

# Logo Impact on Consumer's Perception, Attitude, Brand Image and Purchase Intention: A 5 Years Systematic Review

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## Abstract

The logo is the most crucial element in corporate visual identity design, and there is a growing of research and review literature on this subject. However, comprehensive literature reviews on the holistic impact of logos were not update until 2019, lacking the latest advanced knowledge. Therefore, this paper further refresh the research progress on logo in the last five years, providing a comprehensive understanding of the latest studies on how logo influence consumer perceptions, cognitions and behaviors. The paper collected 331 articles from the years 2019 to 2023 in the two databases, Web of Science and Scopus, selected 50 core articles for an in-depth thematic review and synthesis. The findings reveal that the impact of logo on consumers can be categorized into six major classes: brand awareness, brand perception, brand attitude, brand image, purchase intention, and customer loyalty, forming a systematic framework from cognition to behavior. Finally, the paper suggests that future research should supplement more effects generated by logo and explore the logical relationships between impacts, the sequence in which impacts occur, and comprehensive studies of their effects. Providing business managers and designers with more recommendations for logo design, triggering consumer purchase intention, and enhancing corporate performance.

**Keywords:** Logo, Corporate Visual Identity, Brand Perception, Brand Attitude, Brand Image, Purchase Intention.

## Introduction

Corporate visual identity is presented and communicated through visual symbols such as name, logo, colors, fonts, etc., showcasing the organization (Sharma & Jain, 2011). It serves as a visual cue to convey corporate identity (Abratt & Kleyn, 2012). Among these elements, the logo is the core component of corporate visual identity, playing a crucial role in

organizational management (Schmitt, 1995; Melewar et al., 2005; Kay, 2006). It is a significant tool for conveying information to stakeholders and an essential part of corporate communication (Van Riel & Balmer, 1997; Balmer, 2001, 2009; Simoes et al., 2005). Therefore, research focusing on logos holds significant importance.

Firstly, the fundamental function of a logo for business is to express itself, indicating the identity of the organization (Dibb & Fisk, 2005). It is a crucial tangible asset for identifying and expressing the organization (Mollerup, 1999; Riel & Ban, 2001; Balmer & Gray, 2000; Olins, 1978, 1989; Bosch et al., 2005), communicate the company's mission, vision, and values (Olins, 1989; Shee & Abratt, 1989; Bernstein, 1986), and serves as the symbolic representative of the enterprise (Hatch & Schultz, 2001; Riel & Ban, 2001; Bosch et al., 2005), expressing corporate personality (Bernstein, 1986; Heerden & Puth, 1995; Riel & Ban, 2001), and ultimately distinguishing itself from competitors (MacInnis et al., 1999). In addition, logos make promises to consumers, conveying brand attributes such as high quality, low prices, environmental consciousness, and corporate responsibility. Another function of logos is to express changes in corporate strategy to consumers (Olins, 1978; Riel & Hasselt, 2002), including significant changes such as mergers, restructuring, privatization, and acquisitions (Rosson & Brooks, 2004; Bosch et al., 2006). Through visual cues, logos fully showcase the organization, condensing information about the company's business card, personality, and changes into a symbol communicated to consumers. Researchers have conducted detailed studies on how logos express the essence of a business.

The function of a logo extends beyond self-expression; it also serves to attract attention, recognition, enhance memory, cognition, increase familiarity, and promote fluency in establishing connections with consumers. Logos also serve as a means of connecting with customers (Balmer, 1998), shape the first impression that a business makes on the outside world (Bernstein, 1986; Hutton, 1997; Henderson & Cote 1998; Riel & Ban, 2001; Henderson, 2004). Brands aim to tightly connect logos, products, and services (Bhattacharya & Sen, 2003), enabling consumers to make purchasing decisions based solely on the logo rather than the specific products and services (Gupta et al., 2016). This encourages consumers to easily recognize the products and services (Cohen, 1991), captures consumer attention (Henderson & Cote, 1998; Peter, 1989), deepens consumer memory, and thereby enhances brand awareness (Riel & Ban, 2001). Additionally, enhancing the familiarity of the logo contributes to increasing consumer familiarity with the products and services (Foroudi et al., 2014; Melewar & Saunders, 1998; Henderson & Cote 1998). Moreover, transcending language barriers through the use of graphics and colors is advantageous for the global dissemination of corporate identity (Bloch, 1995; Schmitt et al., 1995; Kohli & Suri, 2002; Pittard et al., 2007). By capturing consumer attention and memory, associating the logo with the brand and consumers to establish initial awareness and judgments about the brand. Many researchers have studied consumer perception of logos from a psychological perspective, examining the ease and speed with which consumers process information in the brain when faced with stimuli, known as processing fluency (Jacoby et al., 1989; Mandler et al., 1987; Zajonc, 1968). The smoother the information processing for the stimulus, in this case, the logo, the more positive the brand experience. Processing fluency is further divided into perceptual fluency (speed of feature memory) and conceptual fluency (speed of definition memory) (Janiszewski & Meyvis, 2001; Miceli et al., 2014). When consumers experience smooth and unimpeded feature and definition memory, it results in a positive attitude toward the brand (Buttle &

Westoby, 2006; Chen, 2016; Cian et al. 2014; Colman et al. 1995; Fajardo et al., 2016). Additionally, font influencing cognitive processes and activating semantic symbols (the inherent meanings represented by fonts) (Childers & Jass, 2002). A smooth cognitive process implies that the brand effectively conveys information to the consumer's brain through the logo, entering their perceptual and cognitive systems seamlessly.

Businesses not only aim to capture consumers' attention but also seek to establish a connection through specific consumer perceptions (Lewicki, 1986; Alessandri, 2001). Fonts, graphics, and colors influence cognition and emotional responses. Logos can trigger positive consumer perceptions (Chen, 2016; Janiszewski & Meyvis, 2001; Park et al., 2013) and evoke emotional perceptions (Melewar & Saunders, 1999; Riel & Ban, 2001; Simoes et al., 2005), which can be stimulated by logos and colors (Cupchik, 1994). There are some research focused on the impact of fonts on brand perception Tantillo et al (1995); Henderson et al (2004); Henderson et al (2004) proposed six characteristics of font design (elegance, coordination, naturalness, flamboyance, thickness, and compactness) that lead to different emotional responses from consumers. Concrete and abstract elements in logos lead to different consumer perceptions. Machado et al (2015) proposed that compared to abstract elements, concrete graphics generate more positive emotional perceptions. However, Schechter (1993) indicated that based on brand values, slogans, and spokesperson communication, abstract logos gradually become memorable for consumers. Baxter and Ilicic (2018) suggested that the forces in dynamic logos (gravity, elasticity, resistance, and tension) influence consumer perceptions, brand attitudes, and purchase intentions.

Colors can trigger emotional responses from consumers Valdez & Mehrabian (1994) and create associations with product quality, brand personality, and brand functionality. Logos primarily evoke emotional perceptions in consumers, leading to the exploration of positive or negative attitudes that will be discussed next. Colors can trigger emotional responses from consumers (Valdez & Mehrabian, 1994) and create associations with product quality, brand personality, and brand functionality. Logos primarily evoke emotional perceptions in consumers, leading to the exploration of positive or negative attitudes that will be discussed next.

Logos not only influence consumer perceptions but also have an impact on brand attitude and brand evaluation, consequently enhancing brand image and reputation. Cian et al. (2014) proposed that dynamic logos influence brand assimilation, for example, dynamic logos being suitable for a pop band rather than a classical orchestra, then, subsequently affecting consumer brand attitudes. Some researchers have suggested that logos can establish a positive corporate image Stuart (1997), guiding consumer perceptions and enhancing corporate reputation (Kapferer, 1992; Hatch & Schultz, 2001; Riel and Ban, 2001; Bosch et al., 2005). Consistency between logos and visual elements can enhance corporate reputation Riel & Ban (2001) and shape a positive corporate image (Olins, 1989). Consumer's positive attitudes and favorable evaluations of a brand lead to the formation of a positive brand image and reputation, laying the foundation for further purchase intentions and behaviors. Cupchik (1994) proposed that logos influence customers' purchase intentions, affecting consumer attitudes and directly influencing purchase intentions, ultimately impacting corporate performance (Bloch, 1995; Hutton, 1997; Henderson et al., 2004). Moreover, the integrity of the logo font Hagtvædt (2011) influences brand trust, while the case of lettering affects brand

affinity (Xiaobing, et al., 2016). However, there is a noticeable lack of research on the impact of brand image on purchase intention. Subsequently, literature from the past five years has effectively addressed this gap.

Table 1

*A related reviews about logo*

Title	Author	Research Topics	Year/ Covered Year
Corporate Logo: History, Definition, and Components	Pantea Foroudi; T. C. Melewar ; Suraksha Gupta	Historiography of the corporate logo; Definitions and components of the corporate logo:logo; namely, color, typeface, corporate name, and design	2017; 1970- 2011
A comprehensive review on logo literature: research topics, findings, and future directions	Min Jung Kim ; Joon Ho Lim	1.Theoretical foundations; 2. logo design/redesign, 3.basic logo elements; 4. Additional logo elements, 5. Outcomes of logo use; 6.Practical applications of logo use	2019; 1989- 2019
Brand should Be Gorgeous: Literature Review of Consumer Response to Brand Logo Design	Shang Xiaoyan; Guo Xiaolin	Outlinging the responses to brand logo design from 3 aspect: 1.text; 2.graphcs; 3.color. From the two perspectives of "aesthetic appeal" and "connotation", concluded the emotional and cognitive paths of brand identity design that affect consumer reaction.	2020; 1964- 2017

**Problem Statement**

The theoretical gap, based on the research background provided, studies on the impact of logos on consumers are predominantly focused on single aspects. Research on various aspects of consumer influence is quite abundant, such as the impact on consumers' first impressions Giese & Cote (2004), memory Riel & Ban (2001), cognitive processes Childers & Jass (2002), perception Alessandri (2001), attitudes Cian et al (2014), corporate image, and reputation Olins (1989), as well as purchase intentions (Cupchik, 1994). However, there is a lack of systematic and comprehensive research on the impact of logos on consumers. Additionally, there is a deficiency in examining the influence of consumer motivation, as well as the link between consumer motivation and psychological responses. Currently, there is a lack of relevant literature reviews (see Table 1).

