

An Exploration of Impact of Logo Redesign on Brand Image

Navita Mahajan

*Amity International Business School,
Amity University, Noida, Uttar Pradesh, India*

Abstract

The simplicity in an abstract logo design makes it easy to reproduce whatever format it may require. The complexity in its message makes it appealing to customers and balancing both simplicity and intricacy is the key to the harmonious look of logo. Customers can easily distinguish an abstract logo from any other style; the reason why a certain logo stands out and recognizable even far away. This research paper has helped to find the impact of logo redesign on brand image, when the company or brand changes their existing logo or brand name to suit with the logo. Why the brand have to change the logo time to time. Through questionnaire in this study, it has been found that with customer's favorite logo, why and for how long they have been attach with the particular brand which they love.

Keywords: Logo, Brand, Design, organization, change

Introduction

Logos have long been the most publicly recognizable branding a company can have – many are instantly identifiable from across a highway or grocery aisle and can heavily influence consumer behaviors. Today, to identify a firm or brand. Logos, as part of overall brand meaning, provide differentiation and influence choice. Logos help a brand two ways. First, they can be used in conjunction with the name to speed recognition of a brand. Second, a logo can be used in place of the name when there is a space or time constraint. Logos may need to be changed due to changes in the company name, some of reasons that indicate that its time for logo renewal, are ***It makes people think they traveled back in time:*** Trends and tastes change, and that can affect perceptions of logo. What was once modern and compelling can lose its power over time. When people see a logo that looks outdated, they perceive an

organization as out-of-touch with modern best practices. A good rule of thumb is to at least *consider* updating your logo once every five years.

It doesn't represent evolution we grow your organization based on opportunities and strengths. That means we may not be the same business as when you started, as a result, logo no longer accurately reflects what we do and who we do it for.

It's not in synch with rebranding May be business hasn't changed but how we present it to the world has, through a rebranding or repositioning effort. Our logo is a brand reflection and we always want them to be on the same page. Even if we still like our logo, it's a good idea to give it a polish as part of our overall rebranding effort.

There's no definitive time when we should redesign our logo. But we can probably take a hard look at it and intuition will tell us if it's time for an update. If we look at our logo and it just doesn't represent who we are as an organization—today, at this very moment—we might want to think about making some changes. Having a strong image that represents our brand that people can easily visualize when someone mentions our company name certainly won't hurt your business. On the other hand, having a generic or dusty logo that turns off potential leads just might.



There are reasons and circumstances that should be taken into consideration in redoing company logos.

Confused Identity : A company symbol should clearly convey the brand identity of the business into people's mind. If it complicates with the image that the organization wants to portray, then the company might consider the thought of changing its emblem.

Transition in Ownership: With the downturn of economy, corporate merger is common among businesses in order to survive. To better inform the customers about the major transformation in ownership, the company may unveil a new graphical design. This action can notify its customers about the major changes.

Change in Focus: Transformation in the area of focus and expansion in corporate operations both require "fresh" business identity—an identity that can definitely lead

to the modification of the company's logo that represents the corporate's business characteristics and purpose.

Customer Dissatisfaction : There are times when customers have something to say about a particular business emblem. Their reaction on this issue may influence a company and may also be considered. If there are major public clamors regarding this matter, then the business should tweak its corporate symbol.

Definitely, logo redesign is challenging because of its strong implications to the company's brand image.

Objectives

1. To study the impact of logo redesign on brand image.
2. To study the need of logo redesign on brand image.
3. To study the factors influencing logo redesign on brand image.

Type of Research

A detailed questionnaire was designed for survey and fact-finding enquiries of different kinds. The major purpose of this kind of descriptive research was description of the state of affairs, as per its existence. In social science and business research we quite often use the term Ex post facto research for descriptive research studies. The main characteristic of this method is that the researcher has no control over the variables; he can only report what has happened or what is happening. Most ex post facto research projects are used for descriptive studies in which the researcher seeks to measure such items as, for example, frequency of shopping, preferences of people, or similar data. Ex post facto studies also include attempts to discover causes even when they cannot control the variables.

Sample size: A sample size of 200 was selected for this study and range of sample includes different age groups.

Data collection

Both the primary and secondary sources have been used for purpose of data collection. A random sampling was done from the entire consumer in Delhi/NCR region as well as online data was collected. The questionnaire was distributed to people and was analysed how much redesign of logo effect the brand image.

Analysis of Data

Analysis is the process of breaking a complex topic or substance into smaller parts to gain a better understanding of it. The technique has been applied in formal concept is a relatively recent development. It is the process of placing data in order form,

combining them with existing information's and extracting meaning from them. Interpretation is the process of drawing; conclusions from the gathered data in a study.

- It was found that 50% is between 20-30 age, 30.6% is between 30-40 age with the survey sample of 150.,with the majority of the Respondents are falling in the Age group of 20-30s.years.
- It was found out that most of the people like Vintage with 34.67% and after vintage, sporty look follow up with 26.67%. With 70% people like more traditional trends and less current trends, as found in study.
- It is found during the research that more of the people they just like the Cubicle with clear word which is easier to remember while recalling the brand name.
- 40% People like more BOLD written style than the light, scripts, or even custom letter, however only 15% people like light coloured logo designs.
- Asked on the question, if your favourite logo were to be redesign, what would be your first perception, 60% people accepted the new logo re-design.
- The colours preference given by people was maximum to white, black, red, metallic, green, silver and golden.
- It was revealed in the study that more number of respondents are attached with their respective and favourite brand logo and brand image falls in 15years+ and 10years+ attachment with the brand.

