

# CONTEMPORARY SHAPE OF LOGO DESIGN FOR DESIGN QUALITY AND EFFECTIVENESS

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## ABSTRACT

The goal of this research is to investigate the modern shape of logo design for design quality and effectiveness. Since the announcement of the Movement Control Order (MCO), the market has seen an increase in demand for logo design. Many entrepreneurs appear to be prioritizing online business. Although the high demand for logo design is a good thing for every graphic designer, the logo design field is also losing quality. This study's methodology is a hybrid method (combination of quantitative and qualitative). Quantitative and primary data are gathered through interviews with both designers and entrepreneurs, as well as a survey form. While qualitative data is gathered from Google Scholar, ResearchGate, articles, a literature review and YouTube. This study also includes the effect of logo design on consumer behavior, how the COVID-19 is changing consumer behavior, and the researcher's justification based on logo design guidelines. This paper can be used as a trend analysis for marketer, designer, and other marketing, branding, or academic purposes.

**Keywords:** Logo design, redesign, brand, evaluation, consumer, behavior, effectiveness, guide.

## INTRODUCTION

COVID-19 has recently become one of the most serious topics in the world, with people concerned about the impact of this pandemic on all aspects. The uncontrollable spread of the COVID-19 pandemic has far exceeded all expectations (Fahmy, Sohani & Koch, 2020). It restricted the movement of every single human being on the planet, such as the Malaysian Movement Control Order (MCO).

These types of restrictions have an impact on the global economy, the environment, and most importantly, every person's life and behavior. "This could cause global economic disruption, stock market declines, supply shortages, worsening political instability, and governments losing hundreds of billions of dollars" (Nicomedes & Avila, 2020: p. 1).

As a result of one of the examples, people have begun to purchase what they require online (e-commerce) rather than in person. When there is a first case, shoppers may rush for toilet paper, instant noodles, and dried food items. COVID-19 in George Town, Penang, as reported by *The Star* (Thursday, 12 Mar 2020). COVID-19, on the other hand, has shifted the market from face-to-face to e-commerce. Every business, no matter how small, is attempting to establish a brand in the market. According to a study from (Fahmy et al., 2020), consumers make purchasing decisions based on a brand. They are looking for a low-cost, high-quality product rather than a high-priced, well-known brand because everyone is feeling the effects of COVID-19 and the economy. Consumers now prefer trusted brands, according to a study from (Kohli, Fabius & Veranen, n.d.). As a result, a logo is required to establish a trustworthy brand.

Adır, Adır and Pascu (2014) define a logo as a graphic element used to identify a company/service/product. It is the brand's face, similar to a "signature" in every brand's production. So, a logo is very important to a brand because audiences will form "first impressions" of the brand based solely on how the logo makes them feel. According to (Morr, 2020), the logo comes in seven different variations. Monogram (or letter marks) logo1 that consists of a few letters such as IBM, wordmark logo2 that focuses on the full name of the business such as VISA, pictorial logo marks that only use minimal icon such as Twitter, abstract logo marks 4 that use abstract geometric to represent their business such as PEPSI, mascot logo marks 5 that involve an illustrated character such as KFC, combination logo marks6 that u The logo appears in print and on television, as well as in advertising and on point-of-purchase materials (Henderson & Cote, 1998). While designing an icon mark logo, (Machado et al., n.d.) lists three categories: abstract, cultural, and organic. An abstract logo such as NIKE, has no connection to the real world because it is artificially constructed and non-representative. The logo in cultural logo design represents a manufactured object from a location or even a symbol. While organic logo design, like the famous Apple logo, represents objects from the natural world.

