



Effectiveness of Logo Complexity on The Success of a Company's Brand Awareness

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ABSTRACT

In a highly competitive retail landscape, building a unique brand identity is one of the one thing that is very important for growth and brand success. One of the important elements of their identity is the brand logo, which serves as a visual representation of the brand. This study asks: Does logo design really have a significant impact on brand awareness? Through an examination of the existing literature, consumer psychology theory, this journal article investigates the relationship between logo design and a company's popularity. By focusing on the relationship between visual branding and media following, this study aims to provide valuable insights for marketers, designers, and store owners who want to leveraging logo design as a strategic tool to drive growth in today's dynamic retail environment.

1. Introduction

Logo is an important thing for every brand or company, almost all big brands have a logo that can be recognized at a glance, and according to Logo is a graphic in the form of an ideogram, symbol, or emblem, which is used as a brand symbol Logo is important because "The power of symbols should not be underestimated because consumers find it easier to remember images and symbols than, a strong logo can provide unity and build brand identity awareness, making it easier for consumers to remember and recognize the brand again (Fernadi Hutomo Aj, 2), but not all logos look good or striking for example there are brands like Supreme and Arigo which are the biggest brands in the world but their logos are very simple.

In making a logo, usually a logo has something that distinguishes it from others, but a logo does not determine the development of a brand. The choice of name and marketing are important things like a logo. A logo makes it easier to spread a brand, but a unique and easy-to-remember name will be more important in the development of a company.

According to Taat Kuspriyono, Ana Ramadhayanti, the simplest thing is creative thinking, good thinking can attract people, and can also help in forming strategies (*The story of Ana Ramadhayanti* 552). For another example, Supreme is a brand with a simple and basic logo. But their name is almost known by everyone because of their unique name and also their brand perception that is known by everyone. The problem that needs to be addressed is in this era, which type of logo will be more striking and make people interested in your company logo.

This article aims to find out which logo is more attractive to buyers, by conducting observations and also looking at the brand awareness of each brand through analyzing the follower count of each brand's Instagram.

Although the name is important, there is still a central role of a logo, namely making it easier for consumers to find a product from the brand. Because the placement of the logo is consistent and fixed for each company. And a quote from the journal Dion Eko Valentino "According to Sularko, a logo is a sign that does not directly sell, and also provides an identity as a significant marketing tool, the logo also helps distinguish products or services from its competitors" (Dion Eko Valentino, 127).

Some people also agree with this to take from Abdul Azis Said's journal "a well-designed logo will have a significant impact on targeted consumers, where the visual appearance of the logo can directly inform how the business can satisfy potential consumers/clients (Abdul Azis Said 159)", the logo also helps with brand identity, and brand Identity is a collection of design elements such as logos, fonts, colors that companies build to create their image in front of the wider community. (according to Irvine Ray and Muh Ariffudin Islam, 221). plays a big role in one more thing quote from (GIFA GROUP) "Innovation in the digital business era now makes companies compete to promote products to be able to increase sales targets.

Merchandise is any form of product that displays the company name or brand, logo" (Gina Pahira, Ricky Perdana Kusuma, Heri Suhendar, 103), so that the logo is also used for brand merchandising, this statement is also agreed by Fakhrunnisa Djokja "Brand Identity reflects the identity of the business and the logo can be applied to several media such as packaging, business cards, and others.(Fakhrunnisa Djokja, 81)"not only brand merchandising but logo is the most important thing for brand identity. And companies prioritize maintaining their brand awareness so that they are the first choice brand for consumers (Syahriah Sari, Syamsuddin. , Syahrul, 37), brand logos can also be a communication tool that is everywhere from websites to company cards. (Jonathan Luffarelli, Mudra Mukesh, and Ammara Mahmood, 2019)

What is meant by brand awareness? Brand awareness is the ability of a buyer to remember or recognize a brand from its product or logo ((2019), why brand awareness is good for a company because brand awareness helps companies have regular buyers and differentiate themselves from other brands.

Brand identity also influences brand image, which is how the brand is viewed by buyers and brand image greatly influences buyers' decisions regarding a product. (Andre Danio Hasiholan Silalahi (2022)This is why brand awareness is important for both new and old brands.

