

LOGGOS

O G G O S N

L O S N O

W G O W W

N O L M T

S O G B O

Logos Now

A study on logo treatments
and brand perceptions

Brands have evolved from words and pictures into a collection of experiences and interactions that builds personal, lasting connections with people. A company's logo, perhaps its most distinctive asset, has the ability to evoke feelings and emotions, whether or not consumers are familiar with the brand. Companies that want to achieve desired brand perceptions must be aware that the logo is a critical piece of the branding mix that needs to be optimized using a balance of art and science.

Our Logos Now study reveals how consumers perceive logo styles and attributes, and also reveals which logos are most memorable. It's important to note, however, that this is not a blueprint or algorithm for brands to employ when designing a new logo and visual identity. Rather, it is a fact-based guide that provides benchmarks against which companies can evaluate the effectiveness of a logo, and make informed decisions about how to design them.

Why we conducted this study

As a fact-based branding firm, we are often asked by clients how to evaluate the success of a logo design. Logos Now sheds light on the impact of memorable logos and how logo styles evoke brand perceptions and personalities for consumers. In order to provide insights on what makes logos successful, we set out to:

- + Determine which logos are most memorable
- + Ascertain what makes a logo memorable
- + Measure the benefits of more memorable logos
- + Establish the role of familiarity in logo associations
- + Identify which personality traits different logo styles evoke

Methodology

We conducted an online study with 3,000 respondents in the US and UK, asking them to evaluate logos for more than 100 of the world's largest brands. We then categorized these logos into nine types of logo treatments. Out of the 100 logos, respondents were each shown a randomized list of 30 logos across all nine logo treatments.

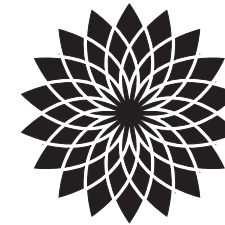
To determine memorability, we asked respondents to name the brands they found to be the most memorable. Of the brands they selected as memorable, respondents stated which elements made these brands so memorable and visually appealing. Respondents were also shown a set of logos and asked to pick the top three attributes recognized, and those they did not recognize. By analyzing how respondents rated logos of brands they did not recognize, we were able to deduce how a logo treatment has the potential to lead to distinct brand perceptions.

Nine Logo Treatments*

1

**Illustrative Custom
Wordmark**

2



Organic

3



Geometric

4

Sans Serif Wordmark

5

Serif Wordmark

6



Holding Shape

7

Initials

8

Font Based Wordmark

9



Stylized Effects

* These logos are illustrative of nine treatments and do not necessarily reflect the logos presented to consumers during the study.

DINGS:
FINE

FINE
DINGS:

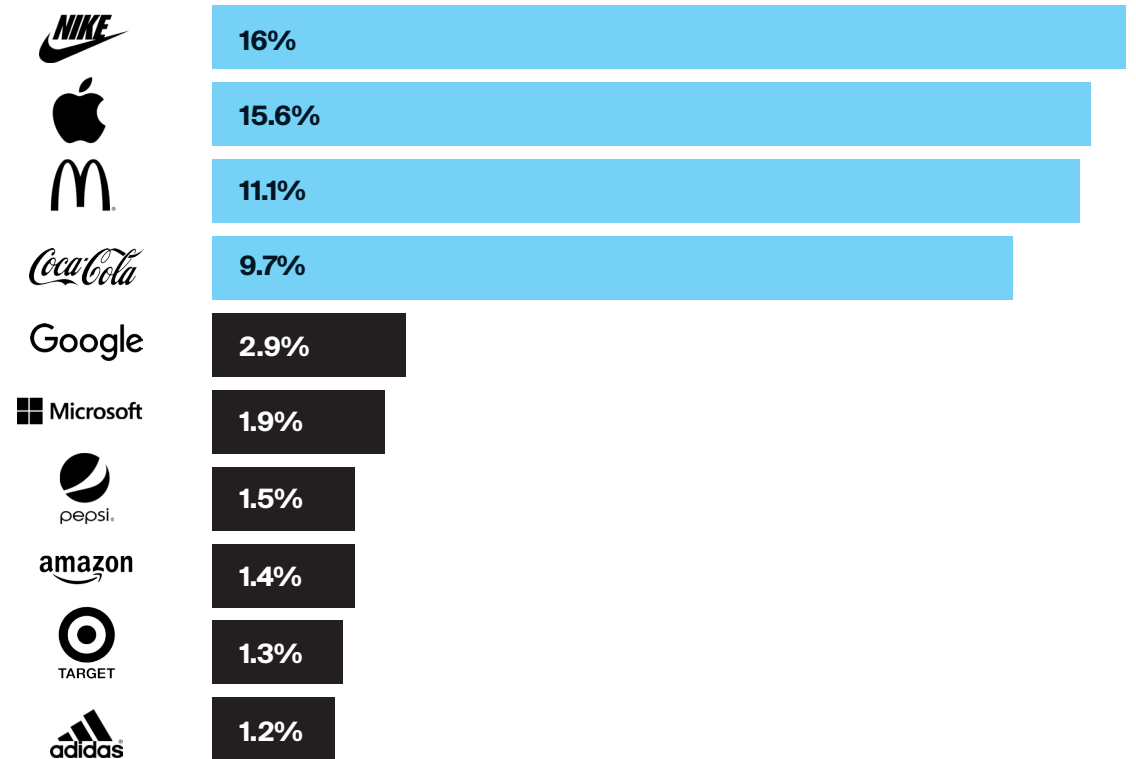
Nike, Apple, Coca-Cola and McDonald's are the most memorable logos in the US and UK