Abstract	Cultural	Natural Organic	
A logo that has no connection with the real world is artificially constructed and non-representative (i.e. squares, rectangles, triangles, horizontal or vertical stripes, circles and dots, ovals, arcs, swooshes, etc.) Known	A logo representing manufactured objects (i.e. buildings, furniture, transport vehicles, everyday objects) or other cultural symbols (i.e. written symbols)	A logo representing objects from the natural world (i.e. flowers, fruits, vegetables, animals, faces, bodies, landscapes, etc.)	
Unknown			
			

**Figure 1** Value of a coffee with or without logo

Source: Easthall Design (<https://www.easthalldesign.com/branding/the-brand-perception/>)

Logos can be found everywhere in this day and age, thanks to the internet. A good logo will influence a consumer's decision to purchase products in the same category. There are seven reasons why a logo is important, according to an article from Tailor Brands (Maker, Ideas, and in 2020). In short, the primary goal of a logo is to capture the attention of the market and foster brand loyalty. In fact, not every company requires a logo. A logo is only required if you want to expand your business and be competitive in the market. Businesses such as hawkers, online shopping agents, and neighborhood barbers who do not have anyone else offering similar products or services in a specific size of space. It can be a location, a city, or even a single street. However, investing in a logo is never a bad idea for any size of business. A logo can gradually strengthen your brand's identity in the market while also providing consumers with a "feeling." Different brand strategies may elicit different emotions in consumers.

The packaging of Starbucks coffee, shown below, with or without the logo, can alter the consumer's perception of the brand and they're willing to pay a premium simply because it's Starbucks. Trust and security are two of the most common brand perceptions in logo design. Many logo designs are created with the intention of demonstrating the business's trustworthiness, allowing consumers to feel confident in purchasing a product or service.



**Figure 2** Value of a coffee with or without logo

Source: Easthall Design (<https://www.easthalldesign.com/branding/the-brand-perception/>)

A logo is a critical component of branding. The evaluation of a logo can influence audience commitment to and attitude toward a brand. Brand commitment is defined as the degree to which a consumer is emotionally attached to a specific brand in a product class (Wang & University Hazleton, 2014). To create a logo in today's trend, the fundamental is a shape.

“Even a basic understanding of the psychology of logo shapes in graphic design is sufficient to demonstrate how important different patterns can be in customer perception. Something as simple as using a circle instead of a square could be enough to alter your target audience’s perception of your brand.”

(Peate, 2021).

As a result, this study will demonstrate how shape factors influence the minds of audiences.

## PROBLEM STATEMENT

According to a behavior study conducted as a result of COVID-19 (Kohli et al., n.d.), the impact of COVID-19 changed the lives and behaviors of consumers. Such as an increase in e-commerce, a preference for trusted brands when shopping, brand evaluation, and so on. As a result, many businesses are looking forward to designing or redesigning a logo for their brand in e-commerce in order to capture the attention of consumers. However, creating an effective logo design is difficult. Designers run into issues when they run out of ideas for logo designs. A poor logo design can doom a company (Anon, 2016). As a result, the shape of a logo design is a fundamental skill, but it can also be a problem if the designer does not understand how to use it.

## OBJECTIVE

The goal of this research is to identify the shape trend of logo design and redesign. By researching the consumer's reaction to the logo design, the accuracy of data, the trend of logo design, and the fundamentals of creating the logo were discovered. The quality logo design guide is provided as a reference for any marketer or designer to avoid or reduce negative brand commitment from consumers and audiences.

## METHODOLOGY

A research methodology is a methodical approach to problem solving (Sam, 2012). It differs from the research method in that research methodology explains the methods users will use to carry out their research, whereas research methods are simply the methods users will use to carry out the research. In this study, a mixed method is used, in which the activities of a literature review, observation, and survey must be carried out in a systematic manner in order to improve the quality of logo design in this tendency. This quantitative and qualitative research aids in the discovery of the logo design guide for 2021. Specifically, the recent increase in e-commerce as a result of Movement Control Order (MCO).

