

A Conceptual Study on the Effectiveness of Logos and their Impact on Buyer Behavior

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Abstract

Logos have played an important role in brand building efforts. Thus, the primary research problem in this effort is to understand if logos are effective in the digital business ecosystem today and if they are effective, how do they manifest in influencing consumer behavior? As an integral component of a brand, a logo represents the visual identity of a brand. To attract attention and create differentiation in a competitive market, companies have to understand the factors that are crucial in designing a logo. Color psychology is being deployed to design a logo that is effective in increasing brand awareness and strengthening brand equity. Massive investments in designing a logo necessitate a need for devoting greater attention to it. Changing a logo is a sensitive issue and firms have to approach attempts to change the logo with abundant tact and caution. Logos enable a firm to demonstrate its values in a visual manner. Along with other elements of a brand, a logo can create a cumulative positive impact that will forge an emotional bond with customers which in turn will positively influence the purchasing decision and breed customer loyalty.

Keywords: Brand Awareness, Brand Image, Brand Reputation, Buyer Behavior, Colors, Emotions, Logos

1. Introduction

A crowded market space has made it essential for organizations to differentiate themselves from the competition. Brand equity has played a vital role in influencing buyer behavior. A brand is the sum total of several attributes that represents what an organisation stands for. Products with a strong brand image have a greater consumer appeal. If we have to deliberate on what influences a buyer's behavior there are several dimensions to it. This can be brand image, logo, slogan, color, mascot etc.

Diverse studies to evaluate the effectiveness of logos have focused on either understanding the benefits of logos or selection of the right design for a logo; however only a few research efforts have addressed the issue of the diminishing impact of logos in a digital world where consumers face the challenge of information overload. It is therefore imperative and a matter of research interest to explore the role played by logos in the digital world today and the effectiveness of logos in influencing buyer behavior.

Redesigning a logo is as huge a task as designing a logo itself. It is also a risky proposition. Often the emotional connection of an audience with a logo gets disturbed during a revamping exercise. There are cases when a logo change has received a massive backlash from the consumers prompting the organisations to revert to the old logo. However, some logo changes have been received warmly too.

Color is an essential component of a logo and this research effort has reviewed prior research efforts to understand the role of color while designing a logo. Certain guidelines for selection of the right design for a logo need to be followed.

2. Definitions of Logo

A logo represents the personality of the organisation and the values that the organization represents to its stakeholders (Bernstein, 1986; Balmer, 2008; Cian et al., 2014). Logo influences the company reputation (Bernstein, 1986; Foroudi & Montes, 2017; Girard et al,

2013) and is part of corporate visual identity (Balmer, 2001; Ashworth & Kavaratzis, 2010; Schechter, 1993). Name, logo and slogan together represent a brand's identity (Kohli & Suri, 2002). A logo also represents the distinctive manner in which an organisation's name is recollected (Balmer, 2008).

Logo represents a brand's personality and acts as a visual cue (Cian et al, 2014) and provides an assurance to a customer (Kay, 2006). Color, typeface, name and design are the various elements of a logo that make products and services visible to customers. Logos also enable an organisation to differentiate its products and services from customers (Alessandri, 2001; Girard et al., 2013). A logo helps an organisation to build and maintain communication links with external and internal stakeholders (Balmer, 1998; Van den Bosch et al., 2006).

Consumers can have emotional connections with a logo (Alessandri, 2001) and this can set the tone for fostering meaningful relations with them (Bhattacharya & Sen, 2003). Consumer's buying decisions can often be influenced by logos and brand; this makes logos influential tools to succeed and sustain in the market. This is the reason why logos must be chosen and designed to attain specific marketing objectives (Kohli & Suri, 2002).

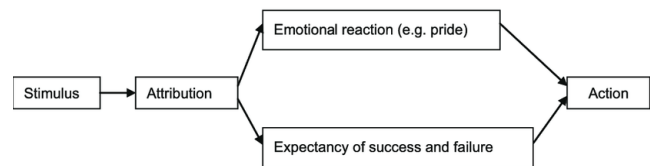
Thus, the operational definition of logos can be arrived as:

A logo is defined as a corporate visual identity of an organisation, representing its personality, values, image and reputation and something that enables the organisation to distinguish itself from other market players by influencing and shaping consumers' attitudes and aligning buying behaviors.