When asked to name and describe the logos they found most memorable, respondents in the UK and US most frequently cited Nike, Apple, Coca-Cola and McDonald's. These four brands dramatically exceeded any other brands mentioned.

These brands are some of the most ubiquitous—used, worn and consumed

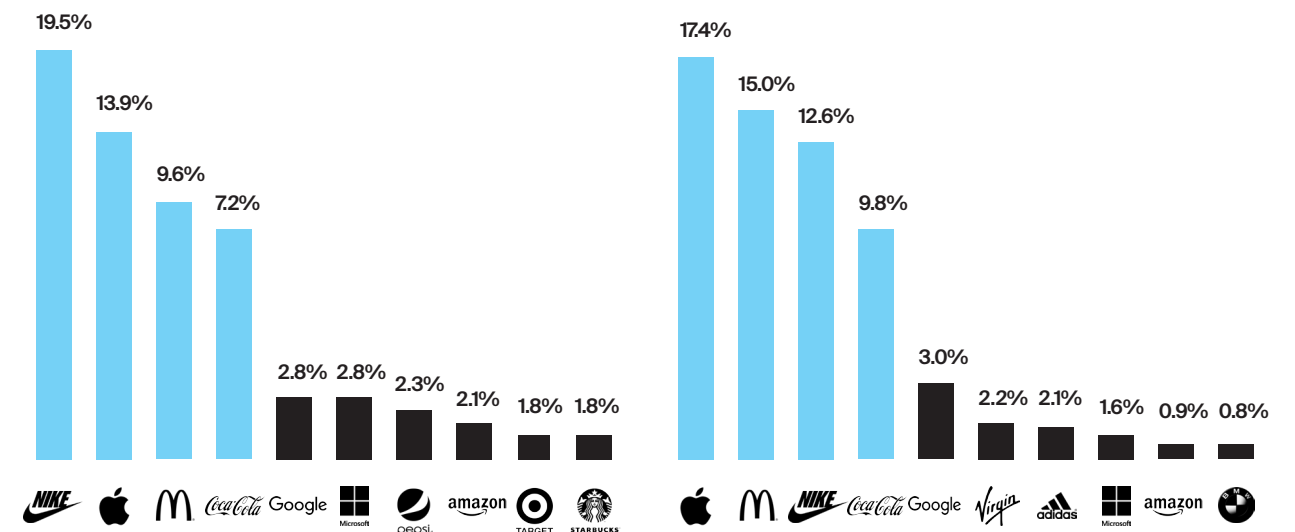
by millions of people every day. Typically, they also invest heavily in advertising to maintain a high level of awareness. However, our study indicated that many similar and notable brands that also possess large media budgets were not as memorable in comparison.

