

ANNIVERSARY EMBLEM & LOGOTYPE DESIGNS

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ABSTRACT

Corporate anniversaries are mostly used as a promotional event to increase the value of corporate identity of firms, business enterprises or their brands. They are also used to create investment trust or strengthen the relations between, employees and customers. What makes corporate anniversaries meaningful is the importance of their moral value of continuity. Signs that are designed to identify these moral values and indicate the anniversaries can be defined as “anniversary emblems.” The design and uniqueness of these emblems are important in the means of being remarkable and memorable. Thus creative and unique results can be achieved by converting the numbers of anniversaries into expressive signs. This article focuses on existing design approaches and examples of anniversary emblem designs.

Keywords: Emblem & logotype design, graphic design, public relations, anniversary, anniversary emblem designs.

PROBLEM

In today’s world foundations, institutes, firms, corporations and brands have to use public relations tools and techniques effectively in order to compete and create an advance among their competitors. It is also possible to strengthen the shape of their image on the public and introduce themselves in a more efficient way by using public relations tools and techniques. One of these public relations tools and techniques is organizing anniversary celebrations.

Anniversary celebration is the organization of an event, which celebrates the birthday of a foundation, institute, firm, corporation or a brand (Dignen, 2004). Anniversary celebrations are generally used by commercial or non-commercial brands in order to increase the value of their corporate identity, to strengthen the relations with customers and to create investor trust. Moreover paying gratitude to the past achievements or successes, commemorating and mentioning remembrances can also be aimed in anniversary celebrations. What makes the anniversaries important are the events themselves as much as the importance of their morality created by the sense of continuity. Anniversary celebrations as public relations tools and technique can also be used as a publicity event to introduce or promote a corporate identity. This is an important method to use, as corporate identities are definable images or a way of expressing these images to the viewers

and direct public opinion. The most known way of expressing a corporate identity is its emblem or logotype. Images that are formed by emblems and logotypes of corporate identities are committed to the memories of viewers. Emblems and logotypes can be very important for some corporates like HSBC in Shanghai who bought the estate in front of their building for £450 million just to make their logotype more visible.

Emblem and logotypes can be defined as signs or symbols that may be tangible or intangible designed to add visible identities to brands, corporates or firms (Becer, 2000). They can be formed of letters, numbers or various shapes. Moreover they also contain visual context or story and evoke emotional connections on audiences. Regarding this definition anniversary emblems and logotypes can be defined as metaphors that are designed to introduce, promote and add meaning to the moral importance of a foundation, institute, firm, corporation or brand by identifying the celebrated year. If identifying the celebrated year is important, which principles and points are significant in designing the anniversary emblem and logotype? Moreover, which approaches are used and which ones are the best ways to express, introduce or promote a corporate identity in the means of visual communication? Which approaches seem cliché and which ones are not? These are the basic problems that are questioned and tried to explain by samples in this article.

PURPOSE & SIGNIFICANCE

Anniversary emblem and logotypes are generally used as an efficient method of introducing or promoting a corporate identity in public relations. If designed professionally, they can enhance the image of corporate identity and add a new dimension. For brands, it is like a promise of satisfaction gained after years of experience by consumers or audiences. It can create a trust of public opinion that the corporate identity is worth experiencing. A well-known emblem and logotype becomes a guarantee of corporate identity (Becer, 2000). Therefore, the design of anniversary emblem and logotypes are significant to introduce, promote and add meaning to the moral importance of a foundation, institute, firm, corporation or a brand. The purpose of this article is to define the basic design approaches and discuss which ones are favorable to express, introduce or promote a corporate identity used in anniversary emblem and logotypes by evaluating samples.

METHOD

This article based on a descriptive analysis to define and sample the existing design approaches of anniversary emblem and logotypes. How the viewer perceives them, how they should be designed in order to receive a better effect on the viewer in the means of visual communication are mentioned and discussed. In order to analyze the effect on visual communication, the design approaches are divided into three sub-titles. Sampling method is used in order to evaluate and examine the existing these design approaches on anniversary emblem and logo-

