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THE MOST MEMORABLE CHARACTERISTICS IN 20 FAMOUS LOGO DESIGNS AMONG DESIGN STUDENTS

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ABSTRACT

The purpose of this paper is to identify the memorable characteristics that appear in some famous logo designs that will be compiled as logo characteristic that are easily to remembered. Logo is used and believed as one of the very significant medium for the introduction of a brand and should be remembered. Gerber (2010) said; one of the important criteria should be considered before logo is been designed is how long it will be remembered. Start with the logo that people will remember then it will become famous; this is approved by Henderson & Cote (1998). The research is using pictorial survey study. The pictorial used is a partial design of the famous logos that have been crop using a simple 2 x 2 matrixes puzzle. The logos are purposely and properly crop into partial design that rids-off the original design. The results that have been captured showed positively that every famous logo come with specific characteristic that make it easily recognizable although it's not been fully exposed. Therefore, this study starts with 20 famous logos among design students. The result can be acquired for reference by industry for commercial use. This study also directly contributes to the improvement of knowledge, especially in graphic design logo.

Keywords: famous logo, logo design, logo characteristics

INTRODUCTION

We don't realize that our life revolves around logos. Generally, logo is known as an emblem or symbol that is specifically used by an organization to deliver a message (Kamus Dewan, 2010). The precise definition of the logo is difficult to determine since it depends on the purpose and field of studies of the logo usage (Armstrong, 2009). Stones (2009) also argue that the definition of the logo should not be narrowed and be simplified into static definition; as the technology changes so fast these days in which to produce a dynamic logo design is very easy compared to the conventional method. Even though there are different views and opinions on the definition of a logo, but there is a similarity about the role and function of a logo design itself, which is logo are created to be remembered and to be recognized. This similarity is confirmed by Chase, Hughes, Miriello & White (2008). Naturally, if something is easy to remember, of course, there should be strong elements or strong characteristics that are used to be remembered and if we look into the context of the design of each logo; the most references is to the elements or characteristics that are already contained in a logo design itself .

PROBLEM STATEMENTS

The logo studies by Henderson & Cote (1998) only devote to general logos that are not well-known. The problem with the study by Henderson and Cote (1998); they limit the logo scope category (general logo) and also the source of the logo is only gathered from a certain directory which is taken from the design book. This paper will study different scope; to explore the logo-design element or logo characteristics for 20 famous logos that have been ranked by the local design students. Specifically this study is to explore the logo characteristic contained in each of the 20 famous logos; and second, to determine the logo characteristics that are tend to be memorized in each of the 20 famous logos.

LITERATURE REVIEWS

No doubt there are many literatures mostly emphasizing on the importance of logo-design function especially with the attractive logo. Van Reil & Van Den Ban (2001) believe that attractive logos are easier to remember than a logo that is not interesting. Statements by Van Reil & Van Den Ban (2001), however, are subjective since they did not explain which logo-design elements or characteristics in those examples are more likely to be remembered.

Next, Henderson & Cote (1998) had previously studied the most memorable logo characteristics within general logos. They have found that a logo that uses natural elements in its design is more likely to be remembered. In addition, Henderson & Cote (1998) also suggest that each logo-design should not avoid the repetition elements because these aspects earn the most potential to be remembered and recognized.

However, the study by Henderson & Cote (1998) merely focuses on logos that are generally taken from the design-book directory and the logos studied also are not focused on famous logo.

As recommendations, Henderson & Cote (1998) have advocated other researcher to study on different aspects. Thus, to continue this study, this paper will be focus on the famous logos that are based on the rankings that will be explained later.

METHODOLOGY

Table 1.0 Research Frameworks

RESEARCH INSTRUMENT	QUESTIONNAIRE		
	PARTICIPANT	30 Design Students	100 Design Student
METHOD	Preliminary Survey	Logo Characteristics Survey	Visual Analysis
STAGE 1	To Determine 20 Famous Logos Among Design Students		
STAGE 2		Exploring logo characteristics in each of the 20 famous logos	
STAGE 3		Identify logo characteristics that mostly remembered	Extracting Logo Characteristics
FINDING			Analysis & Evaluation






These studies tend to use qualitative and quantitative approach by implementing the survey method to obtain the desired data. The objective is to explore and to identify the logo characteristics that are contained in each logos, the important process is done in a systematic structure that been emphasized by Bryman (2008) that is also approved by Creswell (2008) so that the relevant data is obtained carefully. On top of this reason, to ensure the two main objectives of this study can be refined, this study has gone through several stages as shown in Table 1.0. There are three stages that have to be passed before the necessary outcomes are obtained.

Stage 1: In this stage, questionnaires were distributed to 30 design-students to recognize 20 most influential logo from the perspective of logo design. This stage is mostly important to determine the selection of 20 famous logos specifically chosen by the design students.