Global most memorable logos



US

UK



The most memorable logos are

simple.

Respondents described the logos they found most memorable to be Simple. The other descriptors of a memorable logo were: Everywhere, Design, Name, Shape and Colors. However, Simple significantly outweighed the others.

Brands that use a clear and simple logo design will stand out and be more memorable for the general public.

Certain logo treatments make a logo more memorable.

We categorized the logos respondents recognized and did not recognize by logo treatment. The logo treatments that were most frequently remembered were the Illustrative Custom Wordmark and the Organic Logo.



Memorable logos deliver positive brand benefits

In comparison to the least memorable logos, the most memorable logos are:

13%

more likely to get consumers' attention

7% 6%

more likely to make consumers want to learn more about the brand

more likely to suggest a company is more unique than others in its category

Familiarity does not breed contempt

Respondents assign positive attributes to brands they are familiar with, and assign negative attributes to brands they are not.

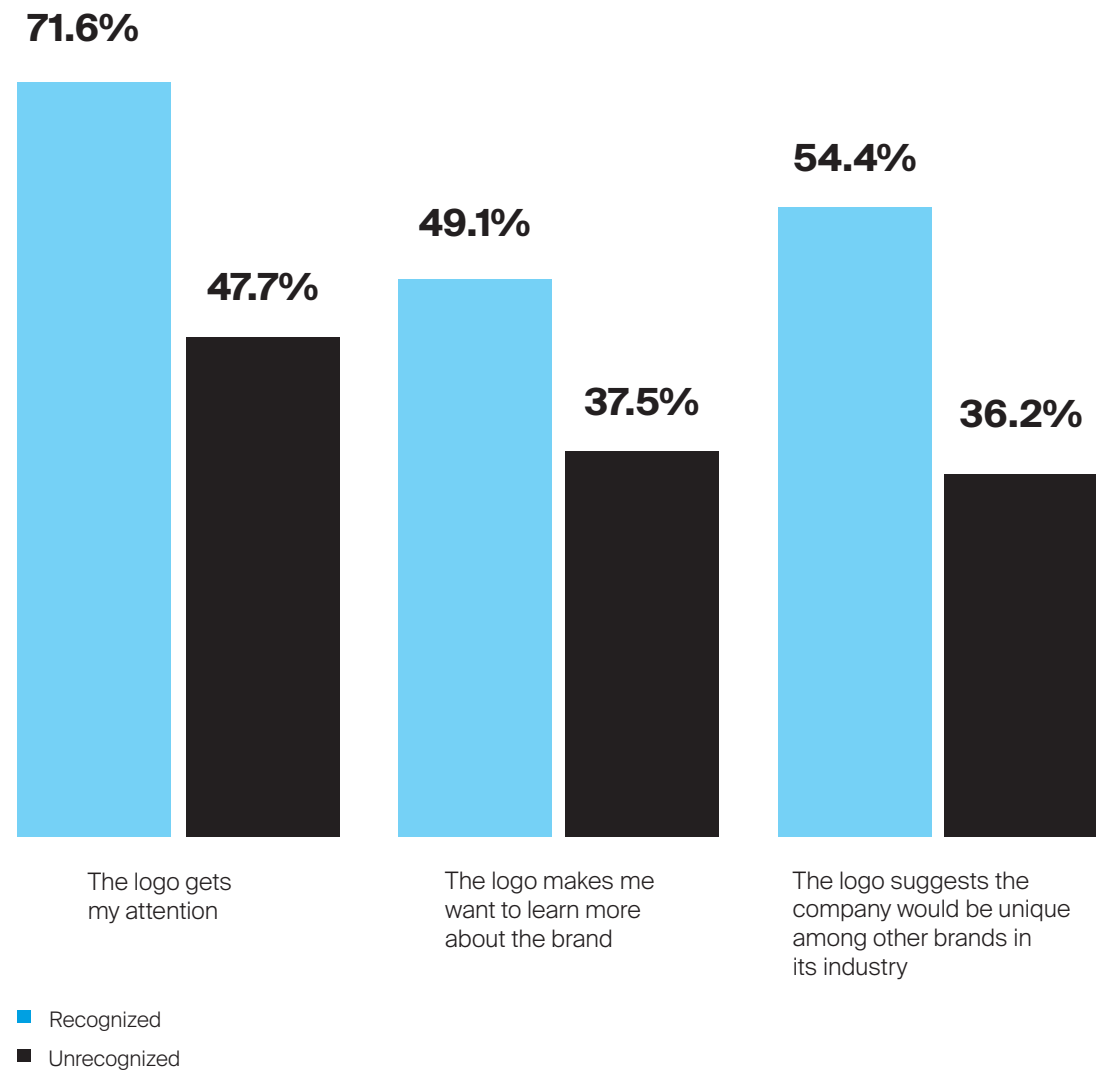
Recognized brands: consumers are more likely to ascribe a logo they recognize with positive attributes, namely *Trusted*, *Respected*, *Reliable* and *Premium*. These are attributes that typically require that a consumer to have interactions and experiences with a brand over time.