### *Analysis of Literature Review Data*

Literature data is a type of data collection tool that involves gathering a body of information relevant to a particular topic of interest (Onwuegbuzie & Frels, 2016). The literature review is a useful data source for reviewing existing data from the literature. "You learned the lesson in the past. The lesson will be applied in the future." The researcher attempted to search and analyses any available literature data from Google Scholar, ResearchGate, and others. As a result, it is secondary data. From there, the researcher can determine the accuracy of data pertaining to the study if many different literatures yield similar results.

### *Shape of Logo Design that Influence the Audiences*

Historically, the primary value attached to logos has been focused on brand identification and differentiation from competitors (MacInnis et al., 1999). However, logos have recently derived consumer outputs such as consumer affective reactions, emphasizing that logos can generate positive emotions as well as convey the brand's meaning (Van der Lans et al., 2009), Lutz as well as Lutz (1977). This study will look at logo design from the standpoint of both consumer

responses and graphic communication. Brand evaluations will be influenced by logo evaluations. As a result, logo evaluation will act as a buffer between the effects of brand commitment and logo shape redesign on brand attitude (Walsh & Virginia, 2012).

On the other hand, designed logos are not permanent. It can change from year to year. The most well-known logo brand redesigns include PEPSI, Airbnb, BP, and others. Redesigning a logo is a brand commitment that can be defined as “an enduring desire to maintain a valued relationship” with the brand. The literature mentioned in (Walsh & Virginia, 2012) that brand commitment develops over time. The visual art orientation shaped the brand and triggered consumer memory associations. Furthermore, consumers who have developed strong relationships with their brand and have made it an integral part of their lives. As a result, companies that are concerned about their target audiences and company growth will frequently redesign their logos in order to differentially affect consumers based on their commitment to the brand.



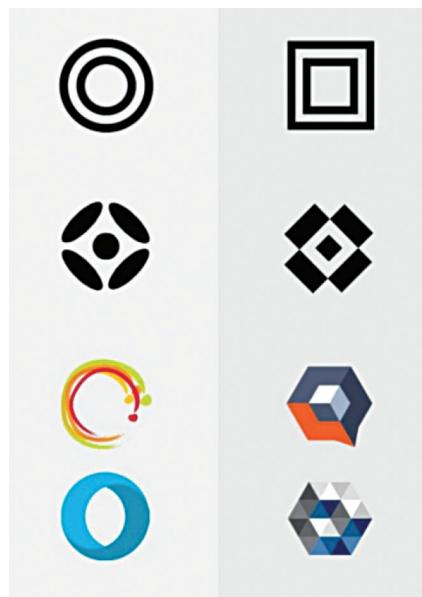
**Figure 3** Old vs new Pepsi Logo  
Source: nader (<https://nader.io/2008/10/23/pepsi-logo-redesign/>)



**Figure 4** Old vs new BP logo  
Source: Free Logo Design (<https://www.freelogodesign.org/blog/2019/02/22/3-rebrand-stories-that-did-not-end-well>)

### *Audiences Response to the Shape of Logo Design*

Every graphic designer wonders how to ensure the effectiveness of their logo design. It is a topic that every designer should study because it requires research, statistical data, and the tendency of design trends. As stated in the introduction section, logo evaluation will influence brand evaluations and even the characteristics (such as shape, colour, etc.). Henderson and Cote (1998) for example, demonstrated that design characteristics influence cognitive and affective reactions to logos prior to the implementation of any promotional activity. Many elements contribute to the creation of a logo, each of which tells a different “story” and conveys a different “feel” to the audience. The report will concentrate on the shape of a logo design for this purpose. Shape logos can be either abstract or pictorial, and there are two types: angular logos and roundness logos. These two shapes are the most basic in logo design.



