

# Corporate Identity: Relevance in Transformation of Logos in FMCGs

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## Article Info

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## Abstract:

Corporate Identity is the manner which a corporation or business present themselves to the public or their stake holders. The term corporate identity is said to be the combination of various designs, colour schemes, visual statement supported by statements to communicate to the ultimate consumers about the business philosophy. The identity is the main feature of any corporate to describe the value that a firm wants to view itself, how it needs to be seen by others and the way it leads to recognise and remember by others.

Why firms resort to Corporate Identity? Visual identity is one of the most important parts in the corporate Identity. It is very critical for companies to constantly maintain a brand image, logo, colour and symbols which represent their Business, service or Products. But in recent past most of the firms have either changed their Logo design and colour or the symbols that were used to denote their products and services. For example Life buoy soap was written and symbol was different in 70s than what we are visualizing now. Why Firms change their corporate Identity?

There are basically four reasons to change the corporate Identity: Merging, Expanding, Revitalizing and Integrating. While these reasons are highly professional and meant to create new market and customer base, certain firms have to resort to change in the corporate identity due to their "Brand Miscommunication". An Example is an advertisement released by Dove in October, 2017 which received a major Social media Backlash. It was blamed as the company has become racist.

Five criteria have been identified by Kim (2005), to understand if the shift in corporate identity is done by the firm. They are;

Distinction: does this identity change help the company to stand out from the previous perception of the Customers?

Interrelation: Does the corporate identity change influence each area of the company?

Innovation: Does this change bring creative set of new standards for the market?

Communication: Does this change effectively state why the company exists?

Affection: Does the change bring any emotional influence on the viewers?

This research paper tries to address these issues of Corporate Identity, changes brought in by the firms, reasons and implications through reviewing the literature as this is sparsely researched area.

**Keywords:** Corporate Identity, visual identity, Corporate Miscommunication.

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## I. INTRODUCTION

Branding is the central part of Marketing (Keller & Roshey, 2006). Brand Identity performs a most important function called communicating about

purpose the company to its stakeholders. This in turn is known as corporate identity which is vibrant and planned asset integral in gaining competitive advantage. It covers both the internal and external

functions of the organizations. Corporate identity is a variable that is studied cohesively with an understanding on brand name, logo, design, colour and words as part of corporate Identity. This helps the organizations in developing sustainable competitive advantage.

Corporate identity contracts with strategic, expressive and social scopes of the product and company. It was seen as a standard relation to the expectations and corporate challenges. It's always a challenge for the companies to retain the brand and logo to create a constant and positive image in the minds of consumers.

In view of Acquisitions and mergers in international Business the identity of companies is very critical. The physical look of the brand logo and colour is the strong icon of the company. Corporate identity includes a supporting device with the help of logos such as abusinesscards,letterhead, and web site, all accumulated with the set of standards. They in turn govern the identity in terms of page layouts, colour palettes, typefaces, and application for all cross mediathat maintain visual continuity and brand recognition. Any effort to change or redesign the corporate identity poses a challenge to companies in terms of losing their market share, retention of customers and also may land the company in loss.

Apart from Acquisitions and mergers there are other reasons which make the companies to re-orient their corporate identity. Kim, 2005 has identified five criteria which helps in understanding the shifts in logo, design and words of brand. They are Distinction, Interrelation, Innovation, Communication and Affection. Especially FMCG companies try hard to stay on the top of the consumer mind through a strong Logo, attractive colours and good jingles. Even though only few academic research insights are made on this concept of "corporate re-branding" by FMCGs (Ahonen, 2008) this review has identified that there is a strong need for companies to rebrand to communicate with external environment.