3. Theoretical Framework

Attribution theory (Karaosmanoğlu et al, 2011) has been used by researchers to explain the importance of logos in marketing. Consumer inferences are based on their experiences about behaviors. So, when they perceive a logo in a positive fashion, they have a mental model that is also positive and this influences their behavior too. The attribution theory highlights the visual impact of logo on the brand image. A positive impact strengthens the brand image and this reflects in the consumer's attitudes and behaviors (Sen & Bhattacharya, 2001). Thus, the attribution theory can help a marketer to understand the perceptions of designers and consumers. It is possible to understand the consumers' level of satisfaction and also

their other traits like emotional and cognitive (Weiner, 1996, 2000; Graham 1991).



Source: https://www.researchgate.net/figure/Weiners-attribution-theory-model-source-Weiner-1992284_fig2_301554421

The Gestalt theory was proposed by a group of German psychologists in the 1920s. Human beings have a tendency to group different objects as a whole. Understanding these principles can aid visual perception and design of a logo. How a logo can use minimal visual information and still create an impact – this can be explained by Gestalt effect. For example – FedEx logo has a hidden arrow and this is an example of how negative spaces can be effectively utilized.



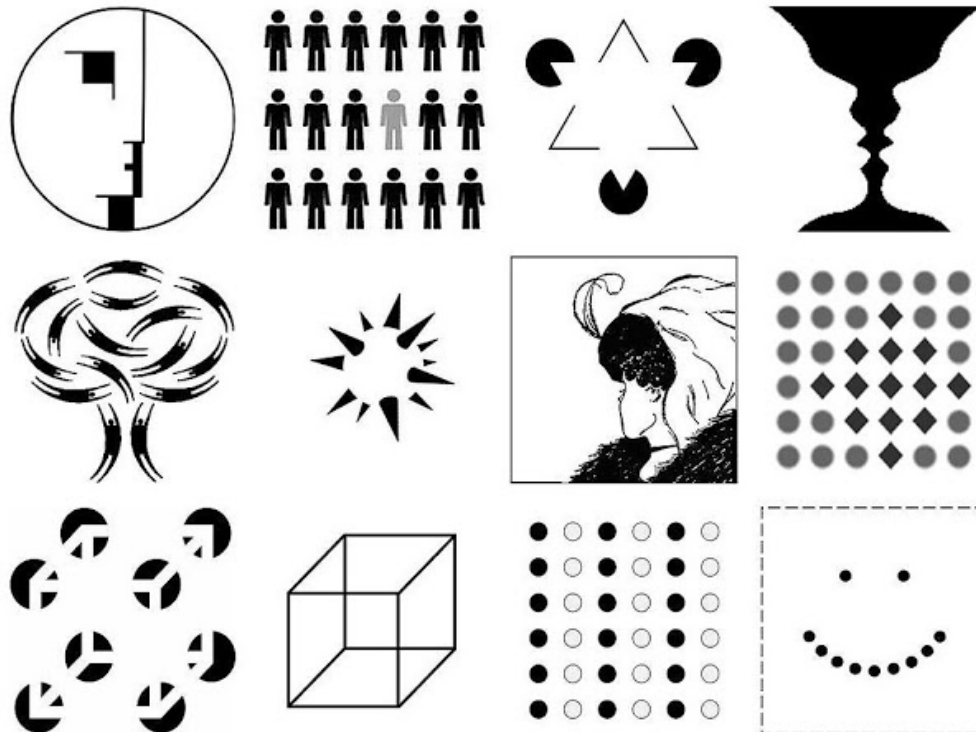
Source: <http://diariodelaeromodelista.blogspot.com/2015/02/envios-por-fedex.html>

If we look at the logo of Sun Microsystems, there is a U and upside down U both arranged in a loop. But when these are viewed together, the reverted "U"s looks like they are forming the word "SUN".



Source: <https://www.logolynx.com/topic/sun+microsystems>

Thus, understanding these theories will enable us to understand the salient aspects that need attention while designing a logo.



Source: <https://www.interaction-design.org/literature/topics/gestalt-principles>

4. Logos and their Impact

Logo is the building block of corporate identity design and condenses the personality of a firm in a manner that appeals to stakeholders (Ashworth & Kavaratzis, 2010; Van den Bosch et al, 2006). Logos make a company's products more prominent in the market place giving them a distinct competitive edge (Stuart, 1998; Brachel & Earles, 1999; Henderson & Cote, 1998) and also establish an emotional connect with consumers (Alessandri, 2001). This sets the tone for meaningful relationships between an organisation and its customers (Bhattacharya & Sen, 2003). In the digital world, spontaneous purchase decisions are driven more by a positive association with the brand and logo than just with the product.

