

Original Article

Analyzing the Role of Gestalt Elements and Design Principles in Logo and Branding

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Abstract - The purpose of this research paper is to explore the significance and impact of Gestalt elements and design principles in the context of logo design and branding. Logos are key visual representations of a brand's identity and play a crucial role in shaping consumer perceptions and establishing brand recognition. Understanding how Gestalt elements and design principles contribute to the effectiveness of logos and branding strategies is essential for marketers and designers. This research paper employs a comprehensive literature review approach, analyzing relevant studies, academic articles, and industry best practices to investigate the relationship between Gestalt principles, design principles, and their impact on logos and branding. The research explores how Gestalt principles, including proximity, similarity, closure, and figure-ground relationship, influence how individuals perceive and interpret logo designs. Additionally, the study examines the application of key design principles such as simplicity, balance, contrast, and hierarchy in creating visually appealing and effective logos. Through the analysis of multiple case studies, including prominent brands such as Mastercard, Audi, Olympic Games, BMW, Mercedes, Binance, Coca-Cola, Trust Wallet, Electronic Arts, IBM, and NBC, this research paper identifies common patterns and trends in the utilization of Gestalt elements and design principles in logo design and branding strategies. It uncovers the possibilities and limitations associated with incorporating these elements, highlighting the impact they have on brand recognition, differentiation, emotional connection, and consumer perception. The findings of this research contribute to the existing body of knowledge on logo design and branding, providing valuable insights for marketers, designers, and brand managers seeking to create effective logos that align with their brand's objectives. The research highlights the importance of considering Gestalt elements and design principles throughout the logo design process, emphasizing their potential to enhance brand identity, increase brand recall, and create a positive brand image in the minds of consumers.

Keywords - Gestalt elements, Design principles, Logos, Branding, Perception, Brand recognition, Consumer behavior.

1. Introduction

In the competitive world of branding and marketing, logos play a pivotal role in capturing consumer attention, conveying brand identity, and establishing brand recognition. Logos serve as visual representations of a brand's essence, encapsulating its values, personality, and offerings. The strategic design of logos involves carefully considering various elements and principles to create a powerful and impactful visual identity.

One of the key aspects that influences the effectiveness of logos is the application of Gestalt elements and design principles. Gestalt theory, originating from psychology, explores how individuals perceive and organize visual stimuli. It emphasizes the idea that the whole is more than the sum of its parts, highlighting the significance of visual perception in logo design and branding. Design principles, on the other hand, provide guidelines and frameworks for creating visually pleasing and cohesive designs. Elements

such as simplicity, balance, contrast, and hierarchy are essential considerations in logo design, enabling effective communication with the intended audience.

Numerous studies have explored the application of Gestalt theory in logo design and its impact on perception. According to Wertheimer (1923), Gestalt theory suggests that individuals perceive objects as organized wholes rather than isolated elements. This theory emphasizes principles such as proximity, similarity, closure, and figure-ground relationship, which play a significant role in logo design.

Understanding the role of Gestalt elements and design principles in logo design and branding is crucial for marketers, designers, and brand managers. By leveraging these principles, brands can create logos that not only capture attention but also establish strong brand recognition and leave a lasting impact on consumers.



Research by Fadel and Salloum (2014) examined the influence of Gestalt principles on logo recognition. They found that logos that effectively applied Gestalt principles were more easily recognized and recalled by participants. Similarly, Lin, Hu, and Hsiao (2018) found that logos incorporating proximity and closure principles had higher aesthetic appeal and brand recognition.

Design principles guide the creation of visually appealing and effective logos. These principles include simplicity, balance, contrast, and hierarchy. A study by Chen and Vande Moere (2012) explored the impact of design principles on logo evaluation. They found that logos with high simplicity, balanced composition, and strong contrast were perceived more positively by participants.

The field of design has evolved over centuries, and numerous individuals have contributed to defining design and its elements. While it is challenging to attribute the first definitive definition to a single person, several notable figures have significantly shaped our understanding of design.

One influential figure in defining design was William Addison Dwiggins (1880-1956) was an American designer and typographer; Dwiggins, often referred to as the father of graphic design, emphasized the importance of visual communication and the integration of form and function in design. He believed that design should serve a purpose beyond mere aesthetics.

