The Aesthetics Impact of the Typographic On the Logo Advertising and Meaning (Analytical Research)

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Abstract: *Typography is the art of arranging typefaces, selecting style, line spacing, layout and design as a means of solidifying as logo language. Logos are the best way to represent any company in a single small image and a few letters. Typography is a major executional element of word-driven advertising, and has the potential to significantly influence motivation, opportunity, and ability to process advertising messages. A simple and eye-catchy logo can increase the company's popularity. At the same time, a perfect logo can occupy a place in the people minds. Eventually, they became familiar with these companies just because of their logos. Some logos have a meaning or a motive hidden in them, which are not recognisable on the first look. Advertisers are constantly seeking ways to increase the persuasive power of their target. Eventually, advertisers are encouraged to match their advertising's executional elements .Typography and advertising both have been researched significantly all over the world but mainly as a two separate disciplines without showing the importance of the meaning and their connection. The research showed the differences between the Lettering,calligraphy,typographywithSimilarities and differences .To investigate the use of type and typography in logo advertising, the role of typography in rendering the advertising message and its effects on the same ,the present research is compiled the impact of the aesthetics of the typographic on the logo and its meaning. The aim of the present research is to show the significance of typography English letters logo in advertising and their relationship in the communication process and its meaning to attract customers.*

Key words*: Typography ,typefaces, advertising ,Lettering, logo, Calligraphy.*

I. Introduction

Companies have been known to spend millions of dollars designing their corporate logos – for good reason. A bad logo design can destroy a brand.

I.1.The psychology of logo design

The term "logo" derives from the Greek word "logos", which literally means "word". So when somebody is designing a logo, he is actually creating a visual "word" that will be used by people to identify the business for whichit's creating the logo.Logo is one of the most oversimplified aspects behind the process of creating a logo [1]. It's usually associated exclusively with the choice of colors but is actually much more thanthat.

While "logo design" refers to the activity of creating a logo, and the term "logo" is used to refer to any symbol created for the purpose of identification, the "psychology of logo design" is the study of any meaning that can be seen in a logo other than the meaning of identification.

Vellesthas considered that choosing the right color for the logo is going to get you one step forward in the added meaning game, but different colours have different meanings in different societies. The image below has shown by him that the most common interpretations people give the physical meaning of the colors in western countries. For example the black colour means power, sophistication, mystery and death …and so on as shown in fig (1),
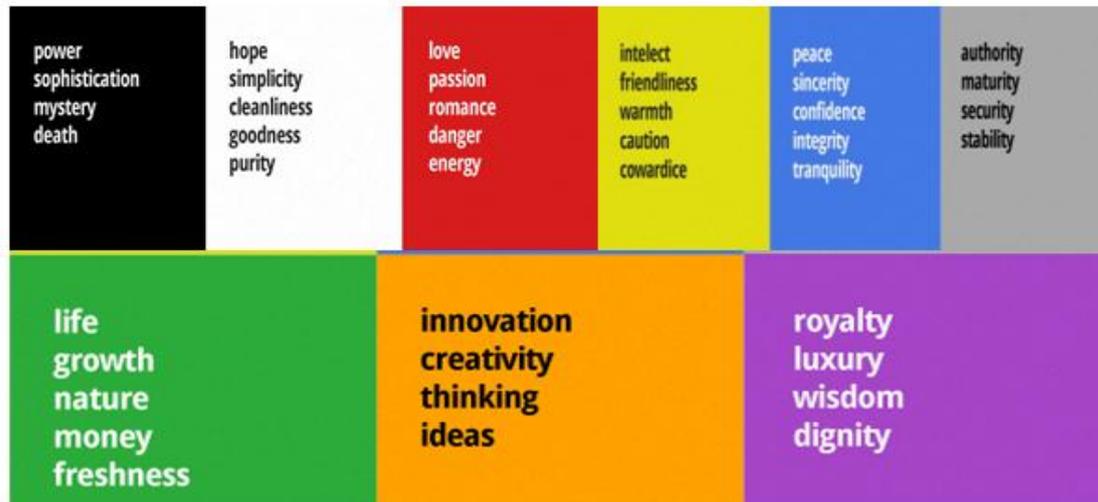
Fig (1)