## II. LITERATURE REVIEW

Corporate identity is the responsive and visual illustration of "how an organization would like to represent itself to the masses" while defining its purpose as an organization (Zinkhan et al., 2001). This importance of corporate identity is derived from its potential to echo the values, aspirations and corporate ethos of an organization. These elements provide the organization a sense of individuality and uniqueness (Hatch &10 Schultz, 1997). Thus, corporate identity has gained considerable importance in the field of marketing (Perez & Rodriguez del Bosque, 2014). Hence, it is implied that an organization's identity is an imperative element in the transmission of the fundamental values and unique assets of the organization to diverse stakeholders (Kodeih, 2013). Further, corporate identity encompasses the features, characteristics and traits of an organization that are assumed to be vital, distinct and beneficial in the long term (Hea& Mukherjee, 2009). One of the most effective ways of achieving this is the mission statement of the organisation (Leuthesser&Kohli, 1997)

### A. Corporate visual identity:

Corporate visual identity is a very precarious element in the preparation of corporate identity, as visual expressions are an important component in branding strategy. Corporate branding and corporate identity are including the strategic level ininternational aspects and the operational level includes the corporate visual identity system, maintained the design processes. The design level includescorporate slogans, colour typography and corporate names, logos.

### B. Brand and Logo Identity:

Brand identity and logo are closely associated with corporate identity which reflects theCompany's physical outlook.

**C.Brand identity**is a commitment by the company to consumers and other stakeholders about products

and services. It consists of features and attributes, benefits, performance, quality, service support and the values that the brand possesses. The brand is viewed as a product, a personality, a set of values or a position the company occupies in people's minds. Brand identity is everything that the company wants the brand to be seen.

#### **D. Role of Logo**

The Logo is a pictorial depiction of corporate identity of any company. It is one among the valuable assets of the company. It is the first thing that customer sees and the last thing they usually remember. A well-designed and consistently used logo creates an attraction to see and retain it in the minds of consumers. This also unites the company with all its offices and subsidiaries under one umbrella making the identification swiftly.

#### **E. Values of Brands and Logos in FMCGs**

Last 10 years FMCGs has taken a great deal of corporate interest in changing or modifying the brands and logos in FMCGs (Juntunen et al., 2009). Though there are no empirical proof about how to put a customer perception on FMCGs, most companies still pay attention on brand name, colour, design and logos. Lifebuoy is best example for corporate efforts in updating the brand name, design, colour and logos in global market. A decade back the decline in the sales of Lifebuoy alarmed the sales team (Bala Krishnan, 2013). The brand was redesigned with a line "Makes you fit" from simply being a "hygiene Soap" which was not received by the younger generation. Lifebuoy is changed from a carbolic low priced soap to vegetable soap with new aesthetics and smell with an enhanced price. Corporate visual identity has a find the consumer perception in different markets is almost always done to enhance buying a product on their own view.

Many companies have long believed in the value of the Re-branding, designing, and modifying logos. Coca-cola Company has highlights himself the one of the best known Ltd in India. As one executive

lays that the product is made and bottled Even though Coca Cola Ltd can survive, if lose all of its products and production related assets in a disaster because it owns rational property but not the factories in which product is made On a lighter side by contrast, if all consumers were to have a unexpected interruption of memory and forget everything related to logo or brand name in a disaster, the company would go out of business.

The whole notion has untried e-economy of Re-branding design, colour, brand name and logos has proved useful: why else would so much of the money borrowed from venture capitalists be spend on communication but to create our Re-branding.

The influence of SMME on FMCGs and consumer response and their behaviour towards a brand name design and logo the five magnitudes of SMME of brands are:

- Communication
- Performing
- Word of Mouth
- Trendiness
- Customization

Three magnitudes of Brand Equity are

- Brand Quality
- Brand Image
- Brand Awareness

Three magnitudes of customer response are

- Partiality
- Price superior
- Reliability

The results of the study reveal that the brands can improve their relationship with the customers by using social media sites. And when the customers become loyal to the brand they will be willing to pay a premium price.