Brand awareness provides a sense offamiliarity, and brand awareness have 2 dimensions, the first is where the brand can be recognized by buyers easily, and the second is the ability of buyers to recognize a brand with the needs they require, this is called brand memory (Andi Supiyandi, Sri Hastjarjo, Yulius Slamet, 2022), the sense of familiarity is the desired result of brand awareness by showing the same brand repeatedly. (Dorothy Rouly Haratua Pandjaitan, 2019) This sense of familiarity will be a factor that makes people buy a brand, because consumers prefer products that they are familiar with or comfortable with.

A logo is an important thing for a brand because with the right logo the target market you are looking for will be found. before distinguishing simple and complex logos, let's distinguish what makes a logo simple or complex, a simple logo does not have many graphics and sentences, a simple brand does not have nationality, language and cultural barriers. A simple logo can be recognized even though the brand does not use their country's language.

While simple logos are great for brand cards and merchandise, they can make people think about the meaning of a logo that they didn't intend to. Due to the lack of information.

In complex logos they have many contrasting colors and different fonts with different sizes, because of the many fonts, there is a lot of information that can be given by a complex logo, with many halls that can be shown in a complex logo. The disadvantage of a complex logo is that many complex logos do not look too good and also complex logos are not easy to remember because of the many things in the logo. (john kash, 2018)

Not only that, logos can also be divided into descriptive and non-descriptive, descriptive logos provide context to the brand with graphics and elements, while non-descriptive does not provide information about what a brand provides. Although both descriptive and non-descriptive can be simple or complex, many descriptive designs are more complex.

There are other factors that can influence the shape of a logo, such as currently brands are making their logos simpler because they are seen as more attractive by consumers. (Vera Bossel, Kelly Geyskens, 2019 vol 71 p. 129).

Not only are many companies now doing what people call “debranding” by reducing the details for something simpler and more elegant, but why are many brands moving to a simpler design? Because a simpler design is easier to place on various things, so many brands choose to “debrand” their logos to follow the trend and also.

Symmetry in logos is often seen in the logos of famous car brands where most of the symmetrical logos are simple logos, while asymmetrical logos are often used in complex logos, although symmetry does not give much influence compared to other things in the logo, according to several studies, symmetrical logos do not give as good an effect as asymmetrical logos, asymmetrical gives a sense of excitement so that compared to symmetrical, asymmetrical gives that feeling because we feel the brand is more human. (Jonathan Luffarelli, Antonio Stamatogiannakis. and Haiyang, 2018)

But recently, there are many logos that have symmetrical shapes, for example Starbucks and Adidas, and many companies are making their logos symmetrical. It is possible that symmetrical logos are also a trend where many companies are making their logos simpler and easier to remember.

2. Method

This study uses qualitative methodology to explore the various dimensions that influence consumer perception, brand loyalty, and ultimately, store performance metrics such as sales revenue, customer retention, and market share. In addition, the study also considers industry type, target demographics, and competitive positioning on the relationship between logo design and store growth, and the methods used include:

1. ONLINE RESEARCH

Data collection by searching for sales data and company history is carried out as a primary source, from the data obtained it can be used as information on what influences the popularity of a company or brand.

2. DATA REDUCTION

Data that has been collected through various sources is then reprocessed using the data reduction method, this process summarizes and selects data so that a clear picture can be seen by the person reading it.

3. DESCRIPTIVE RESEARCH

The data obtained using this research was obtained by describing the characteristics of the thing being researched, with the main focus on explaining the research object.

3. Results and Discussion

Supreme logo



Here is the Supreme logo

The Supreme logo only has 2 parts, the first is the bold Supreme Sans Sheriff writing but with a font that is not so unique, and the second part, yes, the red logo that surrounds the “supreme” itself which is red in color that catches people's attention.

This logo is included in the simple logo because this logo does not have many aspects of this logo, as explained in the previous paragraph, this logo only has two parts, namely sans sheriff and also a red rectangle, it does not have a tag line or other things.

With this simple supreme logo, their brand name is easy to remember and also stands out to people who see it, and this brand also finds it easy to incorporate their logo into their products.

Nike logo



Here is the Nike logo

The Nike logo depicts the aesthetic, speed and dynamism that Nike wants to convey. The logo depicts a swoosh like a checkmark depicting something dynamic. For the Nike logo, they have entered a simple logo design because it only consists of one check mark that is found in all of their products and marketing.