Budelmann and his colleagues [2]have identified that strong identity logos or program use colour in fiercely consistent fashionis important to choose the right colour. Choosing a single colour gives the designer more control of what the costumer will see in the Logo. Moreover, it could be used as a branding strategy. The costumers therefore will start to associate the colour strategy with the designer's brand. On the other hand, there are differences between the
Lettering, calligraphy, typography with Similarities and differences as shown in fig (2).

Fig (2)

I.2.What Is "Lettering"?
Lettering can be simply defined as the art of drawing letters as shown in fig (2)**.** Although the concept of making lettering looks right and itis very simple, but many designers trying to, and that's an entirely different topic.A specific combination of letterforms crafted for a single use and purpose as opposed to using previously designed letters as combination with typography. Although some people start their work directly in adobe illustrator but often lettering is hand-drawn, with pens, graphite or brushes. However Engraving and similar arts are related to lettering.

I.3.What Is "Typography"?
Although lettering and typography [1]are sharing many of the same concepts, but, they are completely different disciplines. Typography is essentially the study of how letterforms interact on a surface, directly relating to how the type will be set when it eventually goes to press. Typography is the science of using letter forms for communication [3]. We use letter forms extensively in our daily life, in various media like newspapers, signage, application forms, letters, notebooks, textbooks, currency notes, posters, tickets, SMS, email etc. very large number of digital fonts are available for a graphic designer to use in design projects.
One definition is stated as the style arrangement or appearance of typeset matter. It is related to typesetting and can include type design. Typography is actually a subset of lettering, because it is the study of letters applied to typefaces. Typography does really have similarities to lettering. it is still dealing with letters, but within the context of typefaces and their proper use. Therefore, it's not a good idea to refer to typography as lettering, since they have different connotations.

I.4.The Meaning of the Brand
Before its beginning sketching concepts, it's required to reveal the purpose behind what you're creating. You need to understand what typography means and how to use it to evoke an emotional reaction in your audience.
The most powerful tool a graphic designer for creating logo design is typography. The typestyle could be chosen to have a strong effect on how the logo is perceived. First Of all, it's required to understand the

meaning of certain types of letters and how they can uniquely represent the company. This will help deciding which typography is best suited for.

I.5.Understanding the feelings behind typography.
The English Fonts are classified into three major groups.
● **Serif**
● **Sans-Serif**
● **Script**

| Fig (3) | Fig (4) | Fig (5) |

I.5.1.Serif
A serif is a small line, flourish or embellishment trailing from the main stroke of a letter as shown in fig (3).Moreover, from the decorative element, serifs were created to increase the legibility of letters.
Font Psychology: Traditional, Professional, Elegant, Strong, and Universal.

I.5.2.San Serif
At the end of strokes, San serif fonts do not have the small projecting features called "serifs". The term comes from the French word sans (means without)as shown in fig (4).
Font Psychology: Balanced, Modern, Clean, Simple, and Corporate

| Fig (6) | Fig (7) |

I.5.3.Slab Serif
It is common with the **Egyptian fonts fig (5)** resembles sans serifs in their simplicity but include boxy serifs on the end of each letter.
Font Psychology: Authority, Heavy, Antiquity, Friendly, and American,

I.5.4.Script
Script lettering, which is similar to cursive or calligraphy, is often created with fluid strokes using a brush or nib as shown in fig (6).Black letter script features elaborate thick-to-thin strokes and serifs and is seen with long swirls ascending from diagonal serifs.
Font Psychology: Masculine, Hard, Historic, Dramatic, and Cold

