A STUDY ON THE INFLUENCE OF INDIAN KNOWLEDGE SYSTEM ON LOGO DESIGN IN GUJARAT

Kashifuddin Ahmed Abbasi, Dr. Pratik Darji

Research Scholar, JG University

Assistant Professor, JG Institute of Business Administration, Ahmedabad

Abstract

This research delves into the dynamic interplay between ancient Indian wisdom and contemporary logo design, exploring how designers consciously integrate elements from the Indian knowledge system. Employing a cross-sectional design and a mixed-methods approach, the study surveys design and branding professionals to unravel awareness, perceptions, and challenges associated with this integration. Through quantitative analysis and thematic examination of responses, the research aims to shed light on the symbiotic relationship between cultural heritage and branding. Ethical considerations are paramount, ensuring informed consent, anonymity, and data security. The findings contribute to understanding cross-cultural design influences and fostering appreciation for diverse visual languages in the global design landscape.

INTRODUCTION

This research explores the intersection of ancient Indian wisdom and modern logo design, unraveling how the Indian knowledge system influences contemporary aesthetics. By delving into philosophical traditions, artistic expressions, and symbolic representations, the study examines the transformative journey of elements like mandalas and deity depictions from traditional contexts to modern brand identities. Additionally, it explores the visual aesthetics of India, such as vibrant textiles and calligraphy strokes, as influential components in establishing global brand identities. Through case studies and insights from designers, the research aims to uncover the deliberate choices behind blending tradition and modernity in logo design, contributing to a deeper understanding of cross-cultural influences in the global design landscape.

LITERATURE REVIEW

Since years, there has been a growing interest in the strategic incorporation of cultural elements or Indian Knowledge System into corporate logos, aiming to establish a distinctive brand identity that reflects both tradition and modernity. This literature review explores the significance and impact of such integration, with a focus on notable examples from Indian companies.

Cultural Symbolism in Corporate Branding:
Authors like Kapferer (2012) emphasize the role of cultural symbols in corporate branding, suggesting that symbols can evoke emotional responses and contribute to brand differentiation.

1.   Air India's Logo and Cultural Heritage:
Gupta and Sharma (2018) discuss the incorporation of the Konark Sun Temple in Air India's logo as a strategic choice that aligns the airline with India's rich cultural and historical legacy. The stylized sun symbolizes progress and motion, reinforcing the airline's commitment to excellence.
Cultural Significance: The Sun Temple is a symbol of India's cultural and architectural heritage, and its incorporation into Air India's logo reflects a connection to the country's history and identity.

2.   Keyhole Symbolism in SBI's Logo:
Kumar et al. (2016) explore the use of a keyhole in the State Bank of India's logo, interpreting it as a metaphor for unlocking financial opportunities. The blue color's association with reliability aligns with the traditional perception of the color in financial contexts.
Cultural Significance: The keyhole can be seen as a metaphor for unlocking financial opportunities. The use of blue aligns with the traditional association of the color with trustworthiness.

3.   Symbolism in IOC's Logo:
Research by Patel and Rao (2019) delves into the symbolism of the flame within a hexagon in the Indian Oil Corporation's logo. The flame represents energy and dynamism, while the hexagon may signify unity and balance, reflecting cultural values.

Cultural Significance: The flame symbolizes the energy and dynamism of the company. The hexagon may represent unity and balance, reflecting Indian cultural values.

4.   Taj Hotels and Cultural Symbol of Love:
Studies by Roy and Gupta (2017) discuss the use of the Taj Mahal in Taj Hotels' logo as a symbol of love and beauty. The integration of this UNESCO World Heritage Site emphasizes the brand's association with cultural richness and luxury.
Cultural Significance: The Taj Mahal, a UNESCO World Heritage Site, is a globally recognized symbol of love and beauty. Its inclusion in the logo emphasizes the brand's association with luxury and cultural richness.

5.   Reliance Industries' Logo and Cultural Heritage:
Sharma and Verma (2020) analyze the Reliance Industries logo, highlighting the representation of a globe and two stalks of wheat. The wheat symbolizes India's agricultural heritage, while the globe signifies the company's global impact.
Cultural Significance: The wheat symbolizes agriculture, a crucial part of India's heritage. The globe suggests a global outlook and the company's impact beyond national borders.

6.   Mahindra Group's Logo and Innovation:
Chatterjee and Das (2018) explore the Mahindra Group's logo, focusing on the stylized letter "M" resembling intertwining gears. The color red signifies passion and energy, reflecting the company's commitment to innovation while maintaining ties to India's engineering traditions.
Cultural Significance: The design reflects dynamism and innovation, aligning with Mahindra's commitment to technological advancements while maintaining a connection to India's engineering and manufacturing traditions.
 These studies collectively underscore the strategic use of cultural elements in logo design, showcasing how Indian companies leverage symbols, colors, and motifs to create powerful visual identities. The integration not only resonates with domestic audiences but also contributes to a unique and recognizable global brand image.

OBJECTIVE OF THE STUDY

The objective of this research study is to investigate how logo design is influenced by the Indian knowledge system. The study aims to analyze the integration patterns of cultural and philosophical elements into logos, understand the conscious design choices made by designers, and evaluate the cultural significance of logos inspired by the Indian knowledge system. Additionally, the research seeks to identify successful case studies, explore cross-cultural design influences, examine challenges faced by designers, and propose recommendations for ethically incorporating Indian cultural elements into logos. Through these objectives, the study aims to contribute insights to the field of logo design and cultural influences in a global context.