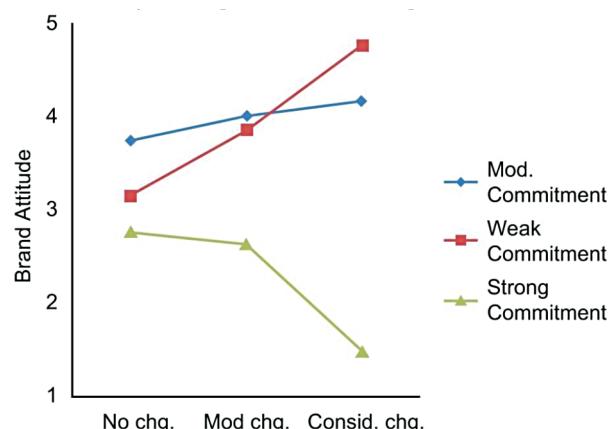
**Figure 5** Circular/roundness logo as left and angular logo as right

Source: Fast Company (<https://www.fastcompany.com/3056130/why-the-shape-of-a-company's-logo-matters>)

Approachability, friendliness, and harmony are all associated with roundness (Berlyne, 1960; 1976). Angularity, on the other hand, is associated with energy, toughness, and strength. But the question is whether or not everyone shares the above-mentioned theory. So, here's a study from Oklahoma State University (Fang et al., 2005) on “Exploring Factors Influencing Logo Effectiveness.” Specifically, the shape of the logo, whether it is any logotype or not, but if it

matches the typical form of an object that is related and stored in the consumers' minds (schema), their evaluation is more positive. The next factor, visual art orientation, moderated the effects of logo representativeness and roundness on evaluations. According to his research, people with a high visual art orientation preferred angular logos, while people with a low visual art orientation preferred roundness logos, as shown below. Low visual orientation, such as angular abstract logo in ad, rather than round abstract logo in ad. When people with low visual orientation see the company, they think the abstract logo is more modern. High visual orientation, on the other hand, considers the angular logo to be more modern, and the roundness logo to be an interactive of representativeness and visual orientation.

However, there is an interesting discovery in logo redesign. The results demonstrate that not everyone will accept a new logo design that differs from the original logo. Consumers who are strongly committed to a brand have a negative perception of logo shape design and have a lower brand attitude (Walsh & Virginia, 2012). Those with low commitment (e.g., new audiences), on the other hand, have more positive brand attitudes toward the brand after seeing a redesigned logo. As a result of the research methodology described below, they successfully demonstrated that a logo evaluation affects the brand by taking the risk of long vision.



**Figure 6** Interaction of brand commitment and degree of change condition on post-exposure brand attitude

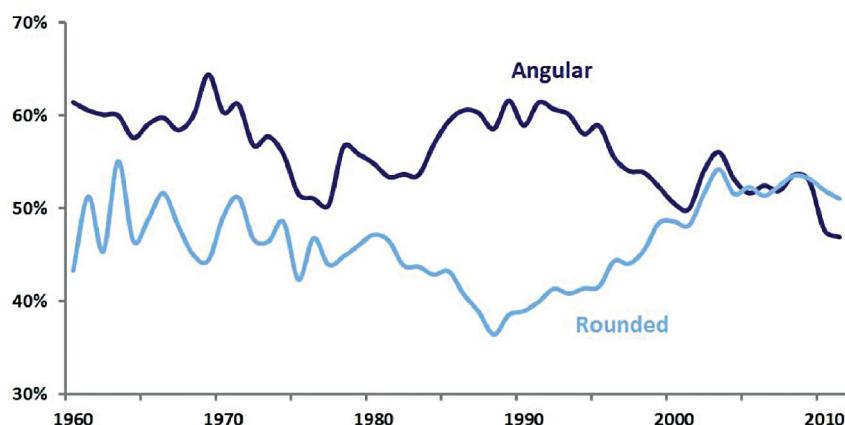
Source: Do logo redesigns help or hurt your brand? (Walsh & Virginia, 2012)

According to Machado's research, brand commitment has a negative impact on the evaluation of logo redesign in 2015. (Machado et al., n.d.). The reason why strong commitment has decreased brand attitude towards the company is

primarily due to their individual factors. They may already be satisfied with the previous logo design, which has a more persuasive feeling for them, and the new logo redesign is not yet acceptable to them (e.g., felt lose concern about them). In summary, this study concluded that designers/marketers should consider consumer responses when designing or redesigning logos. When developing branding strategies, designers should envision the outcome of logo design and redesign.

