

Symbols & Icons

used as a logo in Advertising

A Dissertation Proposal

on

Symbols, Icons used as a logo in advertising



Submitted to

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CHAPTER - I

Symbols and Icons used as a logo in advertising

Introduction

What are symbols as well as icons, and how they are used as logo in advertising?

The key theme behind icons and symbols are they play a pivotal role in one's life as they helped each and every individual to communicate, to represent their views to the other society which are having distinct languages. Logos are must because they portrays the whole scenario by a single image which holds ample of information and through the prehistoric times these symbols and icons are given great importance.

The use of pictorial representation is not new to this era as a mean of communication. Indeed, they were known from Prehistoric and stone age cave drawings, Egyptian hieroglyphs, Mayan used different pictograms on their walls. Logo designs are actually originated from the ancient and pre historic walls. Those were not actual logo but merely as a picture or a symbol that can be interpreted as a one of the most primitive communication system.

Without signs, logos and symbols there would be misunderstandings and confusions. If the depiction of the symbols or logos were done with imperfection, then it could result in misleading of brand's identity and the whole identity of the brand changed.

Symbols and icons are combined to form a simple message or information and also became a universally understood language. Which is easily understood by everyone without the language or cultural differences. Therefore, Logos are symbols that differentiate one brand identity from other brand. A brand identity is like the character and personality of a brand, which is defined by the brand's logo.

Logos are ideally designed to represent the functions and core concepts of an organisation and the company so that one can immediately recognise it. Logos are the roots of any brand identity. The fundamental power and the most important element of logo is symbol. Logo says a lot about the company or the organisation's brand, but if the logo changes, the whole identity of it's brand changes, which cannot be recognisable by it's buyers. Therefore, people and organisations have been identifying themselves with variety of marks, symbols or design icons, emblems for centuries. Logo as a symbol or design icon adopted by an organisation to identify it's product. Take a walk down to supermarket and have a look on the products being displayed in the market which can only be recognised with it's familiar trademark on it

objective

1. The dissertation will have a systematic study of logos creation, it's development in advertising scenario.
2. The study will show how symbols and Icons has their major role in designing logo's since centuries.
3. To study the in-depth research and how it's trademark effects the buyers and consumer.
4. The study is to examine the evolution of logos through symbols since ages.

Advertising

The word advertising is derived from the Latin word , 'adverto' which means to turn the "minds towards something". Advertising is a powerful medium and vital marketing tool helping to sell all goods, services, images and idea through the channel of information. It is highly visible force in the society. Today all of us receive many advertising messages daily. Now it is essential to the success of the any type of business and industry.

Today we can say advertising is a communication, marketing, public relation, information and persuasion process. Advertising reaches to us through a channel of communication referred to as medium it is usually aimed to a particular segment of population i.e. Target Audience. With Print Media, Visual communication is associated with 2D images. Which include symbols, icons, graphics, design, colour, illustration, logos etc.



Advertisement of Brooke Bond Taaza Tea

Symbols

Symbols are a mark, sign or word which indicates the relationship between the idea or object. Symbols are the mark or image or sign used to support text, which makes the meaning clearer and easy to understand. It is the visual representation of a concept. It is the visual representation of the concept. It's the basic communication tool, and universally understood by everyone. Symbols helps in learning and communication to visualise the meaning. It's much easier to understand and remember the thing with visuals. Symbols functions as an visual language of human thoughts- a universal means to convey message without spoken or written, despite of cultural barriers.

Symbols takes the visual image and are used to convey the sounds, gestures and ideas. This can include religious symbols, company's logo etc.



USA Flag



Alphabet



BMW



Play & Pause



Caution

Icons

Icons are the process of designing a symbol that represents the ideas, action and graphic form. Icons mimic the things which they are portraying in the graphic form. Icons may be simple and complex, which includes mixture of graphic design elements. These icons should be unique and memorable such as to make them renowned to enhance the branding of the product.



Television



Trash



Shopping Cart



Baggage Claim



Camera

Logos

A logo is like a graphic mark that is mainly used for the acknowledgement of the brand and to promote public recognition. Moreover, a logo is like a identity to the organisation and to its brand. As it provide uniqueness from the family of products. Basically it helps organisations to maintain an easy recognition and understanding through a visual image. Logos are used to communicate effectively about the brand. It's not only for the identification of the product but logos are primitively used for the purpose of making the company memorable and familiar.