Foroudi et al (2017) conducted a review of studies from 1970 to 2011, focusing on the definition, history, and composition of logos(See Table 1). It is a foundational study on the theory and development of logos. Subsequently, Foroudi et al (2019) conducted qualitative research, interviewing managers and designers, and developed a framework for the antecedents and consequences of logos. They identified factors such as name, visualization, font, color, design, and brand personality, consistency, and memorability as antecedents influencing logos. They then explored the impact of logos on advertising attitudes, perception,

familiarity, brand image, and brand reputation. While the article proposed a systematic framework for the consequences of logos, it acknowledges that further development is needed, and there have been new developments in recent years.

Addressing the fragmented nature of past literature on logos, Kim and Lim (2019) conducted a comprehensive literature review spanning 30 years from 1989 to 2019. They provided a complete research framework based on a comprehensive review, discussing six themes: theoretical foundations, logo redesign, elements and strategic objectives of logos, outcomes of using logos, influencing consumer feedback, company performance and brand assets, practical applications of logos, logos' adaptation to the business environment, and the use of logos in different market backgrounds, channels, and cultures. This review offers a comprehensive framework for studying logos, but there is a need for more in-depth research on consumer impact and business performance. In a more focused review, Shang and Guo (2020) delved into consumer responses to logos, categorizing them into the impact of logos on cognition, emotion, and behavior. Specifically, they explored how different elements of logos, such as graphics, fonts, and colors, contribute to various cognitive, emotional, and behavioral responses, this article dissected two processing modes of consumer reactions to logos based on emotional and cognitive paths. However, it mainly focused on the cognitive and perceptual levels, with limited research on behavioral impacts and insufficient exploration of the subsequent business effects.

The contextual gap, based on previous research, the impact of logos on consumers continues to evolve rapidly each year. However, as of 2019, there has been a lack of updated review articles addressing the comprehensive study of consumer impact regarding logos. There is a deficiency in comprehensive research on the effects of logos on consumers since 2019. Therefore, building on Kim and Lim's (2019) work, this paper supplements the latest comprehensive articles since 2019. It utilizes the theoretical foundation and framework of antecedents and consequences of logos presented by (Foroudi et al., 2017; Foroudi et al., 2019). The research focus is on the holistic impact of logos on consumers and the resulting business outcomes. The paper delves deeper into the cognitive, perceptual, evaluative aspects, brand image, and customer loyalty arising from logo use. It does not discuss the conceptualization, design, and application of logos but aims to explore the correspondence between logo design and business effectiveness.

### **Methodology**

In this study, the method of systematic literature review was employed. The systematic literature review method originated in the field of medical science research and later gained prominence in the social sciences. It serves as a research method and process used to identify and critically evaluate studies, as well as collect and analyze data, to find literature that meets inclusion criteria and address specific research questions or hypotheses (Snyder, 2019). Systematic literature reviews are considered the gold standard in reviews due to their systematic, transparent, and reproducible characteristics (Davis et al., 2014). The clear and systematic approach minimizes biases and ensures reliable research results (Moher, 2009). In comparison to semi-systematic and integrative literature reviews, the use of a systematic literature review is motivated by its rigorous article collection, ensuring relevant data is included, transparent and open process, clear referenceable research steps, and a focus on specific and well-defined research questions, ensuring reliable research outcomes. The

overall research process is divided into three stages: planning, conducting, and reporting the review. Through comprehensive literature research, it provides holistic insights into the research field, including subfields (Tranfield et al., 2003). Similar to the approach adopted by Torraco (2016), it reviews literature on corporate visual identity. Such methods not only combine the structural and representative aspects of systematic reviews but also incorporate a critical perspective, offering new insights into the studied field (Gregersen & Johansen, 2021).

### ***Data Collection and Processing***

The search string is derived from early literature readings, based on keywords related to the research field and research questions, including full names and abbreviations, synonyms, and different expressions of keywords. Boolean logic is employed, with the search string "logo OR 'brand logo' OR 'visual identity' NOT logos". To balance precision and comprehensiveness, wildcards are not used, and relevant strings are listed as extensively as possible. Additionally, the string has been adjusted according to the specific syntax of different data sources. The data is sourced from comprehensive databases, initially conducting searches on Web of Science and Scopus. Additionally, Google Scholar and Google are not considered for data collection due to the unknown and uncontrollable nature of the Google search algorithm, which does not align with the replicable characteristics of a systematic review (Piasecki et al., 2018). To ensure the quality of the literature, only full-text, peer-reviewed journal articles related to corporate visual identity are selected. The study establishes both inclusion and exclusion criteria (see Table 2) and rigorously examines each literature piece to determine its adherence to the specified selection criteria.

The retrieval was conducted by the first author in September 2023 and subsequently revised by co-authors. Following the PRISMA review standards (see Figure 1), the process is divided into identification, screening, eligibility assessment, and analysis. After multiple rounds of filtering, 43 articles were obtained. Additionally, seven relevant articles outside the search results were included, resulting in a total of 50 articles. The initial search on Web of Science yielded 10,573 results. After applying a date restriction, limiting the English language articles, journal articles, excluding "early access," conference papers, literature reviews, book chapters, "editorial material," and letters, resulting in 2,210 articles. After restriction of "Web of Science categories", "Citation Topics Meso", "Citation Topics Micro" and applying an open-access level restriction to include only open-access articles, 51 articles remained. The second search was conducted on Scopus, resulting in an initial retrieval of 12,018 articles. After restricting the publication dates, subject category limitations, further refinement to include only journal articles, language restrictions to English, Keywords were selected, 280 articles remained.

***Inclusion and exclusion criteria***

Table 2

***Inclusion and exclusion criteria***

	Inclusion	Exclusion
Focus	The impact of logo	About the design method logo recognition and cognition; Not about the impact of logo; About the halal logo; Sound logo
Content	Presentation of any kind of finding related to the facts were impacted of logo	No presentation of any kind of findings.
Publication language	English	Other language, e.g, Chinese, Spanish
Type of publication	Empirical studies	Literature reviews, commentaries,
Date	2019-2023	Before 2019

The establishment of inclusion and exclusion criteria is based on the research focus, which centers around the impact of logos on customers over the past five years. The effects considered include customer perception, customer evaluation, customer attitudes, brand image, purchase motivation, and customer loyalty. Consequently, literature unrelated to the impact of logos is excluded, along with design methodology-focused literature, focusing solely on the effects. Literature addressing the impact of Halal logos is also excluded due to potential interference from religious symbols, which may lack universality in commercial impact. Additionally, literature on sound logos is excluded as it falls within the realm of auditory symbols, while this study specifically focuses on the visual domain.

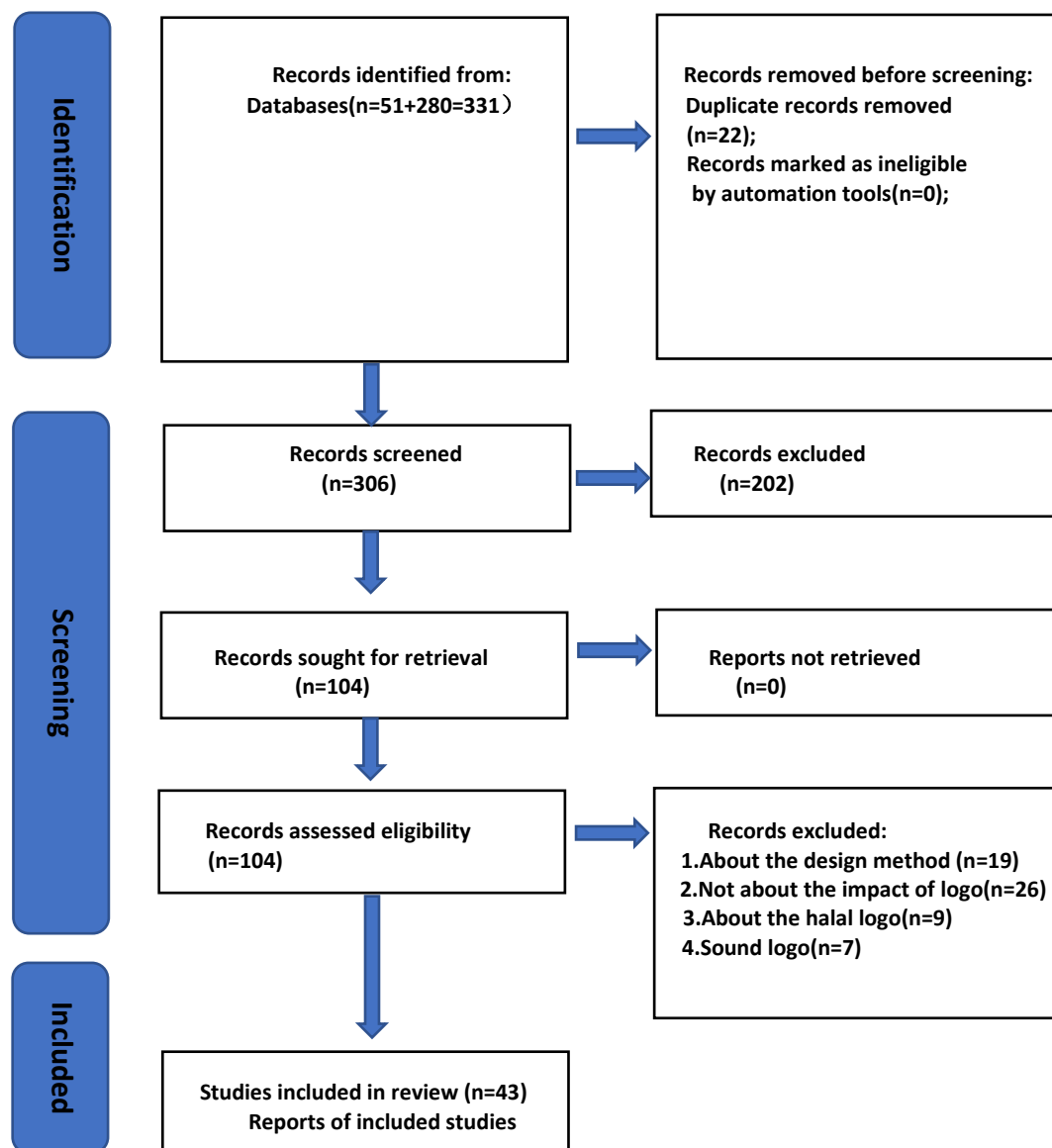


Figure 1. Exclusion process

The detailed exclusion process resulted in 331 selected articles from both databases. After removing duplicates, 306 articles remained. Further exclusion of 202 articles not closely related to the main theme, 19 articles on design methods, 26 articles not related to the impact of logos, 9 articles on Halal logos, and 7 articles on sound logos, left 43 articles. Seven relevant articles outside the search results were added, resulting in a final selection of 50 core articles.