I.5.5.Sign Painter
Is similar to Script, but the look needs to appear like it was made with a paint brush or brush pen for the desired hand-painted effect.
Font Psychology: Vintage, Craftsmanship, Artistic, Playful, and Affordable

II. Reveal the symbolism behind the company

The logo is a visual representation of everything for the company. Far beyond a simple and pretty picture, a strong logo would be filled with symbolism, both obvious and hidden. For a good logo figure where the symbolism behind the brand, the precautions have to focus on the message by consider ten words that illustrate a business's key benefits. These words could contain feelings, adjectives, objects or time periods. So the ten words will be as follows: 1. Artistic, 2. Valuable, 3. Bold, 4. Natural, 5. Warm, 6. Classic, 7. Simple,8. Confident, 9 Handmade and 10. Welcoming.

II.1.Calligraphy
II.1.2.What is calligraphy?

Calligraphy however, does not necessarily affect everyone's lives to the same extent. Moreover, calligraphic lettering can provide a source of fascination and wonder for people in the same way that an impressionist painting could.

In fact the craft of calligraphy is closer to fine art than design and fine handwriting. a visual art where the legibility of letters may be compromised in favour of visual extravagance. In this matter, the legibility of the word is no longer important, only the important matter is the embellishments, the intricacies and the decorative quality of the letters as shown in fig (8, 9).

Fig (8),shows the art of drawing with Arabic words (أُلأم= mother)where the picture is one of the most beautiful arts of calligraphy. Fig (9) shows how the word becomes the brushes artist to draw the image of loin.

Fig (8)   **Fig (9)**

II.2.Similarities and Differences

The visual concepts of the typography and lettering are largely shared by both disciplines [4]. Letter spacing, consistent weight and contrast where the terms used are different. For space between two lines of text that are typeset, the term "leading is used," referring to the strip of lead that printers would set between the lines of type to give more space. The same concept applied to lettering would simply be called "line spacing. In the case of reading, would be tuned to letters, bigrams, or other

letter combinations. Given the increase of receptive fields by a factor of 2 to 3 from one neural level to the next, detectors should integrate information only for letters separated by at most 2 other characters Vinckier [5,6] and his colleagues have tested this prediction by measuring the impact of letter spacing on reading, purifying this effect from confounding variables. Moreover they established that performance deteriorates non-linearly whenever letters are separated by at least 2 blank spaces, with the concomitant emergence of a word length effect.\

Typography is used for endless applications, from titles to body text, some of which present a myriad of typographic considerations. Lettering however is almost exclusively used as display text [7,8]. Calligraphy is a much more likely to be used in longer passages of text whilst calligraphy and lettering are once again related, there is a fundamental difference between the two types.

Typography is the art of creating and arranging text in a visual manner [9]. Clever graphic designers love to use typography to explore the interaction between the look of type and what type actually means. Michael and his colleagues and others [10, 11] explained that a balance has to be achieved between the visual and the verbal aspects of a design or number of letters on word and nonword, whenever communicating a message. With all the advertising placed in front of consumers on a daily basis, it's important to design and use type in such a way that it attracts the customer's attention and gives them a clear understanding the meaning of the message as Shawn in fig(10,11) why do we want to be something more?.
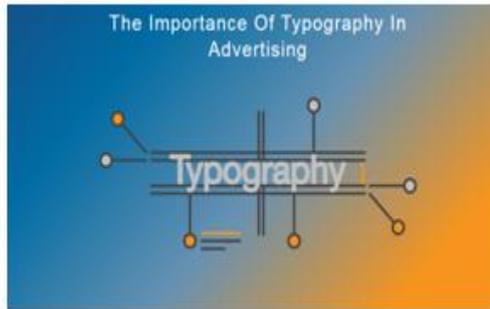
<div style="display:flex; justify-content:space-between">
Fig (10)   Fig (11)
</div>

Donev has emphasised [12] that advertising form the point of marketing communication has accelerated the evolutionary process. The process of advertising involves personnel from a wide range of professions, such as economists, sociologists, scientists, psychologists, journalists, designers, artists and other professionals from many different aspects. Contemporary advertising has its own language and symbols and it represents a huge part of our modern lifestyle.