Unrecognized brands: consumers who are viewing a new logo, or one that they don't remember seeing previously, are more likely to assign negative attributes to the logo such as *Boring*, *Pretentious* and *Tacky*. This bias also applies to ubiquitous and "well-known"

brands that aren't recognized by some consumers in this study.

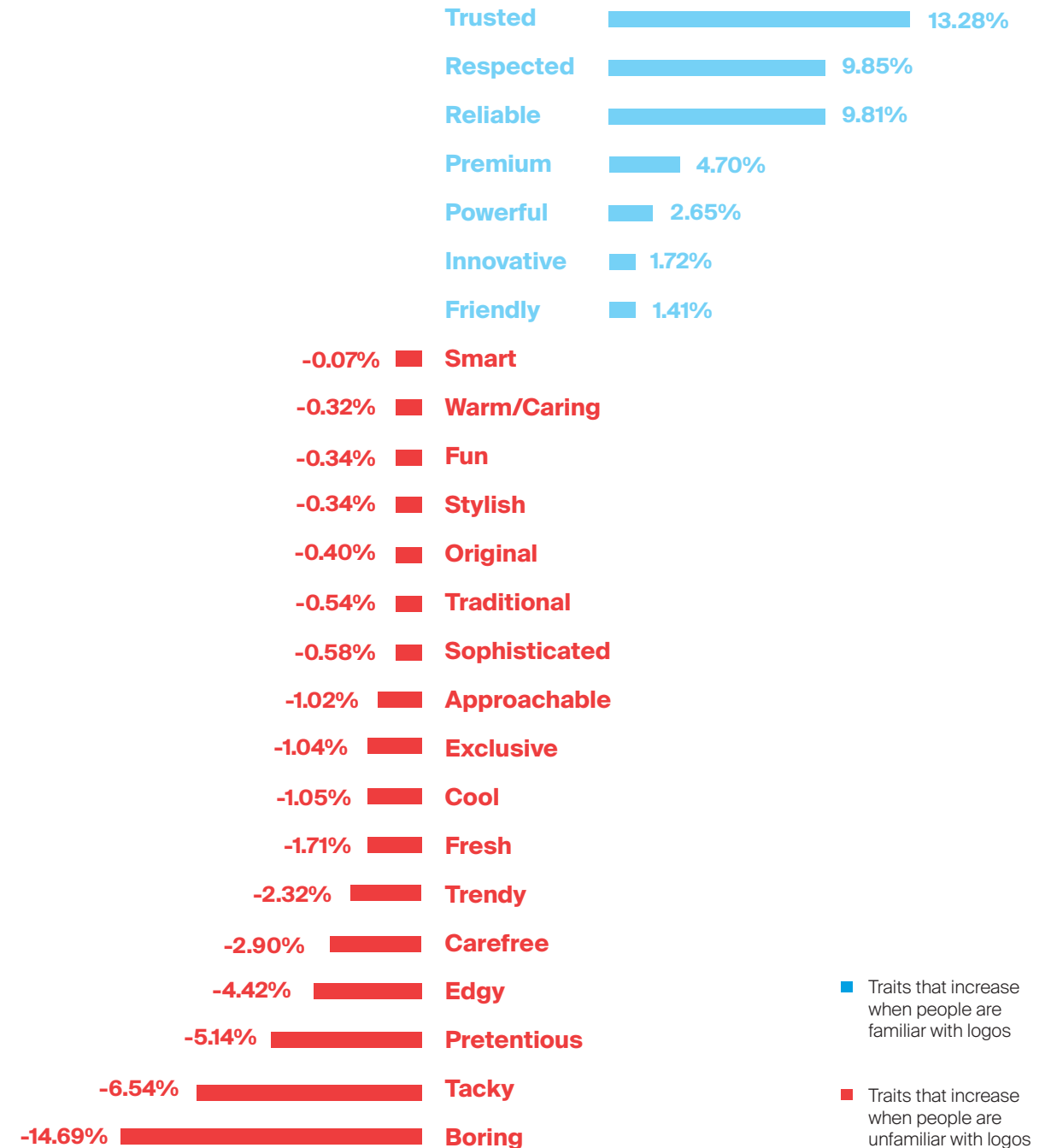
The familiarity bias is a powerful occurrence that may inform why new logos tend to test worse than an existing logo from the same company. A refreshed logo may elicit negative attributes from the general public, solely based on their lack of familiarity with the new logo in comparison to an existing one. The same bias applies to companies conduct validation testing on a new, refreshed logo compared to the existing logo. In general, new logos will be at a disadvantage.