### Finding

The logo serves as a core element in a company's visual identity strategy, determining the representation of the company's identity, image, and consumer perception. This crucial role warrants managers to invest time and effort in enhancing it. Previous research has asserted that a well-designed logo can establish a strong brand and contribute to the creation of high-quality brand assets (Abratt & Kleyn, 2012). So, what kind of logo can help accumulate brand assets? Aaker (1996) proposed metrics for measuring brand assets, including customer loyalty, perceived quality/leadership, association/differentiation (brand personality), awareness, and



market behavior (business performance). Therefore, logos that can have these four impacts are considered capable of enhancing brand assets. Subsequently, scholars in this field have conducted numerous studies. For example, Kim and Lim (2019) summarized that logos influence brand awareness, logo elements evoke specific meanings and translate into the brand, positive evaluations of logos strengthen brand commitment, and this contributes to increased market share and improved financial performance. In the last five years, research on logos has continued to thrive, with scholars making new advancements in studying consumer perceptions and business impacts resulting from logos. This research essentially covers the four elements proposed by Aaker (1996) for building brand assets.

Based on the synthesis and analysis of the 50 selected articles, the impacts arising from logos can be categorized into six main aspects: brand recognition, brand perception, brand attitude, brand image, purchase intention, and customer loyalty. The classification is based on different stages and degrees of influence. Firstly, the basic function of a logo is for the audience to recognize and remember the company, brand, product, or service it represents. Secondly, building on logo recognition, logos influence customer brand perception, shaping the perceived information associated with the brand or product. Thirdly, logos contribute to the formation of positive or negative brand attitudes and evaluations. Fourthly, logos play a role in creating favorable (or unfavorable) brand images and reputations. Fifthly, logos influence purchase motivation and decision-making based on cognition, perception, and attitude. Lastly, a positive brand experience can lead to customer loyalty. Next, a comprehensive literature review will be conducted on these six dimensions, considering different research methods, dimensions, perspectives, and industries. This detailed analysis of how logos impact different situations holds significant guidance for logo management and design.

#### ***Logo and consumer attention, brand awareness, brand memory***

Identification and recognition are the fundamental functions of a logo. Firstly, logos attract consumer attention. Viniegra et al (2021) using eye-tracking technology, tested university students' cognitive processing of traditional brand logos and measured emotional responses using skin conductance. They found that students focused more attention and emotion on brand logos with a simple line style. This suggests an unexpected insight as more brands pursue complex forms like 3D and dynamic logos. Chiu et al (2023), through eye-tracking and experimental studies, explored the impact of logos on attention and attractiveness. They discovered that concise logos attract more attention and have a positive impact. Hence, it can be inferred that simple logos can capture more attention. Torres et al (2019), studied the influence of different cultures on consumer reactions to natural logos. Influenced by cultural attitudes towards uncertainty and risk, cultures that are more risk-averse tend to prefer natural logos over abstract logos. Therefore, a recommendation for managers is that in countries where uncertainty is a concern, the use of natural logos may elicit more positive responses. In conclusion, when choosing a logo style, it is essential to consider national cultural characteristics to achieve more positive performance. In cultures with a tendency to avoid risk, emphasizing a preference for natural-style logos may enhance consumer brand preferences. Natural-style logos can influence the preferences of safety-conscious consumers.

Logos that capture consumer attention further lead to cognitive responses. Lencastre et al. (2023) studied the contrast between abstract and figurative logos and names under a single stimulus. They indicated that a decisive factor influencing participants' cognitive reactions is

the metaphorical and extreme organicity, meaning the stronger the association between the logo and a specific image, the more intense the cognitive response. They also found that the interaction between the name and logo imagery is crucial. Additionally, the color and style of logos influence customers' perception of brand gender. César et al. (2021), explored the impact of natural attributes and colors of logos on brand gender perception. Logos with a natural style increased the brand's feminine qualities, while logos with a humanistic style conveyed masculine qualities. Deep blue and light pink respectively reinforced male and female characteristics. The masculine and feminine qualities of logos have a positive impact on emotional responses. The intensity of cognitive responses and the perception of gender is a relatively new area of study.

Audience attention and recognition of a logo can facilitate consumer memory. For instance, Ghosh et al (2022), sought to understand how consumers process logos and names appearing in computer games. Through experiments, they demonstrated that logos are more easily remembered than brand names, corroborating numerous studies on the memorability of images. Dommer & Parker (2023), proposed and confirmed that consumers are more likely to recall logos when seeing brand names, rather than recalling names when seeing logos. Additionally, when recalled independently, logos are still more memorable than names. Furthermore, Jun & Lee (2022) studied the impact of interactions between image associations from auditory stimuli and purely visual images on consumer responses. They found that image consistency between the two enhances brand attractiveness, perceived quality, and memory. Lencastre et al (2023) suggested that semantic repetition, where names and logos use the same concepts and semantic elements, benefits memory and association. On the other hand, semantic dispersion, where they use different concepts and semantic elements, aids in recognition. Moreover, the performance of names and logos depends on their interaction. The memorability of images, the impact of auditory image associations, the memorability brought by semantic repetition between logos and names, and the consistency between auditory and visual images bring new research directions to the study of logo memory.

### ***Logo and Brand Perception***

Brand personality influences various consumer perceptions. Companies aim not only to capture consumer attention but also to connect with consumers through specific perceptions, expressing additional brand information such as product features and brand style.

Perceptions of brand personality have been extensively studied by many scholars. For example, Leelayudthyothin (2022) conducted research on the relationship between logo elements and brand personality through interviews and questionnaires. The study found a close connection between logos and brand personality, suggesting the release of a holistic logo design to communicate corporate strategy rather than focusing on individual elements. Chen et al (2023) investigated the impact of natural logos on brand personality. Because high-nature logos are more likely to evoke customers' perception of authenticity, these logos influence consumers' perception of the brand's sincere personality. Additionally, natural logos strengthen the connection between products with a natural orientation and the brand. If a product contains many natural ingredients, it is recommended to use a natural logo to enhance customers' perception of naturalness. Jun & Lee (2020) proposed that the dynamism of logos affects consumer preferences. Empirical studies indicate that consumers prefer

dynamic logos over static ones. Dynamic logos correspond to sincere, exciting, and mature brand personalities. They also convey an exciting personality, while static logos convey a competent personality. Understanding the brand personalities associated with dynamic and static logos helps companies choose the logo type that aligns with their own brand personality.

Brand culture contributes to the perception of brand tradition. Previous research suggests that brand tradition, representing the accumulated brand assets over time, is crucial for the current performance of a brand (Rose et al., 2017). It can influence consumer attitudes towards the brand (Hakala et al., 2011) and can be effectively conveyed through elements of corporate visual identity (Urde, 1994; Wiedmann et al., 2011). Recent studies, such as Pizzi & Scarpi (2019) indicate that the perception of brand tradition becomes stronger as the founding year of the brand goes further back in time.

Consumer perceptions arising from logo design and logo style include positive and negative perceptions, perceptions of brand breadth, aesthetic perceptions, green perceptions, risk perceptions, functional perceptions, and nostalgic perceptions. Schechter (1993) categorized logos based on visual forms, such as pictorial, letterform, character mark, abstract, and wordmark logos, finding that pictorial logos were the most effective, while abstract logos were the least effective in terms of visual impact. Building on this, Buttle and Westoby (2006) continued the research, categorizing logos into four types: font, image, abstract logo, or a combination of these, suggesting that a combination type is the optimal visual form. Based on this, Badajoz & Freixa (2019) studied the impact of four different types of logo forms (no logo, concrete logo, non-concrete, and abstract logo) on customer perceptions, purchase intention, price estimation, brand preference, and brand trust in packaging and bottle labels. They found that symbolic logo designs generated better brand perceptions than having no logo and non-symbolic logos. Additionally, there was no evidence that having no logo had a negative impact, and non-concrete logos did not show a significant effect on purchase intention and brand preference. Therefore, choosing symbolic logos relevant to the product category has a positive effect on the brand, avoiding the absence of a logo or using less effective abstract font logos. The logo framework regulates consumer perceptions of brand breadth, that is perceptions of product richness. Chen and Bei (2020) provided a design guide for logo frameworks, studying the relationship between logo frameworks and brand impressions, suggesting that removing the logo framework enhances perceptions of brand breadth. Brand breadth refers to the diversity of products represented by the brand name (Boush & Loken, 1991). The presence or absence of a framework affects consumers' perception of the quantity of products represented by the logo. Logos without frameworks stimulate more brand associations for consumers. However, for different types of consumers, conservative consumers have a positive attitude towards logos with frameworks, while progressive consumers tend to prefer logos without frameworks. Consumers associate logos without frameworks with a greater variety of products, while logos with frameworks are perceived to represent relatively fewer products. This has important implications for brands with multiple products and those focusing on a single product, as including or omitting a logo framework is crucial. Singla et al (2021) studied the relationship between the color and font semiotics of the Google logo and brand cognition. They found that consumer emotions are influenced by color and font, and a sans-serif font in the Google logo can significantly evoke aesthetic perceptions. Additionally, adding semiotic styles such as modern, innovative, and playful to the logo increases its attractiveness. Meiting and Hua (2021) found that circular

logos are more suitable for use in green brands compared to angular logos. Gender perception and warmth perception act as mediating factors, influencing consumers' green perceptions. Furthermore, self-construction plays a mediating role in driving green consumption. However, the impact of logo shape disappears when consumers are exposed to high levels of empowerment stimuli. Mahmood et al (2019) using the processing fluency theory and visual heuristic theory, argued that investors perceive the risk of entrepreneurial projects based on visual cues. Through surveys, field studies, and experiments, the research found that the more complex the logo design, the more investors perceive innovation risk. Complex logos are challenging to process in the cognitive process, and this difficulty in processing is easily associated with the project's difficulty. Additionally, complex logos signify originality and novelty to supporters, influencing investors' financing decisions. If brand managers understand this correspondence, they can make more scientifically informed logo decisions. Daryanto et al (2022) studied the impact of personified logos on consumers' perceptions of products and services. The survey found that personified logos with embedded cultural figures have a positive impact on perceived functionality, and the perceived intensity increases with the attractiveness of the logo. Wang et al (2022) explored how the festive atmosphere of logos influences consumers' nostalgic perceptions. Consumers associate holidays with childhood memories, leading to a preference for nostalgic products. The study suggests that this linkage only occurs during traditional holidays, not non-traditional ones.

