

# A Case Study of Ideas behind Logo in Jazan City

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**Abstract:** There are so many distinguished brands like Apple, Adidas, McDonald's, Hyundai, and Toyota that we frequently see them everywhere but never consider what their logos mean exactly. However, every line, curve, and color has a meaning behind it. Most of them were designed to indicate much more than simple beauty. Curious to know, the authors decided to report an empirical study that aimed at analyzing and identifying the concepts behind logos used by international brands and some local companies in an Arabic framework, especially in Jazan city. We earnestly hope that the findings of the present study will assist in redesigning the logos of various organizations. The present study critically reviews the current trend of using logos in and around Jazan City. The ultimate goal of the present study is to compile a list of rhetorical strategies employed by companies to attract clients and sell their products.

Keywords: brands, language, logos, business

## 1. INTRODUCTION

Language is a system of signs, symbols, gestures, and rules used in communication. By "communication," we simply mean the act of transferring information from one person to another. This communication could be verbal, non-verbal, written, or through visualizations. The basic act of communication begins when a brand or company uses a given language symbol to convey a specific set of meanings to its target audience. Communication takes place when there is a correspondence of meaning between the communicator and the receiver. The semantic shades and dimensions of the lexical items are very crucial as far as their selection and use by the brands are concerned.

Logos can assist businesses in communicating their distinct identities and drawing in consumers. A logo is a representation made up of text and images that helps a user to identify a brand and differentiate between organizations. A good logo indicates what a company does and what the brand stands for. Hence, logo design is all about generating the perfect visual brand mark for a company, as it helps in grabbing attention, making a strong first impression, is the foundation of the brand identity, is memorable, separates you from the competition, and fosters brand loyalty. Every line and every color in the logos of the world's most famous companies has a lot of hidden meaning, which will be explored while conducting this research.

## 2. PURPOSE OF THE STUDY

The purpose of this study is to examine the effect of a company's LOGO on the purchasing behavior of consumers.

- Determine the effect of a company's logo on its branding.
- Identifying the relationship between the inner meaning of the logo and consumer's purchasing decision.

## 3. RESEARCH HYPOTHESES

1. There is a relationship between the target audience's age group and the color of a logo.

2. Daily exposure to the social media leads to increased attraction towards the logo of a company.
3. The branding of a company is influenced by its logo.

#### 4. RESEARCH OBJECTIVES

1. To discuss the concept of a logo.
2. To analyze the understanding and outcome of the logo in the current marketing scenario.
3. To investigate the future trends of changing logos according to market trends.
4. To understand the consumer's opinion about the internal meaning behind the logo.

#### 5. RESEARCH QUESTIONS

1. How helpful is the logo as an identification and differentiating tool for big corporations?
2. What are the linguistic implications attached to a brand logo?
3. What are the implicit strategies while creating logos for the emotional triggers of customers?
4. To what extent should the company redesign the logo in light of changing times?

#### 6. SIGNIFICANCE OF THE PRESENT STUDY

Using logos can be viewed as a promotional marketing tool with strong announcement power. A logo becomes more exciting and powerful when it uses stylistic devices as a tool of persuasion. We earnestly hope that the findings of the present study will assist in redesigning the logos of various types of organizations.

#### 7. SCOPE OF THE STUDY

Logos play a great role as they grab attention, make a strong first impression, are the foundation of a brand identity, are memorable, separate you from the competition, and foster brand loyalty. So in-depth research can give a deeper understanding of the company's thought process behind the design of the logo, which means you can create a logo design that means something special to the company.

#### 8. REVIEW OF LITERATURE

Logos are used frequently. Some logos are really simple—a letterform or a visual representation—while others are more complex. But one thing we can't deny is that the meaning behind a logo informs the audience what your brand is all about.

The word "logo," which is short for "logotype," is derived from the Greek words "lógos," which means "word, speech," and "tupos," which means "mark, imprint." (cf. Wikipedia) The origins of the logo can be traced back to the Ancient Egyptians. The Ancient Egyptians were among the first to start using symbols when they developed hieroglyphics around 3200 BC, as pointed out by Mullin, Gemma (2022). Karla Lant (2016) suggested that the "first logos appeared in the middle ages (about 1300 AD), when stores and bars employed signage to identify their services. As mass printing developed in the early 1900s, the first contemporary logo designs appeared". The first abstract logo, the Bass red triangle, introduced the modern era of logo design in the 1870s. Because of the development of color printing and the advertising sector, firms needed logos if they wanted to stand out to potential customers.

