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DEVELOPMENT OF NEW LOGO DESIGN METHOD FOR STARTUP BRANDS

MARIAH BINTI M. JOHARI

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By

MARIAH BINTI M JOHARI

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Chairman: Raja Ahmad Azmeer Bin R.A. Effendi, PhD
Faculty: Design and Architecture

A lot of people tend to underestimate the importance of typography when it comes to logo design. It has been proven that typography could provide certain impressions to the psychology and cognitive thoughts. However, there are less research-based rules to guide designing or interpreting typographic meaning in logo design that affect consumers' perceptions. Thus, this research describes consumers' emotions in evaluating logo appearance towards selection of typography physical categories and logo design element to bold the brand. The literature has documented methods that are commonly used to integrate the typography used in logo design element with consumers' emotions involved for startup brands. The measurement of emotions is determined by eight (8) basic emotion approaches. The studies aim to provide guidelines and understanding on how use of typography can produce different emotion responses for logo design and reflect towards consumers' perceptions. A guideline used to present the analysis of consumers' emotions in relation to the designers' environment that involved in the logo design process. This research establish to develop new logo design specifications guidelines and as well as to increase the recognitions in the market. This research study was also bears the hopes in benefiting the marketers, advertisers and designers in developing new logo design for startup brands.

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk ijazah Master Sains.

PEMBANGUNAN REKA BENTUK LOGO BARU UNTUK PERMULAAN JENAMA

Oleh

MARIAH BINTI M JOHARI

Mei 2019

Pengerusi: Raja Ahmad Azmeer Bin R.A. Effendi, PhD
Fakulti: Rekabentuk dan Senibina

Ramai orang yang tidak menyedari akan kepentingan tipografi dalam reka bentuk logo. Tipografi terbukti boleh memberi impak kepada minda dan psikologi. Namun, masih terdapat peraturan yang kurang berdasarkan penyelidikan untuk membimbing merancang atau mentafsirkan makna tipografi dalam reka bentuk logo yang mempengaruhi persepsi visual logo pengguna. Oleh itu, kajian ini menggambarkan emosi pengguna untuk menilai penampilan logo ke arah pemilihan kategori fizikal tipografi dan elemen reka bentuk jenama logo. Kajian ini telah mendokumenkan kaedah yang biasa digunakan untuk mengintegrasikan tipografi yang digunakan dan elemen reka bentuk logo dengan emosi pengguna yang terlibat dalam penjenamaan. Pengukuran emosi ditentukan oleh lapan (8) pendekatan emosi asas. Kajian ini bertujuan untuk memberi garis panduan dan pemahaman tentang kegunaan tipografi untuk menghasilkan tindak balas emosi yang berbeza untuk reka bentuk logo dan mencerminkan persepsi visual logo pengguna. Garis panduan yang digunakan untuk membentangkan analisis emosi pengguna berhubung dengan persekitaran pereka yang terlibat dalam proses reka bentuk logo. Penyelidikan ini dapat membangunkan garis panduan spesifikasi reka bentuk logo baru seterusnya meningkatkan pengiktirafan di pasaran. Kajian penyelidikan ini juga sememangnya akan memberi manfaat kepada para pemasar, pengiklan dan pereka dalam membangunkan reka bentuk logo baru bagi permulaan jenama.

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Respectfully yours with sincere gratitude,

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May 2019

This thesis was submitted to the Senate of Universiti Putra Malaysia and has been accepted as fulfillment for the degree of Master of Science. The member of the Supervisory Committee were as follows:

Raja Ahmad Azmeer bin R.A. Effendi, PhD
Associate Professor
Faculty of Design and Architecture
Universiti Putra Malaysia
(Chairperson)

Jusang bin Bolong, PhD
Associate Professor
Faculty of Modern Language and Communication
Universiti Putra Malaysia
(Member)

Mohd Shahrizal bin Dolah, PhD
Senior Lecturer
Faculty of Design and Architecture
Universiti Putra Malaysia
(Member)

Saiful Hasley bin Ramli, PhD
Senior Lecturer
Faculty of Design and Architecture
Universiti Putra Malaysia
(Member)

ROBIAH BINTI YUNUS, PhD
Professor and Dean
School of Graduate Studies
Universiti Putra Malaysia

Date:

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Signature: _____   Date: _____

Name and Matric No.: Mariah Binti M Johari (GS47317)

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- the research conducted and the writing of this thesis was under our supervision;
- supervision responsibilities as stated in the Universiti Putra Malaysia (Graduate Studies) Rules 2003 (Revision 2012-2013) are adhered to.