Name, logo and slogan comprise identity of a brand. A company's corporate identity is closely linked to its communication systems (Baker & Balmer, 1997). This is a fact well acknowledged by graphic designers and consultants. Well-designed logos have a greater consumer recall. Research has revealed that consumers spend less than 15 seconds to arrive at a decision to buy. Logos expedite the consumer's decision making process by stimulating the memory of a brand. Logo design assists in brand recognition and influences purchasing decisions

in a retail environment (Govers, 2013) and also helps an organisation to achieve its goals (Dubberly, 1995).

The role of logos has become more pronounced in the digital era (Foroudi & Montes, 2017).

As logos have a visual connect with customers, they can substitute a brand name in case of a space or time constraint. The visual cues provided by logos can strengthen a brand's association with customers. It has been pointed out that logo can be considered a strategic tool to manage brand reputation and enhance a brand's visibility to consumers (Grund, 1996).

Most businesses fail to consider the logo as one of their most precious assets. As logos reflect the personality, philosophy and mission of the organisation, the design must be indicative of the business objectives (Kay, 2006). A study carried out on the importance of logos in banking institutions (Gyambrah & Hammond, 2017) revealed that logos served as communication platforms to the bank's customers who also experienced a sense of security. Logos aid brand personalization. The brand building impact of logo has to be effectively leveraged through carrying the logo on packaging and promotional materials, business cards and letter heads (Mac innis et al., 1999; Henderson & Cote, 1998; Machado et al, 2012).



Logos of popular brands Mc Donald's

Vijaya Bank

Nike

iPhone

Logos will help a customer identify and select a brand (Jafari, 2016).

Logos can have an impact on consumer perceptions (Levin, 1993) about a product or service.

4.1 Introduction to Brand Elements

A brand is a promise to the buyer regarding the kind of product or experience that they are purchasing. For example – the Coke brand has a phrase – “Have a coke and a smile” while Nestle Kit Kat has the tagline “Have a break, have a Kit Kat”.

Brands are like pieces of legal property that can influence consumer behavior, can be bought and sold and can give assurance to the owner about sustained benefits and revenue generation. The value that is accrued by these benefits is how one can describe brand equity (Keller, 2003). Brand associations, brand awareness, perceived quality, brand loyalty are underlying components of brand equity (Aaker, 1991). Brand equity is the value derived from the market place from the words and actions of consumers who make their purchasing decisions based on brand equity.

A brand element is visual or verbal information that serves to identify and differentiate a product. Brand elements can be chosen to enhance brand awareness or facilitate the formation of strong, favorable and unique brand associations. Brand elements are trademarkable devices that differentiate the brand from competition. The brand name, logo, slogan, jingle, brand persona, brand

equity and packaging style are examples of brand elements. According to Keller (2003), the main brand elements are brand names, URLs, logos, symbols, characters, spokespeople, slogans, jingles, packages and signage.

Brand elements works as clues helping the customers remember the brand enabling consumer brain mapping and building of brand equity to facilitate identification of brand. Earlier brands helped a customer to identify a product and its quality. Today brands have become strategic business assets that are tangible but valuable (Farhana, 2012). Brand awareness leads to brand identity and links the brand (brand name, symbol, logo etc) to certain associations in memory. Brand elements have to be chosen to enhance brand awareness, form strong brand associations and elicit positive emotions towards the brand. The balance between different elements of the brand (in their verbal and visual context) aid maximization of collective contribution of these elements (Keller, 2008).