Even though their logo only has one symbol without a name or anything else, many people still understand that this tick logo is the Nike brand logo, because this logo is simple and easy to remember by almost everyone.

Louis Vuitton logo



The following is the Louis Vuitton logo

Louis Vuitton's logo consists of 2 letters L and V which are very stylized, without using a logo that is too complicated because the Louis Vuitton brand is elegant and luxurious. Their logo is a simple logo because its shape is very easy to understand by people who see the brand logo for a moment.

Follower statistical analysis

Table 1. Follower statistical analysis

-	Brand/year	2022	2023
1	supreme	16 million	13.2 million
2	Nike	168 million	307 million
3	Louis Vuitton	56 million	55.4 million

The following is the brand's Instagram follower count (source: social blade)

COMPLEX LOGO

Fruit of the loom



FRUIT OF THE LOOM®

Here is the fruit of the loom logo

The Fruit of the Loom logo uses images of fruits that make buyers associate the brand with naturalism and product quality, the choice of vibrant and different colors makes it easy for buyers to remember this logo, the choice of bold sans serif fonts makes the logo easy to read and reflects the practicality and accessibility of the brand, The image of Fruit of the Loom does not depict a company that sells underwear.

This logo is a complex logo because of the many color choices and also the many complex shapes in the logo and small details in the logo.

Versace



VERSACE

Here is Versace

Versace logo uses Medusa's head from Greek story she is famous for her strength and beauty, the symbol of Medusa's head depicts strength, confidence, and courage thus depicting a rich and glamorous brand. Versace writing with thin bold depicts the same brand identity as its logo with a sleek and modern font, which reflects its brand.

Their logo uses many elements that have other meanings so that their logo is not only from the shape and appearance but also from the meaning of the symbol, this logo is a complicated logo because of the many small parts and complicated designs contained in this logo starting from the woman's head to the aspects around the woman.

Nature path organic



Figure 1. The following is natures path organic

The nature's path logo uses a bold sans serif font that is easy to read. The leaves in this logo depict the natural, fresh and organic nature of the brand's products. The choice of green and chocolate colors relates to the natural and healthy taste. This complex logo is very complex so that it can be recognized by buyers.

This logo is a complicated logo because of the many compositions of their logo with wheat fields to tomato plants in this logo, this logo has many small aspects that are not easily recognized by looking at it at a glance, from the choice of colors to the image, everything has a lot of detail, but because of their complex logo we can know that what they sell is made of wheat and most of their products use natural ingredients.

Follower statistical analysis

Table 2. Following is the brand's Instagram follower count

no	Brand/year	2022	2023
1	Fruit of the loom	47 thousand	53 thousand
2	versace	27 million	30 million
3	Nature path organic	54 thousand	66.3 thousand

The following is the brand's Instagram follower count (source: social blade)

From the results of the study, where the logo research was based on the logo follower count, a simple logo is very easy to find and is better known to many people because of its simple design and easy to remember.

For a closer example, Louis Vuitton and Versace, where both brands sell the same goods, but more people know Louis Vuitton than Versace.

From the results of the study where simple logo research is easier to recognize and search for, because their simple shape and image, the characteristics of a logo are easier to search for via the internet or social media. But because the appearance of a simple logo cannot convey the personality of a company as well as a complex logo.

4. Conclusions

In logo design itself, the neatness of the logo or the complexity of a logo does not affect the popularity or existence of a brand in a company's market. Basically, a logo can affect a company's income, but the complexity of a logo compared to other logos does not affect a company's sales results much. What affects the success of brand awareness is marketing, but the logo has an important basis as the root of a company from a company logo growing and developing into a super graphic and other things such as the brand's signature and also the personality of a brand.

In the end, the complexity of the logo does not affect brand awareness, but because a brand's logo is the basis of brand marketing and other things that can affect brand awareness such as marketing ads and advertisements are based on the logo, then how a brand displays the logo can affect it.

It's not just the logo that influences brand awareness, the typography of a logo greatly influences brand awareness according to (Isdriani and M. Syaifullah Islamudin) Typography can have a big influence in forming brand awareness of a product or company (Isdriani and M. Syaifullah Islamudin 350) in the end brand awareness is not only the influence of a logo but how the brand shows itself to the public.

But lately, many brands have chosen to make their logos simpler because it is easier to implement in many things, and also many brands often follow trends, and the current trend is a logo that is simple and easy to recognize.

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