Signature:_____
Name of
Chairman of
Supervisory
Committee: Raja Ahmad Azmeer Bin R.A. Effendi

Signature:_____
Name of
Member of
Supervisory
Committee: Jusang Bin Bolong

Signature:_____
Name of
Member of
Supervisory
Committee: Mohd Shahrizal Bin Dolah

Signature:_____
Name of
Member of
Supervisory
Committee: Saiful Hasley Bin Ramli

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LIST OF ABBREVIATIONS

Em	Emotion
LDS	Logo Design Characteristic
LDe	Logo Design Element
LDR	Logo Design Requirement
LDP	Logo Design Principle
RLD	Recognisable Logo Design
RLDSG	Recognisable Logo Design Specification Guideline
SAM	Self-assessment manikin
TLD	Typology of Logo Design
TPc	Typography Physical Categories
WE	Wheel of Emotion
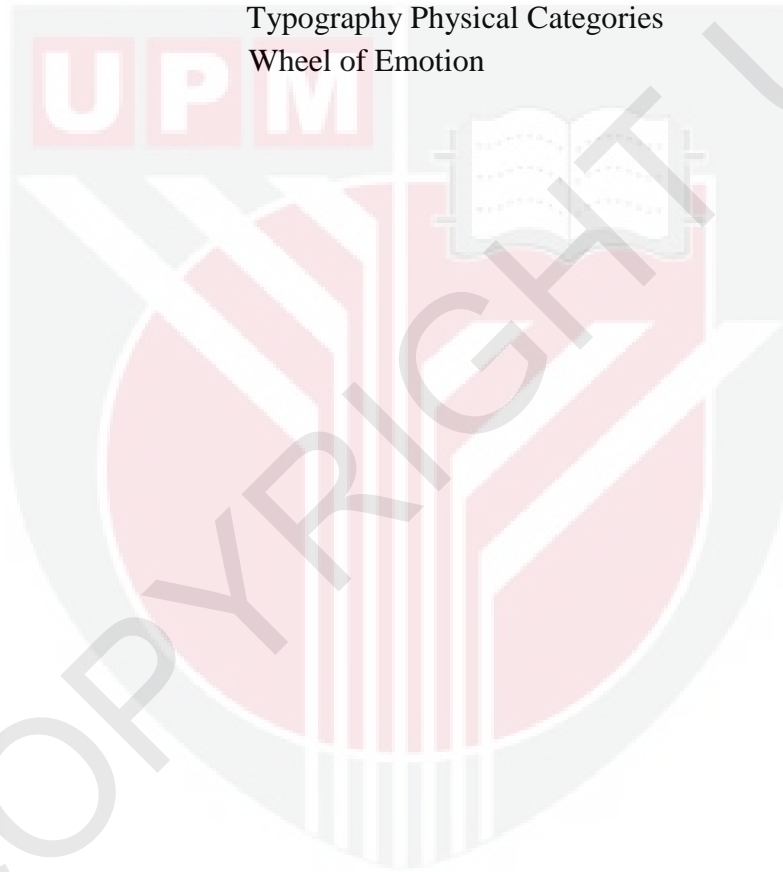
CHAPTER 1

INTRODUCTION

1.1   Introduction

This chapter gives a concise outline of the importance of typography in logo design and consumer emotions involvement towards the logo design evaluation to be used in recognising logo design for startup brand. This chapter describes and defines the meaning of this research in accordance with aim, objectives and scope of study area. Lastly, an overview of the contribution to the research and the structure of the thesis are provided.

1.2   Research Background

Logo design creation is very important in a business. It costs a lot to use graphic designers in creating their business logo. Each logo serves as a response to consumer issues in an effort to further influence its business perceptions. It works as a "voice" to renew itself in telling messages among its users. Ibrahim et al. (2012) stressed that a logo is the most significant visual element; be it in a form of a symbol or a logotype or a combination of the two, since it aids the consumers in recognising the brand.

As stated in a logo lounge article by Gardner (2008), most of the logo trends in 2018 are from typography standpoints. Typography in logo design is also able to provide an impression to the audience in an emotional way and it is more convenient in helping the user to recognise a brand (Gobe, 2001; Munawaroh, 2015). Yadav et al. (2014) have considered that each of the typefaces has its own expressive qualities and aesthetic, as evidenced by visual attributes of its letterforms. It is important for designers to know the basic classifications of typography, for that each type category has distinct, functional qualities.