#### ***Logo and brand attitudes, brand evaluation***

Previous research has explored the impact of logos on brand perception. Building on perception, consumers form attitudes and evaluations towards the brand. Foroudi et al (2019) conducted a qualitative synthesis of the components of logos and their effects. They argued that logos influence consumers' attitudes toward advertisements. Often, consumers' attitudes toward the brand stem from their attitudes toward advertisements, with logo elements in advertisements affecting consumer perceptions. Qiao and Griffin (2022) studied the impact of visual shape, color, and logos on brand attitudes, product attitudes, and purchase intentions. The bidirectional interactions of color with shape and color with logos significantly affected female products but had no significant impact on male products. Therefore, it is evident that the shape, color, and logos have a greater influence on female consumers. Managers developing products for women need to emphasize the importance of visual elements.

Consumer attitudes toward a brand can be categorized into positive and negative attitudes. A positive brand attitude leads to favorable brand evaluations and a positive brand image, while a negative attitude diminishes consumer evaluations and brand image. Several studies have investigated factors contributing to positive brand attitudes, such as cute styles, the brand's founding year in the logo, physical form logos, agent animations, logos depicting social distancing during the COVID-19 pandemic, and logos associated with well-known power drill brands. For instance, Septianto and Paramita (2021) conducted an experimental study confirming that a cute style logo design can indeed generate a positive brand attitude. Different cultures influence consumers' brand attitudes differently. Qin et al (2023) conducted a study on the impact of various cultural elements on Chinese consumers' attitudes toward "shanzhai" products. In this study, "mianzi" consciousness (face consciousness) was considered as a cultural element. It was found that in cultures with a high sensitivity to "mianzi", brand logos enhance positive attitudes, brand image, and reputation.

Cultures with high "mianzi" sensitivity tend to be more responsive to brand logos and are more concerned about the brand experience conveyed by the logo. Pizzi and Scarpi (2019) found a relationship between the inclusion of the founding year element in brand logos and consumers' perceptions of brand tradition and brand attitudes. The presence of the founding year in logos, with brand familiarity as a moderating variable, enhanced consumers' brand attitudes. For less well-known brands, the impact of the founding year was more significant. Roy and Attri (2022) investigated destination logos, revealing that physical forms (resembling natural symbols) generated more positive attitudes and intentions to visit than printed logos. This effect was more pronounced for unfamiliar destinations. Physical logos triggered more natural associations, which, in turn, heightened consumer intentions and generated positive attitudes. Peng et al (2023) compared the cognitive processes of brand logos featuring animated proxies (virtual and alternative animated representations of actual products) and physical animation (animated representations of actual products). They found that animated proxies attracted more customer attention and enhanced positive evaluations of brand attitudes. The study provided evidence from a neurocognitive perspective for the development of animated brand logos, offering physiological indicators for designing animated brand logos to measure consumer attitudes. In a study by Madadi et al (2023) conducted against the backdrop of COVID-19, logos were modified to depict social distancing. The research investigated the impact on brand attitudes, attitudes toward social distancing guidelines, willingness to comply with social distancing guidelines, purchase intentions, logo evaluations, and word-of-mouth. It was found that logos for low-involvement products exhibited stronger purchase intentions and improvements in brand attitudes, word-of-mouth, and willingness to comply with social distancing guidelines. Customers developed perceptions of social distancing due to logos depicting social distancing. Germann et al. (2020) conducted an experimental study on the quality assessment of cordless drills used by craftsmen and found that having a recognizable logo positively influenced the evaluation of cordless drills from well-known brands. Furthermore, positive brand attitudes contribute to increased consumer engagement. In a study by Yoo (2023) examining the visual strategies of luxury brands and fast-moving consumer goods (FMCG) brands on Instagram, four visual content variables—brand name, logo content, and tags—were considered. The research discovered that luxury brand images containing logos and brand names had higher user engagement, while this was not confirmed for fast fashion brands; Moreover, the size of the brand name and logo in images was found to be negatively correlated with user engagement or had no impact, irrespective of the brand category. Embedding text in images of luxury brands had a positive effect on customer engagement, while it had a negative impact for fast-moving consumer goods (FMCG) brands. The recommendation for managers is that the higher the brand value, the greater the appeal of the logo, brand name, and embedded text to customers. Larger logos are associated with lower engagement, while smaller logos are linked to higher engagement.

Some studies have explored the impact of different types of logos and brand visibility on consumers' negative attitudes. In a study by Williams and Son (2022) on the redesign of sports logos and its effects on brand attitudes and purchase motivation, it was found that both high-identified and low-identified customers had significantly negative attitudes toward logo color changes and revolutionary alterations. Additionally, high-identified fans showed larger reactions to logo changes, challenging their recognition habits and causing discomfort, while low-identified fans' reactions were not significant. Therefore, careful consideration should be

given to logo changes, especially for high-identified customers. In the study by Germann et al. (2020) on the quality assessment of cordless drills used by craftsmen, it was found that craftsmen had a negative impact on cordless drills from unknown brands without logos. The presentation of identified brands had a significant impact on brand attitudes.

Brand attitude is the overall perception of a brand that influences consumers' evaluations of the brand. It is closely related to brand evaluation. Several scholars have studied the impact of logos on brand evaluation. In a study by Luffarelli et al. (2019), through experiments and the analysis of secondary datasets, it was demonstrated that asymmetric logos could generate more excitement among consumers. When the logo aligns with an exciting brand personality, it can enhance brand evaluation and financial valuation. Additionally, Bettels and Wiedmann (2019) suggested that consumers typically associate symmetry or asymmetry with brand excitement and compare this perceived association with their self-concept. Positive evaluations of logos lead to positive inferences about product design, with consumers placing greater emphasis on aesthetic and symbolic inferences than on functional inferences. Therefore, a series of chain reactions are triggered by the logo, with the logo being the starting point, consumer perception as the mediating factor, and ultimately forming positive associations with the aesthetics and symbolism of the product. In the study by Shin et al. (2023), when circular logos were used to convey corporate responsibility, consumers with high affiliation needs gave higher evaluations to the restaurant, while those with low affiliation needs gave lower evaluations. Affiliation needs act as a mediating factor, facilitating the impact of circular logos on restaurant evaluations. This implies that consumers associate the perception of circular logos with a sense of affiliation. The circular shape promotes consumers' perception of affiliation, and as consumers' need for affiliation is satisfied, they tend to give higher evaluations to the restaurant. In the research by Cai and Mo (2020), it was found that when consumers wear T-shirts with logos in public settings, brands with high excitement levels using larger logos increase cognitive fluency and bring about positive brand evaluations. However, in private consumption settings, the positive brand evaluations associated with larger logos are significantly weakened. The size of the logo has different effects on customer evaluations depending on the context in which it is applied.

### ***Logo and Corporate Image***

The previous section reviewed the impact of logos on brand attitude and brand evaluation, highlighting how consumers form positive brand attitudes and favorable brand evaluations through logos, contributing to the establishment of a positive corporate image and reputation. Previous studies Balmer & Gray (2000); Muller et al (2011); Olins (1989); Lans et al (2009) have proposed a connection between logos and corporate image, confirming the association between logos and brand image. Subsequently, Foroudi et al (2014) investigated the influence of logos on customer attitudes and asserted that corporate logos are beneficial for enhancing corporate image, attitudes towards advertisements, recognition, familiarity, and corporate reputation. They viewed logos as marketing tools that connect consumers with businesses through perception. The research also validated the relationship between logos and corporate image and reputation. Kaur and Kaur (2019) conducted an empirical study with 816 randomly interviewed customers in Indian malls to demonstrate the impact of brand logos on consumer evaluations. They identified brand familiarity and brand personality as mediating factors that facilitate the relationship between logos and consumer evaluations, confirming the benefits of logos in enhancing brand image. In another study, Nurhayati (2021) examined the strategies

employed by the Indonesian batik industry in building its batik image. The research suggested that reshaping a brand by changing its logo contributes to enhancing corporate image. A positive corporate image, in turn, helps gain public trust and increases willingness to purchase. Logo influences brand image, which serves as the external display of internal identity within a company. Consumers form expectations based on their perception of the external image of a company (Foroudi et al., 2019). In a study focused on logo color saturation, Xiao et al (2021) found that high color saturation is advantageous in increasing consumer-brand intimacy and enhancing brand image. Moreover, the research suggested that the impact of high color saturation is significant only in circular logos and does not have a positive effect on non-local brands.

### ***Logo and purchase intention***

The elements within a logo, the logo's style, the perception process, and their alignment with brand characteristics, product features, and brand personality can stimulate consumer purchasing motivation. For instance, when cultural elements embedded in a logo are used to express functionality or an image, and when these elements align with the functional and image attributes, it fosters consumer identification and influences purchasing motivation. In a study by Shi and Jiang (2023) focusing on the incorporation of Chinese cultural elements in logo design (CCEBL), the researchers explored the impact of consistency between CCEBL, product functionality, and brand image on consumer brand identification and purchasing motivation. The research confirmed that when cultural elements in the logo align with product functionality and brand image, it significantly influences consumer purchasing motivation. If CCEBL emphasizes portraying product functionality, it is advantageous for utilitarian product purchase intentions. Conversely, if CCEBL emphasizes portraying brand image, it is beneficial for hedonistic product purchases. Consumer brand identification plays a mediating role in this relationship. Therefore, when selecting logo elements, it is essential to consider both the product's functionality and image, ensuring that the elements align with the brand's characteristics and product features to generate purchasing motivation. Giray et al. (2022) investigated the impact of organic logos on the willingness to purchase organic products. Both subjective and objective knowledge within organic labels, as well as visual attention to the logo, had a significant influence on the purchase of organic products. When the elements in the logo reflected the product's characteristics and remained consistent with the product, and when the logo conveyed organic qualities, it enhanced the willingness to purchase organic products. Affonso and Janiszewski (2023) explored how utilitarian and hedonic positioning of brands interacts with visual design to influence consumer perceptions. They found that utilitarian brands performed better when visual design encouraged structured perception, while hedonic brands excelled when visual design encouraged unstructured perception. Structured perception reinforced brand claims, thereby improving brand performance. The alignment of structured perception with the purposeful qualities emphasized by utilitarian brands and unstructured perception with the disorderly, free-spirited qualities emphasized by hedonic brands creates consistency in consumer cognition. The alignment between the perception process of the logo and the brand personality enhances the willingness to purchase.

