

Elements from Environment Used as Logo

Ms. Lekha Sharma^{1*} Dr. Ujjvala M. Tiwari²

¹ Research Scholar, Fine Arts IIS (Deemed to be University), Jaipur, S.F.S Gurukul Marg, Mansarovar, Jaipur

² Associate Professor, Head Fine Arts, IIS (Deemed to be University), Jaipur, S.F.S Gurukul Marg, Mansarovar, Jaipur

Abstract – The purpose of this paper is to explore how elements from environment is used as logos by different famous brands. A logo is a graphic mark, emblem, sign, symbol, motif or stylized name used to identify a company, organization, product or brand. It helps the producer to communicate their unique identity and capture consumer's attention. Almost every brand has a history and some interesting concepts for designing a logo after they came up with the amazing and convincing logo. This research paper has helped to find how brands relate their logo with the elements of environment some examples are – Apple, Dabur, Unilever, Frooti, Wipro etc. Not only Indians foreign countries are also using elements from environment as their logos eg – apple, adidas etc. An attractive logo can easily grab viewer's attention and communicate a company's core values in an interesting way. Environment related business use different types of elements from environment some of these are trees, flowers, fruits, vegetables mountains etc. By using these elements from environment it gives company a nature friendly brand identity. Also the use of green colour in a logo symbolizes that the company is an environmentally friendly company. Every element in a logo has to be perfect in order to convey the right message to the viewers. For instances Dabur has replaced its age old brand identity of banyan tree with a new, younger, colourful and vibrant tree. The tree trunk is in the form of three people with their arms raised conveying the happiness in achievement. The broad trunk represents stability and its multiple branches represent growth. The logo of the Indian Air Force has a Himalayan Eagle, within a round placed directly below the State Emblem of India. The Himalayan Eagle symbolizes victory, longevity, speed, pride, royalty. It also symbolizes the fighting qualities of the Indian Air Force.

Keywords – Elements, Logo, Brand Identity, Viewers

-----X-----

INTRODUCTION

Environment is everything that is around us, which can be living or non-living. Natural environment includes air, water, and plants, animals and mountains etc.[2] We need to conserve our environment because it provides us clean air, water and natural resources that we are dependent on. The ways by which we can conserve our environment are we should plant more and more trees. We should use Earth- bags instead of plastic and paper bags. We should follow three R's reduce recycle and reuse to conserve natural resources. We are using environmental symbols in one or the other way because they are really close to our heart and we are connected to it. We are converting natural components in symbols so that they remain alive among us for years. We are using these environmental symbols on clothing, foot wears, accessories and logos etc.

For thousands of years, logos have existed in one or other forms. Ancient civilization of the world developed hieroglyphs, a system of writing where symbols like

hooks and circles represented ideas, words, and sounds. These images were used to communicate without language.[3] The ancient rulers or traders used domestic animals, trees, birds, flowers as hieroglyphs to mark their ownership which were found on seals. Like in Egypt a great number of such kinds of examples can be seen.



Egyptian seal



Jewellery



The lion headed Eagle of Sumerian Civilization



Mesopotamian relief

The most distinctive object of the Indus valley civilization is seal. These seals were used for the purpose of trade, rituals etc. Different animals, human figurines and some kind of writing are engraved on these seals which were used as mark for ownership and brand. About 2000 seals have been discovered out of which, a majority include short inscriptions with symbols and motifs of the one-horned bull, buffalo, tiger, goat, elephant, rhinoceros, unicorn, fish, tree etc. Most of the seals are rectangular or square but some of these are circular in shape. These seals reveal the script, trade, religion, and beliefs of the people. The animals symbols are expressive show natural strength and vigour. A variety of subjects were engraved on seals such as animals, animal deities, deities in human form and other mythological figures. The various types of seals are:

1. Bull seals
2. Elephant seals
3. Tiger seals
4. Pashupati seals
5. Unicorn seals
6. Composite animals and human motifs



Unicorn seal



Humped Bull seal



Pottery with fish



Pashupati seal

There were some more civilizations in the world along with Indus Valley Civilization which were trading with each other through sea and land routes and using some or the other marks for their trades.[4] During the Maurayan period, the coins were issued which are mostly silver and a few copper pieces of metal and which have one or more signs, symbols or motifs punched on them. The most common symbols are the elephants, the tree in railing symbol and the mountain. These signs symbols and motifs are said to be have represented the Royal insignia or the sign or symbol of the local guild that struck the coin. Some coins had Shroff (money changer) marks or symbols on them indicating that older coins were often re –issued. This continued in some or the other manner by the rest of the dynasties all over the world like

Satvahanas, Cholas, Cheras, Pandyas, Pallavas, Mauryans, British, Dutch, Portugal, Spanish etc.