Experienced typographers namely Herbert Bayer, Paul Renner, Eric Gill and Jan Tschichold (1995) had provided gave a sturdy focus on the aspect of legibility in terms of the design of the typography (Beier, 2009; Gani et al., 2014). Even though the typography is comprehensible, but if it fails to bring out the information needed, the design would be considered impractical and the designers should study on conveying the message from the typography design. Therefore, they still face difficulties in developing a new approach of typography for a new and successful logo. The problem is attributed to several factors. Essentially, previous researches had recommended that the features of typeface would carry emotional meaning (Kastl & Child, 1968; Velasco, 2015). Therefore, they suggested a furthered study on this area of the topic to be conducted.

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Other than that, consumer emotions have become a strong factor in the success of a new logo design for startup brands too. It is also influential in the selection of typography used for logo design that will be more recognisable and quick to remember as well to create a sense of familiarity with the brand in a manner to convey the right message. In a way, a logo could trigger the emotions in reflecting the consumers' feelings regarding the company and its products as well as services provided. Then, a logo could be two things; rational and for most of the part, emotional (Hsieh, 2013). Due to that, most of the contemporary emotion theorists had decided that emotions are the systems that could be seen as intelligible, organised, and practical. Also, emotions would accomplish as something like an adaptive purpose and would be considered as the instruments that deliver signals when events are favourable or damaging to the consumers' concerns.

Appraisal is one of the examples for emotion component that has been reported. Desmet et al. (2007), had developed a typology of emotions that the consumers would usually experience. Through many years of studying emotions, Dr. Robert Plutchik, an American psychologist had suggested that there are eight primary emotions in acting as the main base for all others: Joy, sadness, trust, disgust, fear, anger, surprise, and anticipation (Pollack, 2016).

The logo that had been chosen by the consumers would convey their aesthetic responses. Meanwhile, the chosen name would reflect their appraisal of the brand's proposals or its existence in the markets. However, the designers nowadays have a difficulty in integrating potential meanings in designing a new logo and to find the significant of typography to give impact to the consumer's emotion in increasing the recognition for the startup brand as well as increasing the probability to be successful in the market. So, this study pursues to discover the integration of the typography in logo visual perception through consumer emotion to recognise the startup brand easily. In addition, this study also needs a specific method that will help the graphic designers or marketers to determine the recognisable logo design specification especially for the startup brands.

1.2.1 Statement of Issue

i. Designer still face difficulties in developing a new approach of typography for a new and successful logo (Kastl & Child, 1968; Velasco, 2015).
ii. Designer experience abroad and wide-ranging process when designing a logo, there could be some difficulties faced by designer to finish the design without a proper guideline (Nguyen, 2017).
iii. Designer have a difficulty to find the significant of integrating typography with logo design that give an impact on the consumers' emotion in increasing the recognition for startup brand (Henderson & Cote, 1998; Gani et al., 2014).

Therefore, they suggested a furthered study on this area of the topic to be conducted.

It is suggested that logo designs that are good elaborate, natural, and harmonious as these created positive affect in visual perceptions, distinctive meaning, and easy recognition. Therefore, there is need to integrate the typography physical categories and logo design element with consumer emotions involved for startup brands.

1.3 The Aim

The aim of this research is to develop new logo design methodology based on the integration of the typography physical categories and logo design element with consumer emotions involved towards logo design for startup brands, and as well as to increase the probability of its recognitions in the market.

1.3.1 Research Questions

According to Connell (2015), a good research questions must be clear, specific, answerable, interconnected and substantively relevant. To be able to meet the objectives of this research, there are three (3) research questions:

 i. What are the typography physical categories and logo design element that contribute in creating logo design?
 ii. How does consumers' emotions incorporate with the typography in interpreting logo design?
 iii. What are the recognisable logo design requirement that integrate the typography used in logo design with consumer emotion involve for start up brand?

1.3.2 Research Objectives

To achieve this research goal, three objectives are held out:
 i . To investigate the typography physical categories and logo design element that contribute in creating logo design.
 ii . To identify consumers' emotions that incorporated with the typography for interpreting logo design.
 iii . To develop a guideline for recognisable logo design requirement that integrates the typography used in logo design element with consumer emotions involves for startup brand.