Logo design methods and forms influence consumer purchase willingness. Bhatt et al. (2021) explored the impact of logos for reused food products on purchasing motivation. Perceived quality served as an intermediate factor, with three design elements (descriptive information

highlighting product value, green font indicating sustainability, and a circular shell indicating quality stability) influencing consumers' evaluations of reused food products, affecting perceived quality, and subsequently increasing willingness to purchase. Elements in the logo reflecting industry information contribute to enhancing purchasing motivation. Luffarelli et al (2019) studied descriptive signs, which showcase industry information within logos (such as a coffee shop's logo featuring coffee imagery or colors). They found a positive impact on brand evaluation, purchase intent, and brand performance. Consumers tend to favor logos that are easy to process and evoke an impression of authenticity. However, as consumers become more familiar with a brand, the level of descriptive functionality in the logo tends to decrease. Negative brand perceptions can also trigger negative perceptions of descriptive features. Andreani et al (2023) conducted a study using focus groups and experiments to test how college students perceive logos on menus to encourage their selection of healthy dishes. Logos with health and sustainability cues were compared to logos without health cues. The impact of these logos varied depending on the students' disciplines. Students in food science were inclined to show a willingness to purchase hygiene and safety-related dishes, while non-food-related majors were not influenced by the two logos. Additionally, the non-food science students exhibited weaker tendencies toward sensory appeal, sustainability, and health compared to their food science counterparts. From this perspective, it is evident that students majoring in food science, due to the specificity of their field, possess richer knowledge about food compared to non-food-related majors. Logos influence consumer behavior under the premise that consumers have relevant knowledge and willingness. Logos play a facilitating role, but their standalone efficacy is challenged. However, the universality of this viewpoint is not clear and needs further verification across various industries. Additionally, different forms of logos, such as the interaction between visual and auditory elements or the impact of visual and linguistic components, can influence purchase intentions. Li et al (2023) conducted a review of the audio-visual interactive relationships between information integration, coordination, competition, and matching in marketing. They found that audio-visual logos in marketing are advantageous in attracting customers, increasing customer support, and fostering purchase intentions, with consumer perception acting as the mediating variable. They constructed an interactive relationship model between visual, auditory elements, and consumer behavior. Vinitha et al (2021) referred to visual identity imitating nature and possessing natural attributes as "biomorphic visual identity". This biomorphic visual identity has a positive impact on brand liking and purchase intentions through the perception of sustainability and credibility. Furthermore, the research indicates that the impact of biomorphic visual identity on consumer responses is greater than that of language.

However, there are also some negative impacts, such as the negative correlation between logos and sales. Xia et al (2020) argue that aside from historical reviews and pricing, which are the primary considerations for consumers in e-commerce, the decision of consumers to purchase men's clothing is influenced by product photos. However, the presence of logos in product photos is negatively correlated with sales and does not contribute to an increase in sales. This may be related to brand value and brand assets, as a logo with low brand value may not evoke a sense of superiority in consumers and may not significantly impact their decision-making. The fundamental reasons for the negative correlation between logos and sales require further research to be confirmed.

In summary, the consistency of logo elements with brand features and product functionality, alignment of logo elements with product characteristics, and the coherence between the



perceived process of logos and brand traits contribute to customers' purchase intentions. Additionally, specific design elements, design methods, and formal elements of logos, such as descriptive information on labels, font colors and graphics, health-related cues in logos, organic elements in logos, the interaction between visual and auditory elements, and the perception of sustainability triggered by natural elements, all play a facilitating role in influencing customers' purchase intentions.

**Logos and Customer Loyalty**

A positive brand attitude, a favorable brand image, and a positive purchasing experience will further foster customer loyalty, leading to sustained consumer behavior. Reghunathan and Joseph (2021) investigated the relationship between sports club brand elements and customer loyalty. They found that club history, jerseys, and logos related to the brand positively influence consumer brand loyalty. Rafiq et al (2020) studied the impact of logo redesign on brand loyalty and repurchase intention. They demonstrated that brand attitude serves as an intermediary, and logo redesign affects consumer responses based on brand loyalty and repurchase intention. Loyal consumers exhibit more positive reactions. Williams et al (2021) conducted an experiment to study the rebranding of sports brands and found that the extent of logo changes has varying effects on customer loyalty. Evolutionary changes in color and revolutionary changes in logo significantly decrease loyalty, while changes in shape alone have a lower impact on loyalty. Consumer evaluations of the logo played an intermediary role, confirming the negative impact of logo changes on brand loyalty. These three studies provide evidence that logo changes, logo shape, and invoking brand associations have an impact on customer loyalty.

**Conceptual model**

The model in this paper (Figure 2) is based on a systematic literature review summarizing the ten major factors influencing consumer responses in the field of logo research over the past five years. The advantage of a systematic literature review lies in its systematic selection method, which includes all relevant research literature within the scope of the review, enabling a comprehensive understanding of the research landscape in that field. Therefore, the model was formed by consolidating the influencing factors identified in the systematic review (Table 3).

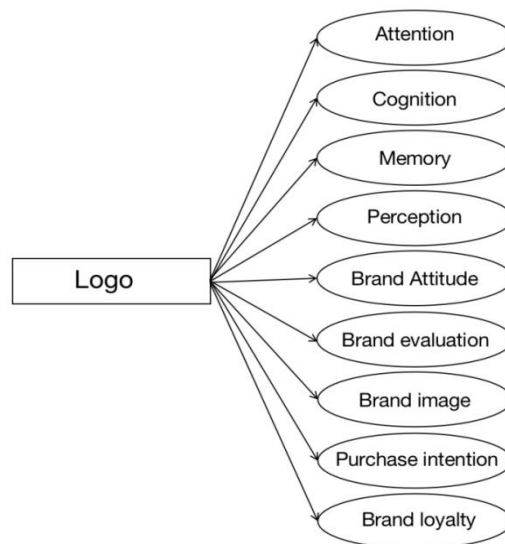


Figure 2

Table 3

*Logo impact the consumer response variable*

	<b>Independent variable</b>	<b>Dependent variable</b>	<b>Author</b>
<b>Attention</b>	Simple line style logo	Attention, Affective	Viniegra et al., (2021)
	Concise logo	Attention, Attractive	Chiu et al.,(2023)
	A risk-averse culture in logo	Preferred natural logo	Torres et al, (2019)
<b>Cognitive</b>	Stronger association between logo and a particular image	Strong cognitive response	Lencastre et al., (2023)
	Natural style logos and colors	Gender cognition	César et al., (2021)
<b>Memory</b>	Logo than brand name	Easy to remember	Ghosh et al., (2022)
	Logo and name together	Remember order	Dommer & Parker, (2023)
	Auditory and purely visual image consistency	Memory, brand appeal, and quality perception	Jun & Lee, (2022)
	Names and flags use the same conceptual and semantic elements	Memory and association	Lencastre et al., (2023)
<b>Perception</b>	Logo elements	Brand personality	Leelayudthyothin,(2022)
	Natural logo	Brand personality	Chen et al, (2023)
	Dynamic logo	Brand personality	Jun & Lee, (2020)
	Brand established year	Brand tradition perception	Pizzi & Scarpi, (2019)
	Symbolic logo	Brand perception	Badajoz & Freixa, (2019)
	Logo frame	Brand breadth perception	Chen & Bei, (2020)
	Sans-serif	Aesthetic perception	Singla et al, (2021)
	Circular logo	Green perception	Meiting & Hua W, (2021)
	Complex logo	Risk perception	Mahmood et al., (2019)
	Anthropomorphic logo	Functional perception	Daryanto et al.,(2022)
Holiday atmosphere	Nostalgic perception	Wang et al.,(2022)	

<b>Brand attitude</b>	Logo	Advertisement attitude	Foroudi et al.,(2019)
	Shapes, colors and logos	Brand attitude, purchase intention	Qiao & Griffin (2022)
	Cute style logo	Positive brand attitude	Septianto&Paramita, (2021)
	Culture in logo	Brand attitude	Qin et al, (2023)
	Brand establishment year	Brand attitude	Pizzi &Scarpi, (2019)
	Natural logo	Brand attitude	Roy &Attri,(2022)
	Agent animation	Attention, brand attitude	Peng et al. (2023)
	Logo depicting social distancing	Brand attitude	Madadi et al, (2023)
	Electric drill with a logo	Brand attitude	Germann et al, (2020)
	Logo redesign	Brand attitude	Williams & Son (2022)
<b>Brand evaluation</b>	Logo aligned with brand personality	Brand evaluation	Luffarelli et al.,(2019)
	Congruence of perception and self-concept	Positive brand evaluation	Bettels & Wiedmann , (2019)
	Circle logo	Restauant evaluation	Shin et al.,(2023)
	Big size logo	Brand evaluation	Cai &Mo, (2020)
<b>Brand image</b>	Logo	Brand image, brand reputation	Foroudi, et al.(2014)
	Logo	Brand evaluation, brand image	Kaur&Kaur, (2019)
	Logo redesign	Brand image	Nurhayati, (2021)
<b>Purchase intention</b>	Logo color saturation	Brand image	Xiao et al., (2021)
	Cultural elements and product functional consistency	Purchase intention	Shi & Jiang, (2023)
	Organic logo	Organic product purchase intention	Giray et al., (2022)
	Construct perspective	Brand performance	Affonso & Janiszewski (2023)
	Descriptive information, green font, and round shell	Purchase intention	Bhatt et al, (2021)
	Descriptive logo	Brand evaluation, purchase intention, brand performance	Luffarelli et al.,(2019)
	Logo with healthy and sustainable tips	Purchase intention	Andreani et al., (2023)

	Audio-visual logo	Purchase intention	Li et al., (2023)
	Biomorphic logo	Purchase intention	Vinitha et al., (2021)
<b>Brand loyalty</b>	Logo about brand	Brand loyalty	Reghunathan & Joseph,(2021)
	Logo redesign	Brand loyalty, repurchase intention	Rafiq et al., (2020)
	Extent of the logo change	Brand loyalty	Williams et al, (2021)

### **Conclusion and Significance**

Logo is a primary element in corporate visual identity, playing a crucial role in expressing an organization. Previous research has extensively examined the cognitive and perceptual aspects of logos, including their impact on consumer behavior and business purchasing decisions (Shi & Jiang, 2023; Reghunathan & Joseph, 2021; Rafiq et al., 2020). This study not only supplements past research on cognition and perception but also extends the understanding of the influence of logos on customer purchase motivation, providing further insights into the impact on consumer purchasing behavior.