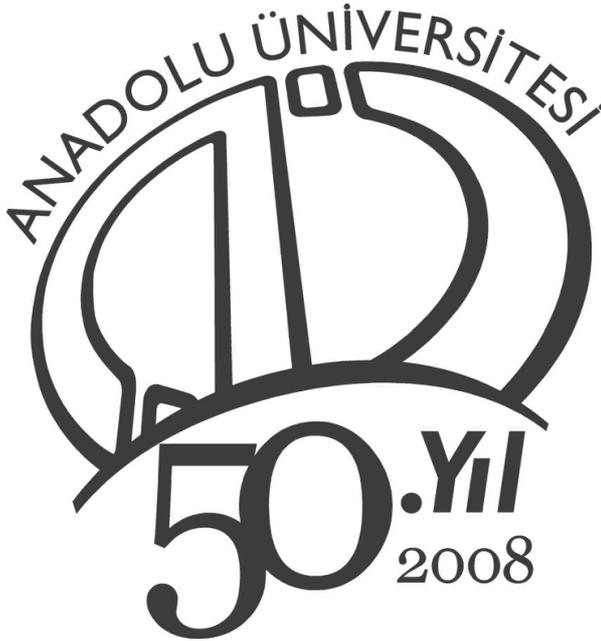
types. The review of literature is based on design books, web pages of corporate firms and contact with designers who are related with the subject.

INTRODUCTION: BASIC DESIGN APPROACHES

Design Approach-1: Placing The Celebrated Year Besides The Corporate Identity

We can mention three basic design approaches in anniversary emblems and logotypes. The first one is to put the celebrated year and the words “year” or “years” nearby or under the corporate identity by using a fancy typeface. For example in Anadolu University’s 50th year anniversary emblem and logotype (see Figure 1), numbers indicating the celebrated year are just put underneath the original corporate identity without being concerned about the concept. It is a very simple method of designing an anniversary emblem and logotype. The years and the corporate identity are very clear and visible, however the overall design lacks any creativity and originality.

Fig. 1. Anadolu University 50th Anniversary Emblem and Logotype.



Source: http://ftp.anadolu.edu.tr/Pictures/Au_Logolar/

Another example to this design approach can be given in the 35th Anniversary of Sinpas Group (see Figure 2), which is one of the largest construction companies in Turkey. The celebrated year is again highlighted very clearly by adding a “35th year” indication nearby the original corporate identity. Although the unity between the original corporate identity and anniversary emblem and logotype is achieved by alignment and color harmony it gives an ordinary feeling and does not represent the significance of the company. Another problem occurring in this kind of design approach is, no matter which brand name you put in front of the

celebrated year, it works. Moreover it does not give a sense of belonging to the corporate identity.

Fig. 2. Sinpaş Group 35th Anniversary Emblem and Logotype.



Source: http://www.basinbulteni.com/sirket_logos/sinpas_35yil_logo.jpg

Another example that can be given to the first approach is the 80th Anniversary emblem and logotype of The British Council, an institution that is responsible for education and cultural exchange programs (see Figure 3). “80 Years of Cultural Relations” motto is attached nearby the original emblem and logotype of the institution and parted with a single vertical line with the same color of the emblem. The colors and the sizes look alike and texts aligned perfectly from top and bottom lines. Enough space is left between the motto and corporate identity. However it has a dull and unoriginal appearance in the means of design.

Fig. 3. British Council 80th anniversary emblem and logotype.



Source: <http://brand.britishcouncil.org/downloads/logos/80th-anniversary-logo/>

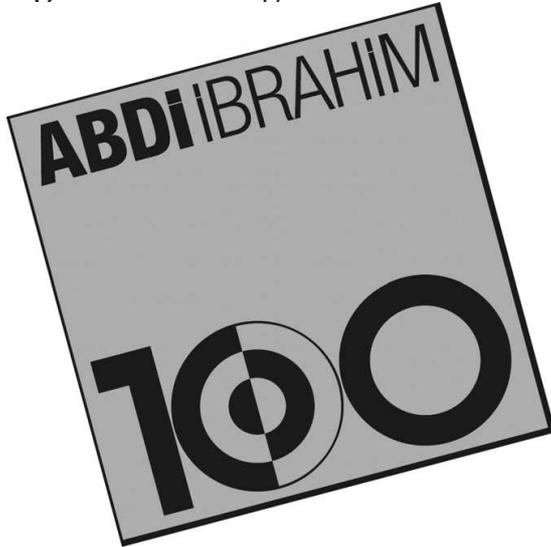
The first kind of design approach that is mentioned above is used and still being used very commonly in anniversary emblems and logotypes. Of course as design principles, the harmony and balance of colors, shapes, tones are very important to create the sense of unity and consistency. Again readability and legibility of texts that are used in anniversary emblems and logotypes are of utmost importance. But, another important design principle is the originality of the anniversary emblem and logotype because original is attractive and memorable.

