

Effect of Product Brand Logos on Marketing and the Study of Brand Logos

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ABSTRACT

In a world of globalization today, enterprises present millions of products. In order to gain a competitive advantage, enterprises provide the consumers with an unlimited data flow concerning their products by means of developing information technologies. The logo of an enterprise is of a significant importance in the awareness of the products of the enterprises. This study consists of two parts as consultation literature and model proposal. The first part deals with the importance of the logos in the marketing of the products of the enterprises. The second part discusses the logos on the web pages of large-scale enterprises operating in Antalya region and points out the determination of characters used predominantly in logos (colours, shapes and pictures). In light of the data as a result of this study, in order for the logos used in accommodation enterprises to produce a positive effect on marketing activities, how they should be designed.

Key words: logo, tourism marketing.

INTRODUCTION

Today, in the world of globalization and increasing competition, the importance of being a powerful brand and creating powerful brands increases everyday. Making differences in the use of price and brand are accepted as important factors of getting ahead in competition for the enterprise (Yükselen 2006). Regardless of the product that they produce, whether goods or services, enterprises are recognized by their brands.

Brand is a name, symbol, figure or their combination which defines the identity of the products or services and individuate from their rivals (Yükselen 2006). The Role of marketing communications is generally to convey the essence of brand identity and to provide the continuation of partnership between the brand and the consumer. The fundamental feature of marketing communications to create a brand is the long-term consistency. In order to create a loyalty to the brand it is highly important to personalize the brand and to ensure the positive perception of it in the consumer's mind (Yurdakul 2006). Being a brand or using it, contributes to all sides as producers, consumers and agents. Brand has much more meanings other than just naming the firm or symbolizing it. Brand has a duty of dividing the market to different target groups and this is an important strategy to differentiate the submission. (Uslu, Erdem and Temelli 2006) (Kotler 2007). Brand is the past and the future of the production, gives products a meaning, direction and later transforms to a contract between the consumer and the firm. In a way brand is the guaranty of the product (goods or service) (Yükselen 2006).

A brand which is famous and known to be good, helps the producer and the agents earn more money. Consumers may pay a little extra money since they well know the quality of the brand and the quality of the service they will get. Brand makes people save time and this is worth paying for. Sign of being a brand, being a big brand is the devotion from the consumers or the amount of preference (Angelmar et al. 2007; Kotler 2007).

IMPORTANCE OF LOGO

The history of logos goes back to prehistoric ages. The first logos have been drawn on the walls of caves. The word 'logo' first used in ancient Greek. They were the symbols consisting of one or more letters (Longboy 2005). These typically represented the initial letters of a person or place for use on stationary and signs. Many early Greek and Roman coins bear the monograms or logos of rulers or towns (Thomas 2000).

As the world's brands move into the twenty-first century (Murthi and Srinivasan 1999), logo design is becoming increasingly important as a means of differentiation because, in today's massmarket economy, only companies that are able to distinguish themselves from their competitors will succeed (Hankinson 2005). Companies are increasingly emphasising their corporate and brand identities in trying to project a favourable image and reputation. A major problem when dealing with the area of corporate identity is a lack of consensus with respect to its basic concept (Melewar 2005). Companies use logos to convey the unique identity of their products, services, or organizations. A great deal of effort is expended on creating a logo so that it succeeds in generating a representation in the viewer's mind that parallels the company's own concept of its image (Buttle and Westoby 2006).

As a symbol, brand is the design of brand's name and elements of colour, form and style in logo different from the competitors and with the concept that will attract the attention of consumers and is the harmonious presentation including local, folkloric and modern elements (Ar 2004). It is usually the designing forces that enhance a brand and build it as a world brand by creating brand awareness. These are the elements that help the consumers to choose that brand among the others. Brands have different symbols as they have different names and people sometimes know these symbols better than the brands; the star of Mercedes and the crocodile of Lacoste (Ar 2004).

