

Logo visual analysis

Conf. Dr. Ing. Simona Sofia Duicu
Universitatea Transilvania Brasov

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Abstract: The paper presents some of the latest achievements in marketing design regarding visual communication. The analysis of the messages subliminal structure follows two currents: quantitative and qualitative, any of those having adepts. In the modern life, visual design used for marketing may quantify some features from each of them.

1. Introduction

An important way of delivering a visual message is by describing the reality using specific codes. There is an entire science for encoding and decoding these messages because the line between reality and representation is very thin. Logos are used in marketing like these codes. The communication science regarding graphic messages accounts an immense data base used for research and logos interpretation.

2. Logo content analysis

The importance of the content analysis in graphic communication is like the importance of the first year of school; without a system of receiving the messages there is no possibility of understanding. Holsti definition for content analysis is: "any technique regarding the interferences between objective and the systematic identifying of the features contained by the messages" [1]. It seems to be very abstract, but a simple study case reveals the method (study case 1 – Technological Engineering Faculty logo).



Figure1. Technological Engineering Faculty logo

The research techniques for realizing the logo of the Technological Engineering Faculty was based on two different branches: the objective questions and the systematic condition.

On the first problem we have to decide what the specific features that must be reach on the message are, and what the specific means to suggest this on the representation are

too. We agree that the specificity of the message must be based on the key words: engineering, technology, design, economics. The second step was to decide if this faculty has a futurist image or a conservatory one, and we decide that a revolutionary image answer best to ours requires. Finally we establish the formula or the rules to be followed when the image is created: colours, figures, icons, fonts etc. After we establish these steps of the research process, we decide that the objective character was formulated.

On the second problem, the systematic approach, we have to decide if the entire objective analysis can be filled and had the repetitive character. So, we put the same questions to an already done logo, the Transilvania University one (figure 2). Are there some specific aspects on the message? Is there a specific type of an image (different and suggestive)? Can we repeat the same rules for establishing the final idea content?



Figure2. Transilvania University logo

A table with all the aspects of the objective and systematic analysis is presented above:

Table1

Logo	Specificity (key word)	Image features	Rules		
			Colours	Figures	Fonts
Engineering Faculty logo	Engineering Technology Design	Revolutionary	Blue-yellow	Geometric figures	Technical drawing fonts
Transilvania University logo	Tradition Cultural centre Diversity	Classic	Blue-yellow	Brasov City Icon	Gothic fonts

3. About logo message

We may approach the visual message on a pre-establish system by following Holsti definition. But when visual logo came into discussion, more other aspects must be considered. The empiric study of the logo visual message requires three different aspects:

- Describing the communication reality,
- Explaining this reality,
- Educating the receiver (the public) for decoding the messages.

It is because of the encoded messages contained by the logo we have to manage very well the information. Referring to the Engineering Faculty logo, it is important that students and all the academic community to understand the message. In fact, they are the principal promoters of this image and they have to identify them self to that.

In the academic process this community has also another important issue: to educate a certain spirit, so, to educate inside certain values. It is like a group having a specific comportment, preoccupation and ideals has to cultivate core values without using specifically words. Only a representative group could have a representative image.

There for only well based group can educate and transmit its image and values to the social community or the public. If the students and the academic society understand their role, they could let a mark on the face of the local community. Great names like Oxford or Cambridge, Yale or any other important University build them self strong images in their internal community and in the eyes of the society.

4. Managing logo values

The first phase of the logo values management in planning, the second is organizing, and the third is controlling. In the figure 3 there are some explanation regarding this problem after Derksen and Crins [2].

Planning the logo is an important step. Its values must be very well established from the beginning. In this moment are also fixed the priorities in the next step, so a plan to follow is realized. The execution comes after planning. This faze is very expensive because many financial, human and time resources could be spent. Different categories of personnel are involved and also image processing resources can be used. Plans and final product have any values if the logo message is not controlled.

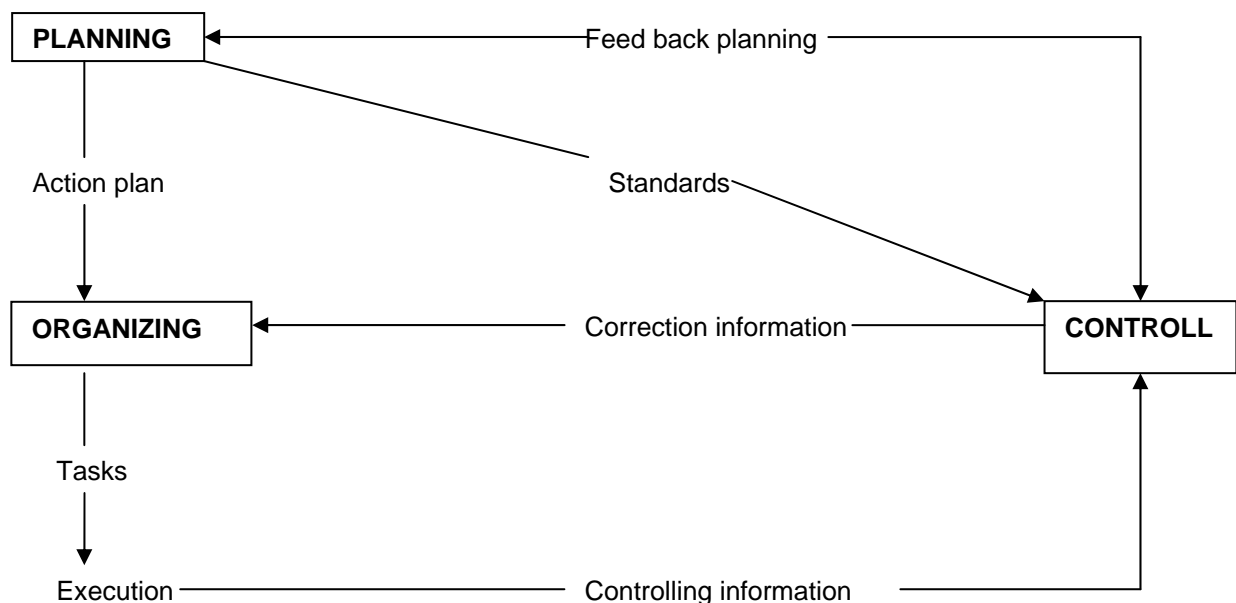


Figure3. Logo values management

Information required in planning step refers to all possibilities to achieve the purpose and the possible results, information regarding inside possibilities and the market.

Information regarding organizing step refers to certain fazes of the activity, the creating the controlling standards, and managing the productive standards.

Information regarding control step refers to monitoring activity and feed back process.

Logo management is not a linear process. Many unpredictable situations can appear, and these situations may appear like parts of circular chain. There is all the time a direction or a domain, a final image to be thing of, a standard to be fulfilled. This ideal can be all the time reached because of the real situations from the real life. There are possible some differences between the standard and the final image perceived by the public. The correction activity is also important: how far is reality from standard and why the standard can't be fulfilled?

5. Conclusions

This info management help us to achieve correctly the right image for the logo. Any time we take a decision regarding messages strategy, we have to understand that human factor is involved. The graphic part regarding logo materializing is only a small part of the all process. Finally this kind of decision must be taken thinking about all the assembly.

Visual logo does not have a pyramid structure. Decisions regarding the message are taken "on the top", but, inside academic community, functional structure is very complicate: academic staff, research staff, managing staff and students. Every components of this mix have its own possibilities and ideals.

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