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Corporate Branding and Communication through Logos

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ABSTRACT: Corporate branding and communication is a very strategic area to get connected with the stakeholders. The Companies spend lacs and lacs of rupees in getting these designed by the noted professionals. The logo is one aspect that symbolizes the very existence and also explains the very philosophy for the Corporate's existence, i.e., mission. Moreover, the Companies who are very keen to change their logo after 25 /30 years, as the annals of strategic management suggest, are visionary companies. Otherwise, logo designed stay forever, like that of Coca Cola, Philips and many other companies so that they are registered in customers' mind is a crucial aspect of modern business strategy, influencing consumer perceptions, loyalty, and competitive positioning. Logo is a constitution of signs and symbols that extend insights into the development and communication of corporate identity. This research paper analyses the raison d'etre of logos of some selected companies that have become market leaders, and their logo and slogan/punchline crafting strategies are such that there has been a rich blend of corporate identity, code of conduct and corporate communications.

KEYWORDS: Logo, symbol, corporate branding, corporate communications, Brand identity, values

I. INTRODUCTION

Corporate branding and communications through logos and slogans create the perception and interpretation of symbols by consumers so that the strategic intent comprising vision, mission, objectives and goals could be met. A Logo plays a strategic role in developing stakeholders' perceptions, effecting the purchasing decisions, and establishing long-term bond between businesses and their stakeholders. This research paper investigates the relationship between logos and corporate branding and communications by analyzing the logos and slogans of some notable corporate and the philosophies behind their creation.

Corporate branding and communications are instrumental and helpful in creating the right identity, personality, perception and equity of the company in the minds of the stakeholders, especially their market segments who are their consumers. The association that the consumers derive with their self-concept and self-personality is long lasting through the effective logo and slogans as hardly anyone would read the entire copy/content of an advertisement. The perception is built on various factors, like, visual identity, messaging, and overall brand image and brand equity that the corporate garner and leverage for decades and decades. Designing, creating and developing a logo is a specialized art and science. It delves deep into the unique perspective on how signs and symbols are used in communication.

II. OBJECTIVES

This research paper is written with the following objectives:

- 1) Analysis of logos and slogans/punch lines of some noted corporate who are leaders in their respective industries, i.e. understanding, comprehending the meanings, connotations, and interpretations behind them.
- 2) To investigate the connect between the logo, slogans/punch lines and vision and mission/code of conduct/values of three companies.

III. RESEARCH METHODOLOGY

This research study is conducted on the basis of secondary data. The research is descriptive and qualitative in nature. Websites of some prominent Indian multinationals were visited and their logos, corporate colour and slogans/punchlines were analyzed deeply vis-à-vis the philosophies behind their creation. Also the vision and mission of these very companies were also studied and were correlated to that of their logo, slogan/punchline, corporate colours



vis-à-vis the values for which these companies stand for and throughout carry blitzkrieg through their marketing and corporate communication strategies.

IV. DISCUSSION

The prevalent competitive eco space calls for creating and sustaining strong corporate brand image, identity and value system. The Companies need to stand apart from the competitors, and they resort to creation of strategic intent; vision, mission, objectives and goals, i.e. VMOG that has to be different from their competitors'. It's all about identifying a niche, a space in consumers' mind and filling/plugging the gap with their well identified vision and mission statements(s). It's here that vision and mission are further percolated to logos and punchlines that are crispy enough so as to connect and resonate with the stakeholders and mark the distinctive element for the sake of corporate personality, and values for which the Company had been incepted at the first place itself. However, beyond their aesthetic appeal, these elements carry deeper meanings and associations that influence how consumers perceive and interact with brands. *Symbolic Interactionism*: Since the logos are primarily symbols, the consumers and stakeholders of these identified companies create and interpret them based on shared social meanings. In the domain of corporate branding and communication, consumers connect with brand symbols and derive their own interpretations based on their personal experiences and cultural contexts.

Brand Identity and Semiotic Analysis: Brand identity consists of associations and perceptions that distinguish a brand in the business arena. The logos in the form of symbols depict a step by step and integrated method to decoding and deciphering their underlying connotations, meanings and interpretations according to the mindset of the identified market segments.

Semiotics in Corporate Branding: Visual Elements: visual elements such as logos, colors, typography, and imagery contribute to the construction of corporate identity and brand recognition.

Verbal Elements: the use of language, slogans, taglines, and brand names in corporate branding, highlight how linguistic cues influence consumer perceptions and brand associations.

Symbolic Elements: This section discusses the symbolic meanings embedded in corporate branding, including cultural symbols, rituals, and myths, and their role in shaping brand identity and differentiation.

Applying Semiotics to Corporate Branding: In the context of corporate branding, semiotics can be applied in various ways to enhance brand communication. One key application is in the design of visual elements such as logos, colors, and imagery. These visual elements serve as signs that convey the brand's identity and values to the audience. By understanding the symbolic meanings associated with different colors, shapes, and images, corporations can design visual elements that resonate with their target audience and convey the desired brand image.