Another key figure in defining design was Walter Gropius (1883- 1969), a German architect and founder of the Bauhaus School. Gropius championed the idea of "Gesamtkunstwerk", or the total work of art, where all design elements, including architecture, industrial design, and visual arts, are integrated to create a unified whole. His teachings and writings helped shape the modern understanding of design. Furthermore, the Swiss designer and educator Johannes Itten (1888-1967) significantly contributed to defining design elements. Itten was a professor at the Bauhaus and developed foundational design courses. He explored the visual elements such as line, shape, colour, texture, and space and their interactions, laying the groundwork for understanding design principles.



Fig. 1 Main books about designs in logos

This research paper aims to analyze the role of Gestalt elements and design principles in logos and branding. By conducting a comprehensive literature review and analyzing case studies of prominent brands, we will explore the possibilities and limitations associated with incorporating these principles. Additionally, we will examine how the effective application of Gestalt elements and design principles can contribute to brand recognition, differentiation, emotional connection, and consumer perception.

Additionally, studies have shown that design principles contribute to the visual impact and memorability of logos. Li and Lee (2014) found that logos with well-defined hierarchy and balanced composition were more memorable to participants. Similarly, the research conducted by Colley (2018) revealed that logos with strong contrast and simplicity were perceived as more visually appealing and memorable.

This research paper seeks to provide valuable insights for marketers, designers, and brand managers by delving into the academic discussions and industry practices surrounding logo design and branding. The findings of this study will contribute to the existing body of knowledge on logo design, shedding light on the significance of Gestalt elements and design principles in creating visually appealing and impactful logos.



Fig. 2 Design principles and gestalt elements

Ultimately, understanding the role of Gestalt elements and design principles in logo design and branding can empower brands to create logos that resonate with their target audience, foster brand loyalty, and drive business success in today's competitive market.

2. Literature Review

The relationship between logo design and branding effectiveness has been a topic of interest in academic research. A study by Keller (2003) emphasized that logos are crucial brand assets and should align with the overall brand strategy. Logos act as a visual cue that triggers brand associations and influences consumer perception.

Research by Park, MacInnis, Priester, Eisingerich, and Iacobucci (2010) examined the role of logos in brand extensions. They found that logos that effectively communicated the brand's essence and maintained consistency with the parent brand were more successful in supporting brand extension strategies.

Understanding consumer perception of logos is vital for effective branding. Studies have examined the impact of logos on consumer attitudes and behavior. Zhang and Jiao (2017) investigated the influence of logo design on consumers' brand trust and purchase intention. They found that logos with strong visual appeal, simplicity, and coherence positively influenced consumer perceptions and intentions.

Similarly, research by Braun-LaTour, LaTour, and Pickrell (2004) explored the relationship between logo design and brand personality. They found that logos with congruent design elements and perceived brand personality were more successful in shaping consumer perceptions and brand preferences.

Research has explored the emotional impact of logos on consumer perceptions and brand associations. A study by Eroglu, Machleit, and Davis (2003) examined the role of visual elements in evoking emotional responses from consumers. They found that logos with visually appealing design elements, such as color and shape, were more successful in eliciting positive emotional responses, influencing brand attitudes and purchase intentions.

The cultural context in which logos are designed and perceived can significantly impact their effectiveness. Cross-cultural studies have highlighted the importance of considering cultural symbols, meanings, and preferences in logo design. For example, research by Aaker, Benet-Martinez, and Garolera (2001) explored the cultural symbolism embedded in logo design and its influence on brand associations across different cultures.

Logo designs evolve over time to reflect changes in brand identity, target audience, and market trends. Studies have examined the process of logo design evolution and the factors driving logo redesigns. For instance, research by Moss, Gunn, and Heller (2015) analyzed the evolution of well-known brand logos and highlighted the importance of maintaining brand equity and relevance in logo redesign efforts.

Advancements in technology and digital platforms have influenced logo design practices. Research has investigated the impact of technology on logo design, including the use of digital tools, animation, and interactive elements. For example, studies by Martin and Mehmood (2019) and Lee, Hwang, and Kim (2021) explored the use of animation and

interactive elements in logo design and their effects on consumer engagement and brand perceptions. Logos play a crucial role in differentiating brands in a competitive marketplace. Research has explored how logo design contributes to brand distinctiveness and differentiation. For instance, studies by Keller and Lehmann (2006) and Kapferer (2012) emphasized the importance of unique and memorable logo designs in creating brand differentiation and standing out from competitors.