The study shows that, the most popular brand name in their mind of people are,

- a. APPLE
- b. SAMSUNG
- c. AUDI
- d. MAC
- e. DESIGNER
- f. PIZZA
- g. KFC
- h. DELL
- i. ELLE
- j. MARUTI
- k. HYUNDAI
- l. PARDA
- m. MAHINDRA
- n. SONY
- o. CITI BANK
- p. AXIS BANK
- q. YAMAHA
- r. INTEL
- s. HP
- t. NIKE
- u. RADO
- v. WIPRO
- w. TANISAHQUE
- x. LG

A few good reasons for a logo redesign which were identified include the introduction of a new line of business or product, a shift in the marketplace or consumer behavior, or to target a new audience. Examples of the logo evolutions of some of the best-known companies in the world offer four basic lessons for anyone thinking about a logo makeover.

Example #1: What's in it for you?

Lesson #1: Make sure you know what you'll get in return.

One popular approach major brands including Shell, Nike and Starbucks have taken are to eliminate their names from their logos. It's a drastic move that doesn't make sense for most small businesses, but there is still valuable takeaway here. Take a look:



With this radical step, they hope to gain entry into that elite group of companies that are immediately recognizable by an image alone. Bottom line: their aims are clear.

Example #2: Is less actually more?

Lesson #2: Consider how an updated logo will better convey your core (no pun intended!) messages.

A complex logo design runs the risk of sending mixed, or simply too many, messages to customers. The logo on the far left, below, was Apple's original logo upon its 1967 launch.



When Steve Jobs rejoined Apple in 1998 a completely black logo was introduced, which was later updated to the monochromatic logo now stamped on every Apple product.

Example #3: How far is too far?**Lesson #3: Get input from everyone—not just your fans.**

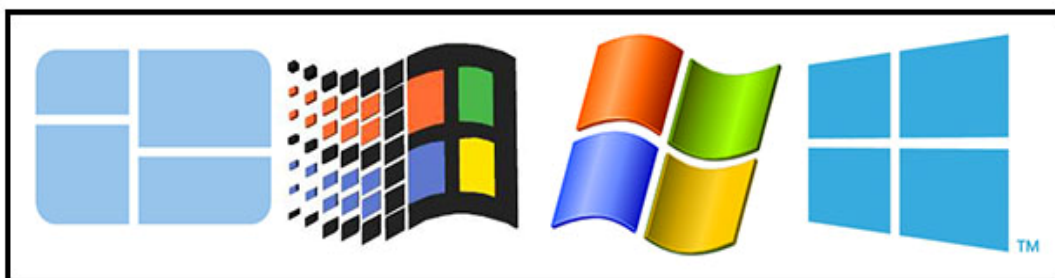
In a quest to reap the rewards of a redesign—whether to achieve iconic status or to clarify a “noisy” logo—companies occasionally go too far. Case in point: as part of an effort to overtake soft-drink superstar Coca-Cola, Pepsi introduced a nameless new million-dollar logo in 2009 that incorporates an abstract white “smile.” Soon after its launch a savvy designer interpreted that “smile” in a way sure to have made Pepsi blush – ouch!



While the impact of this designer’s poke at Pepsi and the resulting negative media attention is impossible to measure, Pepsi’s new logo and accompanying bazillion-dollar rebranding campaign didn’t give the company’s fortunes the desired boost. Pepsi still lags behind Coke. There’s a pretty basic lesson to learn here.

Example #4: What was wrong with Plan A, anyway?**Lesson #4: As the saying goes, “if it isn’t broke, don’t fix it!”**

In 1983 Microsoft Windows first launched with a pale blue rectangular logo with rounded corners – an abstract window. Subsequent logos added color incorporated a sense of movement and took on a flag-like look. Window’s latest logo incarnation appeared last year with the introduction of Windows 8.



It took the company nearly 30 years to figure out that the concept behind the very first design it introduced was actually its best. Whew!

Bibliography

- [1] Dawn Dobni and George M. Zinkhan (1990) ,"In Search of Brand Image: a Foundation Analysis", in *NA - Advances in Consumer Research* Volume 17, eds. Marvin E. Goldberg, Gerald Gorn, and Richard W. Pollay, Provo, UT: Association for Consumer Research, Pages: 110-119.
- [2] Pandiya.D.K.,Brajesh Kumar et al., (2012), A study on customers satisfaction with and preference to Silcher, Assam, *Indian Journal of Marketing*,Volume42, Number 8
- [3] Roland T. Rust, Tim Ambler, Gregory S. Carpenter, V. Kumar, Rajendra K. Srivastava (2004), *Measuring Marketing Productivity: Current Knowledge and Future Directions*. *Journal of Marketing*: October 2004, Vol. 68, No. 4, pp. 76-89.
- [4] Michael F. Walsh, Karen Page Winterich, Vikas Mittal, (2010) "Do logo redesigns help or hurt your brand? The role of brand commitment", *Journal of Product & Brand Management*
- [5] Ahluwalia, Rohini, Robert E. Burnkrant, and H. RaoUnnava (2000), "Consumer Response to Negative Publicity: The Moderating Role of Commitment," *Journal of Marketing Research*