Mauryan Coins



Bull leaping, pocket size seal (Minoan Art)



Minoan gold pendant of bees



Lotus symbolizes, Purity, rebirth, Self-regeneration, Enlightenment



A Ladder symbolizes connection between Heaven and Earth



Light symbolize purity, knowledge, goodness, clarity, enlightenment.

SYMBOLS

A symbol can be an object, shape, or character used to represent something. A symbol is something that through its nature or appearance reflects or represents another thing more profound than itself. A lotus, for instance, may symbolize culture and civilization, which itself has qualities of purity, enlightenment, self – regeneration and rebirth. Symbols grow in meaning and complexity over hundreds of years, changing according to their cultural context. Like the lotus, the sun, the moon, animals, birds and trees all have their individual associations as well.[1]

CONVERSION OF ENVIRONMENTAL SYMBOLS INTO LOGOS

A logo is a graphic mark, emblem, sign, symbol, motif or stylized name used to identify a company, organization, product or brand. A Logo is considered as the face the brand. Many brands in India and abroad use environmental symbols as logos. By using these environmental symbols as logos it makes the product more appealing and trustworthy as it directly connects us with our planet Earth. As we know we need environment to obtain our food, water, fuel, medicines, building materials and many other essential things. By using these environmental symbols as Logos we can easily grab the attention of consumer because as our Logo suggests our brand is environment friendly.

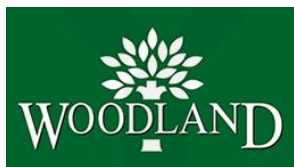


Personal Care Product Logo



TWININGS

Tea Logo



Sport brand logo

Dove: Dove is a personal care brand owned by Unilever. As the name suggests logo consist of a dove bird symbol which represents purity, gentleness, beauty etc.[1] The product by using the bird symbol conveys the message that by using the product your skin will beautiful and smoother.[5]

Twining: The logo was created in 1887 by a London based tea company, Twining Tea.[6] The logo consist a lion who is the king of the jungle. The logo has capitalized font beneath a lion crest which symbolizes royalty, strength.[1]

Adidas: They first design their logo in 1976.[1] The logo has three stripes which together form a triangle. This symbolizes a mountain, which represents the challenges which all athletes have to overcome.

Woodland: Woodland logo signifies care for the environment, and the brand stands by its motto of being eco-friendly by offering foot wears, clothes, bags, wallets etc.[8] The logo of woodland has a tree symbol which shows the stable growth of a company, just like a tree.



Newspaper logo



TVS logo



Indian Air Force Logo

Indian Air Force: The logo of the Indian Air Force has a Himalayan Eagle, within a round placed directly below the State Emblem of India. The Himalayan Eagle symbolizes victory, longevity, speed, pride, royalty.[1] It also symbolizes the fighting qualities of the Indian Air Force. The two circles below the Ashoka Capital enclose the words Bhartiya Vayu Sena. The scroll placed below it has the inscribed words in Sanskrit “Nabha Sprusham Deeptam” which means “Touching the sky with glory”.

The Hindu: The logo of the newspaper “The Hindu” has Kamadhanu, Elephant, Sun, Lotus, Blades of grass etc. which all represent various beliefs like elephant represents power and strength, blades of grass represents multiplicity and fertility, lotus represents purity and independence, sun is the source of knowledge etc.[1]

TVS: TVS is the third largest two-wheeler manufacturer in India. The logo has a horse which depicts Power, speed, strength and freedom.[1]



Fevicol logo



Dabur logo



Old SBI logo



Royal Stag logo



Unilever logo

Dabur: Dabur logo consist of a tree trunk is in the form of three people with their arms raised conveying the happiness in achievement. The broad trunk represents stability and its multiple branches represent growth. In general tree is a symbol of life, fertility, nature, and a provider of food, shelter and protection. It is regarded as scared and trustworthy.

Fevicol: Pidilite Industries Limited is an Indian based adhesive manufacturing company which owns fevicol brand. The logo has elephant which expresses that if fevicol is applied as adhesive to join two things together even elephants, which are considered as the most powerful creature on this Earth, cannot pull them apart.

SBI: The first emblem for the State Bank of India was launched in 1955 showing a banyan tree with strong roots and branches symbolizing growth, success and stability. It is also the national tree of our country. They are considered as the world's biggest trees in terms of area they cover.