Logo design influences consumer perceptions of trust and credibility towards a brand. Research has examined the relationship between logo design elements and consumer trust. For example, a study by Yasin, Rahman, and Al-Hajji (2017) explored the impact of logo design elements, such as color, shape, and typography, on consumer trust in e-commerce contexts. They found that logos with visually appealing design elements positively influenced consumer trust in online brands. Logo redesigns can have a significant impact on consumer response and brand perception. Research has investigated the effects of logo redesigns on consumer attitudes and brand equity. For instance, a study by Rajagopal (2016) examined consumer reactions to logo redesigns and found that well-executed logo changes positively affected brand attitudes and purchase intentions.

The design of a logo can influence the success of brand extensions. Research has explored how logo design affects consumer perceptions of brand extensions and the fit between the parent and extension brands. For example, studies by Keller and Aperia (2000) and Park, Jaworski, and MacInnis (1986) examined the impact of logo design on brand extension evaluations and found that logos that conveyed coherence and consistency with the parent brand positively influenced consumer perceptions of fit and acceptance.

Logo design plays a crucial role in brand recall and recognition. Research has examined the relationship between logo design elements and brand recall. For example, a study by Puccinelli et al. (2013) explored the impact of logo simplicity, clarity, and distinctiveness on brand recall and found that logos with clear and distinct design elements were more memorable and recognizable by consumers. Logo design influences consumer preferences and attitudes towards a brand. Research has investigated the effects of logo design elements on consumer preferences. For instance, a study by Gorn et al. (2004) examined the impact of logo color on consumer preferences and found that different colors evoke distinct emotional responses and affect consumer preferences for brands.

Logo design contributes to the perception of brand personality and brand image. Research has explored the relationship between logo design elements and brand personality dimensions. For example, a study by Aaker

(1997) proposed a framework for brand personality and identified logo design elements that can communicate specific brand personality traits, such as sincerity, excitement, competence, sophistication, and ruggedness.

Logo design extends beyond visual elements and can incorporate multisensory aspects. Research has examined the role of multisensory branding in logo design. For instance, a study by Krishna (2012) explored using multisensory cues, such as sound and touch, in logo design and found that integrating sensory elements can enhance brand recall and consumer engagement.

Logo design influences consumer behavior, including purchase decisions, brand loyalty, and brand engagement. Research has investigated the effects of logo design on consumer behavior. For example, a study by van Rompay, Pruyn, and Tieke (2009) examined the impact of logo design on consumer responses and found that well-designed logos positively affected consumer attitudes, intentions, and behavior towards the brand.

The reviewed literature demonstrates the importance of Gestalt elements and design principles in logo design and branding. Gestalt principles, such as proximity, similarity, closure, and figure-ground relationship, contribute to logo recognition and aesthetic appeal. Design principles, including simplicity, balance, contrast, and hierarchy, enhance visual impact and memorability. Effective logo design plays a vital role in establishing brand recognition, supporting brand extensions, and influencing consumer perceptions. Logos that align with brand strategy communicate brand essence, and evoke desired brand associations are more successful in achieving branding objectives. By integrating Gestalt elements and design principles in logo design, marketers and designers can create visually compelling logos that resonate with consumers, foster brand loyalty, and contribute to overall branding effectiveness. Effective logo designs contribute to brand differentiation, consumer trust, brand extensions, and overall brand equity. Understanding the relationship between logo design and these branding outcomes can inform marketers and designers in creating logos that effectively communicate brand identity, establish trust, and resonate with target consumers.

3. Methodology

3.1. Research Design

The research design for this qualitative study will be a case study approach. A case study allows for an in-depth examination of a specific phenomenon or set of phenomena within their real-life context. In this case, the focus is on analyzing the logos of BMW, Audi, Mercedes, Mastercard, Binance, Trust Wallet, Olympic Games, IBM, EA, Coca-Cola, and NBC to understand their design principles, gestalt elements, and their impact on branding and marketing.

3.2. Sampling Method

The sampling method for this qualitative study will be purposeful or criterion sampling. The logos selected for analysis have been chosen purposefully based on their significance, popularity, and representation of different industries and design styles. The sample includes a range of logos from various sectors, such as automotive (BMW, Audi, Mercedes), finance (Mastercard, Binance), cryptocurrency (Trust Wallet), sports (Olympic Games), technology (IBM, EA), beverages (Coca-Cola), and media (NBC). This purposeful sampling ensures diversity and enables a comprehensive exploration of logo design principles and their relationship to branding and marketing.