Another application of semiotics in corporate branding is in the development of brand narratives and messaging. Semiotics helps corporations understand the underlying meanings and associations of words and symbols, allowing them to craft messages that effectively communicate their brand values and resonate with their audience. By using signs and symbols that are meaningful and relevant to their target audience, corporations can create a strong brand identity that differentiates them from competitors.

Logo Design and Brand Identity: Logos are central to corporate branding, serving as visual representations of a company's identity and values.

Slogans and Taglines: Slogans and taglines play a crucial role in conveying brand positioning and personality. By examining the semiotics of language and rhetoric, slogans can evoke specific emotions and associations, reinforcing brand identity and differentiation.

Visual Branding and Imagery: Visual elements, such as color schemes, typography, and imagery, contribute to the overall aesthetic of a brand. Visual branding choices influence consumer perceptions and shape brand identity across different cultural contexts.

Do logos have life? Can a company function without a logo and still create a brand to reckon with? Companies need to have brand value and to create that logos are essential. Reputation of a company depends on brand value and logos help

companies enhance brand awareness. No company can survive without a logo which is needed to brand its product in visual media. Logos seem to have a charming life that leads to positive outcome for companies in a competitive environment. ARM Communications involved in designing logos within the ambit of Vaastu Shastra unravels the significance of some top 25 Indian company logos making their mark in people's imagination.



1) Tata Group

The logo of TATA stands out due to its simplicity. The alphabet 'T' in blue depicts the group's reliability, strength, and prosperity. With an altogether different point of view/seen from another angle, it is a Tree, a Tree of trust, and then seen deeply there is a fountain that is signified, and that is the fountain of knowledge. TATA group is the largest multinational conglomerate of India that stands for 'trust, reliability, quality' for the last more than 100 years. Tata logo was refurbished from time to time. TATA's Chairman, Mr. Ratan Tat had an intent to promote the company worldwide with a unique corporate brand symbol and zeroed on to the slogan of "improving the quality of life". *Tata's Code of Conduct*: After investigating the code of conduct of TATA Sons: - following codes of conduct are very well depicted by logo, its colour and slogan

"Highest standards of corporate governance; respect for human rights and dignity; professionalism, honesty, fairness and integrity in all interactions with employees, customers, communities and the environment, partners, financial stakeholders, government and regulators and other group companies". Slogan: "*Leadership with trust*". *This resonates with the overall code of conduct and depicted very well by this new logo.*

2) State Bank of India



SBI logo depicts a key hole which can be deciphered as the common man's bank who can unlock all his banking needs, where unlock stands for fulfilling all the banking needs of a common man. The colour of the logo and that of SBI as it is commonly called is also quite common and simple to which anyone can relate. *Another apt interpretation of this logo is a blue circle with a small cut in the bottom that depicts perfection and the small man the common man – being the center of the bank's business.* Slogan: There have been several taglines that SBI has been applying in all its corporate communications, some of them are mentioned: "Pure banking, nothing else", "with you – all the way", "a bank of the common man", "the banker to every Indian", "the nation banks on us". Out of the three visions statements of SBI, i.e., "My SBI, My customer first, My SBI: First in customer satisfaction", the last two one very aptly gel with its logo. After investigating the mission statements of the SBI, following three are very much resonated to the logo: a)

we will speak the language of Young India, b) we will be of service even in the remotest part of our country, we will imbibe state-of-the-art technology to drive excellence”.



Wipro also re-designed its logo as a sunflower with VIBGYOR; dark rainbow colours, that projects company’ integrity and values. The logo is vibrant to project the company’s journey of growth that began in 1945 with a vegetable oil company and at present become a diversified group in domains of IT, electricals, furniture, KPO, BPO and others. Previously, logo was a sunflower designed in black and white. Out of the following mentioned values of Wipro, “Be passionate about clients’ success, Treat each person with respect, Be global and responsible, Unyielding integrity in everything we do.”“The value of “unyielding integrity in everything we do “very aptly gels with the logo. Slogan: the slogan is “applying thought”. It correlates with the logo well, in as much as the code of conduct. The semiotics applied and the colour scheme of VIBGYOR around the company’s name are sufficient enough to portray that
(Disclaimer – All logos are trademark or registered trademarks of their respective holders. Use of them does not imply any affiliation with or endorsement by them)

V. CONCLUSION

Logo is a very strategic tool in positioning a particular company in the business environs thanks to its graphic designing, creativity and innovative approach in which graphic designers have a very important role to play. The burgeoning impact of digital technology, globalization, and cultural shifts have further contributed towards the need of crafting effective logos and slogans. The art and science of logo extend valuable insights into how corporations can enhance their branding efforts by understanding the meanings and associations of signs and symbols. By applying semiotic principles to their branding strategies, the companies can resort to connect with their market segments including the various stakeholders , establish strong corporate and brand identities thereby occupying the cluttered mind spaces of audience and differentiate themselves. in the market. As communication channels continue to evolve, a semiotic approach (symbolism) to corporate branding will be increasingly important in helping corporations navigate the complex landscape of brand communication and achieve their branding objectives.

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