Royal Stag: It is an Indian brand of whisky which launched in 1995. It was named after a species of deer which was famous for its antlers. The logo symbolizes speed, pride, masculine etc.[1]

Unilever: Unilever logo has a big blue "U" which has 24 symbols in it. It is a brand which has many products and services under it like Food, Homecare, Personal care, Water purifier etc. The logo has many environmental symbols in it for instance, 'Fish' which symbolizes fresh food, sea and nature resources. 'Bee' represents the community spirit of the workers and their commitment to find innovative ways of working to reduce the damage of environment. 'Waves' which is a symbol of cleanliness, freshness and vigour. 'Palm tree' expresses respect for the natural tree, forests, growth, environment etc. 'Sun' represents an infinite source of light and it is also a renewable source of energy. 'Flower' symbol of sensitivity, care and respect for beauty of consumers as well as for the beauty of nature. The environment symbol together shapes the logo of Unilever.[5]

Logos of Rajasthan Products and Services which use Environmental Symbols as their Logos



Clothing brand Logo



RAMBAGH PALACE
JAIPUR



JAI MAHAL PALACE
JAIPUR

Hotels and Restaurants

Yuvti: Yuvti is a designer studio for women. The firm is a manufacturer of all types of Rajputi Poshak, Rajasthani Dress, Rajputi Odhani, Rajputi Lehengas and other products in Jaipur. The logo has a peacock and a flower motif in it. The peacock symbolizes self-expression, freedom; luck on the other hand the flower in the logo symbolizes grace, elegance, delicacy, beauty etc.[1] The peacock signifies the completeness of being women.

Zari : Zari founded in mid-2005, has a collection of designer sarees, fabric sets, gota patti work, miniature zari work, beads, sequins, etc. Zari logo has a flower motif in it which symbolizes fertility, elegance, grace, delicacy, purity, beauty etc.[1]

Rambagh Palace: Rambagh Palace in Jaipur is the former residence of the Maharaja of Jaipur. It is now operated as a five star hotel by the Taj Hotels Group. The logo has horses in it which symbolizes speed, courage, ruler's prestige, endurance etc. This logo has a Sun which provides light to the earth. And with the help of sunlight plants also make their food. But in this logo the concept behind the sun is that Rajputs are divided into three categories among which one is suryavanshi which denotes "House of sun" who are descended from Lord Ram.

Jai Mahal Palace: It is built in 1745; Jai Mahal Palace is a hotel and a stunning example of Indo – Saracenic architecture. The logo of Jai Mahal Palace has elephants in it which symbolizes loyalty, wisdom, reliability, power, dignity, leadership, determination.[1]

CONCLUSION

Based on the study the conclusion is that from ancient years environmental symbols are using on the different surfaces to convey messages. Many brands convey their policy of environment friendly by using some symbols and motifs inspired from nature as their Logos. Logo is considered as an important branding investment a business can make. Some brands are following the zero waste lifestyle which means that they are using the products which can be easily biodegradable and avoids pollution. Companies are also using plastic bottles which are made of 100%

post – consumer recycled material. Companies are also making products by using the waste material for instance; Adidas has set a remarkable example for the market all over the world. Its Adidas X Parley footwear, made up from recycled ocean plastic and the company has continued to look for new ways to innovate its product in an eco-friendly way.[7]

REFERENCES

1. Mitford Miranda Bruce, Signs and Symbols: An illustrated guide to their Origin and Meaning, D.K.; Illustrated edition, 16 June 2008 (26th February 2021, Friday)
2. Vasudevan Hari (2021). Our Environment, Publication Division by the Secretary, National Council of Educational Research and Training, September 2019 (28th February 2021, Sunday)
3. <https://jdreeves.medium.com/a-history-of-symbols-a93626435bd2#:~:text=While%20the%20mediums%20and%20aesthetics,hallmarks%20of%20a%20good%20symbol.> (26th February 2021, Friday)
4. <https://www.harappa.com/category/slide-subject/seals> (26th February 2021, Friday)
5. <https://www.unilever.com/>
6. <https://yazaroo.co.uk/2017/12/07/the-10-oldest-logos-still-in-use-today/> (28th February 2021, Sunday)
7. <https://www.adidas-group.com/en/> (28th February 2021, Sunday)
8. <https://www.woodlandworldwide.com/wdl/aboutUs?sllid=1001> (28th February 2021, Sunday)

Corresponding Author

Ms. Lekha Sharma*

Research Scholar, Fine Arts IIS (Deemed to be University), Jaipur, S.F.S Gurukul Marg, Mansarovar, Jaipur