified look in the **Run** brand's use of typography, the Anvers typeface should be used on all communications for Run products and services. The thick and thin quality of Anvers' sans serif characters is simple yet distinctive and supports the straightforward, no-nonsense attitude of the Run brand. The recommended weights of Anvers are Light, Light Italic, and Regular. Light and Light Italic can be used for body copy, while Regular is more suitable for headlines or captions. In the case of Word documents or PowerPoint presentations, the Arial font may be used if the Anvers font is unavailable. The Foundry Journal font family is also an acceptable alternative.

Preferred Weight (English)

Vrinda Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Vrinda Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Preferred Weight (Bangla)

Sutonny MJ Regular

অ আ ই ঈ উ ঋ ঌ ঐ ঔ
ক খ গ ঘ ঙ ঞ ট ড ঢ ণ ত থ দ ধ প ফ ব ভ ষ শ স হ ঝ ঞ ঠ ড ঠ ঢ ণ

Sutonny MJ Bold

A Av B C E F H I J
K M N O P R T U W X Z_abcdefghijklmnopqrstuvwxyz

Sutonny MJ Italic

A Av B C E F H I J
K M N O P R T U W X Z_abcdefghijklmnopqrstuvwxyz

Sutonny MJ BoldItalic

A Av B C E F H I J
K M N O P R T U W X Z_abcdefghijklmnopqrstuvwxyz

Selected fonts should be use in marketing communication materials which give a clear idea about the brand of the company

English Fonts:

Primary font is Vrinda Regular.

Secondary fonts are Vrinda Bold.

Alternative font option is Arial family

Color Separation/ CMYK



Color Separation/ RGB



Color Separation/ Gray Scale



Color mode is essential for accurate reproduction of the logo and it maintain clear brand image in the market.

Different color modes:

1. RGB mode (millions of colors)
2. CMYK mode (four-printed colors)
3. Index mode (256 colors)
4. Grayscale mode (256 grays)
5. Bitmap mode (2 colors)

The color mode or image mode determines how colors combine based on the number of channels in a color model. Different color modes result in different levels of color detail and file size. For instance, use CMYK color mode for images in a full-color print brochure, and use RGB color mode for images in web or e-mail to reduce file size while maintaining color integrity.

Vector Based color mode (CMYK)

The CMYK color model (process color, four color) is a subtractive color model, used in color printing, and is also used to describe the printing process itself. CMYK refers to the four inks used in some color printing: cyan, magenta, yellow, and key (black). Vector based color mode should be used for print applications whenever possible. Vector can be scaled up or down without compromising image quality or greatly increasing size.

Web Based Color Mode (RGB)

The RGB color model is an additive color model in which red, green, and blue light are added together in various ways to reproduce a broad array of colors. The name of the model comes from the initials of the three additive primary colors, red, green, and blue. It is 72 DPI. This mode should only be used for web applications and broadcasting media. Using this color mode for any print application will result in poor image quality and inaccurate color

Grayscale Mode

Grayscale mode uses different shades of gray in an image. In 8-bit images, there can be up to 256 shades of gray. Every pixel of a grayscale image has a brightness value ranging from 0 (black) to 255 (white). In 16-and 32-bit images, the number of shades in an image is much greater than in 8-bit images. Grayscale values can also be measured as percentages of black ink coverage (0% is equal to white, 100% to black).

7.3 Using Examples of Logo:



8. Upshots:

The logo gives a distinct presence in the design, it will have greater impact on the corporate identity of the company and it won't distract from other messages you wish to communicate. Logo guidance allows for more time, as without a guideline there is no substantial material to help with designing, time can be wasted on redoing design work or designs may go off on their own direction, weakening the overall brand. An effective logo must:

- meet communication objectives
- reflect company's position
- be unique
- maintain its visibility and its impact on all your material
- be trend-resistant.

Clear space is one of the effective rules to maintain logo positioning with other logo in the marketing communication. In this case, the symbol might be use to create clear space. In my research, I have analyzed that others suggested to use some measurement like inch, centimeter, however here symbol have been used due to it is a part of logo. Therefore you can take symbol very easily from logo to create clear space which gives you accurate measurement. These rules are formalized in a graphic charter (or book of rules) which ensures the graphic consistency of all visual communication materials.

9. Commendations:

A logo should be simple so that it retains its clarity of design in different contexts. If it is too complicated, its details may be lost when it is reduced in scale. Also, a simple logo design is faster to read, easier to remember and consequently more instantly identifiable.

10. Suggested Prospect Study:

In some cases, logo is a combination of text and visual imagery that serves two purposes. It tells people the name of the company and it creates a visual symbol that represents business. Some logos have powerful symbolic

association connected to people's memory. It is difficult to develop a simple, yet strong logo to display on a billboard and a business card. Complex designs may work on a grand scale, but may contain too much detail for a small display. It is equally difficult to create a timeless logo--how the logo communicates the business brand in 20 or 30 years from its creation. To have a logo professionally designed, the business must be willing to invest in an experienced designer that will spend time truly learning what the business represents and create an image that reflects it.

End Notes

After this study, it is clear that logo and its guideline have a great impact to maintain brand identity to the customers. A logo should be convey an immediate and memorable identity and must connect with its target audience in a positive manner. The logo is typically the first thing a reader may notice before reading the text. Logos help in the creation of a brand identity for a company or business because the primary functions of a logo are to inspire trust, recognition and admiration for a business or product. A logo must be simple, memorable, timeless, appropriate and versatile. Guideline of logo covers the things, where it should and shouldn't be used, how the logo might be and what shouldn't be done to the logo. These lessons introduce some of the skills and techniques that will expand creativity in developing original ideas for graphic design, but at the same time if it is not followed properly then company might be loss it's identity to the customers and more time west on preparing marketing communication materials.

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Md. Mehedi Billah received MFA in Graphic from University of Development Alternative, Bangladesh and also accomplished of his B. A. (Honors) in Graphic Design and Multimedia from Shanto-Mariam University of creative Technology, Bangladesh. He is functioning as a Lecturer and Advisor, Department of Graphic Design & Multimedia at Shanto-Mariam University of Creative Technology, Bangladesh and engaged with Navana Furniture Ltd as a visual communication specialist in the department of Business Development, and also joined with BRAC as an animator to develop educational content for last three years. His area of interest is Ultra-Multimedia, Motion Graphics, Visual Scrutiny, Design Management and Illustrational Software Integration. He has some publication in different journal like journal of Education and Practice, Journal of International Affairs and Global Strategy, Journal of Resources Development and Management. He participated in a number of professional Trainings and Workshops and frequently participates as a freelancer to contribute the business phenomenon. He engaged with several types of social and cultural activities. He attained in some of the International Conferences, Trainings and Workshops in Malaysia, Thailand and India.