Paul Rand is regarded as the most renowned logo designer of the modern era; among many others, he created logos for IBM, ABC, Cummins Engine, Westinghouse, and UPS. Today's logos are considerably different from those created thousands of years ago. Logos have had to adapt over time due to the gradual changes in cultures, trends, and consumer behavior. In this context, Paul Rand says, "*A logo cannot survive unless it is designed with the utmost simplicity and restraint.*" **Paul Rand** also suggested that "*a logo cannot survive unless it is designed with the utmost simplicity and restraint.*" (cf. Wikipedia) According to Simon Charwey, an expert in logo design, he believes that the role of the logo is changing. He said, "Creating a unique logo is not really the challenge now; it's putting it into use on real-world items to tell stories that resonate with customers."

## 9. METHODOLOGY

This is an empirical study, and the informants of the present study were both Arabic and non-Arabic teaching and non-teaching staff from Jazan who are capable of speaking Arabic and English and have acquired language proficiency in the sense that they use Arabic or English as their language of communication. Researchers chose 20 informants and 12 logos from three categories for this study. a. latest; b. globally popular; c. locally famous depending on the availability of the informants, the authors either visited them personally or sent them the survey link. The collected data were analyzed, and a conclusion about the research findings was reached.

### A. Background of the participants

The informants of this present study were native and non-native speakers of Arabic from the Jazan area. All informants were capable of speaking Arabic and English.

### B. Criterion of the informants selection

For this experiment, the author selected 10 Arabic and 10 non-Arabic teaching and non-teaching staff members from Jazan University, whose age groups were between 25 and 50 years and who were from different educational backgrounds, forming a heterogeneous group in terms of language proficiency.

### C. Testing procedure

For this research, the authors created a questionnaire survey link and an unstructured interview with the informants that consisted of 10 questions and some responses. First of all, the authors discussed the methodology very clearly to make them understand what they have to do along with all the instructions. It was also clearly explained that this is an experiment, no personal results will be recorded officially, and the responses will be kept confidential. For this experiment, informants need only to check a box or enter a line for their answer. The survey prompted them to answer all the questions. Overall, it took about 15 minutes to complete the questionnaire. It was also clarified to the informants that the information provided will be used just for the purpose of the research project, and only aggregated results will be reported in reputed academic publications. The researchers will not discuss, disclose, disseminate, or provide access to survey data and identifiers.

## 10. RESULT AND DISCUSSION

1. Are you aware of the internal meaning of the logos?

**Table 1: Showing responses of the internal meaning of logos**

Place	No. of informants	Yes	%	No	%	Not sure	%
Jizan	10 (Saudis)	4	40	1	10	5	50
Jizan	10 (Non-Saudis)	3	30	4	40	3	30

Source: Based on the survey by author in May, 2023

Out of the twenty respondents, both Saudi and non-Saudi, it can be seen that 40% Saudis and 30% non-Saudis responded that they are very much aware of the internal meaning of the logos, whereas 10% Saudi and 40% non-Saudi answered that they were not aware of the logos. The remaining 50% Saudis and 30% non-Saudis said they were not sure about the actual meaning or purpose of the logos.

It can also be explained diagrammatically as follows:

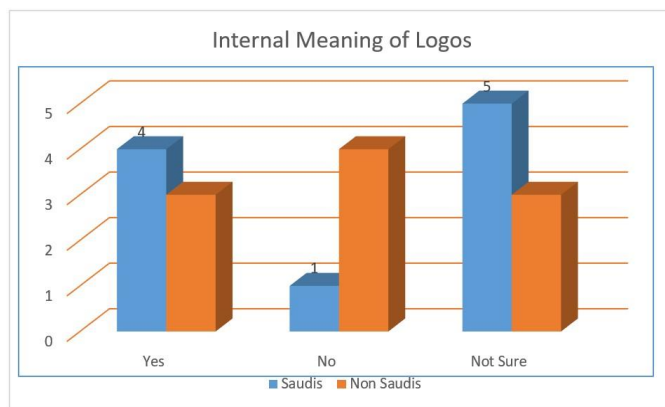


Fig.1 Overall Result Distribution

Jazan is a city in Saudi Arabia (a monolingual country), and Arabic has always been given the highest priority because there is a gravitational pull that always works for their mother tongue. So, naturally, they have a better understanding of the meaning, especially for locally designed Arabic logos. In this case, they need little effort to understand the meaning of logos, which also reflect their culture. In response to the first question regarding the inner meaning of logos, it was observed that the percentage of Saudis choosing the option 'yes' was slightly higher than that of non-Saudis. It was also observed that the majority of Saudis and non-Saudis had no clue about the internal meaning of the logos.