Brand elements are chosen based on the following criteria:

1. Memorability (leading to a high level of brand awareness)
2. Meaningfulness (relevance to the product category represented by the brand and defining the positioning)
3. Likability (incorporation of elements like fun, colorful, interesting)
4. Transferability (how can brand elements add brand equity to brand extensions and how brand equity can be used across the globe)

5. Adaptability (elements adapting to changing customer preferences)
6. Protectability (legal protection of brands)

Branding strategy influences purchasing decisions and enables an organisation to build competitive advantage. Brand building efforts need

1. A clear understanding of the target audience and their needs
2. Communication of promise to target audience about the value proposition
3. Understanding of how brand is perceived by customers
4. Incorporation of Core values of organization that a brand epitomizes
5. Identification of brand voice that can engage the audience
6. Understanding of positioning of the brand in the minds of the customer

Visual brand elements like logos and symbols help in building brand equity. Logos enable brand identification and differentiation. Regardless of whether they are viewed from a distance or closer, logos represent the brand. Children who cannot read yet can recognize the golden arches of Mc Donalds.

Logos can range from corporate names or trademarks (i.e. word marks) that are written in a distinctive form to entirely abstract logos that may be unrelated to the word mark or corporate name (Murphy, 1990). Color, typeface, name and design are the various elements of a logo that make products and services visible to customers. Even shape, content and style are regarded as important.

Coca-Cola and Kit-Kat are brands that have strong word marks (and no accompanying logo separate from the name). Examples of abstract logos (called symbols) include the Mercedes star, Rolex crown, Nike swoosh, and the Olympic rings (Keller, 2003). A strong symbol aids easier recognition and recall by providing cohesion and structure to an identity.

A strong visual image can successfully capture much of a brand's identity. Connections between the symbol and the identity elements build up gradually over a period of time. Logos reinforce the meaning of the brand. Though logos that convey meaning are easily recalled, an abstract logo may be needed for multi-product companies.

Logos include textual and visual design elements which describe the product/ service that the brand represents. Descriptive logos can have a positive impact

on brand evaluations and purchase intentions. This can elevate the brand performance. Descriptive logos are easier to process and consumers perceive the brand and the product to be authentic (Luffarelli et al., 2019).

5. Brand Equity Data

Brand equity reflects the real value of a brand and represents the value of customer's perceptions about an organization. Brand equity is the value of perceptions and expectations about the brand. Brand equity is thus the benefit endowed by the brand to the product (Farquhar, 1989).

As brands influence sales and market shares, measuring brand equity is important. Brand equity can lead to customer loyalty and increase effectiveness of marketing communications. They can also support brand extensions. Brand equity is often considered significant for understanding the intellectual and emotional associations consumers have with products and services.

The world's most valuable brands 2019 (Source: Brandz)

1. Amazon \$315.5 billion
2. Apple \$309.5 billion
3. Google \$309 billion
4. Microsoft \$251.2 billion
5. Visa \$177.9 billion
6. Facebook \$159 billion
7. Alibaba \$131.2 billion
8. Tencent \$130.9 billion
9. McDonald's \$130.4 billion
10. AT&T \$108.4 billion

5.1 Leading 10 Indian Brands by Brand Value 2019

(In billion US dollars)

Tata	19.56
LIC	7.32
Infosys	7.32
SBI	5.97
Mahindra	5.24
HDFC Bank	4.84
Airtel	4.79
HCL	4.65
Reliance Industries Limited	4.54
Wipro	4

Source: Statista (2019)

6. Factors Affecting Logo Recall

In recent times, logos have failed to ignite consumer's memory about a product or service. The digital clutter has also resulted in reduced attention span of consumers. Design of a logo plays a role in its readability and interpretation. Among hundreds of products in supermarket shelves, logos make products easily identifiable. Companies seem to be giving insufficient attention to creating a unique design of a logo. As logos engender trust in consumer, businesses must focus on factors that can improve recall of logo. Design (type face, color, name) dimensions of a logo can lead to a positive impression among consumers and recall results when there is a repeated positive enforcement.

7. Design of a Logo

Design of a logo must consider developing a design that stands out in the market (Krishna, 2013) and take into account specific marketing objectives (Kohli & Suri, 2002). Logos should use characters, graphs, signals and colors so that consumers can readily identify with them (Li, Chen, & Su et al, 2014).

Designing a logo can be a difficult task for organisations. The challenge can be in terms of creating a strong sense of familiarity among consumers when they are initially exposed to the brand. There is a risk that a logo may not be liked by consumers or it may evoke a negative emotion or it may simply fail to connect with the consumers (Jabbar, 2014).

Designing of a logo is a process that is time consuming and resource intensive. However, it need not be an expensive affair considering the crowd sourcing approach adopted by organisations. Twitter incurred an expense of \$ 15 for its logo while Nike paid \$ 35 for its logo. The characteristics of a brand coupled with a logo's dynamism play a crucial role in designing a logo (Cian et al, 2014).