Firstly, this paper reviews 50 journal articles published in peer-reviewed journals over the last five years (2019-2023). The articles were sourced from two comprehensive databases, Web of Science and Scopus, and were selected based on their relevance to the disciplines of business, management, design, and operations. This review provides the latest insights into the impact of logos on consumers in the field of corporate visual identity design, representing the most recent developments and trends in logo research. The influence of logos on consumers starts with consumer cognition, signaling the identity of the business and the brands and products it represents. Subsequently, through brand perception, a connection is established between the brand and the consumer, gradually forming consumer attitudes and evaluations, ultimately affecting purchasing behavior and promoting corporate performance. The research trends have shifted from a historical focus on the impact of logos on consumer attention, cognition, memory, and perception to a more recent emphasis on brand attitudes, brand image, and purchase intention. The current trend leans towards exploring the business performance of logos.

Secondly, in terms of the impact on attention, cognition, and memory, the research in this area has continued to expand over the past five years. Previous studies initially highlighted from the perspective of the enterprise that logos represent the identity of the business, serving as a tool to showcase the personality and values of the enterprise, and conveying changes in corporate strategy. Subsequently, logos were seen to establish an initial connection with consumers, capturing their attention and leaving a first impression. Through repeated exposure to the logo, brand familiarity is enhanced, leading to improved memory. This process involves the impact at the level of consumer cognition. Furthermore, research has delved into the impact of logos on cognitive fluency and the specific triggering effects of logo elements, including semantic symbolism, meaningful associations, and more. The latest research has built upon previous studies and introduced new findings. For example, it has been found that with changing times, younger consumers prefer simpler designs (Viniestra et al., 2021).

Additionally, nature-inspired designs attract more attention (Chiu et al., 2023; Torres et al., 2019). While previous research established that logos influence consumer cognition, recent studies have discovered that the association between logos and brand characteristics affects cognitive intensity Lencastre et al (2023), meaning the stronger the association, the higher the cognitive intensity. Additionally, there have been studies on brand gender, suggesting that color and style can influence the perception of brand gender (César et al., 2021). Regarding logo memorability, research in the gaming field has found that logos are more memorable than names Ghosh et al (2022), and there is a priority in recalling logos over names, meaning it is easier to recall logos when seeing the name, but not the other way around (Dommer & Parker, 2023). Finally, two consistencies have been proposed: one is the consistency between auditory and visual images Jun & Lee (2022) and the other is the consistency between name and logo concept and semantics, which contribute to the memorability of logos (Lencastre et al., 2023).

Thirdly, the past research on the impact of logos on brand perception has primarily focused on the influence of logos on consumers' positive or negative emotional perceptions. Recent studies have enriched this binary perception by providing more detailed and diverse investigations into the various elements that impact consumer perception. For instance, the influence of logo elements (graphics, colors, fonts), logo style, and dynamic logos on brand personality. The impact of the establishment year displayed in logos on the perception of brand tradition (Pizzi & Scarpi, 2019). logo frames affect the perception of brand breadth (Chen & Bei, 2020). The perception of aesthetics is influenced more by sans-serif fonts (Vikas Singla et al., 2021). Circular elements in green brand logos affect the perception of eco-friendliness (Meiting & Hua, 2021). The complexity of logo elements affects risk perception (Mahmood et al., 2019). Personified logos influence the perception of functional performance (Daryanto et al., 2022). Elements of festive atmospheres in logos affect nostalgia perception (Wang et al., 2022). These studies demonstrate a growing trend toward investigating more nuanced and specific aspects of logo impact on consumer perception beyond just positive or negative emotions. The specific elements of logos, their characteristics, design forms, and styles elicit corresponding perceptions. Researchers have identified the logical relationships between design elements and perceptions. This understanding is beneficial in real-world design practices, facilitating more effective communication between managers and designers based on evidence. Establishing a direct correlation between the perceptions that managers want the brand to convey to consumers and specific design choices enhances communication efficiency and brings scientific rigor to the design process.

Fourthly, in the past five years, research on logos has significantly contributed to the understanding of their impact on brand attitude, brand evaluation, brand image, and brand reputation. These elements play crucial roles as intermediaries influencing purchase intentions. The latest studies have delved into the effects of logos on advertising attitudes, attitudes toward women, overall brand attitudes, as well as the impact of cute-style logos, logos in high-face cultures, natural-style logos, agent-animated logos, and logos on electric drill products, all generating positive consumer attitudes. Conversely, negative effects have been observed with changes in logo color, revolutionary alterations, changes in logos for high-identity customers, and products without identification. Consistency between logos and brand personality, alignment of brand perception with self-concept, and the use of larger logos for high-excitement brands have been associated with positive brand evaluations.

Furthermore, there has been additional focus on intermediary factors for brand image and brand reputation. While past research confirmed the relationship between logos and brand image, recent studies have proposed different intermediary factors. Foroudi et al (2014) suggested brand perception as an intermediary factor, Kaur and Kaur (2019) considered brand familiarity and brand personality as intermediaries, and Nurhayati (2021) emphasized reshaping the brand to enhance brand image. Additionally, Xiao et al (2021) introduced brand intimacy as an intermediary factor, indicating that the saturation of logo colors contributes to improving brand image.

In recent years, the research trends on logos have shifted more towards business performance, with a growing focus on purchase intentions and motives. While past researchers like Cupchik (1994) suggested that logos could influence consumer attitudes and directly impact purchase intentions, ultimately affecting corporate performance (Bloch, 1995; Hutton, 1997; Henderson et al., 2004), recent studies have delved deeper into the study of purchase intentions. Firstly, consistency has been identified as influencing purchase motivation. For example, the consistency between logo design elements and product features, and the mediating role of consumer identification Shi & Jiang (2023), as well as the consistency between logo perception and brand personality Affonso & Janiszewski (2023), have been shown to impact purchase motivation. Secondly, specific information within logos has been found to influence purchase motivation. For instance, the main and objective knowledge about organic products and visual attention to organic labeling in logos can affect purchase motivation for organic products (Giray et al., 2022). The industry attributes displayed in a logo can influence purchase intention Luffarelli et al (2019), and logos with health-related cues can impact the purchase motivation of health-conscious consumers (Andreani et al., 2023). Lastly, the design form of logos can also influence purchase intentions. Descriptive information, font color, and graphics in product logos impact consumer purchase motivation by influencing perceived quality, as demonstrated by (Bhatt et al., 2021). The coordination between visual and auditory elements also affects consumer purchase intentions (Li et al., 2023). Through efforts in consistency, specific information, and design forms, research on the impact on purchase intentions has gradually become more comprehensive.

### ***Significance***

Scholars in the field of visual communication, designers, and brand managers stand to benefit from this research. Firstly, for scholars in this field, this paper provides a comprehensive literature review of how logos influence consumer perception, cognition, and behavior, supplementing the shortcomings of both Foroudi et al (2017); Kim and Lim (2019), helping scholars to grasp a more comprehensive understanding of logo literature and laying a solid foundation for further in-depth research on logos. Secondly, for designers, this paper adds scientific theoretical support and design practice guidance to logo design work. Changes in each dimension of logo elements correspond to changes in consumer impact. Designers will conduct design work based on specific brand and marketing objectives, avoiding blind and subjective design. Thirdly, it provides business managers with scientific design guidelines, integrating brand self-expression and expectations for consumer impact, accurately conveying them to target customers through designer translation into design language. Additionally, precise modifications to logo design can be made according to the marketing objectives that the brand needs to achieve. For example, emerging brands need to showcase brand personality. According to Jun and Lee (2020), dynamic logos can be used to enhance sincere,

exciting, and mature brand personalities, achieving the goal of brand personalization. In summary, a systematic review of the impact of logos will provide scholars, designers, and brand managers with a solid theoretical foundation and practical guidance.

***limitation and future study***

While this study has contributed to the research on the business impact of logo, there are still some limitations and areas for improvement, suggesting future research directions. Firstly, despite using a systematic literature review method and collecting literature from two comprehensive databases over the past five years, it may not cover all relevant studies comprehensively. Future research could aim to address this limitation by conducting a more exhaustive review of the literature. Secondly, the impact of corporate visual identity on consumers is comprehensive, involving not only logos but also elements such as fonts, colors, names, and slogans. The current research has not been able to comprehensively study the overall impact of all these elements and their interactions. Future research could focus on addressing this issue by establishing a framework for the business impact of corporate visual identity, conducting comprehensive studies on the direct or indirect effects of various elements on consumer purchasing motivations and intentions. Thirdly, as this paper focuses on logo research, it excludes separate literature on elements of corporate visual identity design such as names, colors, slogans, and fonts. Some studies consider color and font as elements of logos, potentially leading to a gap in logo-specific research. Due to space limitations, this aspect will be addressed in future research by supplementing the missing parts. Fourthly, this paper identifies six major impacts of logos on consumers and suggests that these impacts represent a sequential process, gradually influencing consumers and ultimately leading to purchase behavior. However, the relationships among these six impacts have not been confirmed in the paper. Therefore, future research should further demonstrate the relationships among these impacts and the sequential order of the influencing process.

