

FINAL PROJECT TYPOGRAPHY RESEARCH

Typography and Brand's Logo Recognition

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Introduction

Corporate identity relates to the visual aspects of a company's presence. When companies undertake corporate identity exercises, they are usually modernizing their visual image in terms of logo, design, and collaterals (Temporal, 2002). Logo is a graphic mark, emblem, or symbol which commonly used by commercial, or organization. Logos can be categorized into the logo with image, lettering, typograms, or combinations. The recognition in logo is one way of leading consumers in recognizing the brand. This eventually benefits the company.

Logo is one of the primary element that is considered when forming a company. Designer takes the responsibility to design it. Factors to be considered when designing a logo are colors, images, form, and typefaces. They should represent the brand. Some logo designs are successful, while many designs too are not recognizable.

Research Objectives

It is significant for designers and brand owners to know the effectiveness of the logo's elements. Typography is one of the most common elements that is used to present the name of the organization. Besides typography, elements such as color, image, and form would also have a great impact to brand recognition. Therefore, this study will clarify the effectiveness of each element.

Methodology

The project proposes to investigate the effectiveness of logo elements which are typography, color, and image and form. An experiment is conducted.

Sample

The samples of the study were chosen by convenience method. All participants are students at Rochester Institute of Technology. Male and female between 18 years old to 25 years old were selected.

Procedure

The experiment contains with 30 questions. There were 10 questions for each element. The logo used in the questions were selected from the lists *The Top 100 Brands for Millennials* by Business Insider. All 100 brands were listed and classified by the category of the company.

TABLE 1. Lists of the top 100 Brands for Millennials

Rank	Brand	Brand Category
1	Apple	Technology
2	Nike	Sport Fashion
3	Samsung	Technology
4	Sony	Technology
5	Microsoft	Technology
6	Target	Supermarket
7	Amazon	Electronic Commerce
8	Google	Search Engine
9	Wal-Mart	Supermarket
10	Coca-Cola	Food & Beverage
11	Nintendo	Technology
12	Forever 21	Fashion Brand

13	Adidas	Sport Fashion
14	Jordan	Sport Fashion
15	Pepsi	Food & Beverage
16	Starbucks	Food & Beverage
17	American Eagle	Fashion Brand
18	Converse	Fashion Brand
19	Ford	Automobile
20	LG Corporation	Technology
21	Disney	Animation Character
22	Old Navy	Fashion Brand
23	Hot Topic	Fashion Shopping Store
24	Kohl's	Fashion Shopping Store
25	Victoria's Secret	Fashion Brand
26	Hollister	Fashion Brand
27	Vans	Fashion Brand
28	Dell	Technology
29	Levi's	Fashion Brand
30	Under Armour	Sport Fashion
31	H&M	Automobile
32	McDonald's	Food & Beverage
33	Toyota	Automobile
34	Frito Lay	Food & Beverage
35	Gap	Fashion Brand
36	Hewlett-Packard	Technology
37	Aeropostale	Fashion Brand
38	Express	Fashion Brand
39	Macy's	Fashion Shopping Store
40	Best Buy	Technology
41	Chevrolet	Automobile
42	Honda	Automobile
43	Coach	Fashion Brand
44	Kellogg's	Food & Beverage
45	Ralph Lauren	Fashion Brand
46	BMW	Automobile
47	Hershey's	Food & Beverage
48	HTC	Technology
49	Dove	Beauty & Cosmetics
50	Dr. Pepper	Food & Beverage