These are some the famous logos. Basically it's the cooperate identity of the product.



CHAPTER - II

History and the Background

Symbols since ages

Before man learned about how to write and speak, he used to draw different drawings and pictures to communicate. These drawings and pictures were used to connote certain things and meaning, thus symbols were born. Through the centuries man all over the world used symbols to connote many different things to communicate. This becomes the easy way to point out ideology and expression, which share the same goal. Below are some of the most iconic symbols used throughout history.

(a) A Christian Fish

It is believed that Christians also using the symbols during the first three centuries after the Christ. This was the first time when many Christians were being ill- treated. Many of the people convinced by the fact that whenever believers met a unknown man, they drew a curved line which resembles like half of the fish and if the other person was the believer of the Christ, then he will complete the other half of the fish with curved line. By this symbol, they came to know that, the other man is also the follower of Christ.

The symbol reveals the identity of the individual that they believe in Christ or not. Prominently they made such symbol because Jesus Christ was said to be a fisher of men. All over the world this symbol is still in use by the Christians.



(b) Egyptian Hieroglyphics

In the ancient Egyptian hieroglyphics were used as formal writing system. Egyptian Hieroglyphics shown a great impact on English alphabets. Egyptian used these symbols to represent language and sound.

A		H		N		U	
B		I		O		V	
C		J		P		W	
D		K		Q		X	
E		L		R		Y	
F		L		S		Z	
G		M		T		SH	



(C) 6th century B.C.

The Mayan Calendar

Mayan calendar is the complex calendar. It was mainly used in the 6th Century BC. Although it was used to distinguish days and seasons but it can also be used to understand what had happened in the past and also in the and also in some extent helps in knowing the future. These calendars were the combinations different glyphs and symbols.



The Mayan Calendar

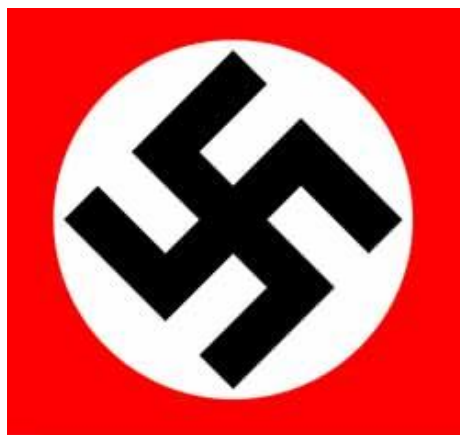
(d) The Swastika

Swastika that we know today is basically for the good fortune. It's a symbol which is adopted by Hinduism. It consists of arms which are crossing each at right angles. It is believed that this symbol was in existence before the birth of Adolf Hitler, but in Neolithic ages it's already used in the cultures of Indo-European. It's one of the sacred symbols of the world.

This symbol is also considered a fearsome symbol because that at the time of war Hitler used Swastika like his own sign when he persuaded for the mass murder of the million of Jews.



Swatika



Nazi Symbol

(e) Circle

Circle is one of the primitive, universal sacred symbol known to all culture worldwide and spiritually it is connected with all the cultures and with the cosmic unity and infinite nature of existence. It is utilized to represent the astronomical bodies for Ex people, openings such as eyes or a mouth, a circle with a point or dot placed in its centre one of the oldest "signs" - would represent the sun and the open eye of a supreme being. This ideogram appears to have been used in every cultural sphere on earth, long before communication between civilizations existed.



(f) Khanda Symbol

A Sikh religious symbol, the sword to the left denotes 'truth' and the sword to the right denotes 'the willingness to fight for dharma (religion)'. The circle in the middle denotes, there is only one god, which is infinite which depicts there is no beginning and ending, but the existence is there.



Sikh Religious symbol Khanda

(g)Aum or Om Symbol

Aum is the most sacred symbols of Hindu religions, that represents the hidden aspects of the omnipresent and omniscient god. Aum is also considered the most sacred symbol of sounds that is the root from which the universe an entire existence arose that holds everything together. It's the mystical mantra which is chanted in the Hindu religion during the start and end of all Hindu prayers, meditation and rituals.



