

# "THE SIGNIFICANCE OF LOGOS & THEIR IMPACT ON RETAIL INDUSTRY"



## Final Project

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## Abstract

The project is based upon analyzing the effect of logos on the consumers, logo characteristics and how these logos create and enhance the brand personality. In addition to that the second purpose was to select 5 logos from the domestic market from different industries and analyze them critically.

For that logos of the following five companies were selected:

1. Dentonic toothpaste and tooth powder
2. Geo Television network
3. Lawerencpur textiles and fabrics
4. Ufone
5. ChenOne

The rationale behind choosing these logos was to study logo from most segments of business groups, and additionally the organizations selected ideally have to be the ones in possession of true logos. Also these organizations had to be chosen logos from the domestic markets, and most of the companies of Pakistan don't have logos in the first place and the ones which do have a 'so called logo', is merely the organization's name written in some colorful fancy font, so the organizations chosen for research study qualify for having logos which can be categorized as true logos.

To supplement and strengthen the research work a survey was conducted from different segments of the society, getting feedback as to what people think of these logos, which helped justify the logo as an effective one or opposite to that.

In the project report, a brief introduction is given on the objectives of study, the research design & methodology. Following that an industrial analysis is done in the next chapter; where logos impact on different industries and the role they play in developing brand personality have been discussed. Next an in-depth analysis of five selected organizations is done in context of logos. Issues have been identified and highlighted in the next phase with recommendations at the end.

Based on survey results, it was inferred that logos have significant impact on consumers and their buying preferences. It was also concluded that logos play a vital role in developing brand personality by memorizing the company, its product/services in viewers' minds, thereby creating a brand recognition & preference. In other words a solid first impression is created by the logo design & its appearance which gets engraved in viewers' minds as "brand image".

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