51	Taco Bell	Food & Beverage
52	Asus	Technology
53	Ebay	Electronic Commerce
54	Whole Foods	Supermarket
55	Chick-fil-A	Food & Beverage
56	Chipotle	Food & Beverage
57	Gamestop	Technology
58	Kraft	Food & Beverage
59	Kroger	Food & Beverage
60	Mountain Dew	Food & Beverage
61	Verizon	Telecommunication
62	AT&T	Telecommunication
63	Barnes & Noble	Book Store
64	Bath & Body Works	Beauty & Cosmetics Store
65	Facebook	Social Media
66	Micheal Kors	Fashion Brand
67	Marvel	Animation Character
68	Pizza Hut	Food & Beverage
69	Valve	VDO Game development company
70	Banana Republic	Fashion Brand
71	JCPenny	Fashion Shopping Store
72	Netflix	Technology
73	Sephora	Beauty & Cosmetics Store
74	Toshiba	Automobile
75	Dodge	Automobile
76	Nissan	Automobile
77	Nordstorm	Fashion Shopping Store
78	Playstation	Technology
79	Puma	Sport Fashion
80	Rue 21	Fashion Brand
81	Costco	Supermarket
82	Gucci	Fashion Brand
83	J.Crew	Fashion Brand
84	Trader Joe's	Supermarket
85	Wendy's	Food & Beverage
86	ACER	Technology
87	ESPN	Sport Application

88	General Mills	Food & Beverage
89	Publix	Supermarket
90	Anthropologie	Fashion Brand
91	Jeep	Automobile
92	Subway	Food & Beverage
93	Axe	Beauty & Cosmetics
94	Calvin Klein	Fashion Brand
95	Carter's	Children Fashion
96	DC Shoes	Sport Fashion
97	Johnson & Johnson	Beauty & Cosmetics
98	Nestle	Food & Beverage
99	Subaru	Automobile
100	Audi	Automobile

Thirty Brands were selected by;

1. Types of elements that are used in the logo.
2. The typography, color, or image and form are not same as other logo.
3. A variety of brand categories are chosen.

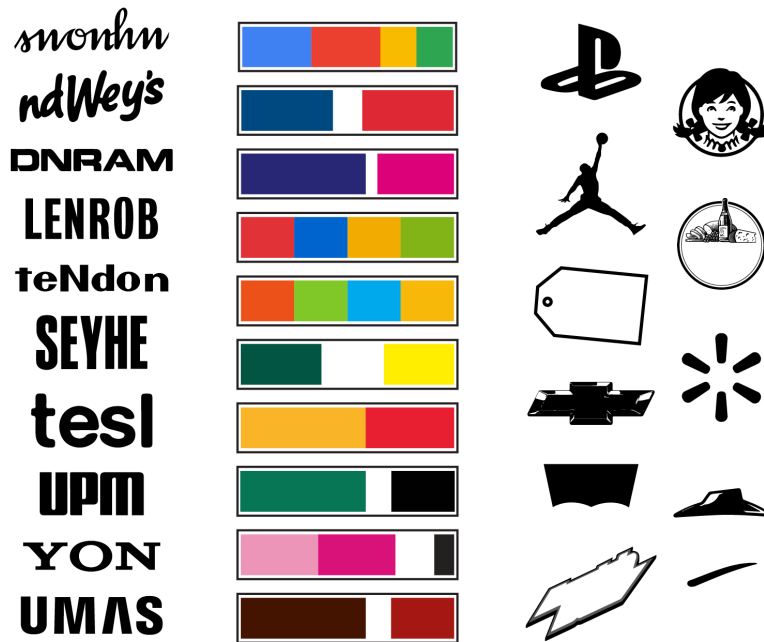


Figure 1. Questions Design for Typography, Color, and Image and Form.

The design of typography and image and form questions used only black and white color. And the color in color questions were selected by eyedropper tools in Adobe Illustrator software. Researcher attempted to use as same proportion for the size of each color as the real logo as well.

Three types of question were shuffled. Each question was presented one at a time through iPad in order to eliminate variation in color management in printing reproduction. The data was collected from participants' answers.

Analyze Data

The total of 20 students participated the experiment.