Hindu religious symbol Aum

Colour Symbols

There are two categories of colour symbol, First is white, green, red and blue used to express, purity, innocence, love, peace and goodness.

The second category of colours is black, brown, grey, yellow, and they used to express danger.

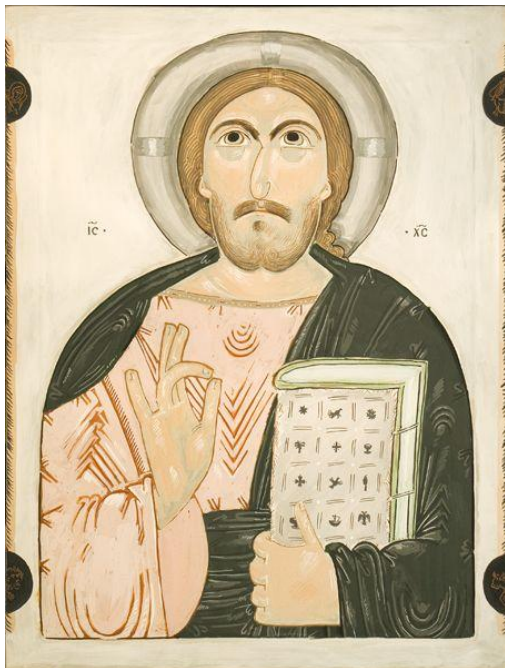
BLACK sophistication power mystery formality evil death	GRAY stability security strength of character authority maturity	PURPLE royalty luxury dignity wisdom spirituality passion vision magic
YELLOW joy cheerfulness friendliness intellect energy warmth caution cowardice	WHITE freshness hope goodness light purity cleanliness simplicity coolness	PINK romance compassion faithfulness beauty love friendship sensitivity
RED danger passion daring romance style excitement urgency energetic	BLUE peace stability calmness confidence tranquility sincerity affection integrity	GREEN life growth environment healing money safety relaxation freshness

Colour Symbolism

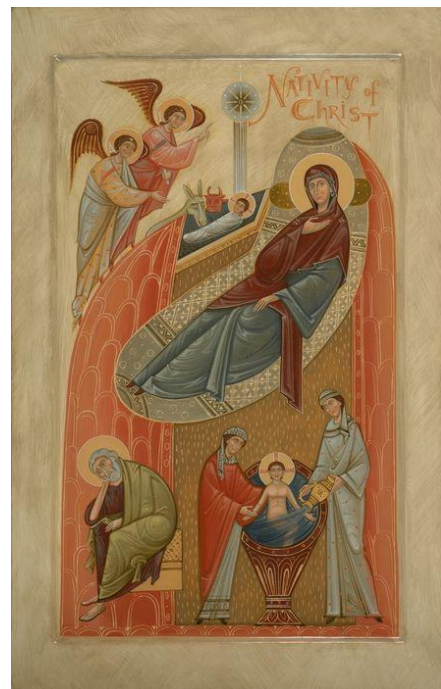
Origin of the Icon

An Icon is a religious work of art, most commonly a painting, from the eastern Churches. Figures of many Christ, saints, Mary and angels were their most common subject matter. They mostly paint "portrait" style images concentrating on one or two main figures, it also covers most religious images including narrative scenes.

Icons were cast in metal, carved in stone, embroidered on cloth, painted on wood, done in mosaic or fresco work, printed on paper or metal, etc.



Icon of Christ



Narrative Icon of Christ

Origin of the Logo

Logos are the consequential part of the brand identity and history arise from the human evolution. But the main question is that from where they came?

As it all started in 18th and 19th Century when industrial revolution was getting to its peak and at that time lithography, photography created a great impact on advertising industry. However, typography itself was suffering from revolution which was in the form and expression that broadened beyond the modest. And also in the same time arts were amplifying in purpose about expression and decoration of an artistic, to a distinguishing of brands and product that were consuming by the middle classes. Trades groups in such art forms were mushrooming and organising. And just because of its popularity 700 printing firms in the US by 1890 had employed more than 8,000 people.



A coin bearing the head of roaring lion with sun rays (early 6th cent)

How symbol convert into logo?

Logo is the only powerful force that we known today and we call it a "Brand Identity". The history of logo design begins with the human expression.