#### **F. Brand Equity**

Brand is a product, service, or concept that is publicly distinguished from other products, services

or concepts so that it can be easily communicated and usually marketed. It creates a sense of differentiation from one person to another. Brand tries to build the image of the product or services in the minds of the customers.

An effective brand strategy gives you a major edge in increasingly competitive marketing environment which linked to the particular brand, its name and symbol to firm and to that firms customers.

### **G. Brand loyalty**

In the words of Ashraf et. al.,(2017), Brand loyalty is about the consumers willing to purchase the particular brand of their choice. For consumers or customers brand loyalty becomes a commitment with the product or service to be purchased or owned. The action of brand takes place with the repetitiveness to a product causing purchase of same product in the future. In any case the change of purchase of product may cause by any situational factors for switching off to another brand.

### **H. WOM:-**

According to Chu and Kim(2011) describe that the three perspectives of the use of e-WOM observed by the researches on social media are;

- Opinion Giving
- Opinion Passing
- Opinion Seeking

The type of consumers like who search for information about the brand name, logo, design etc., and prefer word of mouth advice from consumers, are basically termed as the opinion seekers. They are the prime customers who seek the opinion from various people who use the product many a times and give their opinion regarding the product before going to purchase any brand.

The term opinion giving behaviour includes the type of persons who may influence the consumer behaviour and their feeling about the product. So, they are termed as opinion leaders.

And, the end note is about the opinion passing behaviour which actually consist of consumers who believe in e-WOM. The flow of information through internet is also focusing on the promotion of various products or services, in the line which tries to give opinion through e-WOM. The mode of internet tries to flow the information from one person to another makes very fast. Consumers come to know about the product and its development in a faster rate.

The settings of corporate visual identity in FMCG to create a brand image in the customers mind and customer's sites in global marketing tries to motivate the consumers to purchase the brand and the become the potential buyers of their brands.

The above said marketing processes helps the brands to create a positive intention in the minds of the customers and to make them purchase the brand. Then it may lead to consumers to respond positively to all the marketing activities.

### **I. Coco- Cola:**

Coca-Cola started its India operations in 1993. In India the Coca Cola company have invested amounting nearly US\$ 1 billion during the year mentioned. And, followed by this Indian based Coca cola wanted to invest further amount of US\$ 100 million to carry out the operation.

▪ **Distinction:** Coca cola bottle shape has been made carefully to create a distinction among the cool drinks. This identity change helped the company to stand out from the previous perception of the Customers.

▪ **Interrelation:** In India the production of Coco Cola takes place in 27 major companies which undergoes bottling and 17 companies which come under franchise owned bottling process. Network of around 29 contract packers operate to manufacture a range of products relevant to the company.

▪ **Innovation:** Along with the brand named Coca Cola it too has brands of the following name such as: Limca, Maaza, Citra and Gold Spot. Few are

the international brands such as Coca-Cola, Diet Coke, Kinley, Sprite and Fanta.

- **Communication:** These changes effectively stated why the company exists to its customers.
- **Affection:** These changes brought an emotional influence on the viewers.



## J. Colgate Palmolive

Colgate was the first toothpaste in a collapsible tube, introduced in 1896 in New York City. It had been sold in glass jars since 1873. In 1957, Colgate established its first factory in India to produce toothpaste for the domestic market, and by 1999 became the highest selling brand in the world.

- **Distinction:** In the supermarket and it will be amazed at the number of different brands like Pepsodent, Oral-B, Sensodyne, ViccoVajadanthi, DaburBaboolthat make and sell toothpastes. Customers' claiming to work for sensitive teeth, whiten the teeth, take care of the gums, or gives a fresh breath. But Colgate which gives consumers first choice in the market anddelivering the benefits most desired by consumers in the market.
- **Interrelation:**In India Colgate brand is ranked 1 among the most trusted tooth paste brand available in India. According to Economic Times report, the brand Colgate have won the no.1 place in the Oral Care Brand competition for the eight consecutive years from 2011 to 2018. A survey conducted by Nielsen reported that, Colgate is the most trusted brand for the year 2019.
- **Innovation:**The Colgate Palmolive includes toothpastes, toothpowder, toothbrushes. and mouthwashes under the Colgate brand. The company also provides other range of products namely personal care such as the 'Palmolive

brand', in which Toilet soap segments and shaving products are the prime products which is sold under Palmolive. It also tries to build consumers on the part of skin care creams such as, Charm's skin cream and for kitchen vessels ie.,Axion dish wash etc.