3.3. Data Collection

The primary data source for this study will be the logos themselves. Detailed visual analysis of each logo will be conducted, considering design elements (e.g., color, typography, shape), gestalt principles (e.g., similarity, proximity, closure), and their overall composition. The logos regarding their visual appeal, symbolic representations, and potential associations with the respective brands will be examined. Also, a comprehensive review of relevant literature on logo design, branding, marketing, and design principles was conducted to provide a theoretical framework and background information to support the analysis and interpretation of logos.

3.4. Data Analysis

The data analysis for this qualitative study will involve a thematic analysis approach. The analysis will involve coding and categorizing the data by visually examining the logos and relevant literature. Themes will emerge from the analysis, focusing on design principles, gestalt elements, and their implications for branding and marketing. Patterns, similarities, and differences among the logos will be identified, and connections will be made between the design elements and their intended effects on brand perception and consumer behavior.

3.5. Ethical Considerations

Ethical considerations will be followed throughout the research process. This includes obtaining appropriate permissions for using copyrighted logos, ensuring the confidentiality and anonymity of participants (if any), and providing proper acknowledgments and citations in the final research report. Some potential limitations of this qualitative methodology include subjective interpretations, researcher bias, and the limited generalizability of findings to other contexts. The findings may also be influenced by the specific time period and cultural factors related to the logos analyzed. By employing this qualitative research methodology, the study aims to gain valuable insights into the design principles, gestalt elements, and branding implications of the analyzed logos, contributing to understanding logo design's role in marketing and branding.

4. Results and Discussion

Logo designs are typically created and defined by a combination of graphic designers, brand strategists, and marketing teams. The logo design process involves a collaborative effort between these professionals or the company for whom the logo is being created. Graphic designers are responsible for the visual execution of the logo design. They use their design principles, typography, color theory, and visual communication expertise to create a visually appealing and impactful logo. Brand strategists play a crucial role in defining the strategic direction of the logo design. They conduct research on the target audience, market positioning, brand values, and competitive landscape. This research informs the design choices and ensures that the logo accurately represents the brand's identity and resonates with the intended audience. Marketing teams provide input on the marketing objectives, brand messaging, and overall brand strategy. They collaborate with designers and brand strategists to ensure the logo aligns with the brand's marketing goals and effectively communicates the desired message. The process of defining logo designs involves a combination of creative input from designers and strategic input from brand strategists and marketing teams. The goal is to create a logo that is visually appealing, memorable, and aligned with the brand's identity and objectives.

4.1. Mastercard vs Audi vs Olympic games



Fig. 3 Mastercard vs Audi vs Olympic games

4.1.1. Balance

The logo exhibits a sense of balance through the symmetric placement of the circles. The larger red circle on the left is balanced by the smaller yellow circle on the right, creating a visually pleasing equilibrium. The logo utilizes contrast to make the intersecting circles stand out. The Olympic Rings logo exhibits a sense of balance through its symmetrical arrangement. The rings are evenly spaced and positioned in such a way that the visual weight is distributed harmoniously, creating a balanced composition. The Audi logo demonstrates a sense of balance through its symmetrical arrangement. The four rings are evenly spaced and positioned in a way that creates a visually pleasing equilibrium. The overlapping rings also contribute to a sense of balance and harmony within the design.

4.1.2. Contrast

The vibrant red and yellow colours create a distinct contrast against the white background, enhancing the visibility and legibility of the logo. The overlapping region of the circles creates a focal point within the logo. This area, where the red and yellow circles intersect, draws attention due to its unique colour combination and the resulting negative. The logo utilizes contrast through the distinct colours of the rings. The vibrant and contrasting colours of blue, yellow, black, green, and red create a strong visual impact, enhancing the visibility and memorability of the logo.

4.1.3. Simplicity

The "Mastercard" wordmark is placed within this emphasized area, further reinforcing its significance. While the Olympic games, the logo employs a simple and minimalistic design approach. The use of basic geometric shapes (circles) and a limited colour palette contributes to the clarity and recognizability of the logo. The Audi's logo The logo employs a simple and clean design approach. Using geometric shapes, specifically circles, and a limited colour palette contributes to the logo's simplicity and recognizability. The absence of complex details allows for easy scalability and adaptability across different applications.