Recognition of brands has a strong positive impact on how people evaluate logos



Familiarity with brands has a strong impact on traits associated with logos

This graph shows the percent difference in association between Recognized and Unrecognized logos.



All logo treatments have natural personality associations

Across the nine logo treatments analyzed, each evoked specific traits and perceptions.

Logo treatments have become naturally linked with attributes in the minds of consumers. When a brand wants to evoke certain personality traits, it is useful to keep in mind the natural associations that certain logo treatments carry.

Here are the top five traits associated with the nine logo treatments.

Illustrative Custom Wordmark

Fun
Friendly
Trendy
Cool
Stylish

Instagram

Organic

Warm/Caring
Fun
Fresh
Friendly
Innovative



Geometric

Powerful
Innovative
Respected
Smart
Cool



Sans Serif Wordmark

Reliable
Traditional
Trusted
Smart
Friendly

Serif Wordmark

Sophisticated
Exclusive
Traditional
Respected
Premium

FedEx

PRADA

Holding Shape

Traditional
Friendly
Reliable
Original
Approachable



Initials

Powerful
Edgy
Smart
Reliable
Respected



Font Based Wordmark

Traditional
Exclusive
Powerful
Trusted
Reliable

Jeep®

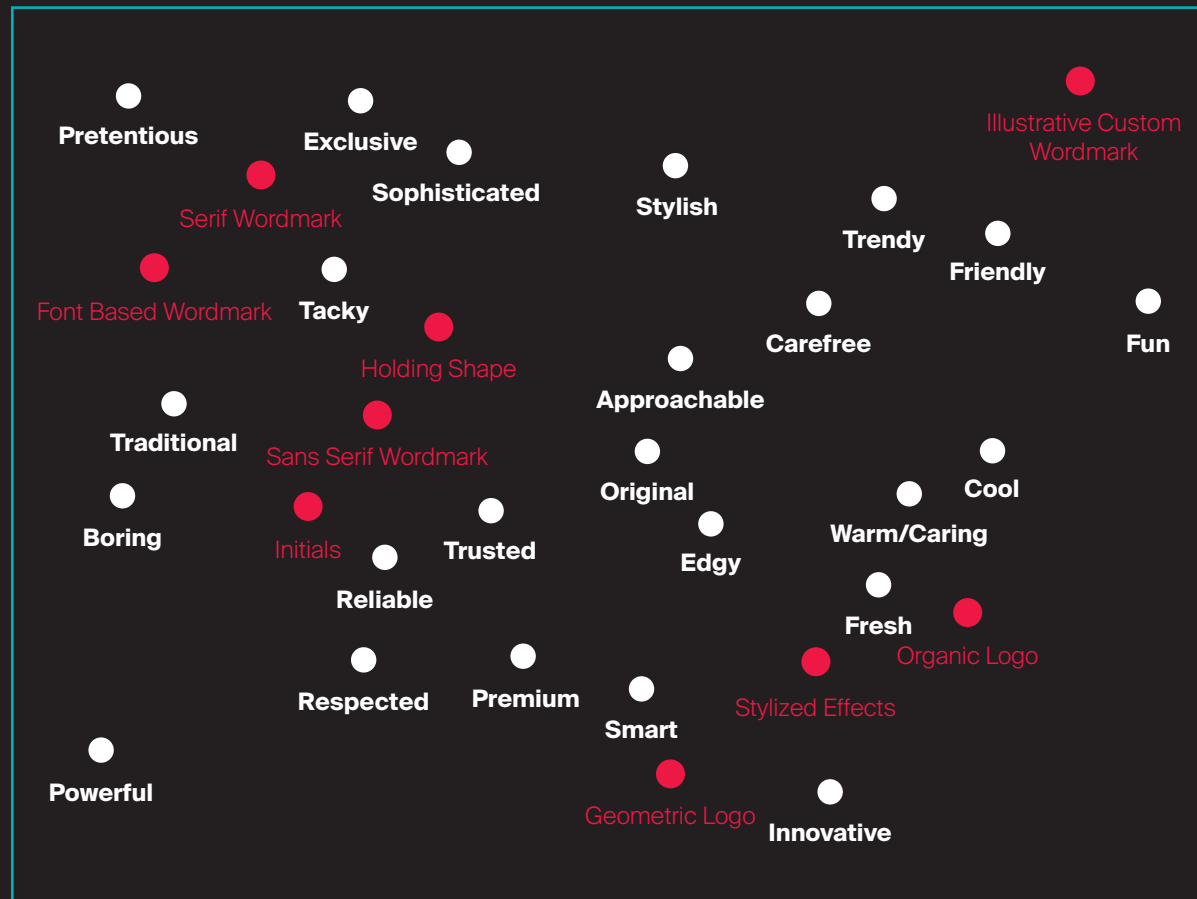
Stylized Effects

Fun
Innovative
Cool
Carefree
Fresh



Logo design attributions scatterchart

This chart maps out exactly how closely linked an attribute is with each logo type.



● Logotype
● Attribute

By attribute

Powerful

Geometric logos are more commonly associated with being powerful than other logo treatments. Initials logos come in a close second.

Traditional

Serif Wordmark logos are more commonly associated with being traditional than other logo treatments. Font Based Wordmarks come in a close second.

Warm/Caring

Organic logos are more commonly associated with being warm/caring than any other logo treatment, close to two times as much.

Trendy

Illustrative Custom Wordmark logos are more commonly associated with being trendy than any other logo treatment.

Sophisticated/ Exclusive