- **Communication:** Colgate reached out to people across the geographies of Rajkot, Amravati, Indore, Kanpur, Ambala, Jammu, Agartala, Belgaum, Vizag and Silsiguri, among others.
- **Affection:** 10th of August and culminated on India's 73rd Independence Day, provided 6.3 million people across 867 villages and 112 cities with dry food supplies along with the products like Colgate strong teeth for consumers and toothpaste, Colgate commitment to Keep India Smiling.



## K. PepsiCo

In India PepsiCo brands have major market among the seller and the buyer across. Its revenues is about 27 billion and covers nearly 200 markets places around the globe. In India it has occupied the minds of the consumers and have a positive outlook throughout the place.

- **Distinction:** PepsiCo bottle shape has been made carefully to create a distinction among the Beverages. This identity change helped the company to stand out from the previous perception of the new and Existing Customers.
- **Interrelation:**External North America two of our major and wildest growing businesses are in China and India, PepsiCo's has include more than a third of the world's population" (Company's annual report)

- **Innovation:** In 1989 PepsiCo arrived in India and it focussed on three areas - snack foods, vegetable and soft drink concentrates, food processing. PepsiCo's realising the result of impressive products, in elevation standards of performance and distinctive inexpensive plans.
- **Communication:** These changes of Brand name, logo, and colour, effectively stated why the company exists to its customers.
- **Affection:** In 1898 the company started as a PEPSI-COLA and in the year of 1962, it Revitalizing as PEPSI. These changes brought an emotional influence on the viewers.



## L. Hindustan Ltd

Hindustan Unilever limited (HCL) India's fast-moving consumers Goods Company with a heritage of over 80 years is India. On any given day nine out of ten India household products to feel good, look good and get more out of life gaining us a unique opportunity to build a brighter India.

- **Distinction:** Each icon represents the company's core values. Its brand identity was developed bearing the company's idea and goal of adding vitality to life. Design Elements of the Unilever Logo. The Unilever logo is composed of 24 icons that come together to form a U shape. Each icon signifies certain aspects of the business.
- **Interrelation:** Everyday 2.5 billion people use Unilever products to feel good, look good, and

get more out of life with more than 400 brands bought in 190 countries. HCL have a unique opportunity to work with consumers to make sustainable living common place.

- **Innovation:** Innovation creates great product that consumers love it also makes the breakthrough that will build a brighter future.
- **Communication:** HCL make some of the world's best-known brands all are on a journey to reducing their environmental footprint and increasing their positive social impact.
- **Affection:** PepsiCo's embraces the information relevant to power brands through the consumer perception and cross category extensions. Opportunities are increased to focus the city.



## M. Nestle India Ltd

Nestle is the world's largest food and beverage company. It has more than 2000 brands ranging from global icons to local favourites, and they are present in 191 countries around the world. Some of India's best-known brands are part of the Nestle family.

- **Distinction:** The prime motive of Nestle is to grasp the minds of the consumers, shareholders, employees and business partners in such a way to create a strong intention to stick with its brands.
- **Interrelation:** In India Nestle is the leading manufacturer for food products. The line of products which is manufactured by Nestle are as follows: coffee, coffee blends and teas, milk products (condensed form), easy noodles, baby products etc. Even they manufacture confectionaries and few processes foods.
- **Innovation:** Nestlé's popular brands are Nescafe, Milkmaid, Maggi and Cerelac. It has

also made an expedition in non-carbonated segment through the placement for cold beverages such as Nescafe Frappe vending machines and Nestea iced tea.