4.1.4. Unity

The Mastercard logo achieves unity through the integration of its elements. Despite being different in size and colour, the two circles combine to form a coherent symbol representing the brand. The consistent use of lowercase letters in the wordmark contributes to the overall unity of the design. While Olympic Games logo The interlocking nature of the rings represents the unity and interconnectedness of the participating nations in the Olympic Games. The seamless integration of the rings signifies the spirit of cooperation, friendship, and global participation. The interconnection of the rings signifies unity and integration. The overlapping rings convey a sense of cohesion, representing the merging of different elements to form a unified whole. This unity reflects Audi's brand identity as a company that brings together various automotive technologies and innovations.

4.1.5. Figure-Ground

The logo clearly defines the figure (the intersecting circles) from the ground (the white space surrounding it). The contrasting colours further emphasize the figure-ground relationship, as the circles appear to float above the white background. The Olympic Games rings clearly define the figure against the background. The rings, with their distinct colours, stand out against a neutral or contrasting background, making them easily distinguishable. The Audi's rings clearly define the figure against the background. The rings, with their distinct colours, stand out against a neutral or contrasting background, making them easily distinguishable.

The negative space created by the interlocking rings also contributes to the figure-ground relationship.

4.1.6. Proximity

The circles are positioned in close proximity to each other, visually connecting them and conveying their relationship as two distinct yet interrelated entities. The proximity enhances the perception of unity within the logo. Audi's rings are positioned in close proximity to each other, visually connecting them and forming a cohesive unit. The proximity emphasizes the interconnectedness of the rings, representing Audi's commitment to integration and collaboration. The rings are positioned in close proximity to each other, visually connecting them and forming a cohesive unit. The proximity enhances the perception of unity and reinforces the idea of countries coming together for the Olympic Games.

4.1.7. Closure

The intersecting circles create an illusion of closure as the viewer's mind completes the partially obscured circles, perceiving them as whole shapes. This closure adds to the overall visual coherence and reinforces the recognition of the Mastercard logo. The rings are not completely closed, allowing the viewer's mind to complete the circles. The partial closure encourages a sense of anticipation and engagement as the viewer actively participates in completing the shapes. The overlapping rings create an illusion of closure as the viewer's mind completes the obscured parts of the circles. This closure adds to the overall visual coherence of the logo, creating a sense of wholeness and completeness.

4.1.8 Continuity

The smooth curves of the circles create a sense of continuity and flow. The eye naturally follows the curves and perceives a continuous path, enhancing the visual appeal and guiding the viewer's gaze throughout the logo. The smooth curves of the rings create a sense of continuity and flow. The eye naturally follows the curves, perceiving a continuous path that enhances the overall aesthetic appeal and guides the viewer's gaze throughout the logo. The interlocking nature of the rings creates a sense of continuity and flow. The eye naturally follows the lines created by the rings, perceiving a continuous path that symbolizes the unifying spirit of the Olympic Games.

4.2. IBM VS EA VS NBC



Fig. 4 IBM vs EA vs NBC

4.2.1. Typography

IBM's logo utilizes a custom typeface with bold, thick letterforms. The italicized slant adds a sense of dynamism and forward movement, reflecting IBM's innovation and progress in the technology industry. The letters are evenly spaced, ensuring legibility and visual balance. The logo utilizes a custom typeface with bold, thick letterforms. The italicized slant adds a sense of dynamism and forward movement, reflecting EA'S innovation and progress in the technology industry. The letters are evenly spaced, ensuring legibility and visual balance. The EA logo in black colour embodies simplicity. The absence of complex details allows for easy recognition and readability.

4.2.2. Contrast and Colors

The logo is predominantly blue, specifically a deep shade of blue known as IBM Blue. Blue is associated with trust, reliability, and professionalism, aligning with IBM's reputation as a trustworthy and dependable technology company. The consistent use of the blue colour across various applications reinforces brand recognition. The NBC logo utilizes a rich and diverse colour palette. Each peacock feather features a different colour, including vibrant shades of blue, green, yellow, orange, purple, and red. Using bold and contrasting colours creates visual impact and adds excitement to the design. The logo demonstrates a sense of balance through the symmetrical arrangement of the peacock's feathers. The fan-like display of the feathers creates a visually pleasing equilibrium. The varying sizes of the feathers add depth and dimension to the design.

4.2.3. Figure Ground

The IBM logo clearly defines the figure (the letters "IBM") against the ground (the white background). The bold and contrasting blue colour of the letters makes them stand out prominently. The EA logo in black colour clearly defines the figure (the letters "EA") against the ground (the background or surface). The strong contrast between the black letters and the light background establishes a clear distinction, making the logo easily distinguishable. The NBC logo effectively defines the figure (the peacock) against the ground (the white background). The high contrast between the colourful peacock and the white background ensures clear distinction and visibility.

