Re-designing Logo in Indian Context

Abstract

A well designed company logo provides a unique brand identify that is fundamental to consumer recognition and service differentiation. It requires mammoth marketing efforts to establish a logo in the minds of the consumers. However we have witnessed the change of these logos into something new. This paper explores the reasons behind logo change and also investigates if there is a fit between what the companies wish to project through a logo change and what the consumers perceive.

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Introduction

A logo is a graphic mark or emblem commonly used by commercial enterprises, organizations and even individuals to aid and promote instant public recognition. Logos are either purely graphic (symbols/icons) or are composed of the name of the organization (a logotype or wordmark).A well designed company logo provides a unique brand identify that is fundamental to consumer recognition and service differentiation. According to brand strategists and marketing experts a company logo can be maintained for nearly up to 20 years serving as an enduring symbol of a company impact and existence.

Literature Review

Muzellec et al. (2003) stated that "corporate rebranding aims to modify the image (the perceived-self) and/or to reflect a change in the identity (the core-self)" of a company.Rebranding has been categorized into different types based on name, logo and slogan change. There may be five types of rebranding: a new name and logo, a new name, a new logo and slogan, a new logo only, and a new slogan only (Stuart and Muzellec, 2004). "When products and services are difficult to differentiate, a *symbol* can be the central element of brand equity, the key differentiating characteristic of a brand"Aaker (1991, p.197). Does

the presence of a logo (symbol) add any value to a brand name? Schechter (1993) provided a way of measuring the added value of a logo through its image contribution and recognition/association. Subjects were divided into three main

groups: the first was shown the company/brand name only in black, the next was shown the icon (symbol) only in color, and the third was shown both name and symbol Giberson and Hulland (1994) found that when a product category is cued in a logo, the logo is retrieved faster from memory. Based on Henderson and Cote's (1998) logo design dimensions, the authors manipulated two logo design characteristics, namely: the representative/abstract and angular/rounded dimensions. The dependent variables used were: attitude toward the logo, attitude toward the ad, attitude toward the firm, and the perception of firms' modernness. The results showed that the effect of roundness of the logo on the different evaluations was moderated by the product category (i.e. an angular logo was preferred for the building and a round logo was preferred for the vase). Furthermore, the effect of logo representativeness and roundness on evaluations was also moderated by visual arts orientation (an individual difference factor).In "creating effective logos," Kohli, Suri and Thakor (2002) provided their thoughts on the "two facets of logo design: content and style," where content referred to the "elements contained in the logo, including text and graphic representation" and style referred to "how these elements are presented" (p. 60) in a graphical sense. The authors provided some guidelines to creating effective logos, and of the guidelines presented, they said that a logo design image should be carefully chosen, since "a strong image may take a long time to build but an even longer time to shed" (p. 62). Logos should also reflect the "big picture, and ensure consistency over time and between the various elements" (p. 62) of brand identity, i.e. the name, logo, and slogan. Fang and Mowen (2005) studied the effect of a logo design on attitude toward the firm and the perception of the firms' modernness. They found that the respondents had a better attitude toward the firm for a round logo versus an angular logo. In terms of a logo change, Kohli et al. (2002) provided some guidelines and stated that "if a logo is changed, the change should be made in (1) content, when it is warranted by a shift in brand strategy, or (2) style, when the need for an update is felt."(p. 63). However, the changes to the logo "should be kept to a minimum" (p. 63). They further say that "if logos are to be changed, they should be changed for content, not for style, and the change should be incremental" (p. 62).

Objectives

The following are some of the objectives of the study:

- To find out the reasons behind logo change
- To understand the reasons behind non-acceptance of logos by the public
- To find out if there is a fit between what the customers perceive and what the marketers want them to perceive, with respect to logo changes.

Research Methodology

In this study, both primary and secondary data has been collected, analyzed and presented in a lucid manner. For collecting the secondary data, internet, published authorized data and records like renowned publications, articles and magazines have been considered.

Primary data has been collected with the help of structured questionnaires for the two studies. The two studies are as follows:

1. To investigate into whether the new **Airtel** logo has made an impact, a survey was done in Bhubaneswar among college going youth pursuing post graduation in management. The youth were selected particularly to investigate the claims made by Airtel that the new logo was supposed to be young, dynamic and warm. It was felt that this level of youth will be appropriate to appreciate the questions asked. Thirty students were asked to rate the old and new logos of Airtel on a scale of 1-7 (1 being excellent and 7 being poor) on certain dimensions like likeability, whether the logo looks young, whether the logo gives the feel of being dynamic and if it is able to establish emotional connect with the youth. Paired t-tests (two tests with the same sample, for the old and the new logos) were conducted for each dimension to find out if the ratings are significantly different.