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**Appendices**

ID	Author(s) and Year	Title	Research Objectives	Data (Source, Sample, Size)	Methods	Country/ Industry	Findings
1	Septianto& Paramita, (2021)	Cute brand logo enhances favorable brand attitude: The moderating role of hope	Examining how cuteness associated with a brand logo might produce a more favourable brand attitude	Amazon Mechanical Turk (MTurk)	Experimental studies	USA	The findings of this research thus make theoretical implications on the literature on brand logo, cuteness, and emotion literature, and offer managerial implications in terms of brand logo design effectiveness.
2	Kaur&Kaur, (2019)	Connecting the dots between brand logo and brand image	To fill the gap in marketing studies concerning the effect of a logo on consumer evaluations.	816 shopping mall customers	Survey	India	The findings revealed the importance of the company's brand logo in enhancing the brand image, and further highlighted that brand personality dimensions and brand familiarity mediate the relationship between brand logo and brand image.
3	Williams et al., (2021)	The Influence of Logo Change on Brand Loyalty and the Role of Attitude Toward Rebranding and Logo Evaluation	To investigate how sport rebranding in the form of logo redesign influences fan loyalty	494 UFC fans	Experiment	USA	Attitude toward rebranding plays a significant role in fan response when sport rebranding occurs, logo evaluation partially mediates the relationship between logo change and brand loyalty
4	Pizzi & Scarpi, (2019)	The year of establishment effect on brand heritage and attitudes	Investigating the inclusion of the year of establishment (YOE) in the brand logotype affects consumers' perceptions of brand heritage and attitudes toward the brand	12 university brands and 12 beer brands;	Experiment	Italy	YOE on the brand logo invokes heritage that in turn increases attitudes. Older YOE are more effective than recent YOE. YOE effects are stronger for less-known brands. The findings support full mediation of heritage and moderation of familiarity.
5	Chen&Bei, (2020)	The effects of logo frame design on brand extensions	The purposes of two experiments were to examine how brands may create a broad brand impression and benefit brand extensions by crafting logo frames.	160 undergraduate students	Experiment	Netherlands	Findings Removing and breaking logo frames could expand perceived brand breadth, benefits the brand extensions, especially for promotion-focused consumers. However, prevention-focused people held favorable brand extension attitudes when the brand logo constructs a complete frame due to its perceived trustworthiness.
6	Shi& Jiang, (2023)	Chinese cultural element in brand logo and purchase intention	Aims to assess the effects of the Chinese cultural element in the brand logo (CCEBL)-product function congruence and CCEBL-brand image congruence on	340 online responses	Survey	China	Results indicate that both CCEBL-product function congruence and CCEBL-brand image congruence significantly improve consumers' purchase intentions.



			consumer-brand identification and subsequent purchase intention.				
7	Badajoz & Freixa, (2019)	A design without logo does not damage brand: a packaging with a generic logo and without logo vs a symbolic logo	Explored a product without a logo in package, and what would happen if the distribution logo had a non-symbolic shape rather than a specific figurative new shape, but different from the retail brand.	60 participants of the Barcelona area	Experiment	Spain	We observe that the logo absence and the non-symbolic logo have results on brand perception. The design with a symbolic logo obtains better results. Results suggest that using a symbolic logo, could be interesting for retailers with private label brands.
8	Bhatt et al., (2021)	Food Waste and Upcycled Foods: Can a Logo Increase Acceptance of Upcycled Foods?	Using logo to improve acceptability of upcycled foods.	278 responses from online panel	Experiment	USA	Findings suggest a marketing communication design strategy that will help increase consumer acceptance of upcycled foods.
9	Torres et al., (2019)	Same design, same response? Investigating natural designs in international logos	Aims to investigate the commonalities and asymmetries between consumer responses to different types of natural designs across countries.	662 respondents participated in the three countries	Survey	Spain, Portugal and The Netherlands	The positive effects of organic designs are even more salient in countries with higher Uncertainty avoidance dimension(UAD).
10	Qin et al., (2023)	A global perspective on combating Shanzhai products: Cross-cultural solutions	Examine how cultural factors (i.e., power distance belief, face consciousness, and analytic vs. holistic-thinking style) influence consumers' perception towards Shanzhai products		Survey	China	Brand logo impacts and enhancing intangible brand benefits-such as social value (e.g., brand user profile, prestige)-in high face-sensitive cultures
11	Yoo, (2023)	Visual strategies of luxury and fast fashion brands on Instagram and their effects on user engagement	Aims to examine what makes the image content of fashion brands successful on Instagram, while comparing between luxury and fast fashion brands.	top three luxury fashion brands and top three fast fashion brands,	Survey	South Korea	Findings: (1) luxury brand images with logos and brand names had higher user engagement whereas fast fashion brand images did not show this same trend; (2) the size of the brand name and logo in an image was negatively related to the user engagement or had no effect, regardless of the brand category; and (3) the use of embedded text within an image positively influenced user engagement for luxury brands whereas it negatively influenced user engagement for fast fashion brands.

1 2	Chen et al., (2023)	The visual naturalness effect: Impact of natural logos on brand personality perception	Investigates the influence of natural logos on consumer perceptions of brand personality	10 manipulated logos as stimuli	Experiment	China	Our results suggest that high (vs. low) natural logos positively affect the perception of brand sincerity personality and that this effect occurs because high natural logos are easier to process and elicit stronger impressions of authenticity. Moreover, we demonstrate that the positive effect of logo naturalness is enhanced among brands with products made from natural-made (vs. human-made) ingredients.
1 3	Pinci&Francesco, (2022)	Eye tracking provides valuable insights in neuroscience: An empirical brand perception food marketing study	Examines the importance of product packaging as a marketing medium		Survey		The results confirm the importance of packaging design elements such as colour and product information when it comes to consumer buying behaviour.
1 4	Williams & Son, (2022)	Sport rebranding: the effect of different degrees of sport logo redesign on brand attitude and purchase intention	To examine how a critical aspect of rebranding – logo redesign – influences fans' attitudes toward a sport brand and intent to purchase merchandise bearing the rebranded logo.	277 respondents	Experiment	USA	The results suggest that color change and revolutionary change generate the most negative attitudes from both high- and low-identified fans, and fan identification is not a significant factor influencing fan attitudes. Regarding purchase intention, low-identified fans are not significantly influenced by logo changes whereas highly identified fans showed similar response to their attitudes.
1 5	Qiao & Griffin, (2022)	Brand imitation strategy, package design and consumer response: what does it take to make a difference?	Aims to investigate the effectiveness of a brand imitation strategy for the package design of male-targeted, female -targeted and gender -neutral products.		Experiment		There were no significant main effects or interactions for the male-targeted product. The results for the female-targeted product revealed no significant main effect of visual shape, a significant main effect of color and significant two-way interactions between visual shape and color and between visual shape and logo. Significant main effects were found for visual shape and color for the gender-neutral product.
1 6	Peng et al. , (2023)	The effect of different animated brand logos on consumer response -an event-related potential and	Investigate the consumer's cognitive process responding to brands that included two types of animated logos (agent animation		Experiment		Agent animation increased participants' attentional resources (stronger N100 and P300 amplitudes) and improved their assessment of brand

		self-reported study	vs. object animation), to compare behavioral and electrophysiological activities under two primary types of animated logo stimuli.			attitude as compared to object animation (higher late positive potential amplitude)
17	Madadi et al., (2023)	The effects of campaign-based logo changes on consumers' attitude and behavior: a case of social distancing messages during the COVID-19 pandemic	This research study examines how changing the logo to one that depicts social distancing impacts consumers' attitude toward the brand, attitude toward social distancing guidelines, intention to follow social distancing guidelines, purchase intention, logo evaluation and word of mouth (WOM).	A 2 (logo type: conventional vs. novel) X 2 (product involvement: high vs. low) between-subjects experimental design was employed.	Experiment	The results indicate a significant moderating effect of product involvement. Individuals who were exposed to a novel logo for a low-involvement product demonstrated improved purchase intentions, attitudes towards the brand, WOM and intentions to follow social distancing guidelines.
18	Vikas Singla et al., (2021)	Investigating the relationship of semiotics associated with colour and font of Google logo with brand perception	Examine semiotics reflected by all different versions of colour and font of Google, influence of semiotics on brand aesthetics and brands' ability, combined effects of identified colours and font style were judged on two aspects of brand perception taken together		Qualitative study, Experiment	Revealed Google logo in multi-colour with sans serif font style had highest contribution in evoking perception of aesthetics and making logo appealing through semiotics of modern, innovative, playful, diverse, action and attractive
19	Reghunathan & Joseph,(2021)	Winning the loyalty cup: Impact of symbol-related brand elements on brand loyalty of sports clubs	Employs the context of football to explore the relationship between the symbol-related brand elements of a sports club and brand loyalty towards the club			The brand elements, the history of the club, jersey and logo positively influence brand loyalty towards a sports club.
20	Nurhayati, (2021)	Strategic industry of sadewa batik in developing batik images viewed from corporate and product image	To identify the strategies employed by the Sadewa batik industry in building batik images in terms of corporate and product image.	Sources of data: informants, places and events and documents, the place and event were at Nugroho's house	Descriptive qualitative methods	Indonesia The results of the various efforts and strategies undertaken by the Sadewa batik industry in building such a good image
21	Xia et al., (2020)	Creating the best first impression: Designing online product photos to increase sales	Taking down jackets and trousers sold on Tmall—China's largest B2C e-commerce platform—as the example, the price of a product, the quantity of historical reviews, and a photo of the product three factors that influence consumers' first impression on their search results	546 samples of down jackets, 500 valid samples of trousers	Survey	China Our research finds that among the products from the list of their search results, customers prefer those with many good historical reviews and low prices. In addition, gender that differentiates men's from women's clothing has a moderating effect on the relationship between photo attributes and product sales.

2 2	Germann et al., (2020)	Disruptive factors in the evaluation of perceived quality aspects-consideration of the brand influence	A research approach for an objective evaluation of quality aspects was developed with cordless drills.	50 craftsmen which are divided into two groups	Experiment	Germany	Results for the preliminary evaluation of the cordless drills indicate a significant brand influence with a strong positive effect on well-known and a negative effect on unknown brands .
2 3	Rafiq et al. , (2020)	The Impact of Logo Shapes Redesign on Brand Loyalty and Repurchase Intentions through Brand Attitude	Intends to investigate the effect of logo shapes redesign on brand loyalty and repurchase intention	students, and teachers, 452 questionnaires	Survey	Pakistan	A brand' s features (e.g. logo) may have a differential effect on consumer reaction based on brand loyalty and repurchase intentions to such an extent those loyal consumers often respond more positively than redesigned logos and repurchase product. Moreover, the research offers prolific implications for loyal customers in the study context.
2 4	Luffarelli et al., (2019)	Let the Logo Do the Talking: The Influence of Logo Descriptiveness on Brand Equity	Examine the impact of logo descriptiveness on brand equity		Multi-method research approach		More descriptive logos have positive effects on brand evaluations, purchase intentions, and brand performance. These effects are due to the ease of processing more descriptive logos, which lead to stronger impressions of authenticity. The positive effects are attenuated for familiar brands and reversed for brands associated with negative value. Marketing practitioners might underutilize the potential benefits of logo descriptiveness.
2 5	Daryanto et al.,(2022)	The Anthropomorphic Brand Logo and Its Effect on Perceived Functional Performance	Investigate the influence of anthropomorphic logos on perceived functional performance of products/services		Survey and structural equation modeling		Anthropomorphic logos representing culturally embedded iconic characters have a positive impact on perceived functional performance. The effect is stronger with more appealing logos. Logo-self connection explains the mechanism of this effect.
2 6	Foroudi et al.,(2019)	Conceptualizing and Managing Corporate Logo: A Qualitative Study	Explore the relationship between corporate logos, corporate image, and reputation	Communication/design consultancy agencies and experts, focus groups	Qualitative study	United Kingdom	Convergence in views on fundamental components of corporate logos among managers, employees, and consumers. Provides a framework for developing corporate logos to enhance corporate image and reputation. The study extends understanding of the role of corporate logos in strengthening