4.2.4. Closure

The horizontal stripes within the letters "IBM" create a sense of closure. Although the stripes are interrupted by the negative spaces between the bars, our perceptual system completes the missing information, allowing us to perceive the complete letters. Similar to the way the principle is applied in the PREVIOUS IBM logo, the EA logo clearly displays a group of broken lines that works to form the acronym "EA." However, before you can actually interpret it as such, your mind actually has to organize these broken lines into a recognizable pattern. This is why these horizontal

and diagonal lines in the logo suddenly take on the appearance of the uppercase "E" and "A".

4.2.5. Proximity

The letters "IBM" are closely positioned, forming a tight grouping. The close proximity of the letters enhances their unity and reinforces the perception of a single cohesive entity. The letters "EA" are closely spaced, forming a tight grouping. The close proximity enhances the unity of the logo and reinforces the perception of a cohesive entity. The feathers of the peacock are closely positioned, forming a tight grouping. The close proximity of the feathers enhances their unity and reinforces the perception of a single entity, the peacock.

4.3. Coca-Cola



Fig. 5 Coca-Cola's Logo

4.3.1. Contrast and Colors

The Coca-Cola logo is predominantly red, which has become synonymous with the brand. The vibrant red colour evokes strong emotions, such as energy, excitement, and passion. It grabs attention and makes the logo stand out in various contexts.

4.3.2. Closure

The flowing script of the Coca-Cola logo creates a sense of closure. Although the letters are not fully enclosed, the perceptual system fills in the gaps, allowing us to perceive complete and recognizable letterforms. A complete and recognizable smile shape is formed by arranging the bottles in a specific configuration. This closure effect allows the viewer to perceive the overall shape as a unified and cohesive entity.

4.3.3. Proximity

The letters in the logo are closely spaced and connected, forming a tight grouping. The close proximity reinforces the unity and coherence of the logo, creating a visually harmonious composition. The bottles are closely placed to create the desired smile shape. The close proximity enhances the unity of the design and reinforces the perception of a single cohesive entity.

4.3.4. Figure-Ground

The Coca-Cola logo effectively defines the figure (the letters) against the ground (the background). The high contrast between the red letters and the white background ensures clear distinction and visibility, making the logo

easily recognizable from a distance. The contrast between the bottles and the background allows for clear distinction and visibility. The bottles, arranged in a smile shape, stand out against the background, creating a clear figure-ground relationship.

4.3.5. Symmetry

Using a symmetrical arrangement in shaping the bottles into a smile conveys a sense of balance and harmony. Symmetry can create a visually pleasing and memorable design.

4.3.6. Visual Impact

The arrangement of the bottles in the shape of a smile aims to create a positive and engaging visual impact. It draws attention and evokes a sense of happiness and enjoyment, aligning with Coca-Cola's brand image.

4.4. Mercedes vs BMW



Fig. 6 Mercedes vs BMW

4.4.1. Simplicity

The Mercedes logo embodies simplicity. It consists of a clean and minimalistic design, focusing on essential elements. Simple shapes and limited details contribute to the logo's timelessness and elegance. The design of Mercedes's advertisement maintains simplicity, ensuring that the overall composition remains clean and recognizable. Adding nature-inspired elements did not complicate the design, maintaining the essence of the original logo.

4.4.2. Balance

The logo demonstrates a sense of balance through its symmetrical composition. The three-pointed star is centred within the circle, creating a visually pleasing equilibrium. The proportional relationship between the elements adds to the logo's visual appeal.

Incorporating natural elements has to be done in a way that harmoniously blends with the existing logo. The design created a cohesive visual balance between the natural elements and the iconic features of the Mercedes-Benz logo.

4.4.3. Typography and Movement

Bold is commonly used for emphasis. Exactly how much heavier than the weight that precedes it (usually Regular, but

possibly Medium) and exactly how much lighter than the weight that follows (usually Extra Bold or Black) is arbitrary and down to the discretion of the type designer. The design effectively conveys the perception of dynamic movement. Elements such as the stars moving with faster velocity strategically created a sense of speed and motion, emphasizing the idea that the Mercedes logo is moving faster.