2. To investigate into whether the new **Videocon** logo has made an impact a survey was done among middle aged consumers, (age varying between 28years-45years) from Bhubaneswar. The middle aged consumers were selected particularly in keeping with the product portfolio of Videocon which mainly consists of Consumer Durables and Home Appliances and ideally is targeted at this group. The claims made by Videocon, that the new logo is supposed to be modern, futuristic, represents a company on the move and is young were investigated. Thirty people were asked to rate the old and new logos of Videocon on a scale of 1-7 (1 being excellent and 7 being poor) on the dimensions mentioned above. Paired t-tests were done to find out if the differences in the ratings were significant.

Why the Airtel and Videocon logos were selected for study?

The Airtel and Videocon logo changes have been noticed and also have been talked about. Besides they offer different aspects of logo change. There has also been a comparison among both these new logos.

Notable facts about the logo change in Airtel

- Airtel has undergone a change in the last year, so it is a recent change.
- The colour red has been retained in it.
- The font style has been changed from upper case to smaller case.
- The number of letters in the logo has been reduced.

Notable facts about the logo change in Videocon

- Videocon has undergone a change a few years back
- Videocon represents a drastic colour change
- The font style has been changed from upper case to smaller case.
- Both the new and old logos pertain to only one alphabet, i.e. 'V'

Airtel vs Videocon vs Vodafone – Logo Comparison

It has been felt by some that the new Airtel logo hasn't worked out that well and isn't up to the mark. There's a lot of conversation on the internet regarding the new logo. A lot many said that the logo is quite similar to Videocon's logo and it's an inverted version of it. A few said that the logo resembles Vodafone logo.

Airtel's new logo compared with Videocon's (inverted) logo

Why does a company change its logo?

Modifying a product logo design is a decision that requires careful consideration. Such designs after all function as not just an embellishment on the product packaging. They are also responsible in symbolizing what the product is intended for. Hence, company logos help articulate what the product brand is all about even without saying a single word. However, we have witnessed how several business organizations have changed their logos not only once but twice, and even more in some cases.

Justifications behind Logo Change

Corporate Growth

It is natural for all business entities to grow and thus make more money. A business grows in many ways. Some companies might choose to merge with another in order to create a synergy and thus end up stronger than if they were separate entities. Some companies might grow by buying over another in order to add a certain value to its current business which it feels it might lack. A company might also expand on its own merit or diversify as it sees fit. In all these situations, an organization might want to mark these changes with a corporate identity change, which would of course, require a logo design change. **Air Deccan** was taken over by Kingfisher airlines and the logo was changed to incorporate the kingfisher symbol, font style and font color of Kingfisher. Subsequently in 2008, it became Kingfisher Red.
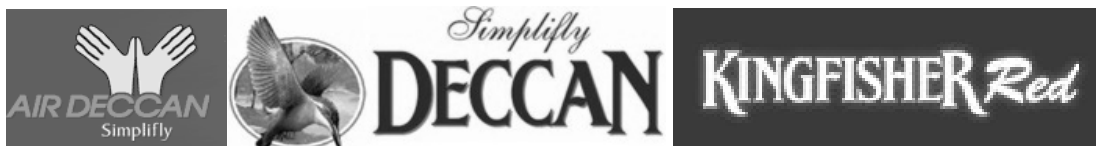
Indian Airlines zeroed in on the wheel from the Sun Temple at Konark, Orissa which represents change with an element of continuity, signifies motion and represents the Indian image perfectly. The quirky blue spokes signify the sky, aviation and modernity against a lively orange background, an attempt to establish continuity with the old logo. The dropping of the suffix "Airlines" from the

name makes the logo simple and signals at a change in mindset — from a plodding public sector undertaking to an airline that is ready to take on private airlines. Indian was formed after the merger of Air India and Indian Airlines in 2007.

Changing customer and industry trends

The changing customer and industry trends make the logo look tired and outdated. Changes in the company's business focus and market strategy is no longer inline with the original logo design and conceptual foundation. In business, treading the 'new look' path is imperative because such makeovers, sometimes make a huge difference to the brand. If nothing else, it keeps the brand's image alive as a contemporary one. Many companies while going for the new logo have gone in for minimalism.