Things which help well-know brands to be recognized are firstly their names and then their logos / emblems (Ak 2006). Visual identity (the logo of the company) is the most important element that provides it to be perceived and to make an impression in the brains creating it (Ar 2004). David Aaker indicates that there are four elements of brand value. These are being known, perceived quality, brand devotion and brand connections (Borça 2008). Logo is a symbol or an icon of a brand which could be stated as brand connections together with personality of the brand, colors of the product, design, architectural specifications (Moser 2007).

A logo does exactly that in a very subtle way, where part of a logo's impact comes from repetition, which is the very act of seeing a familiar symbol on a continual basis. Every company, every branded product or service needs a logo specifically for this purpose (Longboy 2005). The Nike swoosh. The Audi circles. McDonald's golden arches. These iconic logos are recognizable even when the company name isn't visible. Although it's true that your brand identity is not the same as your logo, your logo is still a large part of that identity, creating

the visual impression in your potential customer's mind. "Your logo is the signature of your company says Mark Richardson, CR, president of Case Design/Remodeling Inc., which has franchises in about 50 cities with 180 territories. You wouldn't want to have 80 different ones (Biasi 2008).

Logos are one of the base elements in a corporate identity or brand identity (Öztürk 2006). They are the visual representation of what a company is. They trigger people's memories of previous experiences with the company and other implementations of the logo, leaving a greater impact than words can alone do (Reid 2002). They are the graphic links to the message that a brand promises and communicates and the relationship a company can develop between its brand and its customers (Daun and Klinger 2006). So they become one of the strongest tools for building and reinforcing a brand image and maintaining its value (Angelmar et al. 2007). Also a logo plays a key role in building loyalty and trust in a brand because it provokes an immediate reaction (Biricik 2006). The logo must stand on its own and conjure in consumers' minds the multitude of images and emotions that the corporation it represents took years to establish as the basis for its corporate identity. Logos that are able to do this will foster consumer loyalty to their companies by reminding them of a positive corporate image (Biricik 2006).

Communicating the brand message depends heavily on an effective brand logo. The logo is arguably the most important part of the brand, as it is the part of a company's brand message that is most visible to consumers and, ideally, it comes to stand for the brand itself in their minds (Biricik 2006).

As well as its corporate identity, an enterprise has a visual identity (logo) under the framework of its corporate identity. Visual identity is the most important element providing it to be perceived and to make an impression in the brains creating it (Ar 2004). Visual identity consists of 3 main elements: 1) Color 2) Form 3) Style

Visual identity is the basis of brand image. It mostly provides big support and impetus for the advertisement. This impetus surpasses the advertisements in some brands and sometimes it solely makes impact of advertisement (Ak 2006). An important part of any marketing program related to enterprises practice name, firm image, and positioning concept, is the communication process often categorized as graphic identity (Rogens 1997). Throughout the modern era, corporate logo design continued to increase in significance as a product differentiator and a corporate identifier. Today, logos have become such a part of the modern landscape that not only do we often fail to realize how ubiqui-

tous they have become, but we could hardly function without them acting as signposts, helping us navigate supermarket aisles, news stands, department stores, and even city streets. Busy consumers on the sidewalks of today's metropolis, for example, are constantly on the lookout for logos that can direct them at-a-glance to ATM machines, fast food restaurants, popular clothing stores, and vending machines (Biricik 2006).