Stage 2: After the 20 logo design were acknowledged and identified by the design students as the most influential logos, the logos then cropped using simple 2 x 2 matrixes square puzzle that will be a simple single, easy recognizable image (refer Table 1.1). The 2 x 2 matrixes square images have been filled up into 4 different set of

questionnaires and distributed to another 100 design students to recognize and to identify the logo characteristics that are contained in these ranked logos.

Table 1.1 Example of 2x2 Matrixes Puzzle from the Original Logo

ORIGINAL LOGO	2 X 2 MATRIXES PUZZLE	
	C1 	C2 
	C3 	C4 

These questionnaire sets have two phases; first phase is to determine whether or not these famous logos are recognizable. In the second phase, questionnaires were more likely to identify the logo characteristics that can initiate the students' minds to memorize the original logo.

Stage 3: In this stage, the questionnaires have been used to obtain the data needed that is related to the logo characteristics that are mostly remembered in these famous logo-designs. The questionnaires that were used in this stage are exactly the same questionnaires used for stage 2 but the result is under control of the second phase. The questionnaires have been formulated to enquire the second objective of this study; to determine the logo characteristics on famous logos that tend to be mostly remembered among design students.

RESULTS

Based on the Table 1.0 above, before the well-known (famous) brand logo is being determined, a survey was distributed among design students to rank the logos from the famous brands. Design students were asked to suggest and rank the most recognizable logo by the famous brands that they can remember. Here are the findings of the preliminary survey;

Table 2.0 Famous Logo Ranking from 1 - 10 Among Design Students

RANKING	1	2	3	4	5	6	7	8	9	10
LOGO BRAND NAME	Nike	Apple	McDonald	Samsung	Yamaha	Petronas	Sony	BMW	Converse	KFC

Table 2.1 Famous Logo Ranking from 11 - 20 Among Design Students

RANKING	11	12	13	14	15	16	17	18	19	20
LOGO BRAND NAME	Vans	Pizza Hut	Proton	Perodua	Toyota	Chuck Tailor	Internet Explorer (I.E)	Adidas	M.A.C	Lenovo

In Table 2.0 and Table 2.1, Nike is ranked as the most famous logo among the design student. While Apple in 2nd place, McDonald in 3rd place, Samsung in 4th place, Yamaha in 5th place, Petronas in 6th place, Sony in 7th place, BMW in 8th place, Converse in 9th place, KFC in 10th place, Vans in 11th place, Pizza Hut in 12th place, Proton in 13th place, Perodua in 14th place, Toyota in 15th place, Chuck Tailor in 16th place, Internet Explorer in 17th place, Adidas in 18th place, M.A.C in 19th place, and the last place is Lenovo. All of these ranked logo data's have been use in the second survey to obtain the famous logo characteristics using the 2x2 matrixes puzzle (refer sample in Table 1.1) above.

This study found a lot of recognizable characteristics from the famous logo. Thus, the logo characteristics are identified. Both results are showed in different set as C1, C2, C3 and C4 (refer Table 3.0).

Table 3.0 2x2 Matrixes Puzzle Recognizable Frequency by 100 person

Logo Brand Name	C1		C2		C3		C4	
	Recognizable?		Recognizable?		Recognizable?		Recognizable?	
	Yes	No	Yes	No	Yes	No	Yes	No
NIKE	17	8	19	6	22	3	1	24
APPLE	6	19	22	3	12	13	12	13
MCDONALD	20	5	22	3	23	2	21	4
SAMSUNG	25	0	23	2	23	2	23	2
YAMAHA	20	5	19	6	22	3	13	12
PETRONAS	17	8	20	5	6	19	11	14
SONY	24	1	17	8	21	4	19	6
BMW	25	0	23	2	8	17	10	15
CONVERSE	22	3	20	5	23	2	19	6
KFC	25	0	23	2	23	2	23	2
VANS	20	5	17	8	19	6	17	8
PIZZA HUT	25	0	23	2	23	2	17	8
PROTON	25	0	23	2	21	4	21	4
PERODUA	8	17	17	8	13	12	5	20
TOYOTA	21	4	21	4	22	3	21	4
CHUCK TAILOR	25	0	23	2	23	2	19	6
I.E	7	16	22	3	21	4	15	10
ADIDAS	8	17	23	2	19	6	23	2
M.A.C	16	9	21	4	12	13	2	23
LENOVO	19	6	10	15	21	4	19	6

C1, C2, C3, and C4 is a different set of image gathered from the 2 X 2 Matrixes Puzzle (refer sample in Table 1.1). The most recognized logo for C1 image pattern is Samsung, BMW, KFC, Pizza Hut, Proton, and Chuck Tailor. The most recognized logo for C2 image pattern is, BMW, KFC, Pizza Hut, Proton, Chuck Tailor and Adidas. In C3 image pattern, the most recognized logo is McDonald, Samsung, Converse, KFC, Pizza Hut and Chuck Tailor. The most recognized logo for C4 image pattern is Samsung, KFC, and Adidas. The most unrecognized logo for C1 is Apple, C2 is Lenovo, C3 is Petronas, and C4 is Nike. The total frequencies of C1, C2, C3 and C4 for both recognize and unrecognized logo is recorded.

