



CORPORATE LOGOS

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I am proud to introduce Corporate identity and Logo specialist Mr. Khantil Mehta. Our team met him at his Ahmedabad office. *Excerpts from the interview :-*

"The Logo is all about shared ownership."
- Khantil Mehta

Introduction

Logo design is a very nuanced and specialized job, requiring proficiency that arises out of constantly exploring the multi-dimensionality of design on the one hand and inculcating insights from local cultures and sensibilities on the other.

Client's Brief

Perhaps the most slippery area of logo design is cracking the client's brief. This is because of two things. Firstly, there is a situation of information overkill. The fact of the matter is that the client has all the information about the company and its products. Ironically, it is this excess information that crowds their perception and comes in the way of a clear and unambiguous brief.

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Secondly, senior management has seen many logos that they like. So, they bring all of this information in an unfiltered state to the discussion table at the time of giving the brief. They, then expect the design house to make a grand fusion of all the inputs and come up with a design that is "Better than the best"

Thus, the first and most complex step in logo design is to understand and decipher what the client has to say. Design begins with a de-construction of the client's brief. Having said that let me add that the best tips and insights always come from the senior management.

However, to decipher this insight and transform it into a good logo is an absolute design challenge. To de-mystify the client's brief to a point that the whole information overkill gets transformed into a logo that will be loved and understood by even a 12-year child is the greatest design challenge.

Art V/s Logo Design

Logo design is not a personal painting . It is not an outpouring of an individual's zeal.



Dr. Rao Speak

A company that does not pay attention to its logo is committing a serious blunder. A company cannot survive without a strong logo. The logo is an asset with intangible value which is both a symbol of what the company stands for and the connect that it has with the general public.



Mr. Khantil Mehta of INIT

Born and brought up in Vadodara. Mr Khantil Mehta studied advertising and communication at M.S. University, Vadodara, Gujarat. He is the Creative Director and partner of the well respected Ahmedabad based design unit "Init design studios" and "Gobananas" a multi-platform event management company.

You can put a thousand symbolisms in one painting and you could be the only person who is aware of all the symbolisms and yet it would be O.K. The general public may have a broad aesthetic appreciation of your work without knowing anything more.

Designing a logo is not pure art and cannot be said to be spiritually uplifting as, say a painting by Rembrandt, Monet, Leonardo Da Vinci. Or our own M.F.Husein. Yet the logo has a power far exceeding these masterpieces.

Like the paintings of of these masters, the logo, too, is an abstraction but a thoughtfully disguised one. By that I mean the symbolism is layered with every day sensibility and grounded in common logic. To give a simplistic example, the "Four Square" logo will not have four circles. It will have four squares.

Ownership of a Logo

It is said that songs belong to those who love them as much as they belong to those who wrote them. Logos, too, belong to the



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people who see them. Companies that think their logo is their private preserve should give the matter a serious re-think. Both the ownership quotient and the emotional quotient of a logo are shared experiences of millions of people. That is the reason that the moment a logo is altered even slightly people press the panic button. They feel

violated and the company that has made the logo changes may actually get a big chunk of its consumer base eroded.

This is the reason companies spend crores of rupees to announce the transition from one logo to another. People are very assertive about their ownership of the company logo. They get spooked by the smallest change in its design because the

logo becomes part of their daily life.

These costly logo-change campaign exercises are designed to reaffirm the bonding the company has with its customers and other stake holders. The message that these campaigns send out is that, "Yes we have changed the logo but that does not mean we have changed. Actually we are still the same old we. We are the same people that you know of and retain the same level of trust and ethics that you are accustomed to. We still foster the same vision. Please rest assured that intrinsically nothing has changed."

The Hero MotoCorp campaign (see box) that is running currently to explain to people that nothing but the logo has changed is a good example of what I am trying to say.

Vaastu

Vaastu is about managing harmony of elements to arrive at positive vibrations. The logo design, too, has to do with harmonizing various components to emanate positive vibrations when you look at it. However, care has to be taken to ensure that the balance between shape, size and color are achieved without robbing the logo design of its original intent and meaning. ■



Mr. Khantil Mehta teaching students in a School in Ahmedabad



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Hero Honda is now Hero MotoCorp

The Hero Motor Corp campaign has been one of the costliest of advertising campaigns in India.