As a symbol, logos can be topographic, abstract, descriptive, or a combination of these (Napoles 1988). Topographic symbols use either the company name or its initials in a unique and distinct design. Abstract symbols usually represent images in a stylized, simplified manner. A descriptive symbol is one that relates a company's products or services representationally. Whichever type of logo is utilized, a determining factor should be the ability of the symbol to communicate the company's objective to its target market (Marti 2005). Morgan highlighted how what was once perhaps a simple process of selecting a logo has become a complex decision:

And so the design of logos, which a generation ago was simply about finding a neat visual solution to a name, is today a much more complex process, which feeds back into the internal culture of a corporation and outwards into the market's perception of its activities and offers (Buttle and Westoby 2006). Logo creation is a base element in brand, corporate, and organizational identity. Choice of logo can entail choosing between typographical, figurative, and abstract images, or combining some of these elements. For example, the logo for Coca-Cola is typographic, with the name given a stylized font and colour scheme. The Shell oil company uses an image of a shell as its figurative logo, and logos for cars are typically abstract in choice, such as the Mercedes logo of an encircled three points. Given that unique brand identity is the central feature in creating a logo it is important to know whether one particular type of logo is more accessible to the viewer in terms of associating the logo and the brand name. In other words, is there a processing advantage to having logos that directly represent the brand name (either typographically or figuratively) compared to abstract logos?

While the use of logos may primarily be aimed at creating a distinctive way to associate a brand name with a graphic representation, logos should also convey the ethos of the brand they represent (Buttle and Westoby 2006).

To build such an image through logo design requires the use of all of the tools a graphic artist has in his armory, such as fonts, color, placement, size, pictures, and design motifs. Logosmiths know that some images require a

sense of movement in the logo design, and that some logos need the strength of heavy block lettering, and that logos for products for infants, for example, may be best completed with soft pastels and lines that are rhythmic and flowing rather than sharp angles (Longboy 2005). Diagnosing one's logo is an exercise every companies ought to do, using an objective eye to determine if the logo projects the desired company or product image. Every company, every brand needs a logo. No company or product should wander, faceless, in the competitive marketing jungle without one (Longboy 2005).

In design studies of logo that will be created the important thing is to be able to capture the concepts of beauty and accuracy. Created styles should be both appropriate to the subject and the work and beautiful. (Ak 2006). The last memorable logo and corporate identity change took place in Şeker Piliç. General Manager Asistant Emre Bor expressed that 2 million TL had been spende on logo change and with this change investments in egg and water had been combined in one logo. This effort and the economic expenditure exhibit sufficiently the importance of logo (visual identity) (www.cateringhaber.com). Lide Şeker Piliç, TRT, NTV, PEPSİ, and ALBARAKA TURK can be considere among the important companies which made radical changes in their logos in 2009 (www.grafikhaber.net).

Kotler indicated that atmospherics such as noises, sizes, shapes, scents and colors could help create attention, convey messages and create feelings that might increase purchase probability (Singh 2006). Another way to distinguish a brand from another brand is colour. Colour is also a difficult element to work on. While there are lots of words to create a name, there are very few alternatives to create a brand or a visual identity (logo). In the world of brands, red is the colour of selling and is used to draw attention. Blue is used to convey stability message and is the colour of leadership. Yellow is a neutral colour. As it takes place in the middle of wavelenght that the eyes can choose, yellow is the brightest colour and this brightness is used to draw attention. Green is the colour of enviroment and health. White is the colour of purity, black is of luxury and purple is of nobility and royalty (Ries 2000).

While choosing a colour for a brand or a logo, administrators usually do not regard the different identity that they want to create. They regard the mood that they want to create. The best colour that will be choosen should be the one which represents the category most (Ries and Ries 2000).

As the world continues to globalise, and as international travel grows, one is seeing global hotel brands become more prevalent internationally. One of the

challenges facing a globalising hotel industry is ensuring good marketing practices in terms of developing a clear brand message for hotels. There needs to be a greater attention to study of this by both academics and industry practitioners alike-otherwise the chains in the industry are likely to slide into becoming priced-based commodities. In tracking this challenge, it is first important to examine some of the fundamental concepts underlying the importance of branding in the hotel industry. Only then it is possible to examine the use of an integrated approach to developing brand messages (Chai and Hobson 2004).

