



WHAT IS THE LOGO THAT HAS TAKEN OVER THE WORLD

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Abstract:

The article examines the logo and their origin, the history of development, evolution of logos and famous brands, the current direction of logo design, the rules and formulas for creating a logo.

Keywords: design style, brand, history of logo, emblems.

Logos exist from history and now they are part of our life. Before organizing its history, we need to know what the meaning of logo is.

Logo – The abbreviation **LOGO** stands for **Language of graphic oriented**. The Greek word logos (traditionally meaning word, thought, principle or speech) has been used among both philosophers and theologians. A logo is a graphic mark, emblem, or symbol used to aid and promote public identification and recognition. It may be of an abstract or figurative design or include the text of the name it represents as in a wordmark. – [Wikipedia](#)

Now let's look at the history of the origin of the logo. Logos are not new!

Logos are part of our history for many decades. even from the stone age when the first man-made tool for the first time he needs recognition. To recognize who made that particular tool and where. The origins of the logo can be dated back to the Ancient Egyptians. They originally used hieroglyphics to brand and identify their possessions, until in medieval times when graphic imagery such as coats of arms were used to distinguish between the statuses of different nobilities.

After that kings, artists and every possible group of society required that. They made the symbol on Slaves, animals, Coins, and every single place they can just to get the recognition & proof of identity that the thing belongs to the owner. Egyptians began incorporating grids into their designs so that they could develop a set of fixed standards for their drawings.



Fig.1. The image that led to the creation of the logo.



Modern Logos. As stated above the modern logo we recognize today can be traced back to the 13th century and the days of the Renaissance. This is when potters, stonemasons and goldsmiths first began to chisel and press logos on their works as a sign of ownership. As time went on, society shifted and became more industrial. By the 19th century, there were more than 700 lithographic printers in the US alone, though the credit for art printed was assigned to the printing companies, rather than the artist or craftsman at this point in time.

Style and innovation continued to grow, and by the 1870s, colorful children's books and newspapers were being printed as printing costs decreased. The infamous Victorian flair for style led to a huge expansion of expressive typography used to represent different businesses and brands. The current era of logo design began in the 1870s with the first abstract logo, the first logo ever trademarked was in 1876 for **Bass red triangle**.

It was a red triangle with the "Bass" text beneath, in a sweeping cursive text not dissimilar to Coca Cola's instantly recognizable scrawl. Thanks to the introduction of **color printing** and the advertising industry, logos became essential for brands if they wanted to be memorable to potential customers. Coca-Cola logo and brand is the most recognisable in the world. The red and white Coca-Cola logo is recognised by 94% of the world's population.

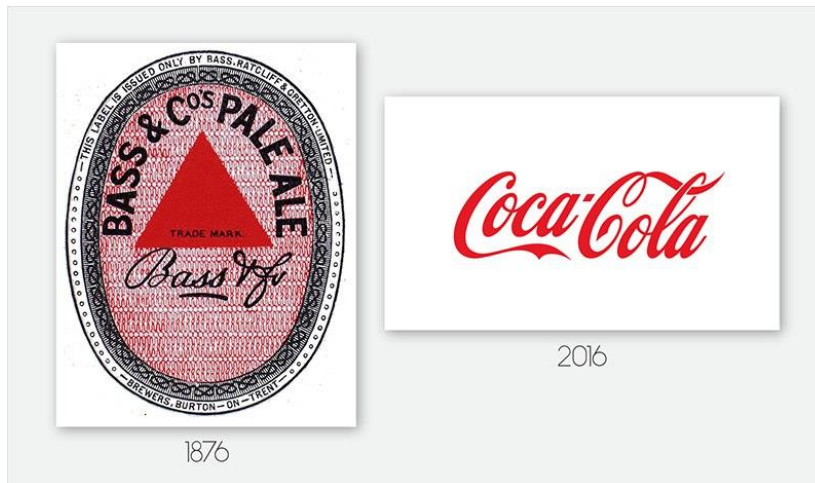


Fig.2. Source: barclayperkins.

Source: [barclayperkins](#). [The Chase Logo](#) (below), which was crafted in 1960 by Chermayeff & Geismar, paved the way for modern logo design. The successful logos we have today predominantly consist of simple and easily recognizable logo marks that are effective in remaining consistent with their corresponding brands.

Logo evolution. Technological progress is also causing the development of the place of logos in our culture. We can see how logo design has evolved from complexity to simplicity, which is reflected in the



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visual overload we experience as a result of our increasingly complex lifestyles. logo design expert Simon Charvey on the changing role of logos.

“Logos for brands will continue to evolve as customer purchasing decisions continue to evolve. True, the logo is not for sale (directly); however, the worst it can do is sell the brand short. But with the abundance of logos these days, has the industry reached a saturation point in its creative potential? Charvey doesn’t believe that will happen: “It’s important to see this “challenge” and work on developing new ways of designing logos that encourage originality and less repetition”.

