



CORPORATE LOGOS

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I am proud to introduce Corporate identity and Logo specialist Mr. Sapan Jhaveri

Excerpts from the interview with Sapan Jhaveri

The logo is the principal fulcrum of corporate identity. If there is no logo, there is no corporate identity. It does happen, especially with smaller companies, that the name itself is the identity. The font and typography they choose for writing the name will suffice in the beginning.

Logos reflect the mood and philosophy of the company. When that changes, the logo too needs to catch up with that change. Thus, we see companies change or modify their logos as they move ahead or are taken over by some other entity.

Many companies change their logo without rhyme and reason; this leads to no improvement of either the company image or the company sales.

However, if companies want to grow, they will need a proper corporate logo sooner rather than later. The logo catches the imagination of the target audience and to do that, it is not necessary for the logo to explain by its design what the company is doing.

The business of the logo is to stand out as an embodiment of the company's philosophy and outlook rather than talk about the product portfolio. In their hurry to explain the company business through the logo, many designers bungle seriously.

To give a common example of this bungling let us look at the logos of some hospitals. You will find that a red cross is appended as an explanatory graphic but actually the Red Cross emblem is the authorized symbol of the International Red Cross, an international humanitarian movement headquartered in Geneva, Switzerland and is defined as a protection symbol in Article 7 of the 1864 Geneva Convention. In fact, the Red Cross symbol has nothing to do with a hospital.

Logos reflect the mood and philosophy of the company. When that changes, the logo too needs to catch up with the change. Thus, we see companies change or modify their logos as they move ahead or are taken over by some other entity. Many companies change their logo without rhyme or reason; this leads to no improvement of either the company image or the company sales. One such example is the change in the Airtel logo. It must be warned, however, that too many changes to the logo is not a good thing. It leads to confusion about the corporate identity and mission.

A good company or good product may well sink soon if the logo is bad. On the other hand, a good logo will give life sustaining support to a poor product or company. Of course, trouble will catch up if the product profile won't improve in time.

In India, especially with the small and medium-sized companies, the trend was to take a casual approach to the logo. This trend is now changing. Companies are now



Sapan Jhaveri

Professional Qualification

Post-Diploma, Faculty of Fine Arts, M.S. University

Professional Experience

Corporate Identity Programme, Exhibition Design, Graphic Design, Advertising Campaigns, Media Planning, Design Consultancy for various corporate and Government clients.

Social Marketing

As member of the Society for the Promotion of Youth and Masses - New Delhi (SPYM), has worked on awareness campaigns for several social subjects viz., Drug Awareness, AIDS Awareness, Adaptation, etc.

Awards & Selections

National and State Level Poster Competition awards for drug abuse, dowry, traffic awareness, press layout, poster and photography selections in Gujarat Lalit Kala Academy.

It is difficult to spell out the ingredients of a good logo. I speak for myself when I say that the practical aspects of printing etc always come first to mind. The question I ask myself is how will the logo look when it is reduced to minuscule size for printing on a visiting card.



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engaging design houses to devise meaningful and elegant logos for them. Having said that, I add that we have still a long way to go. Indian companies are needlessly stingy with their corporate identity. I think the reason is that they see logos as a luxury that can wait.

This is a big mistake and I go through this argument with many clients of mine. The client will spend a few crores on some insignificant improvement in the production line and yet won't bat an eyelid. The same client will put up the toughest resistance if he has to invest less than one per cent of that amount on the outlay of a logo!

He sees the money spent on the production line as a wise investment but sees the money invested into a corporate identity exercise as money that could have been put to better use. This is the scenario not just in Gujarat, as you might imagine, but across the whole of India.

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elements always come first to mind. The question I ask myself is, how will the logo look when it is reduced to a minuscule size on a visiting card?

Ultimately, the logo must be designed with the end use in mind. Will the logo be used only on the internet as is the case of Google, Amazon, etc? Or, will it be used primarily on automobiles as is the case with the Mercedes logo? Or will it be used mostly in the print medium and in signage as is the case with Fevicol, etc?

In a previous issue, your magazine has pointed out an interesting case of the refinement of the FedEx logo, where the brand consultants convinced the company to shorten their corporate name and logo from "Federal Express" to the popular abbreviation "Fed Ex". Besides creating a shorter brand name, they reduced the amount of color used on vehicles and thereby saved millions of dollars for the company. ■