The telecom brand **Airtel** changed its logo thrice in the last decade. In 1999, it got its first new logo with the tagline - Touch Tomorrow. In 2002, it went for a switch in identity for the second time, and its tagline changed to Live Every Moment. The third logo change was incorporated in 2005, and it was about Express Yourself. The logo for Bharti Enterprises has again undergone a change recently.

Airtel needed to speak to the youth better. Value-added services are gaining in size with each passing day, and the company is now global with operations in India, Africa, Sri Lanka and Bangladesh. Bharti Airtel offers services under the Airtel brand in India and Sri Lanka, Zain in Africa and Warid in Bangladesh. Research showed that red was an incredibly positive colour in Africa and blue and purple or green had been used in Africa so red was a differentiator. Bharti Airtel was ready to change the logo on a scale of 1 to 5 — 1 represented the subtle changes Google makes and 5 the metamorphosis of British Petroleum into BP. Bharti Airtel wanted that the change should range between 4 and 5. The small font signifies 'young, dynamic and warm' and can connect with the youth. It also represents humility, which is necessary in a service brand. The logo represents the air-curve — it is abstract and is inspired from the earlier brand name.

Companies have different methods to evaluate the success of rebranding campaigns. Bharti says it connected emotionally with the audience as the campaign gathered more than half a million views on YouTube. Fans uploaded their versions of the Endless Goodbye piano track and millions have downloaded the AR Rehman ringtone, it says. The company views it as 'Return on Involvement' and not 'Return on Investment'," and it is about a movement; a movement that has just begun.

The new **Dabur** logo represents continuity with change, is more cohesive and contemporary.

Old Logo   to

Bajaj Auto, after 40 years, adopted a new blue-coloured, wing shaped logo that depicted its growth ambitions.

to   Bank of Baroda

Bank of Baroda (BoB), also changed its logo. The color of the logo changed from blue to orange, the logo was made more contemporary. The logo change need also stemmed from the fact that it caters to the NRI Gujarati community, and, among Indian banks, has the largest number of branches overseas. The public sector bank had a big motivator in the form of private sector banks. The latter's modern and smart approach was beginning to swallow the consumer share of the latter. The private banks were attracting the young, the public sector banks were clearly not.

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The Union Bank new logo comprises of two letters "U" of Union Bank of India interlocked into one another- the Union Bank interlock. The symbol weaves around the word "Union", which has stood for integrity, security, strength and partnership. The colour choice of Blue- commitment to service and Red – the passion to work, represent what the bank wants its customers to perceive. The logo captures the commitment to meet the dynamics of a new market place and demands of newer generation and came into being in 2008.

Before   After

Shoppers Stop in 2008 has upgraded its positioning to a 'bridge to luxury' store. According to the company, "The new logo has an international look and a timeless appeal. The new baseline of the brand 'Start something new' encourages customers to take a step ahead to upgrade oneself to the next level in life."

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The Rhino mascot has been with **Ceat** for almost 50 years. The tagline was also deeply etched in the mind of the public. The reason for changing the mascot is that there is a general perception that Rhinos are getting extinct and is a sloth. Hence the brand wanted to change into something modern. The inspiration for change emerges from the idea of 'raising the bar'. The lines in bright orange give the logo a youthful and contemporary look and combine well with the maturity and stability of the blue letter forms that signify Ceat's rich heritage in the sector.The E in the logo represents motion and movement.

The beverage players wanted a change too. PepsiCo changed the logo for Pepsi and Mountain Dew in 2005 and 2006, respectively. Coca Cola also changed logos for Fanta and Thums Up. Two brands of Shaw Wallace & Co - Haywards 5000 and Knock Out - saw a refurbishment in logo in 2005.Britannia changed the logo for six brands in the recent past. Three of them - Marie Gold, Treat and NutriChoice - came up in 2007. Tiger Biscuits and Pure Magic and Bourbon wore a new look in line with Britannia's new line of thought of refreshment.