2. Is it important for you to know what does the organization wants to convey about the internal meaning of logo?

**Table 2: Showing responses regarding importance of logo meaning to the customer**

Place	No. of informants	Yes	%	No	%	Maybe	%
Jizan	10 (Saudis)	4	40	3	30	3	30
Jizan	10 (Non-Saudis)	3	30	6	60	1	10

Source: Based on the survey by author in May, 2023

The significance of a logo is highly essential to clients. In response to the second question, 40% of Saudis and 30% of non-Saudis responded 'yes' to the above survey, whereas 30% of Saudis and 60% of non-Saudis responded abruptly that it was not significant to them. Finally, just 10% of non-Saudis and 30% of Saudis expressed their opinion that perhaps the significance of the logo is not so important when buying the products.

It can also be explained diagrammatically as follows:

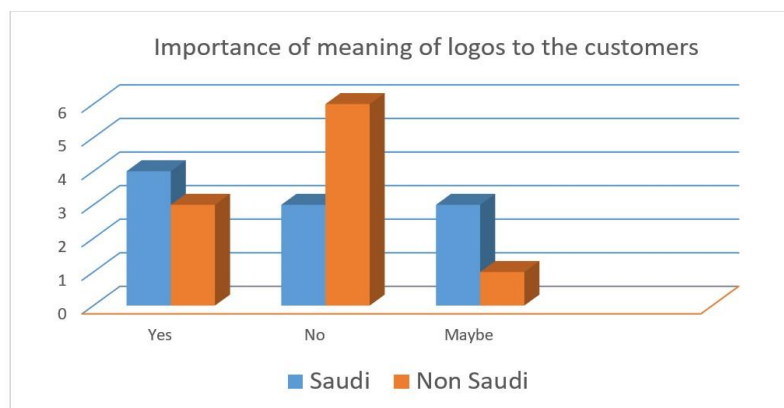


Fig.2 Overall Result Distribution

It's in our human DNA that we look for value for money when purchasing products or services. So, naturally, either Saudis or non-Saudis give little importance to the inner meaning of logos while making their purchase decisions. After the survey, it can be observed that, of course, attractive logos play a great role in attracting customers, but we found

most of the informants were looking for quality-based and value-for-money products, which is more important. As this research is confined to the Jazan region, there is scope for further research to gain a better understanding of the significance of the inner meaning of the logos in terms of their purchase decision.

**3. Does any organization logo affect your purchase decision?**

**Table 3: Impact of logo on buying decision**

Place	No. of informants	Yes	%	No	%	Maybe	%
Jizan	10 (Saudis)	4	40	4	40	2	20
Jizan	10 (Non-Saudis)	3	30	4	40	3	30

Source: Based on the survey by author in May, 2023

In response to the above question, it has been observed that 40% of Saudis and 30% of non-Saudis responded that logos affect their purchase decision, whereas 40% from both sides responded negatively. Finally, 20% of Saudis and 30% of non-Saudi respondents were uncertain about it.

It can also be presented diagrammatically as follows:

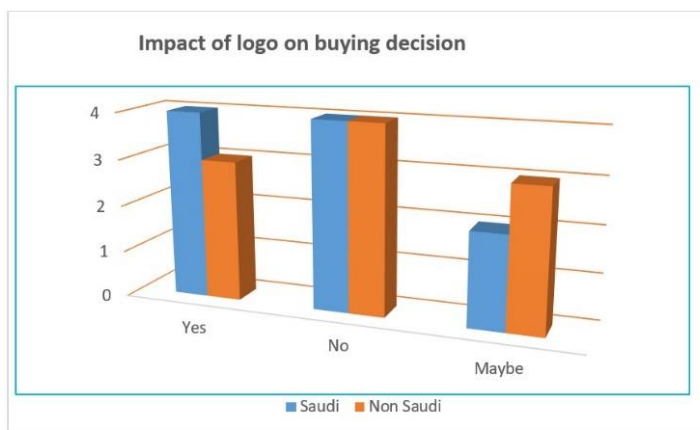


Fig.3 Overall Result Distribution

The world is changing every day, and people’s purchase decisions are also changing due to internet connectivity and excellent communication services around the globe. If we think about the new generation, it can be observed that they are very aware of the brand’s value because of its availability and advertising on social media. According to the above survey, in Jazan city, Saudis are more likely than non-Saudis to say that logos (brands) affect their purchase decisions. They believe that if it is a branded product, they can definitely trust the quality of the product.