Designing a logo is a complex process. A logo should create a distinct image from competitors (Singla & Aggarwal, 2016). Henderson and Cote (1998) argued that there are four aspects that make a logo appear good – recognizability, familiarity, meaning and affect. Shape of logos also provides customers information about characteristics of the company.

Henderson and Cote (1998) made the first comprehensive study of logos – they identified shape, specifically roundness, as one of several logo design

dimensions that affect consumer response to logos. Dimensions like elaborateness, naturalness and harmony impacted consumers' affective responses.

One of the earliest exhaustive studies of logos (Henderson & Cote, 1998) identified shape of a logo as an important dimension that influenced consumer responses. A round shape is considered relatively more popular than other shapes. Consumers demonstrated affective responses to factors like elaborateness of logo and the depiction of harmony. In addition to shape, content and style were other vital elements. Content refers to text and graphic while style refers to how these elements are presented. All these elements and dimensions make people search for meaning in logos (Kohli & Suri, 2002).

8. Factors Influencing Favorability of a Corporate Logo

Foroudi et al. (2017) conducted a qualitative, exploratory study. They arranged for face to face interviews and in-depth interviews on Skype with graphic designers, communication and marketing consultants in Mexico and Persia. Their intent was to study the impact of corporate logos on corporate image and reputation in creating competitive advantage in the context of Persia and Mexico as emerging markets. The study posits that the more favorable the name, color, type face and design of company and color, the more favorable the attitude Mexican consumers have towards the corporate logo, corporate image and reputation.

Favorability of a logo is an indication of a consumer's positive feelings towards a logo. Corporate name, design and typeface are elements that contribute to the favorability dimension of a logo. In a qualitative exploratory study conducted in Mexico and Persia, face to face in depth interviews were organized with graphic designers, communication and marketing consultants on Skype (Foroudi et al, 2017). The intent was to study the effectiveness of logos in terms of enhancing the corporate image and reputation. The results of the research effort indicated that consumers' attitude towards logo, image and reputation depended on name, color, type face and overall design. Additionally, a contemporary design, aesthetic value and unique style quotient added to the likeability of logos (Zhu, Cao & Li, 2017).

Customers who are loyal to a brand may get offended with a logo redesign and may interpret this as a threat to their enduring relation with the brand (Walsh, et al., 2010). Intrinsic features of a logo indicate their representativeness and this can affect the perception of consumers. Extrinsic features of a logo stem from its association with the company or brand. A logo's association with the brand is determined by the values espoused by the latter.

Consumers who do not have prior experience with a company's offerings may resort to superstition to evaluate the brand. This can invariably lead to a negative perception about the brand (Wang et al., 2012). This makes it imperative that companies work hard towards creating a positive experience about the company's offerings so that this eventually transitions to a better image about the brand itself.

9. Selection of the Right Color for a Logo

Colors have a physiological effect. Different colors have different impact on people (Hynes, 2009) depending on their preferences. Color enables a logo to convey a message to a consumer in a spontaneous fashion. Retail industry has deployed colors to enliven the customer experience (Singla & Aggarwal, 2016). Color can alter the personality of a brand and affect the likability and familiarity of a brand (Labrecque & Milne, 2012).

Consumer perceptions rely on their moods and emotions and colors play a crucial role in this development. Selection of the right color makes a brand stand out in the market. Therefore, the selection of color relies on organizational culture, marketing and communication strategies of the organisation and the extent to which the organisation's customer relationship management strategy is embedded within the overall business strategy. It is therefore no surprise that decisions about color in a logo need a higher degree of involvement from designers and top management (Foroudi et al., 2014; Grossman & Wisenblit, 1999; Aslam, 2006).

Colors in logos lead to emotional attachment of the consumer with the brand (Singla & Aggarwal, 2016). Emotional traits associated with different colors of a logo can influence consumer perceptions which can change when a logo is changed. Logos have a strategic association with the company as they represent the values and beliefs of the firm. Companies like Airtel, Hero Moto Corp, Microsoft and Google have carefully used colors in their brand communication strategy.