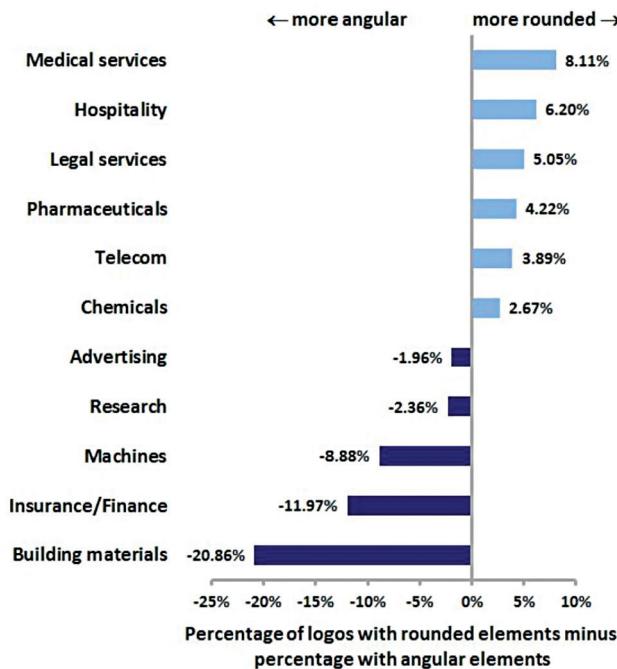
### *Tendency of Logo Design*

Recently, many designers will do logo design or redesign based on the trend of big companies' logo redesign. But where does the proclivity come from? It is also worthwhile to study in order to create a logo design guide for each designer. According to a study (Turning, 2021), logos are turning 'round.' Cal McAllister stated, "When you see a logo that's boxy and the edges are hard and sharp, and the company just laid off 10,000 people, you get mad at them." However, if it's a watercolor rounded logo, you feel sorry for them." They completed a primary data statistics study, which revealed that the percentage of logos in angular and rounded design was synchronizing in 2010. And the facts of circular logo design were gradually increasing, making it difficult to explain the changes in trend.



**Figure 7** Percentage of US logos with angular and rounded design elements

Source: Emblematic (<https://www.emblemetric.com/2013/08/20/logos-turning-round/>)



**Figure 8** Prevalence of angular and rounded logos, by industry

Source: Emblemetric (<https://www.emblemetric.com/2013/08/20/logos-turning-round/>)

On the other hand, the article did provide another analysis that has the potential to be a logo design guide by showing the percentage of logo design shape categorized by industry. According to the article, more human-centered industries are more likely to favor round logos, whereas more technical industries are more likely to favor angular logos. They concluded that the trend of logo design will return to angularity only if the global economy recovers and consumers feel less of a need and comfort of rounded. For the time being, the roundness and curviness shape reigns supreme. According to the findings of (Walsh, Winterich & Mittal, 2011), 68 per cent of the 192 recently redesigned logos were more rounded, while 32 per cent were more angular.

#### *Observation Result*

Literature data is a type of data collection tool that involves gathering a body of information relevant to a particular topic of interest (Onwuegbuzie & Frels, 2016). The literature review is a useful data source for reviewing existing data from the literature. “You learned the lesson in the past. The lesson will be applied in the future.” The researcher attempted to search and analyses any available literature data from Google Scholar, ResearchGate, and others. As a result, it is secondary

data. From there, the researcher can determine the accuracy of data pertaining to the study if many different literatures yield similar results.



**Figure 9** Six famous textless logos and why they work

Source: Creative Blog (<https://www.creativebloq.com/features/6-famous-textless-logos-and-why-they-work>)

The first point to mention is the most well-known textless icon logo. As we can see, the top iconic logos are more inclined to roundness shape as a result of data analysis from the literature (Walsh et al., 2011). Furthermore, the roundness logo trend has led many designers and audiences to believe that modifying angular logos to be more rounded is a good idea. Another thing to consider is how the roundness of the logo affects brand commitment.