4.4.4. Closure

The circle enclosing the three-pointed star creates a sense of closure. The circle's complete shape and the elements' interconnectedness enhance the perception of unity and cohesion. BMW's circular shape of the logo creates a sense of closure. The complete shape of the circle and the smooth curves contribute to the perception of unity and wholeness. Mercedes advertisements within the nature-inspired elements, such as leaves or branches, are placed to create a sense of closure within the logo. These elements form complete shapes or enclose certain logo parts, enhancing visual recognition and creating a unified form.

4.4.5. Proximity

The three-pointed star is positioned closely within the circle, forming a tight grouping. The close proximity reinforces the relationship between the elements and contributes to the logo's overall harmony. The placement of natural elements in close proximity to the existing logo created a visual relationship between the brand and nature. By grouping these elements together, the design reinforces the concept of environmental consciousness and aligns it with the brand. The letters "BMW" are closely connected and positioned within the circular shape. The tight proximity enhances the unity of the logo and reinforces the perception of a single cohesive entity.

4.5. Binance vs Trust Wallet

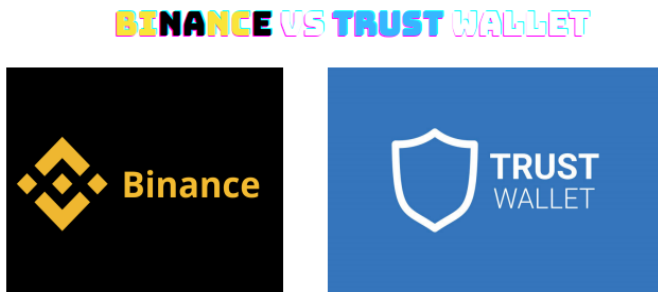


Fig. 7 Binance vs Trust-Wallet

4.5.1. Color

The yellow and black colour combination in the Binance logo creates a strong contrast. Yellow is a vibrant, attention-grabbing colour associated with energy, optimism, and innovation. Black, on the other hand, represents sophistication, strength, and stability. The contrasting colours create a visually striking and memorable logo. Using a blue background with white lettering creates a strong contrast,

making the text stand out and ensuring good visibility. The bold capital form of the word "TRUST" further enhances the contrast and emphasizes its importance.

4.5.2. Simplicity, Typography and Hierarchy

The Binance logo employs a simple and clean design. The use of minimalistic shapes and typography contributes to a modern and streamlined appearance, making the logo easily recognizable and versatile across different mediums. The design establishes a clear hierarchy by emphasizing the word "TRUST" with bold capital letters and placing it above the word "Wallet" in lowercase letters. This hierarchy helps guide the viewer's attention and conveys the brand's focus on trust. The choice of bold capital letters for "TRUST" and lowercase letters for "Wallet" creates a visual contrast and adds a sense of balance. The bold typeface conveys strength and reliability, while the lowercase letters bring a more approachable and friendly feel.

4.5.3. Closure and Proximity

The Binance logo utilizes closure by featuring a stylized "B" shape formed by two interlocking squares. This creates a sense of unity and completeness, with the viewer perceiving the whole shape of the letter "B" despite its partially hidden form. The elements within the Binance logo are closely positioned, establishing a visual relationship. The close proximity of the squares forming the "B" shape and the accompanying wordmark promotes unity and coherence within the logo design. The close proximity between the words "TRUST" and "Wallet" establishes a visual relationship and connects them as a cohesive unit. This proximity enhances readability and ensures the logo is perceived as a single entity.

4.5.4. Figure-Ground

The contrast between the yellow logo elements and the black background helps establish a clear figure-ground relationship. The yellow elements stand out prominently against the black background, enhancing visibility and legibility. The contrast between the blue background and the white lettering creates a clear figure-ground relationship. The white letters stand out as the focal point against the blue background, ensuring good visibility and visual prominence.

5. Conclusion

In conclusion, the analysis of various logos, including BMW, Audi, Mercedes, Mastercard, Binance, Trust Wallet, Olympic Games, IBM, EA, Coca-Cola, and NBC, in terms of design principles and gestalt elements has provided valuable insights into the role of these elements in logo design and their impact on branding and marketing. Through the examination of visual elements such as color, typography, shape, and composition, as well as the application of gestalt principles like similarity, proximity, and closure, we have gained a deeper understanding of how these elements contribute to the effectiveness and success of logos. The

findings from the analysis highlight the significance of design principles and gestalt elements in creating visually appealing and impactful logos. Each logo demonstrated unique characteristics and design choices aligned with their respective brands and industries. The analysis also revealed the potential associations and symbolic representations conveyed by the logos, contributing to brand perception and recognition.

