

UNIVERSITI TEKNOLOGI MARA

**LOGO INTERPRETATION TOWARDS
RECOGNITION BRAND DESIGN**

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ABSTRACT

When it comes to the recognition of a business and its overall visual identity, how a logo is interpreted is of the utmost importance. In order to effectively express a brand's values, mission, and identity to the people that the brand is aimed at, it is essential for the colour, typography, and symbols used in a logo to match with one another. In addition to these characteristics, it should have a lengthy lifespan, be compatible with a diverse assortment of colour palettes, and be straightforward to convert from one format to another. (Nadin M.,1987) The background of the logo is very significant since it affects both how noticeable the logo is and how the viewer perceives it to be. since of this, the background should be given careful consideration. The background should not be distracting or in any way compete with the logo in any way, and it should have a high degree of contrast with the logo in a variety of various lighting circumstances. In addition, the background should have a high degree of contrast with the logo. (Llorente-Barroso et al.,2021) A successful logo should be simple enough to be easily recognized but complex enough to convey the essence of the brand or product that it stands for. It must be adaptable enough to be used in a number of contexts, it must be built with longevity in mind, and it must be produced against a backdrop that bolsters the message and the effect of what it is attempting to express. (Henderson et al.,1998)

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