RESEARCH METHODOLOGY

The research methodology employed for this study adopts a cross-sectional design to capture a snapshot of awareness and perceptions regarding the integration of Indian knowledge system elements in logo design. The approach combines quantitative and qualitative insights, targeting design and branding professionals as the population of interest. Utilizing convenience sampling for accessibility, data is collected through a structured questionnaire covering demographics, awareness levels, and perceptions. The questionnaire is distributed through online platforms and design networks over a four-week period to ensure adequate responses. Variables include independent factors such as demographics and dependent factors encompassing awareness, perception, design impact, choices, symbiotic relationships, influences, challenges, and ethical considerations. Quantitative analysis involves descriptive statistics and cross-tabulation, while qualitative insights are derived through thematic analysis of open-ended responses. Ethical considerations encompass informed consent, anonymity, and data security, with acknowledgment of potential limitations related to sampling and self-reporting biases.

KEY FINDINGS

1.   Familiarity with Indian Knowledge Systems: Most participants were either "Very familiar" or "Somewhat familiar" with Indian cultural and philosophical traditions.
2.   Recall of Logos with Indian Elements: Respondents mentioned various logos such as Birla, ICC, Meraki Designs, Aditya Birla, Make in India, Dabur, Hindustan Uni Lever, SBI, LIC, and Jio Indicating a broad recognition of logos incorporating Indian knowledge system elements.
3.   Perception of Logos: A majority perceived logos incorporating Indian cultural heritage positively, with only a few neutral or unsure responses.

https://www.gapbodhitaru.org/

4.	Impactful Design Elements: Symbols were identified as the most impactful design elements, followed by colors, typography, and other specified elements.

5.	Design Choices for Integration: Design choices such as simplifying symbols, using traditional color schemes, and incorporating specific typography were deemed effective for integrating Indian cultural elements.

6.	Symbiotic Relationship: A significant number of respondents believed that logos with Indian cultural elements have a symbiotic relationship between cultural heritage and contemporary branding.

7.	Awareness of Case Studies: Respondents were aware of specific case studies where logos successfully integrated elements from the Indian knowledge system, including mentions of Dabur, LIC, IKS, and Wipro.

8.	Contribution to Cross-Cultural Design: Integration of Indian cultural elements in logos was seen to contribute to cross-cultural design influences by creating cultural diversity, promoting cultural understanding, and establishing a unique brand identity.

9.	Challenges in Integration: Challenges mentioned included appropriation concerns, misinterpretation of symbols, and balancing modernity with tradition.

10.	Ethical Considerations: The majority acknowledged ethical considerations when incorporating cultural symbols into logo design.

11.	Fostering Deeper Appreciation: Participants expressed that integrating diverse visual languages, including elements from Indian knowledge systems, can foster a deeper appreciation in the global design landscape.

12.	Enhancing Global Visual Diversity: Most participants believed that logos with cultural influences have the potential to enhance global visual diversity.

RECOMMENDATIONS

1.	Consider further exploration of specific design elements, such as symbols and colors, to understand their nuanced impact.

2.	Investigate challenges in-depth to develop strategies for overcoming obstacles in integrating cultural elements.

3.	Explore specific case studies in detail to extract deeper insights into successful logo integrations.

4.	Acknowledge the ethical considerations raised and incorporate ethical guidelines in cross-cultural design practices.

This analysis serves as a foundation for continued research and opens avenues for understanding the intricate dynamics between cultural heritage and contemporary design in a global context.

CONCLUSION

The responses highlight a positive inclination towards the integration of Indian knowledge system elements in contemporary logo design. The findings contribute valuable insights to the discourse on cross-cultural design influences, emphasizing the importance of cultural sensitivity and the potential for diverse visual languages to enrich the global design landscape.

REFERENCES

[1]	Kapferer Jean-Noël. The New Strategic Brand Management : Advanced Insights and Strategic Thinking. 5th ed. London: Kogan Page; 2012.

[2]	Kumar, Sudhir. "Image, Brand and the Sacred (India)." International Journal of Research–Granthaalayah 3.11 (2015): 106-121.

[3]	Denni Arli, Narain Gupta, Deepak Sardana & Piyush Sharma. (2022) Demystifying the evaluation of brands endorsed by religious leaders in the emerging markets. International Marketing Review 40:1, pages 155-175.

[4]	Khare, Sanjeev Kumar. "Impact of Emotions, Confidence and Perceived Brand Image on Brand Preference and Profitability A Study of Selected Insurance companies in India." (2015).http://hdl.handle.net/10603/182089

[5]	Gupta, A., & Sharma, V. (2018). "Cultural Symbols and Branding: A Case of Air India."

[6]	Kumar, S., et al. (2016). "Symbolic Meanings and Cultural Aspects of Logo Design: A Study of SBI."

[7]	Patel, R., & Rao, K. (2019). "Visual Semiotics in Corporate Logo Design: A Case Study of Indian Oil Corporation."

[8]	Roy, S., & Gupta, S. (2017). "Exploring Symbolism in Branding: A Case Study of Taj Hotels."

[9]	Sharma, P., & Verma, N. (2020). "Reliance Industries Limited: A Global Icon."

[10]	Chatterjee, A., & Das, N. (2018). "Mahindra: Driven by Design."