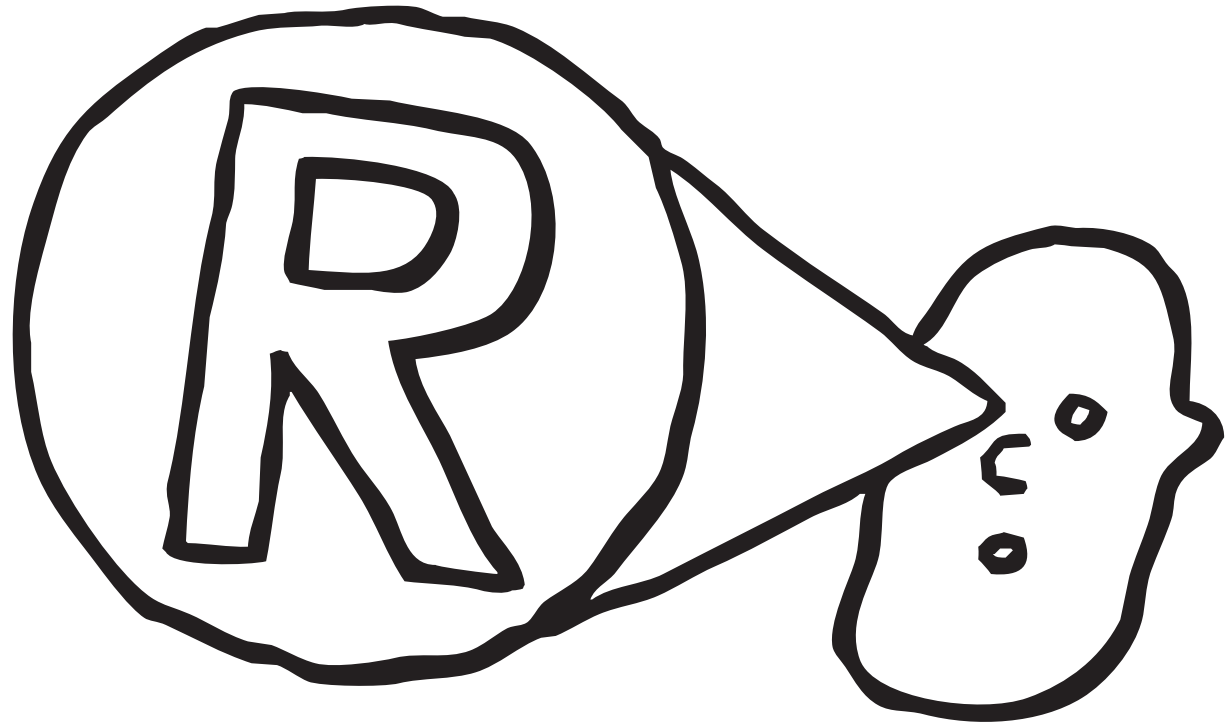
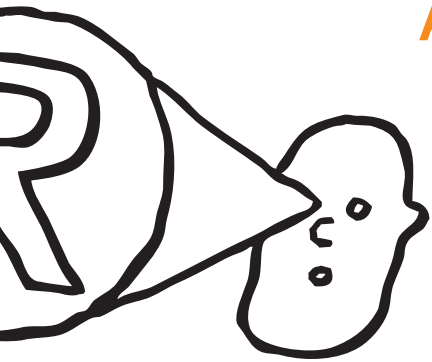


# THE SEARCH FOR THE PERFECT LOGO

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CREATING BRANDS, BUILDING BUSINESSES



At Milestone we've often pondered the question of whether there is a recipe for the perfect logo – the optimum combination of blobs and squiggles that says “want me” every time.

Of course, we understand that there's a whole range of different cultural and personal factors at play, making individual logos a subjective choice on the surface, (the controversial London Olympic branding springs to mind).

But we're thinking deeper than mere image.

Branding is a global phenomenon. So is there something in the human psyche that predisposes us to respond to brand marks and logos?

To answer the question you have to ask what logos actually do.

# Theory suggests that logos are the visual manifestation of an organisation or product's ambitions, values and expectations.

But how do they work?

At Milestone we think one way they work is as memory aids. They wrap up values in the form of symbols and words,

and work by triggering memory and a feeling of belonging.

This feeling of belonging is all important. It is a fundamental need that goes back thousands of years to our hunter-gatherer roots.

Humans enjoy feeling part of a close-knit community or group. It gives a feeling of security and meaning to who we are. As soon as humans began to

form extended family clans and tribes across the world, we see symbols and tokens created to express shared group culture and unity. Were these the first forms of 'corporate identity' and what is their relevance today?

One of the most common tribal marks found on several continents is a circular spiral shape, thought to represent growth or life. Simple decorative symbols are found on ancient tools, jewellery, standing stones etc. and are still used as tattoos and body art.



## Certainly the circle is a very powerful basic shape.

It is the essence of the human eye and face – the two elements we are programmed to focus on from birth.

Could the circle be the key to unlocking the first step towards the Holy Grail of logo design?

Car manufacturers would probably agree with this notion. Think how many car brands alone use a sphere or ellipse as the basis of their badge.

As human communities have become more fragmented have we turned to branding for our fix of tribal belonging?

It seems so.

But if logos are about memory triggers what elements of detail make the ultimate memorable form? Tests have shown that words combined with a symbol are more memorable than words on their own. Logos seem to imprint themselves on the brain – Doctors have reported that patients suffering from memory loss are able to recognise brand names when they cannot remember their own.





Having one's senses and feelings awakened by something is all powerful. When something touches our heart and soul it is unforgettable. You only need a simple trigger to recall it.

**The other big factor in memory is emotion.** If we think about the senses, only sight is usually available to the logo form. Although touch, sound and smell can often be integrated into the point of purchase, most people focus on what a logo looks like. Therefore colour psychology plays a key role.

It makes you wonder why brands often ignore the other senses when it comes to packaging design. To create the most memorable experience we should consider the lot. In light of the fact that smell is the most powerful sense associated with memory, perhaps scratch and sniff business cards should be more popular?

So far we've got a circle, an expression of human emotion and a bold colour. Can the perfect logo be that simple?



## Doh!

We forgot one thing. Originality.

Just like your own face, the face of your business must be unique – a genuine one-off.

Back to the drawing board then...