- **Communication:** Communication in market is a term defined as the flow of information on any product/service and its offering from a seller to the buyer.
- **Affection:** The motive of Nestle must be like Nestle must at all times be meticulous in applying principles, and use common sense and good judgment to understand them appropriately for each country.



**Nestlé**

### N. Britannia India Ltd

In 1892 Britannia food products corporation Limited has established in India. It is the one of oldest existing companies in the country. The Britannia company sells its Britannia and Tiger brands of biscuits, breads and dairy products throughout India and in more than 60 countries across the world.

- **Distinction:** Britannia brand logo can be likened to that of Levi's with the particularizing and shape. Heritage brand of Britannia has sustained the level of colour upgrading in new packages the brand create a new sensation with their legacy apart from the negative opinions. Competing with brands like Parle and patanjali this rebuilding was utterly needy so as to let the audience realize that the brands is more value and Competing with brands like Patanjali and Parle, this rebranding was utterly needy so as to let the audience realize that the brand is more honourable than any of the others, and is distribution its legacy all over the nation.

- **Interrelation:** In Britannia the new brand identity has still stocks on the core values as they have only changed the position. To having the core elements of Parle-G and Tiger the tag line of "Eat Healthy Think Better" They graded up to Exciting Goodness.
- **Innovation:** Britannia products have innovation identity it includes Bread, Cakes, Rusk, and Dairy products Cheese, Beverages, Milk and Yoghurt. Britannia is a brand which many generations of Indians have grown up with and our brands are cherished and loved in India and the world level competitors.
- **Communication:** The colour palette is pretty same with slight variations. It was red, green and white back then, and now changed to red yellow and green, but with more vibrancy. Now the intensity of yellow and green made a different pair, and this is enhancing the red elements where the font is represented.
- **Affection:** Being a heritage brand, Britannia never thought of a complete change in logo, and because of that, it remains reproduced. It feels like a refresh done to the old logo by sorting pulsating colours.

### O. Dabur India Ltd

In the year 1884 Dabur India Ltd Established in India It is the largest Indian FMCG Ltd and ayurvedic Products Company.

- **Distinction:** Some of its leading brands are Dabur Amla, Dabur Chyawanprash, Vatika, Hajmola, Lal Dant Manjan, Pudina Hara and the Real range of fruit juices.
- **Interrelation:** The group comprises Dabur Finance, Dabur Nepal Pvt Ltd, Dabur Egypt Ltd, Dabur Overseas Ltd and Dabur International Ltd. The product portfolio of the company includes health care, food products, natural gums & allied chemicals, pharma, and veterinary products.
- **Innovation:** Herbal & Ayurvedic personal Care products which offers the Dabur range to make

you look and feel the comfort of the products it bringing together the gentle touch of nature of nature and Ayurvedas appreciative.

- **Communication:** Over the hostage drugs and fast moving consumer goods (FMCG) Dabur has a plans to structure and restructure its sales and distribution to focus on its core businesses.
- **Affection:** Many brands in India collaborate with influencers on major events But Dabur broke the norm of promotion led influencer association and opted for an authentic activity.



#### IV. CONCLUSIONS

Corporate Identity emulates both positive and Negative feelings in Customer mind. Many researches are done mostly on building high quality Logos and Designs but not on relevance in change of visual identity. Building appropriate corporate Identity leads to positive and strong Consumer Sentiments towards the products and services. Corporate Re-Branding is also used by companies to fulfil the fundamental redefinition of their identity ,i.e, to create lot of positive aspects like green leaves, smiles and nature into their logos.

Finally it is concluded that the corporate Identity re-branding is done because of Change in Ownership structure Corporate Strategy Competitive position and External Environment Influences.

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