The result showed that most recognized logo is KFC and Samsung with 94 people recognized both of the logo, and the lowest recognized logo is Perodua with only 43 people recognized the logo. The design students could recognizes the logo based on certain criteria from the logo characteristic.

Thus, logo characteristics analysis has been done using the results retrieved from this survey. The logo characteristics frequency number is calculated. The characteristics result that help student to memorize the whole logo is shown in the Figure 1.1 below:

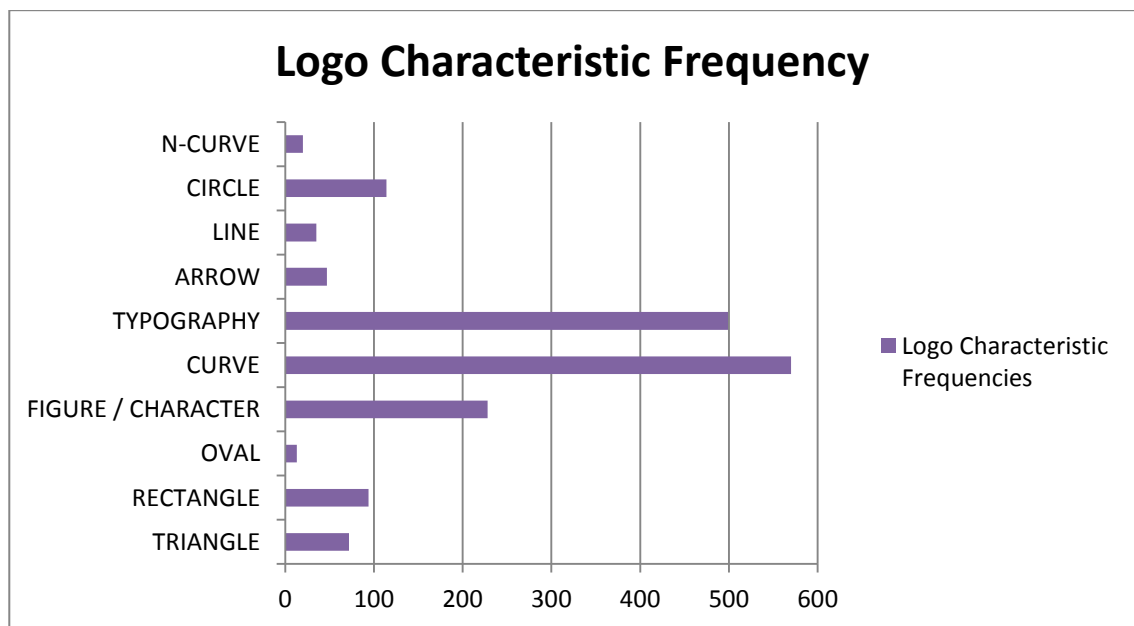


Figure 1.1 Logo Characteristic Frequencies

The top 3 of logo characteristics frequencies that design students can identified from these famous logo are; "Curve" with 570 times, "Typography" with 499 times, and "Figure / Character" with 228 times. The lowest logo characteristic frequency is "Oval" with only 13 times can be recognized.

'Curve' is a character that is most easily identified by the majority of the design students. Interesting characteristic result that needs to be aware is 'oval', and 'circle'; both character does not help the design students (samples) to acknowledge the whole logo even though these characters are also related to "curve".

This phenomenon maybe due to the actual characteristic nature was deconstructed by the 2 X 2 Matrixes Puzzle (refer sample in Table 1.1). Thus, the nature of the original characteristics of the 'oval' and 'circle' has been changed to "curve". Assumption to this contradictory result, the nature of 'oval' and 'circle' were only manifested by these design students who actually seen each fraction of the given logo as a whole image of the original logo. In the other words, the students actually did not answer the question truthfully. These are manifested result and were issued by Foley & Mat Lin (2010) as 'gestalt'; which means the incomplete image will be provided in the peoples mind.

CONCLUSIONS

High ranking logo recorded such as Nike does not necessary mean that it is the most memorable logo among the design students. The most memorable logo among design student is KFC and Samsung. As conclusion, "Logo Characteristic Frequency" (refer Figure 1.1) determined by the design students above can be used as a simple guide to create memorable logo. Logo designers are recommended to include 'Curve', 'Typeface', and 'Figure Image' as the priority logo characteristics if they want to create memorable logos. For future research it is suggested that they should extend the number of logo and look into contradictory similar characteristics such as oval, circle and curve.

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