1.3.3 Scope and Research Area

Startup brands are new firms that are acting legally and economically on the marketplace for a brief time (Rode & Vallaster, 2005). Moreover, this sort of business is frequently characterised by a robust personal influence of founders and

has little business networks. Startups are outlined by the method of changing into and developing and, therefore, within the method of creating a whole identity (Ruzzier, 2014). Moreover, Morino et al. (2015), outline a startup as a corporation or somebody's establishment that's engineered on totally different branches which impromptu arises the condition of utmost uncertainty has at its core innovation to make product and services that they want revolutionize the market. Several startups face challenges in their 1st year in terms of brand name creation and lack of existing customers (Bresciani & Eppler, 2010). Therefore, this research will use three types of local brand logos from the Malaysia's home-grown fashion brands as preliminary research showed the rapid grow of local modest fashion brand in Malaysia and also as suggested by experts on the pilot test to develop new logo design methodology for startup brands. This is because many of the graphic designers still face difficulties in deciding on the solution in making a good impact for the startup brand through the logo design. This research investigates both of the practitioners and consumers, who are the main focus in determining the recognisable brand name towards logo visual perception.

Thus, it contains of a design guideline for the designer during designing a logo, as it will create positive affect in easing the process of recognising the logo. It explores and investigates the typography physical categories and logo design elements. In particular, this research is conducted to increase concerns from graphic designers in working towards a new logo design method. This is because many of them still face difficulties to ensure and constructing a recognisable logo design for startup brands especially the new local brands in Malaysia. The information is gained to develop a new design guideline that will help the graphic designers and marketers to establish recognisable logo design requirements for startup brands.

1.3.4 Research Contributions

The outcomes of the study are expected to be:

1.3.4.1   A scientific contribution to the research community:
     i   Theoretical evidence of typography involvement in logo design that has resulted in the recognition of a new brand logo.
     ii   Increase the effectiveness of the typography in the logo design element with the emotions involved based on the development of the new logo design requirements and preferences for startup brands.

1.3.4.2   A practical contribution for graphic designers and marketers:
     i   A new design guideline for identifying the typography physical categories based on the logo design requirements and preferences.
     ii   Increase the ability of graphic designers and marketers in introducing a new logo based on the design requirements and preferences.

1.4   Outline of the Thesis

This study involves two parts, which are a theoretical study and a survey. The theoretical study attempts to establish a framework from literature review for the survey. There are six chapters in total and each chapter is correlated with phases of the research works, as illustrated in Figure 1.1 below.

Chapter 1 introduction begins with discussion of the research background, the aim of the research, research objectives as well as the scope and area of the study. Finally, the research contribution and structure of the study are also discussed.

Next will be chapter 2 literature review, presents a review of the significant issues in undertaking the research. At the end of this chapter, the research gaps are identified and a new strategy is proposed.

Then in chapter 3 research methods describes the research methodology. It explains the research work and how it was performed. The analysis of the data on pilot test and actual survey are also explained.

In chapter 4 analysis and results are consists of the data analysis and the results. The significant integration of the typography physical categories used in logo design element with consumer emotions involved toward logo visual perception for start up brand is further investigated. Several characteristics and elements are identified. An in-depth study is conducted to verify the characteristics and elements resulted in recognition logo design requirement.

