

“Brand Logos and Brand Elements”



Weekly Learnings 37 / 2023

I did a podcast with Chitra of Hindu Business Line and Darshan Gandhi of Godrej on brand logos and brand elements. Here are my learnings:

1. A brand is a combination of many things - the brand name, the logo, the audio mnemonic, the color combination, and the brand tagline. Different elements change at different intervals while the brand tries to keep the most memorable ones going for long. A brand is a time-saving device in a crowded world.
2. The origins of logos go back to heraldry - King Henry 1 of England gave the first to his son-in-law. This was done for royal families to identify and differentiate themselves from each other.
3. The coat of arms was first given in the 12th century in Northern Europe. This was done since all knights and soldiers were fully covered in armor and it was difficult to figure out visually who was in which army.
4. A category that's visible well beyond the home tends to have a logo. Think of cars, 2-wheelers, apparel, shoes, airlines, mobile phones and ride-sharing cabs. I have attached pictures of logos, logos that have transformed over a few decades in the attached ppt. A logo is the quickest shorthand for brand recognition. Logos tend to work better in consumer businesses as opposed to B2B businesses.
5. Brands have a combination of brand names in a particular font, color combination (Colgate in Red, Kodak in Yellow, Samsung in Blue, Apple in white and Steel grey), an audio mnemonic (Zandu jingle, Nokia phone tune, the Paytm payment cue, the news at 9 music, etc...) and a tagline. The idea of any brand element combination is to build something tangible in the memory base of consumers. India has more audio mnemonics than other countries. Thanks to a rich music base because of film popularity.

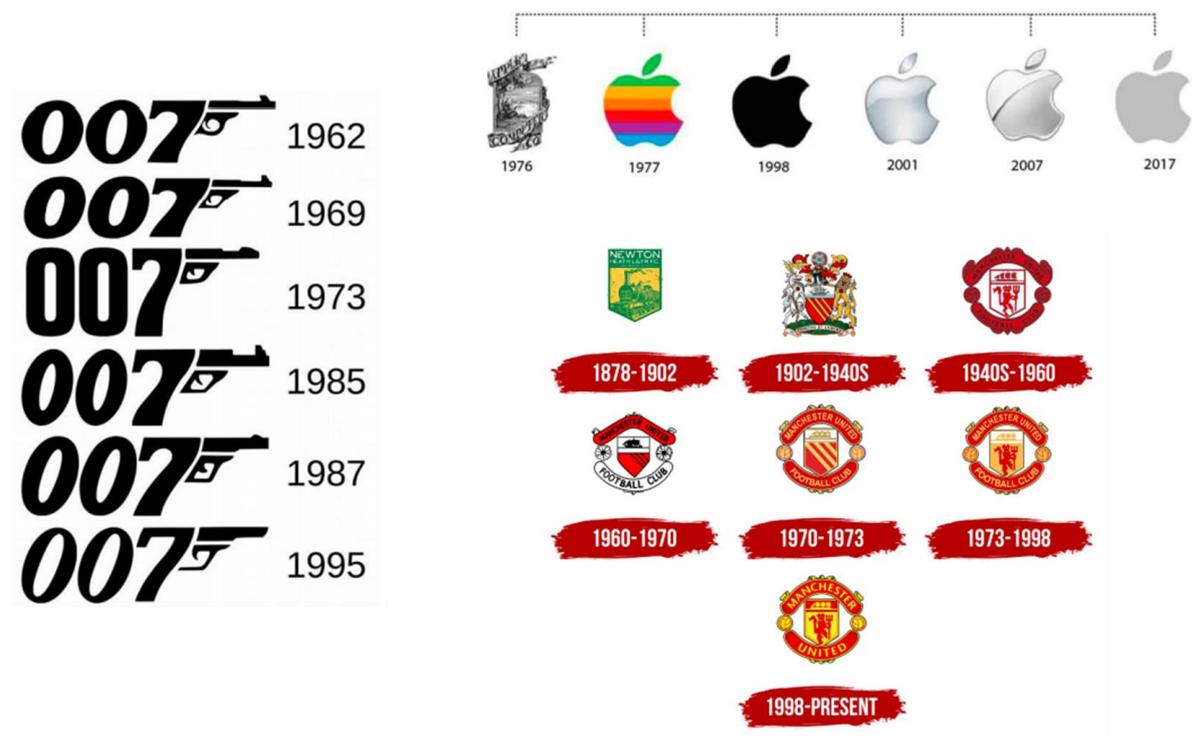
6. All brands need updating every 2 to 3 years because of changes in consumer taste and aspirations. That's why brands plan a relaunch every 24 months. A logo design logo typically lasts for a decade at least.
7. Brand logos will become even more prominent as the costliest real estate now is the mobile screen. Finding the app from the screen will have to be smooth and easy. In a digital world, everyone is attaching the word E or some sort of digital symbol design to their brand.
8. I have attached below a few brand taglines widely regarded as the worst.

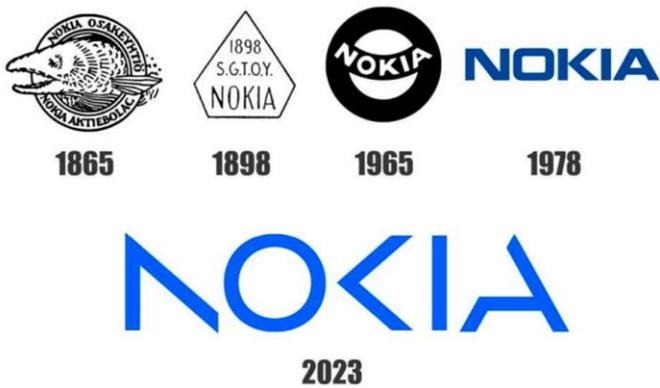
Shiv

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Logo design over years

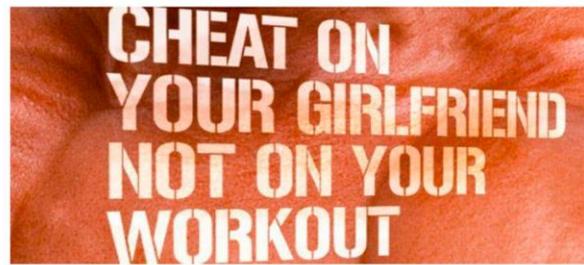




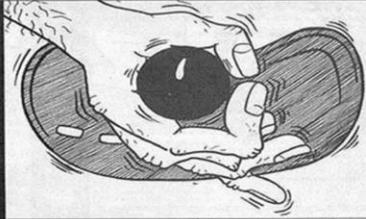
The worst brand Taglines



Reebok Tagline 2012



**THE MORE
YOU
PLAY WITH
IT, THE
HARDER
IT GETS.**



You sit there, eyes glued to the writhing, arcade-quality graphics, pulling and squeezing your knob. Now you're breathing heavily over the digital stereo sound. Now you're shooting all over the place, but it's no use... "GAME OVER!"
JOYSTICK \$34.99
16 BIT MEGADRIVE WITH ALTERED BEAST GAME \$149.99



TO BE THIS GOOD TAKES ABER

**TO BE THIS GOOD TAKES
SEGA**