The daily, Hindustan Times, underwent a change not just in the logo, but also in content, layout and design. Channels like Zee, STAR Sports, STAR World, STAR Movies, Animal Planet and Discovery, unveiled their 'new' look. The Advertising Agencies Association of India went for a logo revamp in 2005, as did Tribal DDB. The Media Edge was rechristened TME with a new logo. Mindshare and Rediffusion Y&R got a new logo in 2008.
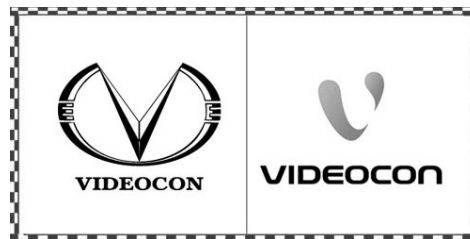
HUL also unveiled a new logo consisting of 25 different icons which symbolizes the company's brands, organisation, values and its core idea of Vitality. The identity changes at HLL are driven by Unilever's attempt to create a uniform corporate brand across the world in line with its future direction. Research showed that the name 'Hindustan' is very strongly etched in consumer memory.Managers at HLL said they prefer to preserve that heritage. The symbols used by HUL in its new logo are sun, DNA, bee, hand, flower, hair, palm tree, sauces or spreads, spoon, bowl, spice and flavors, fish, sparkle, bird, recycling, lips, tea, clothes, frozen, particles, icecream cone, wave, liquid and container. And the U symbolizes 'You", it means to convey that it is all for you (its customers).


Starbucks has dropped its name and the word "coffee" from its logo as it prepares to triple its locations in China from about 400 to 1,500.When angular logos are changed to rounded logos, they become more acceptable in interdependent and collectivist cultures such as India and China than in Western countries which tend to have a more independent or individualistic culture, Rice University marketing professor Vikas Mittal has said. Mittal said that removing the band of lettering makes the Starbucks logo look more rounded. Starbucks might have alienated some of its U.S. customers , but the new logo will likely generate more loyalty from new customers in countries such as China, India, Taiwan and Singapore. Research in aesthetics shows that interdependent cultures prefer rounded shapes as they represent harmony, which is consistent with an interdependent view of the world. Those countries tend to have a higher percentage of rounded logos compared with individualistic countries, and logos and product shapes that are rounded are more acceptable and embraced in those cultures.

Drawing Attention Away From Bad Press

Sometimes, an organization makes a mistake and is subjected to some bad press. When this happens, it is important to remedy the ugly situation as fast as possible before it gets out of hand. As they say, a good offense is the best defense. As soon as the mistake is discovered by external entities, the image of the company involved will be damaged. Every time someone sees the logo of the company - think BP or Exxon - it will remind then of the 'mistake'. Therefore, the company must then be repositioned and an image overhaul is probably required.

The new logo of **GAP** in clean font, with a small blue square overlapping the "P", prompted such an outcry that the US clothing firm initially enlisted the help of the public in rethinking the design. But within days of its announcement, it returned to the solid blue box and "GAP" written in a capitalized serif font, a look introduced 20 years ago.
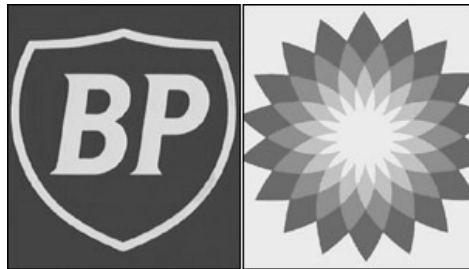
British Petroleum went from shield to flower in 2000.BP unveiled a new greener logo, replacing the shield with a green, white and yellow flower-shaped one. At the same time, it adopted the slogan Beyond Petroleum. The move cost £4.5m ($7m) in brand research, with tens of millions more dollars to be spent supporting the change. Environmentalists accused the firm of spending more on the logo than on renewable energy. But it was 10 years later when the dangers of adopting a "green" emblem were clear, specially after the Deepwater Horizon crisis, because a fossil fuel company cannot pretend in any sense to be an eco-friendly brand. In this way, one lays a trap for oneself. Since the oil spill crisis, lots of people online have been corrupting the logo. The lesson there is that one can't pretend to be something that one is not.

Fruit juice firm **Tropicana** dropped its famous orange and straw illustration in 2009 from its cartons in the US, in favour of a glass of orange juice, a move that sparked countless complaints and criticism from customers. The brand's owner, PepsiCo, relented and went back to the orange. The glass of juice on Tropicana cartons was short-lived. The 2009 redesign was meant to contemporize graphics but loyal Tropicana fans loved the straw in orange imagery, so it was brought back to the packaging.

