



Logo - An Identity

"Leave trends to the fashion industry-trends come and go, and when you are talking about changing a pair of jeans, or buying a new dress, that's fine, but where your brand identity is concerned, longevity is key. Don't follow the park. Stand out."

- David Airey

Logo designing is a creative process. One has to understand that logo design is not just designing a simple symbol with writing. A logo is much more than just that. The logo is only the beginning. It's a way to communicate culture, diversity traditions, observation and business. Logo is a tool between tradition and modernity. It challenges the designer to distil the essence of east and west and bring out things which is common to all people. You need a corporate identity or corporate design which fits your logo, and the two should form a harmonious oneness. A logo express what the company stands for, it must state its identity and qualities. Logo is a symbol, sign, emblem, insignia, logotype, icon, trademark, hallmark, ensign, cachet etc.

SYMBOL, SIGN & GLYPHS

A symbol is something that stands for, or represents, something other than what it is. The word "symbol" is based on the Greek verb *Symballein*, meaning 'to toss together' or 'to join together'. *Symballein* also suggests a hiding or veiling of meaning.

Symbol making has been a deep seated trait of humans since at least the times of the hunter-gatherers. To give an example, consider the image of an animal - a lion. The lion may be understood as the king of the jungle and in that role it may be associated with courage, fearlessness, strength, royalty and power. The lion is now no longer just an animal, but a symbol of many human qualities.

If it appears on the family crest, the lion may symbolize that family and its ancestors going back in time. The lion symbolize king and his entire dominion. 'Lion' was the nick name given to medieval rulers who had a reputation of bravery, such as Richard I of England.



Who was also known as Richard the Lionheart. And as guardian figures placed outside a palace, a pair of statues may represent superior military prowess and communicate that unlawful entry will be met with devastating attack.

The word logo comes from the Greek and it translates to "word" or "speech" where as the icons also derived from the Greek and used to communicate with pictures instead of words. Other cultures like Babylonian, Assyrian, Mayan, Chinese and Egyptian also used pictographs to communicate words or ideas. So Pictographs considered as early logos. Pictograph started from the ancient civilization when primitive man started depicting daily life scenes like hunting, animals, birds etc on the walls of caves. These primitive symbols are called Archetypes. They have the same meaning in all the cultures and evoke similar associations. Knowing these associations, archetypes can be put to good use when designing pictograms, logos and much more. So pictogram is a graphical symbol. The designs of a pictogram was unambiguous and simple.



Archetypes

According to the Carl Jung (1875-1961), the Swiss psychiatrist and founder of analytical psychology believed that looking at symbol creation would provide a key to understanding human nature. A symbol defined by Jung, is the best possible expression of something that is essentially difficult to explain or know. Investigating the symbols of religious, mythological and magical systems from many cultures and time periods, he discovered remarkable similarities. According to him unconscious divided into two layers. First layer he called as personal unconscious, is the reservoir of material acquired by an individual through his or her life that he or she has mostly forgotten or repressed.

Many inventions and techniques have contributed to the contemporary logo, including cylinder seals (c.2300B.C.E), coins (c.600B.CE). Evolution of logo designing started from the Ancient Greece, when the rulers and their dynasties used to use cipher as a monograms in their coins. Second layer of unconscious named as collective unconscious, which contains cellular memories and experiences form archetypes – or primordial, symbolic images that reflect basic patterns and universal themes that are common to all people. Because of collective unconscious, human have a disposition to react to life in the same way as the human beings who have gone before. He discovered patterns which are distinctly human that structure our minds and imaginations.

DEFINITION OF LOGO

According to the business dictionary,

The word logo defined as a recognizable and distinctive graphic design, stylized name, unique symbol, or other device for identifying an organization. It is affixed, included, or printed on all advertising, buildings, communications, literature, products, stationary, and vehicles. Not to be confused with a brand, this identifies a product or family of products also called logotypes.

According to the dictionary.reference.com

Logo - [loh-goh], noun, plural lo-gos

A graphical representation, or symbol of a company name, trademark, abbreviation etc, often uniquely designed for ready recognition.

A symbol or other small design adopted by an organization to identify its product, uniform, vehicles, etc: "the Olympic logo". Human beings have used such symbols throughout time to convey a succinct message or brief message. In present times, logos tend to be graphical in nature, designed for easy recognition of an organization. It is a tool to build an identity for the organization, as part of its trademark or brand, and to generate favorable thoughts and feelings about the organization.



Logos are important for the company as they are intended to cause a specific action, like a sale. Let it demonstrate in a communication process. The credible company supports an intended sales message to a customer with a need. Thus the company logo represents the company in marketing communication. Logo help in building brand image, whether brand conveys positive or negative image but logo create an image in the minds of your customers, that's why big brands invest in creating logo to build his/her brand image.

References:

Internet: www.logoworks.com; www.boredpanda.com

www.logobee.com; www.treefrog.com

Books

The signs and symbols bible

The World of Symbols: Logos and Trademarks India

By- Sudarshan Dheer

Publisher- Mapin Publishing pvt. Lmt.

A Guide to Careers in Design, Becoming a Graphic Designer

By- Steven Heller and Teresa Fernandes

The Cultural Shift from Words to Picture

By- David Crow

My Collections of Notes