Symbol is one the most important element of logo design. A logo has a meaning because it draws on centuries of signs and symbols in visual language. A logo designer, who design apple's logo, For example drawing of an apple is drawn over the centuries. For most viewers, the image of an apple is associated with food, temptation, the forbidden fruit in the garden of Eden, snow white, apple gadgets etc.



Apple logo



Forbidden Fruit

3rd Millennium B.C.

Fragmented of a vase strikes a great similarity to the cave art painting of Lascaux and to the contemporary Puma logo. These similarities depicts that the harmony of human communication over great distances and different locations.



Fragmented Vase



Cave art Painting of Lascaux



Puma logo

5 millennium BC (Greek Signature Seals)

Greek citizens used these modelled stamps to sign documents. The stamp contains an animal figure to identify oneself to communicate over great distances. Famous logo like Lactose and penguin has similar figures.



Greek signature seals



To communicate effectively, logo design as we know today is the only strategy to make popularity with brands and organisation of the 20th Century.

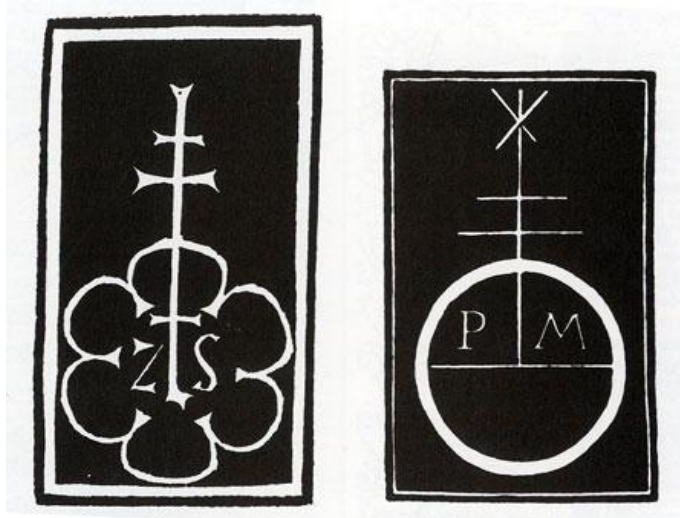
However, people, brands and organization uses enormous variety of icons, signatures, seals and symbols over centuries for the identification.

A modern company represents itself with good logo, which became it's corporate identity, in terms of visual communication. Human Communication only be done with signs and symbols in forms of logos. Symbols can take the form of pictures, words, sound. Then we perceive, understand and communicate visually.

Historical Identify Marks

Printer's marks late 15th Century

The printer's mark of an 'Orb and Cross theme', symbolises the idea 'God shall reign over earth'. The Orb and Cross used to leave their mark. Since, the middle ages, this Christian symbol used as a authority on coins, in iconography.



Orb and Cross Printer's mark

RL.
RL - van Rijn
Rembrant. fr.
Rembrandt. fr.

Rembrant distinctive authorship signatures

Corporate Identity

The industrial revolution immensely expanded the reach and power of mass production in order to promote it in market. Corporations at that time found that simple identifying marks was not sufficient for distinguishing themselves in the growing market.

In other words, logo was being used as one of the visual elements used to identify the corporation. which are now becoming more powerful.

Logos always gone on a transformative journey.



Transformative journey of MacDonald



Logo of starbucks



Logo of Mercedes Benz

It's three triangle symbolises the domination of Land, Sea and Air.