III. Previous work

Jiang and his colleagues by their five experiments [13] document postulated that the mere circularity and angularity of a brand logo is powerful enough to affect perceptions of the attributes of a product or company. Previous marketing research has suggested that circular shapes activate associations with softness, while angular shapes tend to activate associations with hardness.; people not only associated round logos with physical "softness" but the roundness or angularity of a logo also had the power to conjure up complex associations as shown at fig (12) ,

Cisco, fig (13) the worldwide leader in networking for the Internet in San Francisco. While its namesake doesn't have a hidden meaning, the blue stripes above the logo type not only represent an electromagnet, but the rounded letters create a High Quality Logo. Basic understanding of the psychology of logo shapes in graphic design is enough to show us how important different patterns can be to customer perception. Something as simple as using a circle, instead of a square, could be enough to change the way that the target audience thinks and feels about the brand [14].

Previous marketing research has suggested that circular shapes activate associations with softness, while angular shapes tend to activate associations with hardness. However, lead author   Jiang and colleagues [15] found that these associations extend far beyond a product's physical qualities; people not only associated round logos with physical "softness" but the roundness or angularity of a logo also had the power to conjure up complex associations. Graphic design is crucial to the visual world, aspiring to communicate a wide array of messages, some of which articulate emotions, feelings, or directions. As McCarthy [16] proposed that "graphic design is the communications framework through which these messages about what the world is now and what we should aspire to.

<div style="display:flex; justify-content:space-between">
Fig (12)   Fig (13)
</div>

Van Rompay [17]stated that Long standing findings from design, art, and advertising research indicate that visual elements such as shape, color, logo, and typeface are not only perceived in terms of their formal or technical properties but also in terms of the symbolic or affective connotations they embody.
When you want your design to appear informal and fun, a wide range of typefaces is available. However, the important thing is fitting in the typefaces with the context. The feelings you want to evoke here are exuberance, joy, humor, and happiness as fig (14) to show the word **WakWaw and mustard ketchup cheese** fig (15).

| Fig (14) | Fig (15) |

Isen and his colleagues [18] reported that a tangible relationship exists between advertising and typography. A brief glance at any poster, newspaper, billboard, or any other advertisement provides a concrete proof that the right use of typography. The key message that the business entity is seeking to communicate often appears highlighted, colored, enlarged and bold to ensure no reader inadvertently passes it by oblivious. This becomes so attractive and appealing that the target audience is automatically lured towards the visual aspect of the advert.

III.1.Types of logos as reported at fig (15) [19]:
● **Words and letters**
1. Letter marks (or monogram logos)
2. Word marks (or logotypes)
● **Pictures and Symbols**
3. Pictorial marks (or logo symbols)
4. Abstract logo marks
5. Mascots
● **Combination**
6. The combination mark
7. The emblem
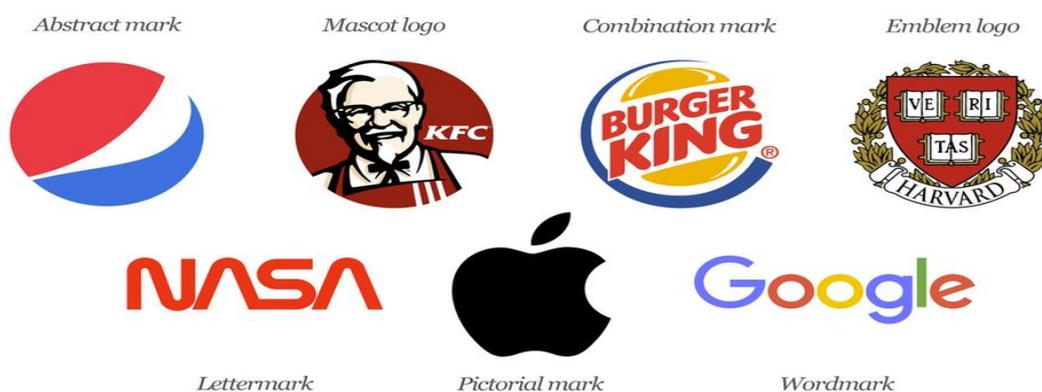
Fig (16)