**Figure 10** Pizza Hut logo redesigned in 2014.

Source: Brand New ([https://www.underconsideration.com/brandnew/archives/new\\_logo\\_and\\_identity\\_for\\_pizza\\_hut.php](https://www.underconsideration.com/brandnew/archives/new_logo_and_identity_for_pizza_hut.php))



**Figure 11** Microsoft Edge logo redesigned in 2019.  
Source: Logo.Bot (<https://www.logo.bot/blog/the-best-logo-rebrands-in-2020/>)



**Figure 12** Durex logo redesigned in 2020.  
Source: Looka (<https://looka.com/blog/logo-redesigns-2020/>)



1997 - 2016 2016 - 2018



2018 - 2020

2020 - NOW

**Figure 13** GoDaddy icon logo redesigned in 2020.  
Source: 1000logos (<https://1000logos.net/godaddy-logo/>)

This is the second observation of a logo redesign that recently shifted to a roundness logo. The results also revealed that the majority of businesses that do logo redesign are medium-sized and well-known brands. As you can see from the trend of making logos rounder, they intend to convey a positive and harmonious message by redesigning their logos in order to capture the attention of their target audiences.



**Figure 14** Famous Logo redesigned in 2020.

Source: Flinnwest (<https://flinnwestsolutions.com/big-company-logo-changes/>)

The third observation concerns the redesign of the majority of the logos. According to the data from the literature review, there is a trend away from angularity logos and toward roundness logos. Not only is there a change from the angular logo to the roundness logo, but the roundness logo has also been redesigned to have a simpler appearance. This simplification is a hallmark of flat design, which is distinguished by a focus on simple and minimalistic design (Clum, 2013). Those designers eliminated some other elements because the other element could stand alone as an iconic logo. Other companies that have done this include Volkswagen, NIKE, BMW and others. From the initial roundness logo to the more simplified logo.

### *Survey Sampling Research*

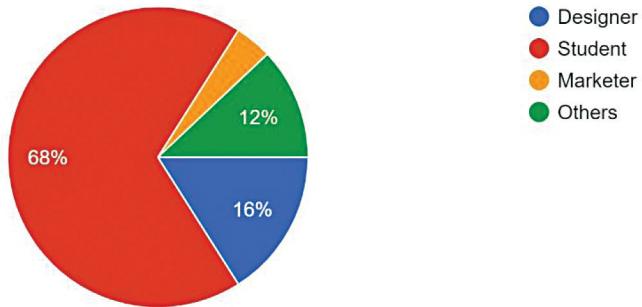
The survey is a versatile research method that can be used to investigate a wide range of topics (Mathers et al., n.d.). It can collect data from large samples of the population. In this study, survey research is being conducted on a sample of individuals who will participate in the research. This is a quantitative study that uses primary data to collect and observe how an audience reacts to a logo design. The sample is drawn at random from a group of marketers, students, designers, and others. The survey question is a method of determining which type of logo design people prefer. The questionnaires were designed in an efficient manner to collect the best research data possible. For example, what logo design shape they prefer and what tone of voice you believe is important. We can then determine whether the individual respondents have a high or low visual orientation. As a result, the data will be extremely useful in developing a design guide for an effective logo design.

### *Background of Respondents*

This survey's sampling method is a simple random sample. We have 25 respondents in this study ranging in age from 22 to 30 years old. Respondents' backgrounds include those who believe the logo is important and relevant in today's world. According to the findings, the majority are 68 per cent of designers who are currently enrolled in art and design courses, as well as business markets. Graphic designers, animation designers, and product designers account for 16 per cent of the workforce. Others who occupied 12 per cent are those who do not work in this industry. Business marketers account for 4 per cent of the total. As the analysis of literature review data indicated, there are people with high and low visual orientation, which is an important demographic data for this study. And it appears that respondents such as designer, marketer, student, and others will provide useful data for observing individual perspectives on logo design.

