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LOGO AND ITS IMPACT ON CONSUMERS

The abundance of bright and catchy advertising information attacks and show off to prove uniqueness consumers from all sides, and also significantly complicates the producers aim to stay off from the competitors. Branding is one of the strategies, which allows showing the specific values of the company and selecting it from the crowd of competitors and attracting customers. Despite the fact that the name is the central element of the brand, quality logo design plays the important role in the forming the overall image of the company.

There are many different logos, from writing the names of corporations («Coca-Cola», «Kit-Kat») and ending with abstract symbols (Mercedes, Fur, Nike), not directly related to the activities of the company. Keep in mind that the consumers evaluate value of abstract logos differently. Abstract logos are expressive and recognizable, but sometimes have too weak and indistinct meaning.

Psychology of perception plays one of the key roles. Design (website, product packaging) is the first indicator that evaluates the potential buyer. Knowledge of the particular properties of perception in the design and the ability to synthesize them together will create the desired "emotional effect" and solve marketing problems that the customer entrusts on the logo or website. The natural, modest and harmonious logo are believed to have the most positive impact on consumers.

Considering the design in terms of the psychology of perception, we can traditionally distinguish:

• Color perception. Each color has different effect on people, depending on their age, culture, gender, and education. Nevertheless, it is important to pick up a color scheme suitable for your each potential customers group;

• Perception of saturation. The strength of perception of color depends on the color depth degree;

• Perception of the form. These are outlines, contours of an object or figure, form, that also have emotional impact on the person;

• Perception of depth. Visually creates a sense of depth and space, emphasizes realism, volume of symbol;

• Perception of the style. Color, character lines and the look of the symbol;

• Perception of composition. Arrangement   of elements on the workspace;

• Perception on the type of association. Direct or indirect association can define the scope of activities of the customer and visually highlight its main competitive advantage;

• Perception of the printing type. Using the right choice of font logo may convey the mood, set the general mood.

It is necessary to have the unique distinguishing mark, (sometimes only the designer is able to identify the individuality, such as «Nike» and «Rexona»). Attention should be paid to the practicality of the symbol (possibility to made logo in different sizes, in the paint and on the screen («Schwarzkopf», «Adidas»). Distinguishing sign of the company should be simple in form and perform an unambiguous message.

The logo of the company should work: to motivate, to surprise, to cause debate, to strike the eye, be memorable, talk about positioning and explain the consumer price segment. Efficiency of the logo can be defined as any of the above items separately, and their combination. A successful trademark carries different shades of association, which are perceived by consumers individually and often counterintuitive. It is through these associative shades logo provides an adequate identification of the brand.

As a conclusion, logo is the main link of the specific corporate identity. It performs a huge role in the "recognition" of the company and its products in the market. It impacts consumers and partners through an synergy effect of three main components of the logo which are the form, the color and the meaning. Logo is the point of contact with the consumer and can really be effective when consumers are looking at it and can remember immediately the name of the company and what it makes.