Hotel enterprises can create loyal customers only if they become a brand. Again Hotel enterprises which became a brand can make a good impression on the customers and make them talk positively with the other people thus reduce the commercial and marketing expenses (Selvi and Temeloğlu 2008). Branding a hotel is more than just associating a property with a name and a logo (Chai and Hobson 2004). Nevertheless hotel logos are one of the easiest and effective reminding factors of the hotel's brand which are commonly used in commercials, public relations, personal sales for the potential guests.

One of the distinguishing features of a touristic product from the other products is that the production and the consumption happens simultaneously. In every phase of consumption, the customer (tourist) meets the hotel logo which is the visual communication device of the hotel's brand. There are logos on the plates when eating, on the glasses when drinking, towels used after shower, on the room keys or cards, on the telephone index card, on the sewing kit, on the soaps or shampoo boxes. The invoice given to the leaving customer and the envelope have logos on them as well. Shortly, a customer who is staying in the hotel meets the hotel's logo many times in 24 hours. In the hospitality industry, Hilton, Sheraton, Marriott, Holiday Inn etc. are the hotel chains which have become brands and the awareness of them comes to the fore when their logos are seen.

On the effort of brand formation for the destinations, the studies of determining a logo and slogan are done. The availability of the determined logo and slogan in every marketing activity enables them to be more perceptible and easily-remembered. The sun logo of Spain is one of the best-known destination logos (Özdemir 2008).

METHODOLOGY

The purpose of this work is to define the most common colors, symbols, figures and concepts by examining the logos of 4 or 5 Star standard hotels and holiday

village working in tourism contexture. In this concept web sites of 102 (%33) out of 301 (Kültür ve Turizm Bakanlığı Antalya İl Müdürlüğü) four or five star hotels and holiday village with Tourism Operation Licenced working in Antalya district are visited and examined in order to define the common elements like colors, symbols, figures which form the logos together. Common colors, symbols, figures and concepts which are used in hotel logos are defined and analyzed by using SPSS program version 11,5.

FINDINGS

In this research first, common colors were tried to be defined and after this analyze common colors used in logos are defined as in Table 1.

Table 1. Frequencies of the Colors Used on Hotel Enterprises Logos

<i>USED COLORS</i>	
COLORS	FREQUENCY
RED	29
GREEN	34
BLUE	45
YELLOW	39
BLACK	19
BROWN	10
ORANGE	19
WHITE	42
OTHER	20
TOTAL	102

When the frequency of usage of the colors examined which were used on the logos of hotel enterprises; most common colors defined as blue used (45) times which brings to mind the sea and the sky, white used (42) times which brings to mind purity, cleanliness and hygiene, yellow used (39) times which brings to mind the sun and the sand, red used (29) times, green used (34) times which brings to mind the forest. Also orange and black used (19) times, brown used (10) times among others uses in logos of hotel enterprises. In the group of others most common color is dark blue with (5) times. According to this table it can be said that accommodation enterprises use the colors which bring to mind the services or products they present to the potential tourists. Secondly in the re-

search, common symbols and figures were tried to be defined and after this analyze common symbols and figures used in logos are defined as in Table 2.

Table 2. Frequencies of the Symbols/Figures Used on Hotel Enterprises Logos

<i>USED SYMBOL/FIGURE</i>	
<i>SYMBOL/FIGURE</i>	<i>FREQUENCY</i>
SUN	29
SEA WAVE	23
STAR	24
FLOWER	12
TREE	7
BIRD	1
OTHER	20

When the frequency of usage of the symbols/figures examined which were used on the logos of hotel enterprises; most common symbols/figures defined as sun figure preferred (29) times, star figure preferred (24) times, sea wave figure used (23) times preferred by the hotels. The sun reminds a hot climate and holiday; sea wave reminds holiday, freshness, comfort and resting. And the star figure is used to classify the hotel enterprises. Hotel enterprises, especially the 5 starred ones want to express their superiority by using stars in their logos.

Thirdly in the research, common expressions were tried to be defined and after this analyze common expressions used in logos are defined as in Table 3.