Logo of Ford



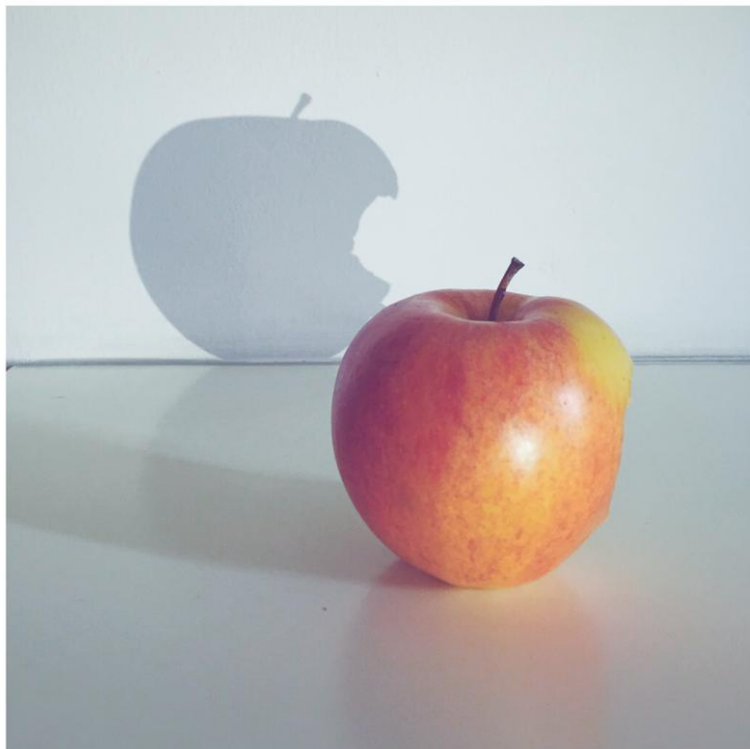
In the early 80's the MTV logo was a revolution in corporate identity because it adapted to the language of TV. This logo was regularly animated, decorated, erased.

Brand Identity

“In order to be successful multinational corporations, you need to produce brands, not products.” -Naomi Klein.

Brand identity is how enterprise present itself and how they wants to be perceived by their customers. Brand identity is the way company chooses it's name, designs its logo, uses colour, shapes and visual elements in its products and promotions so that buyers remember it easily and immediately react when they visualise. The advertisers employees with the goal of cultivating a certain image in customer's mind.