Furthermore, the research has emphasized the importance of considering design principles and gestalt elements in logo design as essential components of effective marketing and branding strategies. A well-designed logo can enhance brand identity, create brand recall, and influence consumer behavior. By strategically incorporating design principles and utilizing gestalt elements, logo designers can effectively communicate the brand's values, differentiate themselves in the market, and establish a strong brand presence.

5.1. Possibilities

5.1.1. Consistency and Coherence

Where Successful brands maintain consistency and coherence in their designs. They consistently use design principles and Gestalt elements across various brand touchpoints to establish a cohesive and recognizable visual identity.

5.1.2. Emotional Appeal

Using color, typography, and visual elements can evoke specific emotions and associations. Successful brands leverage these elements to establish a strong emotional connection with their target audience and shape brand perceptions.

5.1.3. Symbolism and Storytelling

Logos and designs can convey symbolism and tell a story about the brand's values, heritage, or unique selling points. Effective use of design principles and Gestalt elements allow brands to encapsulate their essence and communicate their brand narrative visually.

5.1.4. Differentiation in a Competitive Market

Through strategic design choices, brands can differentiate themselves from competitors. Design elements that are distinctive, memorable, and aligned with the brand's values can help brands stand out in a crowded marketplace.

5.1.5. Brand Recognition

Where An effective logo design can enhance brand recognition, making it easier for consumers to identify and recall the brand. Brand Trust and Perception when a carefully designed logo can instill trust and convey professionalism, influencing consumer perceptions of the brand's credibility and quality. Marketing and Advertising Impact, where a

visually appealing and memorable logo can enhance the impact of marketing and advertising campaigns by capturing attention and leaving a lasting impression.

5.1.6. Visual Impact

While analyzing design principles and Gestalt elements allows brands to create visually appealing and impactful designs. Contrast, proximity, and figure-ground relationships help in drawing attention, enhancing legibility, and creating a memorable visual presence

5.2. Limitations

5.2.1. Subjectivity

Where design analysis can be subjective to a certain extent, as individual interpretations and preferences may vary. What one person perceives as effective and impactful, another person may have a different perspective. Design can evoke different emotions and responses from different individuals.

5.2.2. Contextual Considerations

Where the analysis conducted here is based on the available information and general design principles. However, the specific context, target audience, and intended message of each brand and logo should also be considered for a comprehensive analysis.

5.2.3. Cultural Sensitivity

Where logo designs should consider cultural nuances and avoid any symbols or elements that may be offensive or misinterpreted in different cultural contexts.

5.2.4. Evolution and Adaptation

Over time, brands may need to update or evolve their logo designs to stay relevant and reflect changes in their business or market trends. However, significant changes can be challenging and risky, as they may affect brand recognition and consumer perception.

However, it is important to acknowledge the study's limitations, such as the subjectivity involved in the analysis, the specific time period and cultural context of the logos analyzed, and the potential biases that may have influenced the interpretations. When interpreting and applying the findings to other contexts, these limitations should be considered.

To further advance our understanding of logo design and branding, future research can explore longitudinal studies to track logo design evolution over time, conduct comparative analyses across different industries, involve consumer research to gain direct feedback and investigate the influence of cultural factors on logo design.

In conclusion, the analysis of logo designs in terms of design principles and gestalt elements contributes to our

knowledge of effective logo design and its impact on branding and marketing. This research provides valuable insights and practical implications for logo designers, marketers, and branding professionals in creating visually compelling and memorable logos that resonate with consumers and drive business success.

5.3. Future Recommendations

5.3.1. Longitudinal Studies

Conducting longitudinal studies to track the changes in logo design and branding strategies over time can provide insights into the evolution and effectiveness of logos. This would help identify trends and understand the long-term impact of design principles and gestalt elements.

5.3.2. Comparative Analysis

Comparing the effectiveness of logos across different industries or market segments can provide valuable insights

into the role of design principles and gestalt elements in specific contexts. This would help identify industry-specific design trends and best practices.

5.3.3. Consumer Research

Future studies can involve consumer research methods such as surveys, focus groups, or eye-tracking experiments to gather direct feedback and insights from consumers. This would provide a deeper understanding of how consumers perceive and respond to different logo designs.

5.3.4. Cultural Considerations

Investigating the influence of cultural factors on logo design and branding can be an important area of future research. Examining how design principles and gestalt elements vary across cultures can help create more culturally relevant and effective logos.

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