Serif Wordmark logos are more commonly associated with being sophisticated and exclusive than any other logo treatment. No other logo treatment was in top consideration for being "sophisticated" or "exclusive."

Smart

Geometric logos are most commonly associated with being smart more than any other logo treatment. Initials logos come in a close second.

Respected

Serif Wordmark logos are more commonly associated with being respected than other logo treatments. Geometric logos come in a close second.

Fun

Illustrative Custom Wordmark logos are more commonly associated with being fun than any other logo treatment, by two times as much.

Approachable

Holding Shape logos are more commonly associated with being approachable than any other logo treatment. No other logo treatment was in top consideration for being "approachable."

Cool

Illustrative Custom Wordmark logos are more commonly associated with being cool than any other logo treatment.

Original

Holding Shape logos are more commonly associated with being original than any other logo treatment. No other logo treatment was in top consideration for being "original."

Edgy

Initials logos are more commonly associated with being edgy than other logo treatments. Initial logos come in a close second.

Friendly

Illustrative Custom Wordmark logos are more commonly associated with being friendly than any other logo treatment.

Reliable

Holding Shape and Initials logos are almost equally commonly associated with being reliable more than any other logo treatment.

Stylish

Illustrative Custom Wordmark logos are more commonly associated with being stylish than any other logo treatment.

Innovative

Organic and Geometric logos are almost equally commonly associated with being innovative more than any other logo treatment.

Siegel+Gale

Siegel+Gale is a global brand strategy, design and experience firm. Using facts, intuition and creativity, we blend science with art, unlocking the power of simplicity to help organizations realize their full potential.

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