Colour	Meaning
Blue	Protective, stability, prestigious, secure, reliable.
Purple	Passionate, playful, visionary, truth, justice, exciting
Orange	Fun, playful, Happiness
Red	Passionate, Exciting, Dynamic
Yellow	Fun, Energetic, Cheerful, Imaginative
Green	Stability, Contemplative, Healthy
Pink	Truth, Justice, Homely, Protective
Brown	Earthy, Nature, Warm, Dependable

Source: Hynes (2009); Clarke & Costall (2008)

10. Guidelines for Designing an Effective Logo

A logo is a part of a company's branding.

The image for the logo has to be chosen carefully because it has a profound effect. It takes a long time to build a strong image. All elements of brand identity have to be consistent so that brand image is strengthened. Let us take the example of oil company Exxon (that was earlier called as Standard Oil Company). The company introduced tiger as a symbol to send a strong message that the brand symbolized power.

The initial slogan was – “Put a tiger in your tank”. A cartoon version of the logo was launched in 1962. Standard Oil Company became Exxon in 1972. Though the name of the company was changed, the tiger logo helped ensure continuity and consistency during this transition. The slogan read – “We have changed our name, but not our stripes”. In the 1990s, the slogan became – “Rely on the tiger”. The logo gave a suggestion about how Exxon had enriched the lives of customers. Logo and slogan complemented the brand name.

While changing the logo, the firm has to be careful about the aspects that need change. In case there is a change in the brand strategy, content needs to be revised. Some companies try to copy other brands but this is not a good strategy. Copying a competitor will land the company into a trademark infringement problem.

Every component of the design influences the efficacy of the logos. Logos should be created keeping in mind specific marketing communication objectives. Marketers often test slogans as part of advertising campaigns. But the testing of logos is seldom given the importance that it deserves. Consumer inputs can add value to the efforts of designers who design a logo.

11. Redesigning Logos

A company's logo is the complete embodiment of everything the company stands for. The best logos are easily recognizable and memorable. Sometimes a logo needs change. A brand needs reinvigoration. Companies evolve. Marketing approaches change. Having the right strategy, the right culture and the right story to tell consumers is important. This is the main reason why a company should change its logo.

Logos will need a change in the following cases:

- Brand becoming stale over the years
- Customer needs changing
- Changes in profile of target customer segments
- Re-organisation of business through inorganic growth strategies
- Intense competition in the market

To revitalize brands, logos need redesigning. As brands age, brand knowledge structures get eroded and this impacts consumer awareness about the brand. A change in logo may be needed to revamp the image and portray a modern outlook so that customer attitudes can be influenced in a positive fashion (Cian et al, 2014; Foroudi & Montes, 2017). If a product has a strong association with a logo, changing the logo is not without its risks (Krishna, 2013).

A change in logo may be necessitated by a major change in the organization's strategy. Walmart, eBay and Google redesigned their logos when there were structural reforms within the organization. As brand equity improves, logos can also evolve over a period of time to reflect changing market trends.

Companies are reluctant to change the logo as they do not wish to lose out on the benefits of logos like instant recognition. A change in company name (Federal Express to FedEx; HLL to HUL) can necessitate a change in the logo. A change in strategy (United Airlines becoming employee owned) can also trigger a logo change. Some companies may wish to change to a more modern image in which case they may decide to change the logo (Kohli & Suri, 2002).

A slightly modified version of the logo can create a novelty effect leading to a positive consumer reception. Drastic changes in the logo may alienate customers. Hence, incremental changes are always the best option (Kohli & Suri, 2002).

Let us take an example. A company has an angular logo. Now the company has decided to change it a round shape. If consumers are not supplied enough information justifying this change, they will interpret this as inconsistent behavior by the organisation leading to a negative perception about the logo change. This is why redesigning a logo is an onerous process (Walsh et al, 2011). Companies are viewing at round shape based on positive perceptions of this shape. Even if consumers are peeved about inconsistency, this risk can be mitigated either by providing information that can assuage customer's feelings or by focusing on new customer profiles.

Understanding the impact of logo change on the loyal customer base is a pre requisite for engineering changes in logo design. Pre-testing and trials will give organisations the confidence to proceed with the change. Gap had changed its logo but a consumer backlash online (on Facebook and Twitter) led to the company reverting to its original logo.