Hence in chapter 5 developing new logo design guidelines are clarify the development of a new logo design methodology as a typography physical category in logo design with consumers' emotions involved for startup brands. The design guideline becomes a tool in an attempt to verify and establish the recognisable logo design. The chapter also presents the validation of recognition of the brands through logo design methodology. Finally, chapter 6 conclusions and the recommendation - This chapter is the conclusion and summary of the research contributions. Recommendations for further research are also stated at the end of this chapter
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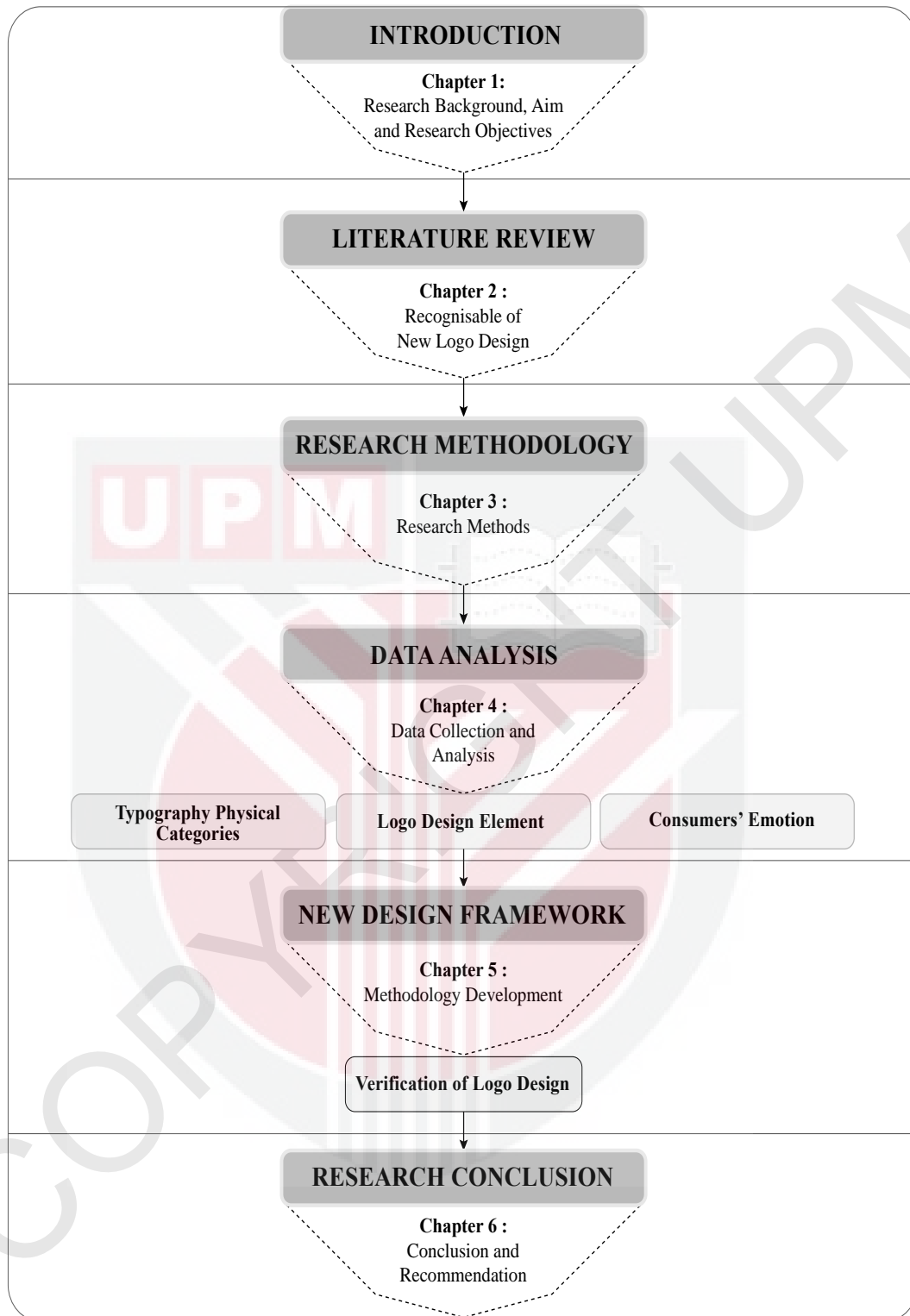
Figure 1.1: Research methodology and associated thesis chapter
Source: author's own

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BIODATA OF STUDENT

The student of this thesis, Mariah binti M Johari, was born on 15th August 1991 in Klang, Selangor and graduated from Universiti Putra Malaysia in 2016 and was conferred with Bachelor of Industrial Design. She was inspired to continue her study in order to gain knowledge and research insight towards the significant and potential of typography specifications use in logo design for startup brand. Therefore, she continued her studies in Master of Science Integrated Design Study and guided by Assoc. Prof Dr.Raja Ahmad Azmeer Bin R.A. Effendi at Department of Industrial Design, Faculty of Design and Architecture, Universiti Putra Malaysia. The title for the research was Development of New Logo Design Method for Startup Brands.

LIST OF PUBLICATIONS

Journal

Johari, M., Ahmad Effendi, R. A. A. R., & Dolah, M. S. (2019). Development of the Recognisable Logo Design Guideline for Startup Brands. International Journal of Scientific Research and Management, 7(05), SH-2019. https://doi.org/10.18535/ijsrm/v7i5.sh01

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Johari, M., Ahmad Effendi, R. A. A. R., Dolah, M. S., Hasley, S., & Bolong, J. (2018). Identify Emotion and Typography in Logo Design for Startup Company. World of Multidisciplinary Research & Application Conference, Kota Kinabalu, April 17-19, 2018.

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