

HIDDEN MEANING OF LOGOTYPES

Трюшникова Е.С.

**научный руководитель ст. преподаватель кафедры «Маркетинг» Грищенко Н.А.
*Институт Управления Бизнес Процессами и Экономики
Сибирский федеральный университет***

In the modern world it is very difficult to imagine our life without TV, newspapers, magazines and etc. But I consider that nobody think about real meaning of advertising, logotypes and slogans. Before doing this project I did not see some small pictures or I did not hear special play of words in advertising conversations. In my project I would like to demonstrate some interesting facts about it.

This topic is on the front burner, because a lot of firms would like to be on the first level, but it depends not only on the activity, but on the correct work of the advertiser. The central aim for advertisers is to create individual logotypes, which can show the main idea of company activity. The logo is the most important element of corporate identity and plays a huge role in the awareness of the company and its products in the market, good logo can significantly improve the effectiveness of advertising, to raise the company's image and influence its perception in the market. Poor or no logo at best, would deprive the firm of one of the most important competitive advantage - recognition, and in the worst case, its undignified, which may be caused by the content of primitive and tasteless design, generally able to push away from the company's prospects, especially in the corporate market.

When you create a logotype you should know some rules of creation. Speaking about forms of logotypes we should remember that every form have their own meaning. So, let`s look at one of them.

Firstly, Circular. Circular is a geometric figure, symbolizing the decline and rise, dynamics, innovation Circular form denotes perfection and incomprehensibility. The circle is one of the most important and most common geometric symbols, whose form is given the appearance of the sun and moon. In mystical systems of God it is interpreted as the center of the circle with the ubiquitous.

Secondly, square. Square shape evokes a sense of strength, stability, and a conservative. Logo square is well suited for large and reputable organizations. One of the most powerful and universal symbols is triangle.

Thirdly, Equilateral triangle - male and solar symbol representing a deity, fire, life, heart, and mountain climbing, prosperity, harmony, and the royal power.

The play of colors is very important too. The logo design should be avoided multicolor, unless this is strongly dictated by the specific business. There are many reasons. Firstly, more colors is more difficult to achieve balance and harmony. Secondly, too variegated logo is worse remembered and may look jarringly. Reading some work of psychologists I found information about meaning of color. Red color has the strongest effect on the psyche of the consumer. In general, the color red is considered to be aggressive, and full of the life force, akin to the fire so as to express the love and the life-and-death struggle. The blue color is most often seen as a symbol of the spiritual. In contrast to the vibrant red color blue acts "restraining" and configures most people thought. Black is denying in the world's vanity and splendor, the color of the priestly garments and the symbols of

conservative (oriented church) parties. In the logo, black looks very solid, reliable and solemn. Because black goes well with most other colors, designers often use it for two-color signs and logos. Today, black is also very fashionable.

Despite the fact that the color and shape of the logo have a definite meaning and are able to carry the message to the consumer, in most cases it is not sufficient. Very often, customers are demanding that the logo reflects the views of the industry and their companies. But more than wise and satisfied customers intelligently hints and nuances.

In the second part of my project I would like to find the meanings of logos and also to show you some hidden side of logotypes, which we see every day in the Internet and so on. Because the most interesting moment in logo is some small pictures and signs, can be more than we think.

- Logotype of “Amazon”



This famous logo is very clear and simple. Speaking about color side, we can see black color and orange. The main meaning of it is that this company is very reliable and energetic. These qualities are very important for the company, which attending shopping activity. Now, I want to show you small interesting moment in this logo. The arrow at the bottom may seem to you just only smile, symbolizing the positive attitude of the company to its customers, and showing the face of the happy client. And However, I want to explain the meaning of this arrow. Reading some information about this web site, about their advertising company I found that It says that amazon.com has everything from «a» to «z».

- Logotype of “Toblerone”



Have you ever eaten this chocolate? I think that if you do not eat it, you have seen it. In this logo the prevailed color is yellow. Yellow is the color of the Sun, it means optimism, joy and belief in better. Certainly, it is important to speak about these feelings when you eat chocolate. Everyone sees this chocolate in shops, but I think that nobody thinks about the logotype. Firstly, on logotype you see the mountain. But it is not so simple. The company «Toblerone» was founded in Bern, Switzerland. It is said that the name of the city means "City of bears." If you take another look at the logo, it will definitely see a bear.

- Logotype of “Sony Vaio”



The brand is known as the Sony Vaio laptop manufacturer. The color of this logo can be blue or black. It means that the creator of the logo would like to show power of this company and importance in the modern world. But did you know that their logo has also a hidden meaning? The first two letters are the wave which demonstrates the analog signal, and the last two look like 1 and 0, symbolizing the digital signal.

- Logotype of “Unilever”



Unilever is one of the largest manufacturers of foods, beverages, cleaning agents and personal care facilities. They produce a huge range of different products and want to display it in their logo. Each part of the logo has a meaning. For example, the heart represents love, care and well-being, the bird symbolizes freedom, liberation from everyday life, enjoyment of life.

When I read some information about this company I found that the main color in their logo is not blue, but is white, which is behind letter “U”. The creator shows us purity, innocence and softness of their activity.

- Logotype of “Tostitos”



If you look at the center of the logo, you can see two people enjoying a cup of Tostitos nachos sauce "Salsa." Tostitos is common. Speaking about coloration, creator used very warm colors like red and yellow. This combination means that this brand can present you their warm and joy. And when you visit this café you will always be very pleased.

Describing these logos I do not say about the forms of them. You can see that creators do not use special form and we see logos on the white or grey walls. The majority of creators use this side, for showing independence of their brand. They do not need of the other colors, forms and so on. They can be interesting without it.

While preparing my project I've read a lot of information about these brands. And the majority of directors say that their logotypes play very important role in their business. Thanks to the logo they could gain a firm foothold in the market of the product.

In the conclusion of my report I should say that it is very important to note that advertising will always be important in the promotion of the product. The Meaning of the logotype helps us to be familiar with the semantic significance of the product. While establishing your own business you should not forget the corporate representation of your company.