What's your career?

25 responses

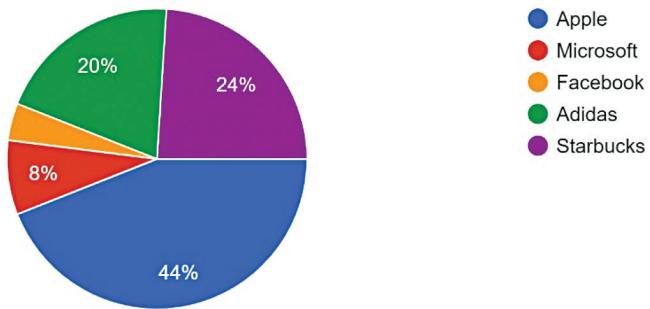


**Figure 15** Career of Respondents

Part 1: Favorite Iconic Logo

What is your favorite iconic logo?

25 responses



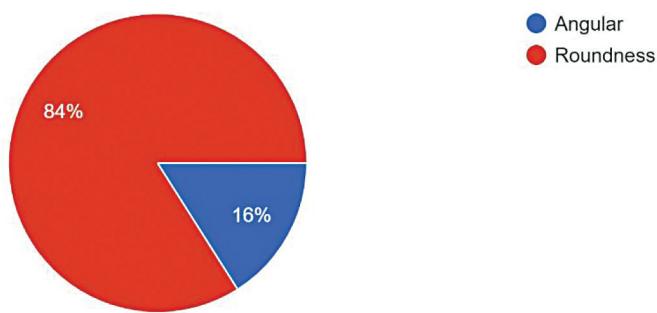
**Figure 16** Favorite Iconic Logo Result

According to (<https://99designs.com/blog/logo-branding/famous-logos/>), successful logos are easily recognized (Chris Paish, 2018). As a result, the purpose of making this the first question is to learn what is the first thing that comes to mind when we talk about logos. As you can see, the Apple logo has a 44 per cent roundness with a bit of curve and a sharp timeless look. Microsoft and Facebook are less well-known in this study, with only 8 per cent and 4 per cent, respectively. This is the first question to give our respondents a sense of what type of logo they prefer, as it will aid in the construction of constructive data in the subsequent questions.

## Part 2: Shape of Logo Design Prefer

What shape of logo design you prefer?

25 responses



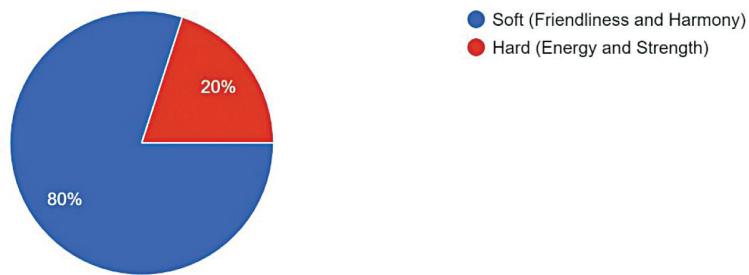
**Figure 17** Preferences shape of logo for respondents

According to Zhu (2019), designers and managers in youth education corporations prefer logos with rounded shapes. The roundness logo is preferred by 84 per cent of respondents, while the angular logo is preferred by 16 per cent. The findings indicate that people, particularly the younger generation (as represented by the research audience's background age), prefer roundness logos.

## Part 3: Tone of Voice of a Logo Should Be

What tone of voice you think is important?