The work of hand-lettering designer provides a range of current examples that beautifully illustrate the powerful effect of typography when it takes control of meaning. Hand lettering has taken the world by storm. It has become the beautiful connection — a juxtaposition — between design and words. The letter forms in the typography have been broken down into their shapes, flourishes, and textures. This is an art form which allows us to see the space between the letters, and the style of the lettering as a piece of art that can deeply evoke emotions and bring meaning nostalgia, happiness, joy, and love.

III.2.Logos Natural designs
Some designers have used nature as their inspiration. So, the ultimate collection of nature-inspired

Fig(17)   Fig(18)   Fig(19)

Fig (20)   Fig (21)   Fig (22)

Typography is present. Similar to a letter mark, a word mark logo is a font-based logo that focuses on a business' name alone. Typography will be an important decision. Since the focus will be on target name as shown at fig (17-22),

III.3.Logos and symbolism

When viewers get the hidden message behind the logo, for instant little satisfaction feeling and something fun likes this gets people talking and sharing.

Even if the viewer cannot see anything hidden at first sight, somebody in differ way by explaining it to him will make the logo unforgettable into his head for a long time.

Now let's jump to the list of the most creative and clever Logos with hidden Symbolism, and learn from the best!

III.3.1.Amazon

The selected name Amazon [20,21] with a lower case letters have indicated as "exotic and different" and as a reference for the company's size to reflect that of the Amazon River. If noticed the arrow in the logo, most people will say that it is the sign of smile. But in fact, this arrow sign has a message behind it. Just focus on it and you will see that the arrow points from A to Z. It means that amazon has everything, from A to Z as shown at fig(23).

III.3.2.FedEx

This is one of the best examples of the use of psychology in the design of a logo. The arrow shape created by the negative space formed by the letter "E" and "X" is as far as my opinion goes, the work of a genius as shown at fig(24).Lindon Leader knew exactly what he was doing by adding a hidden arrow in the FedEx logo. This arrow represents moving forward towards the future.

III.3.3.Sony VAIO

In Sony **VAIO** logo, **VA** represents the waveform of the analogue signal and **IO** represents the digital signal i.e., **0** and **1** as Fig (25)

| Fig (23) | Fig (24) | Fig (25) |

III.3.4.Dell
In Dell logo, you'll notice that the "E" in Dell is turned on its side. The reason is It represents company founder Michael Dell's wish to "turn the world on its ear as Fig (26)

III.3.5.Mobil
The colors in the Mobil logo represent their hidden message. Blue color represents faithfulness and security while the red color shows strength as Fig (27).

III.3.6.Volkswagen
The Volkswagen logo simply shows the letter of the company's initials. The word "Volks" is German for people, while "Wagon" is German for car as Fig (28).

| Fig (26) | Fig (27) | Fig (28) |

III.3.7.Samsung
In the Samsung logo, the ellipse represents the universe, the blue color is the sky and the ocean and the 'S' and 'G' aligned with the borderline means Samsung is connected to the world as fig(29).

III.3.8.Adidas
The new logo of Adidas symbolizes a mountain, a metaphor for the challenges and perceivable goals that all athletes must meet and overcome as fig(30).

| Fig (29) | Fig (30) | Fig (31) |

III.3.9.LG
LG is recognized worldwide, and most people recognize the 'L' and 'G' in the logo mark. What most people don't realize, though, is that those letters actually help to create a face. The 'L' makes the nose and the 'G' makes up the rest of the face. This gives the brand a human element, and makes it more inviting and approachable as fig (31).