Hero MotoCorp unveiled its global brand identity on 9 August 2011 at a star-studded ceremony in London, in order to tap into a global audience. The new brand identity and logo, Hero MotoCorp, was

said, “The new brand hero epitomises continuity and change in equal measure. While its fundamental values and enduring beliefs ensure continuity, the new proposition and identity also signal change. The new logo stands for the new face of India – that youthful energy and 'can do' spirit. It is in its true sense the 'Indian Catapult' which signals that while it is deeply rooted in Indian values, it is also poised to go for global expansion - a leap of faith.”

On the new identity, Charles Wright, managing director, Wolff Olins said, 'Hero has become an iconic brand in India. The task we had at hand was to build on the image of an Indian company going international'. It took over 3-4 months for Wolff Olins to create a new brand identity for Hero. 'The colour red in the logo depicts continuity and change. It also depicts confidence. There is an 'H' formed in the logo. The angular formation of 'H' symbolises that Hero is no longer dependent on foreign expertise for its brands. It will be focussing on its own engineering capabilities.' The position that Hero Motocorp will strive to acquire out of this new identity is 'Catapult'-a motorcycle can penetrate into your minds and transform lives

(“Based on News Reports”)



The new symbol is made up of three shapes that make up the letter H standing at an angle.



Old Logo

New Logo

developed by the London firm Wolff Olins (the same company that designed the new Tata logo) A part of the Omnicom group, Wolff Olins was mandated to work on the new brand identity in its totality, including the brand architecture, name, logo and positioning. Later on, in May, the two-wheeler major roped in Law & Kenneth (L&K) as a creative partner to launch and establish the new brand of the company. The independent brand communications firm was mandated to devise the new brand positioning of the company.

Dr Brijmohan Lall, chairman of the New Delhi-headquartered Hero MotoCorp Ltd., said “We have made a new beginning today which is filled with a lot of promise. While we will always look back with a lot of satisfaction at our achievements over the past 25 years, we will also now strive to replicate this glorious performance on the global stage. While we have been able to achieve all this due to the contributions of all our associates, be it our dealer friends, suppliers or employees, I have no doubt in my mind that we would not have possibly reached where we are today without the trust of our customers. I wish to thank them from the core of my heart and assure them that the 'Customer' will continue to remain at the core of everything that we do in future too.”

While Wolff Olins created the new brand identity, Law & Kenneth has been tasked with giving shape to the communication of it. Speaking to Campaign India, Anil Nair, CEO and managing partner, Law & Kenneth, said, “The teaser campaign will start by 11 August and the multimedia campaign will break on 15 August. The film is a collaboration between AR Rahman (who has composed the theme song), and film-maker Anurag Kashyap (who has directed the film) and Law & Kenneth.”

Unveiling the new logo of Hero MotoCorp and the new theme song 'Hum Main Hain Hero', the firm's MD and CEO, Pawan Munjal,



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Khantil Mehta's pick of top three logos



THUMBS UP

Very powerful. It denotes what it says. Positive reaffirmation of the product and the name Thums up itself.

The brand name's positive associations of victory, achievement and celebration are apparently merited as it continues to do well despite a challenging landscape.

Coca-Cola did try to kill Thums Up, but soon realized that Pepsi would benefit more than Coke if Thums Up was withdrawn from the market. Instead, Coke decided to use Thums Up to attack Pepsi.

From a brand that was virtually unchallenged to a brand that was stifled, Thums Up stormed back after a near death experience. The brand proves that its strength lies not just in its taste but also in its performance.

FOUR SQUARE

It is a solid, simple name. You have the name Four Square and the design is the literal interpretation of the name. The hallmark of the design is its absolute simplicity. When we see it today, after the many years of its existence, it is impossible to think of it being designed any other way. Yet, the design team must have come up with a million options – I am sure all of them very complex.

The square is the ultimate in dimensions and proportions and the designers of the logo have respected this point. They have not added a single extra line to complicate the square's regality. This design is a triumph of minimalisms.

FOUR
SQUARE
SPECIAL FILTER



The brand is owned by Godfrey Phillips India Ltd. (GPI Ltd.) India's second largest cigarette maker and is the leading franchise, having a strong presence in the northern and western states of India. Major brands in this franchise are Four Square Kings, Four Square Special, Four Square Premier and Four Square Super.

Bata



■ Countries heaving Bata shoe stores

Another all time favorite of mine is the logo of the Bata shoe company. The logo has had a universal appeal all over the world, even where the English language is not known.

This logo is a favorite because of the imaginative use of the type face. This is a brilliant example of balance and text flow. It denotes trust and strength. It does not require any additional symbol. It is complete by itself. It resonates on its own strength. And it has stayed forever. No changes. ■

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