UNIVERSITI TEKNOLOGI MARA

THE INFLUENCE OF DESIGN CHARACTER ON LOGO RECALL

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ABSTRACT

Logo is an important part of branding aspect especially in creating an identity for the brand. The definition of a logo actually is virtually limitless and cannot be restrict in today's globalized and borderless world. The reason is the growth and evolution of logo design has made a logo being valued not only from the definition aspect, but going further as a medium for communication and conveying messages (Armstrong, 2009). Nevertheless, in theory, a logo must at least easy to be remembered and recognize, as mentioned by Klerkx & Meurs (2006) that a logo design must emphasize on the elements that are easily remembered by the audience and thus, the brand represented by the logo is more well-known than competitors. Once a brand is known, the products will have more sales potential. This, according to Haig & Harper (1997) depends on the role and function of a logo design, which is to be easily remembered. From the basic principle of a logo design that is to make it easy to be remembered, several important questions arises through a research process. The most important question is what is the most significant factor that makes a logo easy to be remembered. As the result, this research focused on design characters exist in a logo design which involve shape, line, colour, typography, and image in finding the most significant factor in making a logo easy to be remembered. There are three objectives outlined for this research. The first one is to explore the design characteristic of logos used in Peninsular Malaysia's SME companies and product. The second objective is to determine which of the design characteristic that are more easily recognize and remember. The final objective is to establish the design characteristic in the context Malaysia. This, to ensure the objectives of this research are achieved, the 'mix method' approach was applied and implemented during this research where qualitative approach was used to achieve the first objective while quantitative approach has helped to achieve the second and third objectives. Positively, the findings from the analysis shows that each of the design character (shape, line, colour, typography & image) used in a logo design is significant to our memorization. From the five design characters, typography is the most significant design character in terms of making a logo easy to be remembered. Finally, this research has a direct contribution in four main aspects. The first one is theoretical contributions where this research has collected various theories from different aspects and field related to design character. The second contribution is in the methodological aspects where this research has produced a new theoretical framework that can be used in future researches. Third, this research has a good practical contribution where it can be use by designer and decision maker as a guide in producing best logo design. Lastly, in the aspect of social contribution, this research can be benefited by the society in understanding the role and function of a logo in our daily lives.

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CHAPTER ONE
INTRODUCTION

1.1   BACKGROUND OF THE STUDY

In our daily lives, consciously or unconsciously, our goods consumption is governed by several factors, and one of them is brand. This is because brand is a promise, ideas and expectations in the mind of every person about a product, service and company (eg Wheeler 2003: 2). Given the tremendous marketing challenge today, there is a need for every company to establish a brand of their own in order to compete and become then choice of the consumers (Kollmann & Suckow 2007: 349).

An established brand will help the company to be remembered and known to the consumers. As stated by Walter Landor, the founder of Landor Associates said that a product is created in a factory, while a brand is created in the mind (Wheeler 2003: 2).In order to introduce a brand to the market, a brand needs to be different so that it can be distinguished from other brand (Kollmann & Suckow 2007: 349). This distinction is also known as identity.

An identity for a brand starts from the logo creation, name selection, and everything else that can differentiate it with other brand (Anderson and Bennett 1988). The most important aspect that builds up the brand's identity is the name and logo (Aaker, 1992). However, when it comes to the factor of ease of remembering, a logo plays the largest role. This is because the percentages of people remembering something visually is higher compared to remembering something verbally like a name (National Geographic, 2007).

In general, current researches such as Davis (2009), Henderson & Cote (1998) and Haig & Harper (1997) in regards to the role of logo gave their opinion that logo is important in introducing a brand. They believethat logo and its design element seem to be one of the factors that make a brand easily recognize. For example, Henderson and Cote (1998) concluded that the design element in a logo would have an effect to a person's memory. Their study of 195 logo shows that there are 13 design characteristic that makes the probability of a person to remember and recognize a logo higher. In addition, their findings (Henderson & Cote, 1998) have become the guide especially by business owners and managers in creating logo for their business.