When considering a change to a logo, consumers may tolerate the change, but they may not necessarily embrace it. This is because they equate the old image with trust (Kohli & Leuthesser, 2001). Some logos are changed over time to gain a more contemporary look. Burger King added blue to its logo to make it more eye-catching. The deer trademark for John Deere was revamped in 2000 after 32 years to indicate the animal as leaping up rather than landing. The intention was to convey the message of strength and agility with a technology edge.

BP's corporate identity was designed in the early 1920s. It was in use for over 80 years. The logo was refreshed from time to time making the logo appear contemporary. In the year 2000, the corporate identity was revamped to create the tessellated 'sunflower' or (Helios identity). This was done to emphasize a change in the company's approach to environmental concerns.



Source: <https://1000logos.net/bp-logo/>

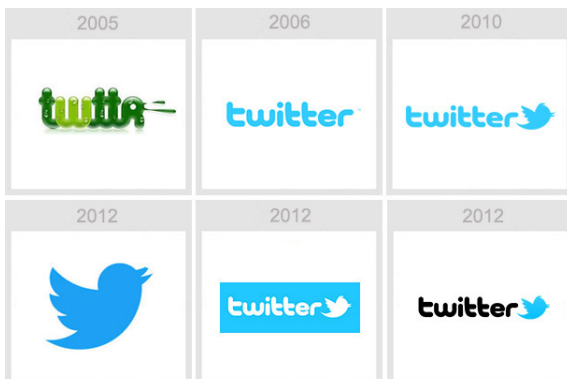
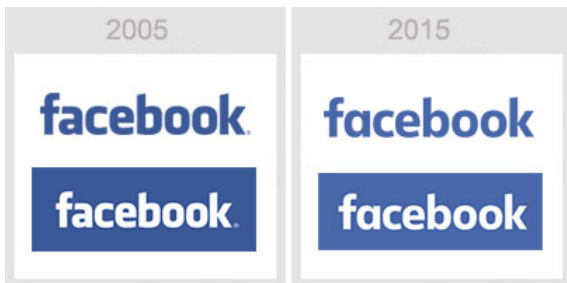


Then



Now

Source: <http://solopress.com/blog/art-design/flat-design-big-brand-logos-past-work-today/>



12. A Contrarian View: Are Logos Powerful?

Let us examine the reasons for gradual decline in the power of logos. In reality, a logo cannot be considered the be-all of a brand. Brand power gets reinforced through good quality products, great customer service and relevant communications that appeal to customers.

On the practical side it has often been found that businesses either give too much importance to logos or too less importance to logos. If logos have too many symbols, letters or colors, it can lead to clutter and clogging the minds of consumers. Govers (2013) expresses a strong view that logos and slogans have been assigned powers that they do not possess and this has resulted in the wastage of resources. As branding is strongly associated with reputation of an organisation, organisations have to protect their brand equity and reinforce consumer's associations with the brand. Logo does help in recognition of a brand – however their role is limited; organisations should focus on use of branding to manage their reputation (Govers, 2013).

A corporate logo may not communicate the organizational values (Grunwald, 2016).

13. Conclusion

A logo is a visual representation of a company's identity. In a saturated market with hundreds of logos, companies are struggling to create one that can establish connect with the audience. 90% of all the information transmitted to our brains is visual and processed 60,000 times faster than text.



Color psychology is being deployed while designing logos today. IBM and Barclays use blue in their logos while Red Bull uses red color. Logos as marketing tools protect a company's brand and signify the values that the company stands for.

Airtel, Vodafone and Hero have successfully used logos as powerful marketing tools to increase brand visibility and leverage their brand equity. These companies redesigned their logos successfully to reflect a change in their branding strategy. There are examples of companies that failed miserably when they attempted to change their logo. Holiday Inn, Gap, bp, Kraft and Pepsi were companies whose rebranding exercise did not reap any major dividends for the business. Thus, changing a logo is a major decision and a business has to plan this carefully.

A brand and its elements have become marketing tools to differentiate a product in a competitive market. Logos support brand building efforts and reinforce positioning of the brand. Since they provide visual clues to consumers, logos have to be designed with care and caution. Each brand element including logos has to be distinctively developed. Brand equity influences the purchasing behavior of the consumers and logos as a corporate identity contribute to this along with other elements of the brand. Logos thus complement the other efforts of brand elements and reinforce the brand values.

Logos thus add immense value to an organization's branding efforts. Companies must pay sufficient attention to the designing of logos and using logos as tools to support the marketing strategies. There is ample scope for further research in this area.

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