When David Cameron of Conservative party in the UK ditched his party's hand-held blue torch for a scribbled tree, former party chairman Lord Tebbit described it as "a bunch of broccoli".Others said it looked like Mr. Cameron's child had drawn it, and the softer colour palette was far removed from the very staunch red, white and blue of the old logo. The criticism was unfair and many felt that this was one of the more thought-out logo revamps of the last decade. Such a sharp change in direction helped David Cameron to distance himself from Lady Thatcher, but also helped the party appear more relaxed and environmentally conscious. The oak tree was also a symbol of strength and stability - both of which were great values to portray for a political party. And finally the logo was accepted by the people.

Hypothesis

I) The study on the old and new logos of Airtel

The four null hypotheses are as follows

    a. The mean ratings are same for the old and the new logos with regards to likeability

    b. The mean ratings are same for the old and the new logos with regards to dynamism

    c. The mean ratings are same for the old and the new logos with regards to how young they look

    d. The mean ratings are same for the old and the new logos with regards to their emotional connect with the customers

II) The study on the old and new logos of Videocon

The four null hypotheses are as follows

    a. The mean ratings are same for the old and the new logos with regards to modernity

    b. The mean ratings are same for the old and the new logos with regards to how futuristic the logos are

    c. The mean ratings are same for the old and the new logos with regards to the extent they represent 'company on the move'

    d. The mean ratings are same for the old and the new logos with regards to likeability

Findings

I. Mean Rating of the old and new logos of Airtel on the four effectiveness variables

Likeability		Dynamism		Young		Emotional Connect	
Old	**New**	**Old**	**New**	**Old**	**New**	**Old**	**New**
2.40	3.77	4.47	2.27	4.13	1.90	3.27	4.67

The paired sample t-test results are as follows

Paired Samples Test for Likeability

	Paired Differences							
			Std. Error Mean	95% Confidence Interval of the Difference		t	df	Sig. (2-tailed)
	Mean	Std. Deviation		Lower	Upper			
	-1.37	2.13	.39	-2.16	-.57	-3.522	29	.001

Paired Samples Test for Dynamism

	Paired Differences							
			Std. Error Mean	95% Confidence Interval of the Difference		t	df	Sig. (2-tailed)
	Mean	Std. Deviation		Lower	Upper			
	2.20	1.56	.29	1.62	2.78	7.712	29	.000

Paired Samples Test for Dynamism

	Paired Differences							
			Std. Error Mean	95% Confidence Interval of the Difference		t	df	Sig. (2-tailed)
	Mean	Std. Deviation		Lower	Upper			
	2.20	1.56	.29	1.62	2.78	7.712	29	.000

Paired Samples Test for Emotional Connect

	Paired Differences							
			Std. Error Mean	95% Confidence Interval of the Difference		t	df	Sig. (2-tailed)
	Mean	Std. Deviation		Lower	Upper			
Old – New Emotional Connect	-1.40	2.44	.45	-2.31	-.49	-3.138	29	.004

As per the above t-tests we conclude that the values of 2-tailed significance is lesser than our significance level of .05, hence we reject the null hypothesis in each of the above cases and conclude that the ratings for the old and new logos are significantly different. From the means, we can say that the new logo is more young and dynamic but the old logo is more liked and emotionally connects more with the customers. A probable reason could be that the change is recent and still people have not stopped missing the old logo and that both the logos have been in colour.

II) Mean Rating of the old and new logos of Videocon on the four effectiveness variables:

Modern		Futuristic		Representative of Co. on the move		Likeability	
Old	New	Old	New	Old	New	Old	New
5.00	1.83	4.53	2.10	4.47	2.37	3.70	2.47

The paired sample t-test results are as follows

Paired Samples Test for futuristic

	Paired Differences							
			Std. Error Mean	95% Confidence Interval of the Difference				
	Mean	Std. Deviation		Lower	Upper	t	df	Sig. (2-tailed)
	2.43	1.63	.30	1.82	3.04	8.160	29	.000

Paired Samples Test for 'company on move'

	Paired Differences							
			Std. Error Mean	95% Confidence Interval of the Difference				
	Mean	Std. Deviation		Lower	Upper	t	df	Sig. (2-tailed)
Old- New co. on move	2.10	1.88	.34	1.40	2.80	6.112	29	.000

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