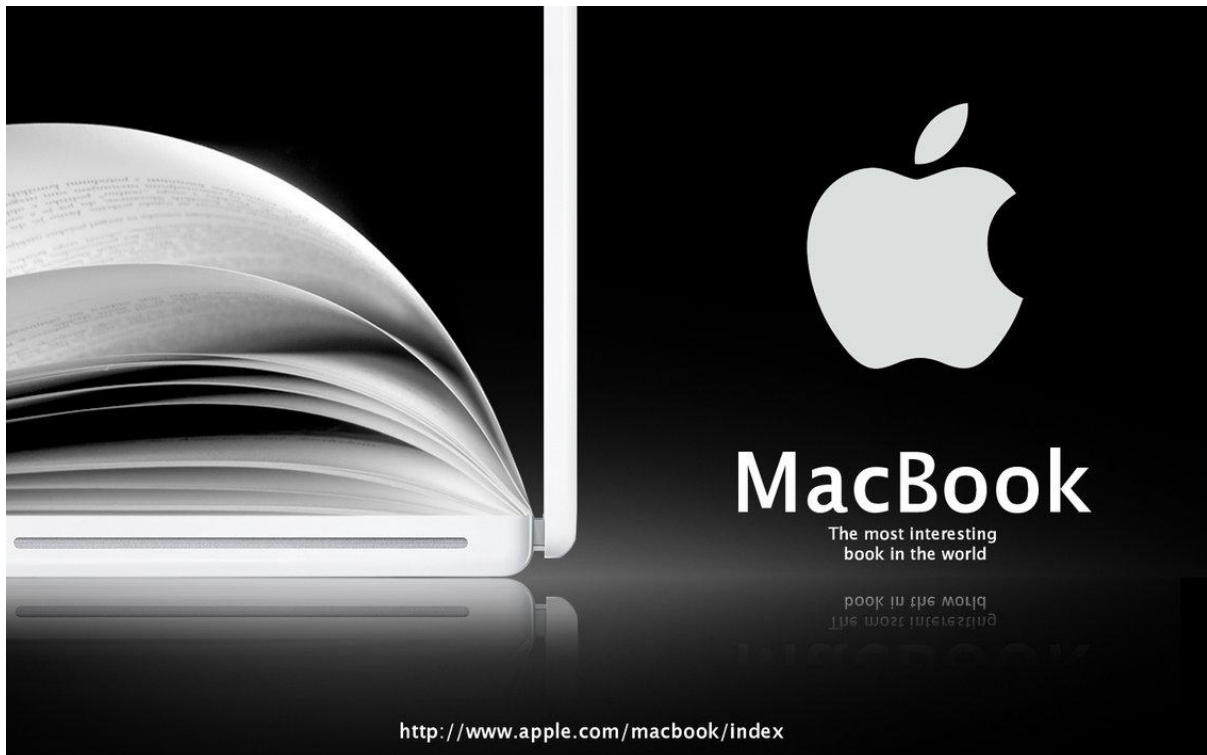
🍏 Think different



Shot on iPhone 6

Apple Advertisement

Apple consistently tops survey the most effective brands and loved brand among all, because it successfully created the impressions on the audience, it's products are sleek, classy, innovative and most importantly the logo. Apple brand identity is closely aligned to the brand image.



Apple Mac Book Advertisement

Why are logo important for the Advertisement

Logo in advertisement is a visual representation of a brand and to communicate a brand's core principles and values of the company.

Because of this logo plays a very important role in connecting point between the company and it's customers.

Business like MacDonal, Domino's, Coca-Cola are all known brand's logo. It's impossible to identify product without logo or it's corporate identity.



Coca-Cola

Reasons why logos are important for business

Builds Cooperate identity and Trust

Including brand's logo into Advertising Companies it can built your brand's cooperate identity in the eyes of your target audience and the overall public.

Many brands like Cocacola have their enterprise and cooperate identity on their logo whether showing it through different advertising medium.



Coca cola advertisement on different medium

Enhances brand's Exposure

Advertisement with logo enhances the exposure of brand on national or international level or to wider target audience.



Famous brand's Logo



CHAPTER - III

Literature Review

[Kenneth Burke](#), A symbol, for us in the design world, is usually a combination of graphic elements that represent something to us-in other words, a picture that tells a story. [Kenneth Burke](#), the twentieth century theorist and critic, described humans as “*symbol-using, symbol making, and symbol misusing animal*” Our interest as designers should lie in how to use symbols correctly, and to avoid at all costs any misrepresentation.

[Thomas Gregory, 1949 I 2,000 Words on 2,000 Years of logos, Symbols and Icons, \(Book\) I First Edition](#), A very familiar trademark, an identifiable "signature", a graphic that means instant recognition. They all are different but one thing in common. Trademarks are prehistoric. They began as symbols of personal and group beliefs and evolved from the desire and need for social communication and identification of certain "truth". These simple and primary signs were man's first attempt to communicate, not by tongue but by a representational drawing or image.

[Ralev Kompani I October 23, 2013](#), The better the logo, the bigger the opportunities for developing the brand further. "It's not a panacea, but it could be very useful swiss army knife. A small investment on a big return".

Symbolism : representation, meaning and apprehension - symbol/logo is designed to ideally represent the summative functions and core concepts of an organisation or company in an immediately recognisable way. Historically, symbols have been used to structurally codify a set of beliefs, or social practices, or customs. This practice has identified them as marks, or brands, of identity which "ideally" signify those core attributes with which they have been associated. It is by association with these conventions that symbols, such as the Swastika, have been intentionally imbued with mythological values (different from the original meaning) which encapsulate the philosophical or ideological concerns of an organisation.

(Henderson & Cote, 1998; Zajonc, 1968). Logos must be recognizable, it is intended for the target market, and induce positive affect. The degree to which development of a logo is efficient is dependent on the feeling evoked by the logo (positive or negative), the intensity of the affective reactions, and how closely the logo is linked to the identity and mission of the company. Positive emotions brought about by the logo can be achieved with first logo design and can be developed over time through increased logo exposure.

Scope of the study

The survey for the proposed research is conducted in the Jalandhar City (Lovely Professional University) among students and staff members. Outcomes of this research may be subjected to get influenced local views and practices. while documentation, the sources of collected data is not only limited to Indian contemporary but also extended to western contemporary trends in today's advertising scenario.

Research Methodology

To get the different reviews of audience about the importance of symbols as logos in advertising, a survey will be conducted, containing a set of questionnaire and interviews. Responses will be calculated and evaluated in support of conclusion drawn.

Documentation will be from various books, news articles, research papers, websites, thesis etc. The nature of analysis in this study is semiotics. Semiotic refers to the study of signs and symbols. There will be a brief outline of the processes, techniques, and methodology or the theoretical approach that will be used to achieve the above objective.



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