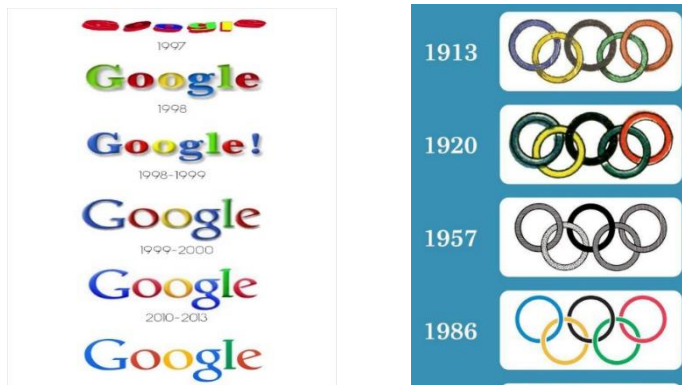


Fig.3.Evolution of modern logos.

Modern Successful Logos

Google-logo. One of today’s most successful brands is Google. So much so that the word has infiltrated modern language and has become a verb in itself. Coming in at number 5 on Forbes’ Most Valuable Brands List of 2015, its logo is a good example of successful branding.



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Google successfully re-branded its logo in September 2015, cementing it as a playful and creative company, known for April Fools' pranks. Its "flat style" design incorporates a sans serif font, sandwiching a bright yellow "O" that connotes warmth and optimism in between primary colors, hinting to the audience that this business is offbeat and does not take itself too seriously. Google's brand is so successful that it can be recognized with just its colors alone, with the letters removed.

Of course, not all brands are successful. Even heavy hitters, who we all think would be untouchable, have fallen into the trap of poorly designed logos, resulting in a marketing nightmare.

For example, the 2012 Olympic logo became a viral storm and came under mass scrutiny in the media when it was likened to an X-rated image. For smaller businesses, this trap can be sidestepped by consulting with a professional logo designer, who will guide you through effective design techniques and point out possible failings, ensuring your message will not be misconstrued or mocked.

Logos in Marketing Today. Today, a logo is still the visual representation of your company's identity, though the market is saturated and consumers are exposed to hundreds, if not thousands of logos each day.



Fig.4. Logo that took over the world.

Did you know that 90% of all the information transmitted to our brains is visual and is processed 60,000 times faster than text? Armed with this knowledge, it's no wonder brands are scrambling to create the perfect logo to resonate with their customers in an instant.

We treat logos like we treat familiar faces. We see scores of them every day, but only if we connect with or recognize them are we likely to become engaged in what they have to say. A brand's logo goals should



be to be memorable and evoke fondness – just like human interaction. So why should brands, big and small, invest in a professionally designed logo?

A defined logo makes your business appear stable. Companies who adopt the attitude of ever-changing “looks” will confuse its customers; if the business looks like it can’t make its mind up about its logo, then prospective customers will assume this instability also applies to the way the company is run.

When considering a logo in today’s market, there is a wealth of knowledge about color psychology that was unknown in the early days of logo design. We are affected both consciously and subconsciously by color.

Today, we must know some important rules that we should pay attention to when creating a logo. Some of them are as follows that red evokes passion and action, while blue instills trust and loyalty. Red Bull and Virgin are two hugely successful brands that use red to connect with their target audiences. Blue, on the other hand, is used by financial and technological authorities such as IBM and Barclays.

Gestalt theory. The gestalt theory is particularly important for designers, and plays an interesting role in logo psychology. In a nutshell, the gestalt theory states that the sum is greater than the individual parts. This notion, which was conceptualized by a group of German psychologists, Kurt Koffka, Max Wertheimer and Wolfgang Köhler, seeks to understand how visuals are perceived by humans.

Gestalt, which translates to “the unified whole,” can be broken down into 6 design principles:

Proximity: The overall layout of each element within your logo design and how close they are to each other can denote importance or belonging.

Similarity: The correlation between visual elements that share the same attributes. For example, two shapes, or even colors with similar characteristics are perceived as belonging to the same idea or group.

Closure: Using negative space to fill in the blanks and the ability to visualize the whole object even when parts are missing.

Continuity: The alignment of differing elements can create a perception of continuity or flow. This is particularly important in order to draw attention to a specific element of the logo.

Figure-ground: The relationship between a logo’s background and foreground and our ability to perceive them as a whole.

Symmetry: Not all logo designs need to be symmetrical, but this principle refers to the overall proportion and balance of a design.

If you achieve these design concepts in a visual layout of your logo design, the result will feel more coherent and composed. Look at logos like the World Wildlife Fund for Nature (WWF), Unilever or even the Olympic rings, you’ll see these principles at work.

The Future of Logos. Knowing all of this, can we now determine how logos will continue to evolve further? With the recent introduction of image recognition technology and logo detection, some may think logos must be able to adapt to make them detectable. However, with the best quality technology, it shouldn’t matter how distinctive a logo’s design is.



In other words, a logo such as the Nike swoosh is a very simple logo with no distinctive characteristics about its design. This might be difficult for some logo detection technologies to recognize. However, if the quality of it is powerful enough, it should encounter no problems.

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