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LOGO VS BRANDING – WHAT’S THE DIFFERENCE

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The aim. The purpose of the study is disclosing the differences between logo and branding, the task is searching for information of this topic and its analysis.

The study object and subject. The object of the study - large well-known companies, the subject - their logo and brand.

The methods of research. The research method was to study the information found in the literature.

The scientific novelty. The prerequisite for studying this topic was the misconceptions of most people in the issue of the distinction between the logo and the brand.

Results and discussion. Logo and Brand -what’s the difference? When a company begins to consider ways to visually represent themselves, their product, service or idea, these terms are sometimes used interchangeably. There are significant differences though, and building a solid understanding of these three terms is valuable for every marketer.

A logo is a graphic element that succinctly and quickly identifies a company. It is a way to visually represent a product, service, company, or individual in a way that’s memorable and briefly tells their story. It may be only an icon or emblem, or a logotype/wordmark, or combination of both—the company name in a distinctive type treatment along with a symbol, emblem or illustration. An effective logo is a part of a successful brand, and accordingly, has been strategically created with the same positioning, tone, visual appeal, messaging and story of the brand. Some of the elements used in logo design to communicate this positioning, message and tone are colors, font choice, custom typography or calligraphy, illustration style, shape and style, and historical reference, all of which come together to communicate, for example: rich, organic and home-styled; clean, corporate, strong and efficient; or soft, sensuous and luxurious.

A brand image is comprised of every experience a person has with that company, person, product or service. It’s what you think of when you see the logo, i.e., the public’s perception of the personality of a business entity. Creating a successful and appealing brand requires proper strategy, positioning, marketing and messaging to appeal to a company’s target market. Ultimately a brand is formed by the audience—the customers, based on not just the strategy, positioning, marketing and logo created by an agency, but the behavior, ethics, and values of the company as well. When a customer feels in sync with a company, it is an emotional bond, a connection based on shared vision and values.

Both a strong brand and a compelling logo are important for positioning company and driving its growth, but it’s what people ultimately think and feel about organization (brand) that impacts business success more.

Because the logo is more tangible it’s the place many focus when they want to change or evolve their company. However, a logo should be the outcome of a wider branding process that explores an organization’s vision, value proposition, and how customer perceptions and experiences match or diverge from what the company thinks of itself internally. The idea being to use these insights to fine tune products, services, actions, words, imagery, etc., to become more what they want their customers to think about company.

Conclusion. Summarizing, we can say that logo is only part of an abstract brand, which is a combination of a large number of factors that affect the perception of the owner of the brand by a person.

Keyword: logo, branding, company, marketing, product, customer.

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