						corporate image and reputation.
2 7	Luffarelli et al., (2019)	The Visual Asymmetry Effect: An Interplay of Logo Design and Brand Personality on Brand Equity	Examine the interplay of logo design and brand personality on brand equity, focusing on the visual property of symmetry/asymmetry		Various experimental methods	Asymmetrical logos are more arousing, leading to increased excitement perceptions. Consumers perceive asymmetrical logos as more congruent with brands having an exciting personality. This leads to better evaluations and financial valuations of these brands (visual asymmetry effect). The interplay occurs for the personality of excitement and the visual property of asymmetry. Consumers prefer nostalgic products when exposed to logos with a strong holiday atmosphere. This effect is due to the generation of childhood imagery. The influence of the holiday atmosphere does not occur for non-traditional holidays. Consumers with high belongingness needs evaluate restaurants more favorably when a round (vs. angular) logo is included in CSR communication. Low belongingness needs don't exhibit this preference. Low belongingness needs prefer restaurants with de-emphasized technology in CSR communication, while high belongingness needs evaluate restaurants similarly, regardless of technology information. Perceived warmth is the underlying mechanism in both findings.
2 8	Wang et al., (2022)	It Reminds Me of My Happy Childhood: The Influence of a Brand Logo's Holiday Atmosphere on Merchandise-Related Nostalgic Preference	Investigate how a brand logo's holiday atmosphere influences consumers' nostalgic preference for products			
2 9	Shin et al., (2023)	Sending Warmth with Corporate Social Responsibility Communication : Leveraging Consumers' Need to Belong	Explore how consumers' responses to brand logos and technology-focused messages in CSR communications are shaped by their need to belong			
3 0	Andreani et al., (2023)	Indulgent or informative logos? Effects on university students' intention to purchase healthy and sustainable food	Investigate how the presence of a logo on an online platform affects university students' selection of healthy and sustainable dishes	University students	Focus group discussions, online survey	The impact of logos varied among students in different disciplines, affecting the purchase intention of Food Science students and not affecting non-food-related students. Logo design could play a role in encouraging different eating choices.

3 1	Chiu et al., (2023)	The Intertwining Effect of Visual Perception of the Reusable Packaging and Type of Logo Simplification on Consumers' Sustainable Awareness	Investigate how reusable packaging and monotone logo designs impact consumers' attention, attraction, and environmental awareness		Eye tracking, survey questionnaire		Reusable packaging enhanced attention and attraction. Monotone logos attracted consumers' attention faster than the original packaging, positively impacting consumers.
3 2	Leelayudthyothin,(2022)	The Effects of Logo Design toward Brand Personality Perception: A Study of Logo Elements in Real Estate Business	Measure the effects of logo elements (type font, graphic form, color) on brand personality perceptions in the real estate industry	Employees and residents of Thai property developers	Interview, questionnaire survey	Thailand	Logo design communicates initial design concepts, but exhibiting the whole logo is suggested for conveying brand personality effectively.
3 3	Roy &Attri , (2022)	Physimorphic vs. Typographic logos in destination marketing: Integrating destination familiarity and consumer characteristics	Examine the effectiveness of physimorphic vs. typographic logos in generating a positive attitude and visit intentions toward a destination	Respondents in India	Controlled experiments	India	Physimorphic logos may be more effective, especially for unfamiliar destinations. Processing fluency and cognitive styles mediate and moderate the effects.
3 4	Giray et al., (2022)	How does mothers' mood matter on their choice of organic food? Controlled eye-tracking study	Explore the effects of knowledge, mood, connectedness to nature, and visual attention on organic food purchases among mothers	Women with children in the study	Controlled eye-tracking study		Objective and subjective knowledge and visual attention on organic labels affect organic purchases, while mood states and connectedness to nature have no significant effects.
3 5	Affonso & Janiszewski (2023)	Marketing by Design: The Influence of Perceptual Structure on Brand Performance	Investigate how visual design can influence inferences that support brand claims and improve brand performance.				Brands with utilitarian positioning perform better with structured visual design, while hedonic brands benefit from unstructured design. Structured/unstructured design encourages inferences that reinforce brand claims.
3 6	Li et al., (2023)	A Study and Analysis of the Relationship between Visual—Auditory Logos and Consumer Behavior	Investigate the interactive relationship between visual and auditory logos and their influence on consumer behavior.	1407 respondents	Regression analysis		Visual and auditory logo design can positively influence customer support and purchase intentions, with consumer perception variables mediating the relationship. Adding audiovisual logos can effectively attract customers.
3 7	Xiao et al., (2021)	Vividly warm: The color saturation of logos on brands' customer sensitivity judgment	Examine the effect of color saturation in logos on customer sensitivity judgments and brand image.				Logos with high color saturation increase customer sensitivity, especially for circular logos. The effect varies for local and non-local brands. Saturated colors positively influence brand perception.
3 8	César et al., (2021)	Brand logo and brand gender: examining the effects of natural logo designs and color on brand	Investigate the influence of naturalness and color in logo design on brand gender perceptions and affective reactions.	260 participants			Cultural logos convey masculinity, while organic logos enhance femininity perceptions. Logo colors reinforce gender perceptions.

		gender perceptions and affect				Both masculinity and femininity have positive effects on affective responses to logos.
3 9	Vinitha et al., (2021)	Biomorphic visual identity of a brand and its effects: a holistic perspective	Investigate the influence of biomorphic visual identity on consumer responses, including perceived sustainability, credibility, brand liking, and purchase intentions.	420	2 × 2 mixed experimental design	Biomorphic visual identity positively influences marketing outcomes mediated by perceived sustainability and credibility, leading to brand likability and purchase intentions. Visual biomorphic elements have a stronger impact than verbal elements.
4 0	Cai & Mo, (2020)	Making an exciting brand big: Brand personality, logo size and brand evaluation	Examine the interaction between brand personality (excitement) and logo size (big vs. small) in affecting consumer brand evaluation.			Combining a big logo with a high-excitement brand leads to more favorable brand evaluation and is influenced by the consumption situation.
4 1	Meiting & Hua W, (2021)	Angular or rounded? The effect of the shape of green brand logos on consumer perception	Investigate the effect of logo shape (angular or rounded) on consumers' green perception and the mechanism through gender and warm perception mediations.			Rounded logos are considered more appropriate for green brands than angular logos. Logo shape influences green perception through mediations of gender and warm perception.
4 2	Bettels & Wiedmann, (2019)	Brand logo symmetry and product design: The spillover effects on consumer inferences	Address the relationship between brand logo symmetry and product design inferences based on consumer self-congruity and spillover effects.			Consumers associate self-congruity between brand logo and self-concept with higher preferences for logos, affecting product design inferences, especially aesthetics and symbolism.
4 3	Mahmood et al., (2019)	What's in a logo? The impact of complex visual cues in equity crowdfunding	Examine the influence of low validity visual cues, particularly logos, and logo complexity on backers' perceptions and funding decisions in equity crowdfunding.		Multimethod approach (survey, field study, experiment)	Logo complexity, indicating venture innovativeness, can positively impact backers' funding decisions in equity crowdfunding. Logo complexity serves as a signal of venture innovativeness due to increased processing disfluency.
4 4	Jun & Lee, (2020)	Static and animated brand logos: Interplay of brand logos and brand personality on emotional and cognitive effects	Investigate the interrelations among brand logo design characteristics, brand personality, and brand logo effects. Analyze the effects of static and animated brand logos on consumer preference and information fluency.			Consumer preference is higher for animated logos, especially for companies with sincerity, excitement, and sophistication brand personalities. Static logos deliver competence personality, while animated logos deliver excitement personality.
4 5	Xu et al., (2020)	Circular-looking makes green-buying: How brand logo shapes	Explore how circular and angular logo shapes influence green consumption. Investigate the			Circular logos are more effective in promoting green consumption. Self-construal mediates this effect, but it

		influence green consumption	mediating role of self-construal and the moderating effect of a high sense of power.				disappears when consumers are primed with a high sense of power. Provides practical implications for firms manufacturing green products.
4 6	de Lencastre et al., (2023)	The effect of brand names and logos' figurativeness on memory: An experimental approach	Explore the impact of abstract and figurative names and logos on memory and recognition.		Experimental research using fictitious names and logos.		Figurativeness is a key factor in cognitive responses to names and logos. The interaction between the figurativeness of the name and logo is crucial. Semantic repetition benefits recall and associations, while semantic dispersion aids recognition. Figurativeness is not a one-size-fits-all solution; its effectiveness depends on the interaction between the two central brand identity signs.
4 7	Dommer& Parker, (2023)	Cued-recall asymmetries: the case of brand names and logos	Study the asymmetry in cued-recall of brand names and logos				Consumers are more likely to accurately recall a newly-encountered brand' s logo when cued by its name than the converse. The asymmetry is not due to logos being more easily recalled.
4 8	Ghosh et al., (2022)	Brand logos versus brand names: A comparison of the memory effects of textual and pictorial brand elements placed in computer games	Investigate the memory effects of brand logos and brand names in computer games		Conducted three experiments		Brand logos lead to stronger memory than brand names, but the picture superiority effect can be neutralized under certain conditions.
4 9	Mañas-Viniegra et al., (2021)	The visual-digital identity of corporate brands: A study of neuromarketing in young people from Spain and Portugal	Examine how young people process flat, two-dimensional logos in digital media	Young university students	Used eye-tracking and galvanic skin response (GSR)	Spain and Portugal	Young people pay more attention and show more emotion for flat logos integrated into digital media.
5 0	Jun & Lee, (2022)	A sound brand identity design: The interplay between sound symbolism and typography on brand attitude and memory	Explore how the interaction between auditory and visual images in brand identities influences consumer response	Study participants exposed to brand logotypes	Conducted experiments		Audiovisual image congruence in brand identity leads to increased brand appeal and quality perception as well as memory.