

LOGO AS AN IMPORTANT ELEMENT OF CORPORATE IDENTITY

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A logo (abbreviation of logotype) is an element of the image of an organization. Logos help promote instantaneous customer's identification and recognition. Being purely graphic symbols logos primarily serve to identify the company in the market. A logo of a certain company is viewed as a guarantee of product quality for consumers. Products with an unknown logo are called «noname».

A perfect logo has six basic functions: the actual (channel, contact between the carrier and the recipient: signs on buildings, signs offices, etc.); expressive (visual message to the company's mission: the identity and characteristics of the company); referential (information about the product: summarizes the characteristics of the company); impressive (an impression of what a person saw: the impact on the consumer); the poetic (the emotional urge, aesthetic perception); metalinguistic (informational message code: verbal and symbolic perceptions).[1]

Logo design has to meet certain requirements such as memorability, versatility, originality, associativity, expression and functionality conciseness, uniqueness, scalability, suitability for reproduction variety, including simple tools.

The term "logo" appeared in the early nineteenth century in typography and was synonymous with "ligature" that is meant to combine two or three characters of typographic fonts. It arose in the Wake of increasing production, which has led to growth of production volume, export growth and competition. [2] By the mid-nineteenth century, the logo is any text cliché that you do not need to dial again. For example, it can be a name of the newspaper. In the XX century a logo became known as the stylized font the font name or the name itself in such a style.

The logo is one of the core elements of the corporate identity of a company. Its role in the recognition of the company and its products on the market cannot be

overstated. It is crucial for a company to choose a good logo at the start of operation because the changing of existing logo is a complex, expensive and painful procedure. Tasteless or primitive content of a logo alienates customers from the cooperation with the company. Well-chosen logo greatly increases the effectiveness of advertising and raises the image of the company. In order to sustain the current level of competition, it needs to be memorable, to represent the firm in the best light and facilitate the selection of services or products among many other competitors.

The first officially registered logo became the abstract logo of the Bass red triangle. (the font in combination with an image of a red triangle).[3] Nowadays many famous brands have very interesting ideas and stories behind their logo.

1. Toyota. Three ellipses in the Toyota logo according to the designer, represent three hearts: the heart of the customer, the heart of the product manufactured by the company and the heart of progress in technology.

2. McDonald's. A Golden letter "M" is an immortal symbol of McDonald's restaurant. In the '60s, McDonald's wanted to change the logo, but the design consultant and psychologist Louis Cheskin insisted that the company left the Golden arches. He argued that customers will unconsciously associate a rounded letter "M" with "breastfeeding". The McDonald's logo remains one of the most recognizable in the world.

3. Mobil. The main idea of the logo Mobil "hidden" in its colors. According to the project developers, the red color represents strength, whereas the blue color symbolizes loyalty and security which the company guarantees to their customers.

4. Pepsi. The idea of the new logo design formulated in the document called "a Fascinating game design." At 27 pages the authors argue that the new Pepsi logo is a kind of "Da Vinci Code". The logo combines Feng Shui, the Renaissance, the theory of relativity and much more.

5. BMW. History of BMW started with aircraft and the logo of the company remains relevant. The blue triangles of the BMW logo symbolize the propellers of a plane in motion, white represent the the sky. In fact, the company played an important role in the Second World War, as was one of the main suppliers of aircraft engines for the German planes. [2]

Therefore, the logo plays a central role in a corporate style. A logo is one of the most important elements of a complex identification system of a company. This is the first visual element that tells the customers about the company. The design of logos and their tight integration into a visual identity system of an organization is one of the most challenging and significant areas of graphic design.

RERERENCES

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