TABLE 2. Participants Information and Results

AGE	School	GENDER	COLOR	IMAGE	TYPOGRAPHY
22	Engineer	M	2	8	5
22	Media science	M	1	9	5
21	Graphic design	F	3	10	9
20	Media science	F	1	8	8
21	Media science	F	3	8	8
22	Business	M	2	9	7
24	Engineer	M	4	7	6
21	Science	F	1	8	8
20	Engineer	F	1	8	6
21	Engineer	M	2	6	1
20	Health Sci and Tech	F	0	8	7
23	Media science	F	2	4	5
22	Media science	M	6	6	7
24	Media science	F	2	8	3
22	Graphic design	F	3	7	7
21	Media science	F	4	6	5
24	Economics	M	1	9	7
23	Physics	M	4	8	8
25	Industrial design	F	5	6	8
24	Economics	M	2	7	7

TABLE 3. Descriptive Data Analysis for Typography Questions

TYPOGRAPHY	
Mean	6.35
Mode	7.00
Standard Deviation	1.93
Range	8.00
Minimum	1.00
Maximum	9.00
Sum	127.00
Confidence Level(95.0%)	0.90

TABLE 4. Descriptive Data Analysis for Color Questions

COLOR	
Mean	2.45
Mode	2.00
Standard Deviation	1.54
Range	6.00
Minimum	0.00
Maximum	6.00
Sum	49.00
Confidence Level(95.0%)	0.72

TABLE 5. Descriptive Data Analysis for Image and Form Questions

IMAGE	
Mean	7.50
Mode	8.00
Standard Deviation	1.40
Range	6.00
Minimum	4.00
Maximum	10.00
Sum	150.00
Confidence Level(95.0%)	0.65

Results

Before conducting the research, researcher hypothesized that color would be the most recognizable elements. However, the results of the study revealed that image and form is the most recognizable element. Its average score was 7.5 points of the total of ten points. Typography average was 6.35 points, and the average of color elements was only 2.45. A chart demonstrated the average score of each element presented in Figure 2.

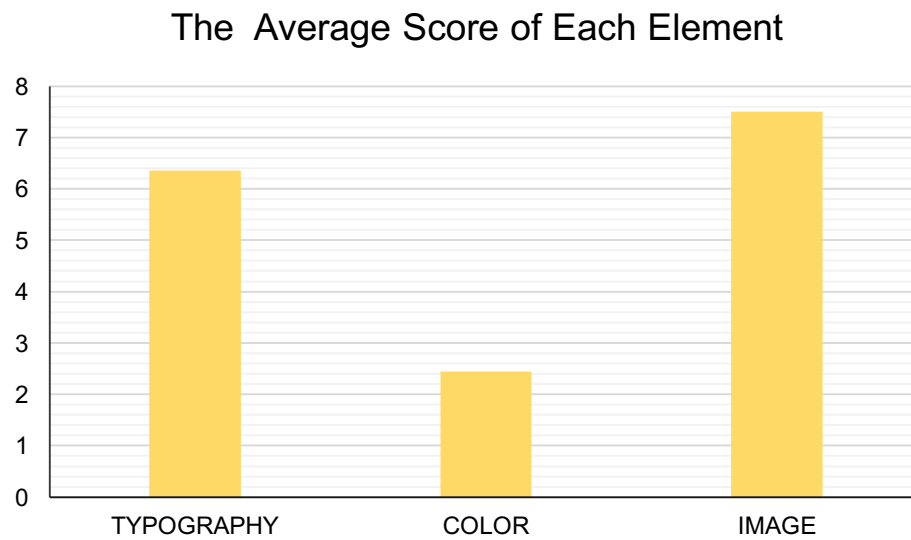


Figure 2. Chart Shows the Average Score of Typography, Color, and Image Questions

Discussion

The study was conducted in order to investigate the recognizable element in brands' logo. The results demonstrate that image and form have an impact to consumer recognition as well as the style of typography. Some of the brand's colors are identified. However, people have different levels of color differentiation, and several brands use a similar color in their corporate identity such as red and blue are general.

Limitation and Suggestion for Future Research

Question design presented several fallacies;

1. There were two questions for Wendy's brand
2. The logo of Starbucks was not the latest version
3. The logo of Taco Bell included yellow color, yet it was not presented in the question.
4. Color reproduction in devices generated confusion in the question.
5. Some typography style and some color are commonly used by several brands, thus some participants provided the same answers even though it was not the expected answers for the question.
6. Some brand's logos are not ubiquitous, for example, Trader Joe's logo are rarely publicized.
7. Participants had different experiences in brand which it affected to the results.
8. Participants in different gender and nationality also impacted to the result.
9. The numbers of participants were less which it cannot represent as a whole.

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