Fig (32)   Fig (33)   Fig (34)

III.3.10.Nike

The company takes its name from the Greek goddess of victory, Nike. The logo represents the wing of the Greek Goddess as fig (32).

III.3.11.Coca-Cola

The red color in the logo shows legacy as fig (33).

III.3.12.Ford

The oval trademark of the Ford Company is one of the best known symbols in the corporate worlds. The symbol used today is a blue oval shape with Ford written in flowing cursive font. The oval appeared around 1928. Over years it has been modernized into a Centennial version which was released on Ford's 100th anniversary in 2003. The symbol gives the company a powerful brand image and is recognized and honored by the world as the leading manufacturer of great products as fig (34).

III.3.13.Nestle

The bird in the Nestle logo is symbolic and dates back to the family coat of arms. It symbolizes the nestle name: a small, little nest.

Fig (35)   Fig (36)   Fig (37)

III.3.14.Hyundai

The logo of Hyundai motors is an oval shaped letter which signifies the company itself. The ellipse symbolises the global expansion of the company. The stylised, italicised. H is two people, the customer and the company shaking hands as fig (35).

III.3.15.McDonald

The two golden arches on the logo's M are the most recognizable and strongest symbols of our day. The traditional yellow and red and the simplicity of the letter M depicts the powerful business traits. The idea behind the logo was from the investor's point of view rather than the consumer. It signifies that the franchise of McDonald's is similar to owning a gold mine. The arches also depict a place to offer recluse, an escape; ideal for a break as fig (36).

III.3.16.Dove

The dove symbolizes peace and harmony. The logo evidently honors the memory of the original cause for which the brand was established as fig (37).

Fig (38)   Fig (39)

III.3.17.Baskin Robbins
Is known for its seemingly limitless flavors of ice cream **.**if we're being exact). That famous number**31** is hidden in the 'B' and the 'R' of their logo, acting as the curve of the 'B' and the stem of the 'R'. The logo represents fun and energy, much like how you'll feel during (and after) eating their ice cream fig (38).

III.3.18.Nestle
The bird in the Nestle logo is symbolic and dates back to the family coat of arms. It symbolizes the nestle name: a small, little nest fig (39).

Fig (40)   Fig (41)   Fig (42)

III.3.19.Picasa,
Picasais an interesting logo mark. At first glance it looks like a simple camera shutter, but the negative space in the center of the shutter actually forms a house. This is because Picasa is considered 'home' for all of your photos, and casa in Spanish means home as fig (40).

London Symphony Orchestra (LSO)
Orchestra logo can't only be read as the initials 'LSO', but also as an orchestra conductor. The elegant way it looks (almost script like) adds to the elegance of the orchestra as fig (41).

III.3.20.IBM
The IBM (International Business Machines), IBM, frequently referred to as "big blue," got its start in hardware and prospered in that business for decades .The IBM logo has a hidden message in it. The blue color of IBM with upper case letters represents that it a company and the white identical lines passing through it gives an equality sign, which means unity and strength as fig (42).

VI. Conclusion
Logo is a symbol or other small design adopted by an organisation to identify its products, uniform, vehicles, etc. A logo is more than a pretty picture but the visual cornerstone of any brand that has to be seen, and seen often, in many places. A look at the configurations, setups and design variations you'll eventually need to make your logo work wherever it has to.

The most powerful tool a graphic designer has in creating logo design is typography. The typestyle you choose can have a strong effect on how your logo is perceived. Typography is extremely important and choosing the right typeface can make all the difference for any company. With all the different fonts to choose from, it may be a little overwhelming to figure out which one is best for company logo. Understanding the principles of the different styles is essential when choosing the typeface that will optimize the desired effect. It is required from the first need to understand the meaning of certain types of letters and how they can uniquely represent any company.

Choosing the right combination of color, type and mark can easily become a purely aesthetic exercise, but is when you give the time to think about the psychology behind the design that the best work tends to come out.

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