**4. Do you think that the organization should communicate more with its customers regarding the internal meaning of its logo?**

**Table 4: Showing responses regarding the organizational communication**

Place	No. of informants	Yes	%	No	%	Maybe	%
Jizan	10 (Saudis)	2	20	2	20	6	60
Jizan	10 (Non-Saudis)	3	30	5	50	2	20

Source: Based on the survey by author in May, 2023

The above table shows that 20% of Saudis and 30% of non-Saudis are of the opinion that the organization should communicate more with their customers regarding the internal meaning of logos in the present scenario, whereas 20% of Saudis and 50% of non-Saudis expressed complete disagreement. The remaining 60% Saudis and 20% non-Saudis replied that maybe it’s a good idea that the organization should communicate more with its customers regarding the internal meaning of logos.

It can also be presented diagrammatically as follows:

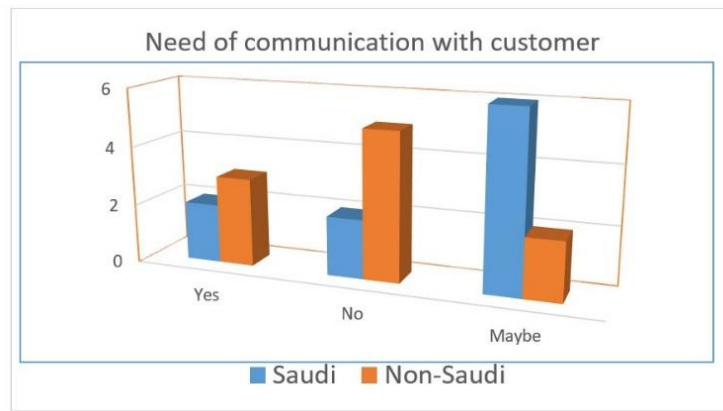


Fig.4 Overall Result Distribution

## 11. DISCUSSION

Each and every organization needs a logo because it communicates the brand and establishes a distinctive visual identity that customers can relate to. Several marketing trends received media attention and were adjusted, duplicated, or improved over time. However, one aspect of every medium- to large-sized business remained constant: the brand identity expressed through logo designs. A good logo should convey to the viewer a message that suggests the identity of the business. To have the biggest impact, a logo ought to be straightforward, distinctive, and memorable. A logo must accurately represent the company's objectives. When creating a logo, one must take into account how different colors, fonts, and shapes work together. However, this study could be beneficial for organizations or companies in the following ways: First, it will provide the companies with an insight into the importance of the internal meaning of the logo and whether it really matters to the consumer. Secondly, foreign investors can get an idea of the trends in the design of logos in the Jazan region. Last but not the least, is there any need for a digital logo rather than the old traditional logo?

## 12. CONCLUSION

After analyzing the logos in Jizan City, it can be clearly observed that a logo is often the first thing that people see and the first thing they will remember. It forms a strong connection with how your brand makes them feel. It is the prime identifier and the first and most important medium to carry your brand's core values and messages. "A simple, clean design demonstrates modernity and a clear brand message. It's easy to get carried away with different fonts, images, and colors, but simple designs are often the most memorable," says designer George Bokhua. Our eyes need to actually see the code before our brain decodes it. Some people see logos strictly as a form of image, but many other people read something to feel something, to get into the designer's mind, and to truly try to relate to the brand.

Finally, it is the authors personal observation that, of course, the meaning of logos and the creative logos are effective in catching the target customer, but the recent trend has changed to a great extent. Due to the increasing trend of online shopping, focusing on the digital advertising of logos has become very important. Research shows that up to 85% of consumers believe color is the biggest motivator when choosing a particular product, while 92% acknowledge visual appearance as the most influential marketing factor overall. Our brains process visuals more than 60,000 times better than text, so when people think of your brand, your logo is the first thing they will imagine. So by choosing the right colors and design for your logo, you can create the right image for your brand.

## 13. LIMITATIONS AND DIRECTIONS TOWARD FURTHER RESEARCH

This study was limited in nature (only in Jizan City), but many possibilities are open for further research. There is a need for further studies with different people, different languages, and a larger population. At the time of data collection, there were a lot of problems that arose from these particular studies, which are as follows: Being a non-native speaker of Arabic, it was difficult to talk to people in the shops and the locals. The staff didn't feel comfortable sharing their views. Many shop hoardings are written in Arabic only, and it was difficult to recognize what was written there, so the first task was to translate it. There is a need for further studies to be conducted, and the results should be confirmed by other studies.

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