25 responses

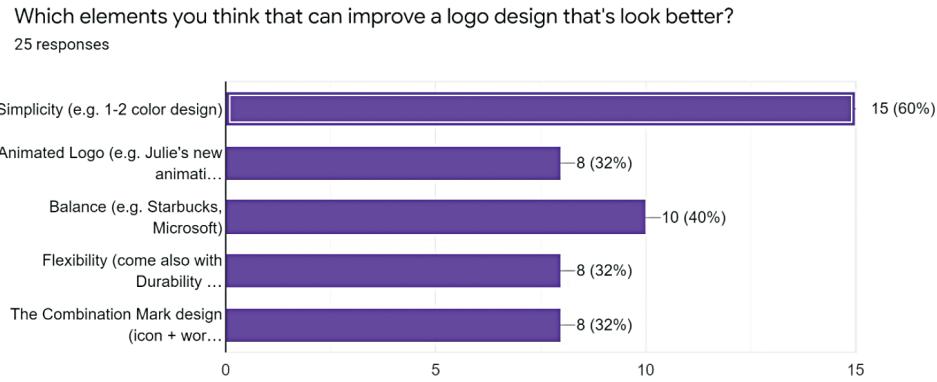


**Figure 18** Preferences shape of logo for respondents

The researcher asks this question on purpose to determine the level of understanding about the message of the shape of logo design. The high and low visual orientation respondents can also be deduced from this. For example, the respondent selected the roundness logo, but he or she believes the logo should be energy and strength, which are characteristics of an angular logo. As a result

of their choice of roundness logo in the previous question, the majority of them understand what type of logo conveys the message of softness. Soft tone of voice (friendliness and harmony) is important to 88 per cent of respondents.

#### Part 4: Elements to Improve a Logo Design



**Figure 19** Preferences shape of logo for respondents

The most important aspect of a modern logo is simplicity, as research data revealed that many roundness or angular logos are simplified. While the results also revealed that the average vote for animated logo, flexibility, and combination mark design was received. This research could serve as a guide when creating a logo design in 2021.

## CONCLUSION

Finally, while logo design appears simple, it is never an easy task. It necessitates background research, psychology research, colour research, and a variety of other activities. For the record, shape is only one of several logo design elements. Designers should exercise caution when selecting a logo shape for their target audiences. A bad logo is never good for business, and it also lowers the value of logo design in the market. According to a 2013 study published in Psychological Science, logos and branding can have a significant impact on decision-making. To understand the needs of the target audience, logo designers should collaborate with marketers (Anon, 2016). The round logo is soft, while the angular logo is hard; the round logo represents harmony, while the angular represents durability.

Marketers should also use design cues (such as angular/rounded) that correspond to the typical shape in consumers' minds (Fang et al., 2005). Apart from that If you're starting a logo design from scratch, especially if you're a

small business looking to grow as an asset, this study suggests a roundness logo as a starting point. Positive affect is elicited by logos that are moderately natural, moderately elaborate, and highly harmonious, according to the findings. Changing a logo into a better look is difficult when it comes to logo redesign.

The shape of the logo is important in creating a fresh new look for the logo. According to (Walsh et al. 2011), the most noticeable changes in logo redesign are when the shape is changed from angular to roundness, in addition to the colour choice. This is due to the fact that not everyone can tell the difference between the colours. As a result, shape is the foundation of logo design. The simplification transform can be considered for logos that do not now want to change the shape as the belief requires. Although the research did not find much in the way of simplifying the logo, this is a trend that we can see in the market. The range of fascinating discoveries about simplicity is vast. One of the primary functions is keeping up with the times. Simplicity logo is timeless because it is a minimalism graphic that can be deeply and easily burned into our memory. Finally, there is no such thing as a limit to creativity. According to Robin Mathew, “there is always the possibility in the industry of art and design because design is where science and art break even.” The researchers hope that this study will be useful to many designers when creating a logo. Alternatively, it could be design data for other researchers to investigate further. A few social media platforms and websites, such as 99designs, kdesign, vengage, and others, are constantly updating the most recent information about the art and design industries. A designer can always look for inspiration and the most up-to-date information in order to provide a high-quality and effective logo design.

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