Table 3: Frequencies of the Expressions Used on Hotel Enterprises Logos

<i>USED EXPRESSIONS</i>	
<i>EXPRESSIONS</i>	<i>FREQUENCY</i>
HOTEL	80
HOLIDAY VILLAGE	3
RESORT	21
PALACE	4
BEACH	6
CLUB	4
SPA	5
OTHER	36

When the hotels which were taken in the research examined; it is defined that 80 percent of them used the expression of hotel and 21 percent used the expression of resort in their logos. Other expressions boutique, grand, prestige, residence, village were used in some hotel logos as well. Some hotel enterprises just used their names in their logos.

CONCLUSION

One of the key pillars of the tourism sector, the hotel business, can only reach to the goal of profitability and the positive image by being a brand hotel. Hotel enterprises are required to recognize their own abilities and specifications in order to be a brand.

Brand hotel enterprises can establish an emotional bond by the customers (tourists) by the help of the products and services they provide with quality and reliability. Thus, the sale of the brand hotel enterprises products such as the accommodation, eating-drinking, entertainment, etc. if wanted to be bought by the potential tourists again then the only way to distinguish it from others is the logo which is the easiest and simplest expression of the brand.

Under review in the work blue, white, yellow, green, red have been identified as most common colors used by the hotel enterprises in their logos. These colors are definitely suited to the concept of sea (blue), sun (yellow-red), sand (yellow) which is in total harmony with Antalya's destination in the triangle of sea, sun and sand where we chose the hotels operate for our research. White is very important for hotels expressing cleanliness, hygiene, health and nature, green is in vogue recently, expressing the nature, unspoiled environment and sustainability. If this work comprised sustainable nature tourism activities or more intensive in an area that had been green, and the green tones, perhaps would come out to be the most widely used color in the logos. As a result, it is defined that the products and features offered by the hotel enterprises are represented by the suited colors used in their logos.

Detected that the sun, stars and sea wave has been used more frequently by the hotel enterprises as the symbol of the logos. Star is one of the classification methods of the hotels for this, hotels mostly use stars in their logos to express that they are top-class hotels. The sun and the sea waves could be accepted as symbols for expressing the kind of vacation destination which was mentioned above. Hotel and resort phrases are used often in the logos of hotel enterprises. This can be accepted as a reminder for the customers to make sure that the logo they faced during the day among many other brand logos belongs to a hotel.

Well designed logos will have positive effect on the way to reach the marketing targets of a hotel since tourists mostly stay in hotels for holiday purposes between the period of 7-14 days and during this time they face the logo on the plates when eating, on the door keys or cards, on the towels, on paper napkins, or on the carpet laying on the floor.

Effective and successful business of determining of the logos, along with other factors will contribute to the hotel's trademark. At this point, while an effective logo design, keeping in mind the following suggestions may be helpful.

1. First of all hotel enterprises must be in the effort of the quality service and customer satisfaction to brand their products and services.
2. Colors used in the hotel logos should not be determined randomly just to create a logo. Color selection should help to perform the marketing and sales, also reflect the culture, personality and the concept of the enterprise. Logo must be created in a color sense. Accommodation enterprises should have a colour.
3. Color should be used with symbols which will be remembered easily such as display, font, etc..
4. Logo must be remembered. Should provide information about the product. For example, such expressions as hotel, resort, holiday village placed on the logos explain in which area the brand is operating.
5. Distinguishing elements should be expressed on the logos. For example, if a hotel enterprise has the appearance of a palace should have "Palace" as the expression. (Topkapi Palace, Kremlin Palace Hotel.)
6. Logos must be simple, in convenient size, understandable (clear), and must be registered.
7. The hotel logos must be comprised of colors, symbols and expressions which reminds the individuals their longing for the vacation and their needs waiting to be satisfied.
8. The use of slogan together with logos enables accommodation enterprises to be remembered.

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