Design Approach-2: Combining The Celebrated Year With The Corporate Identity

Second kind of approach in anniversary emblem and logotype designs is to combine the indicated year with the form of the original corporate identity. For example in the 100th anniversary of Abdi İbrahim pharmacy's emblem and logotype which is designed by famed designer Massimo Vignelli, the number “0” is replaced by the emblem of the company and creates a feeling of unity (see Figure 4). Moreover in order to strengthen this feeling the typeface of the number “100”

is selected in the same form with the emblem itself. Thereby a simple yet dynamic looking and above all a significant anniversary emblem and logotype came up.

Fig. 4. Massimo Vignelli: “Abdi İbrahim 100th Anniversary Emblem and Logotype”



Source: <http://www.abdiibrahim.com.tr/en/press-room/press-kit.aspx>

We see the same approach in Apple’s 30th anniversary emblem and logotype (See Figure. 5). The number “0” of “30” is replaced by the worldwide known symbol of Apple. The most significant point in this logotype is that the color, tone and form of the numbers and the symbol is blended into each other in a way to create unity. The simplicity of the emblem is so effective in both examples (see Figure 4 and 5) that the designers did not need to add the word “years”. It can be easily understood that the emblem and logotype is designed for celebrating the 30th anniversary of Apple. Of course the strong image of Apple’s corporate identity plays an important role in the means of being memorable and significant. It is easily remembered as well as recognized for the corporate identity. A strong corporate identity provides a company or a brand to step forward among others in today’s marketing conditions (Wheeler, 2012).

Fig. 5. Apple’s 30th Anniversary Emblem and Logotype



Source: <http://www.apple.com/30-years/>

As we mentioned in the beginning the anniversary emblems and logotypes are used as a public relations tool and technique in order to introduce and promote the corporate identities. In fact, in some situations the corporate identity is so strong that it dominates the words and communicates with the audience. Such as in the advertisement of a communication company which is Turkcell, the anniversary emblem and logotype expresses itself as the corporate identity is combined with number "20" (see Figure 6).

Fig. 6. Turkcell's 20th Anniversary Emblem and Logotype.



Source: http://medya.turkcell.com.tr/turkcell-20-yasinda-bulten_6067.html

We have emphasized that the harmony and balance of the colors, tones and forms play an important role in creating consistency and unity. An example to this argument can be given as Ziraat (Agriculture) Bank's 150th anniversary emblem and logotype (see Figure 7). The numbers are designed in the same form of corporate identity to create a unity and a sense of belonging to the corporate identity of the bank. When it is viewed from a distance the tilted numbers and the word "years" reminds us of the original logotype.

Fig. 7. T.C. Ziraat Bank's 150th Anniversary Emblem and Logotype.



Source: <http://www.ziraatliyiz.biz/wp-content/uploads/2013/11/10.jpg>

Sometimes numbers can also be used as letters instead of combining the corporate identity with the anniversary year. For example, in the 50th anniversary emblem and logotype design of ICOGRADA (International Council of Graphic Design Associations) which is designed by Christopher Scott, letters "C" and "O"

are replaced by number “50” aimed to evoke “50th anniversary” in the minds of the audience (see Figure 8). As the famed architect Ludwig Mies Van Der Rohe’s quote says: “Less is more!”

Fig. 8. Christopher Scott: ICOGRADA’s 50th Anniversary Advertisement.



Source: <https://christopherscottdesigner.com/2013/04/18/i50grada-by-christopher-scott/>

Design Approach-3: Designing The Celebrated Year As Abstract and Conceptual Signs

Third design approach in anniversary emblem and logotypes is more conceptual than the previously mentioned ones. In this type of approach, the starting point is important and the numbers that comprise the indicated anniversary can be turned into unique abstract signs. For example, in the 50th anniversary emblem and logotype of ICOGRADA, which is designed by Omar Vulpinari from Fabrica Design School, the starting point is used as the spherical shape of the world map. The abstracted shape of numbers “5” and “0” are interlaced into each other to give the sense of unity. There are two different applications of the anniversary emblem and logotype. The first one is the corporate one and it is used as a white on black surface. The second one is more artistic and can be varied with several different texture designs made by members of ICOGRADA. The only rule is to keep the outline of the anniversary emblem and logotype as it is (see Figure 9).

The winning design by Çağlar Okur in a design competition issued the emblem and logotype design of 100th anniversary of the Turkish Scouts, number “100” is combined with the scout salute icon. Thus another meaning is tried to express to the audience by interlacing both numbers and salute icon (see Figure 10).

Another example to the conceptual approach in anniversary emblems and logotypes is the winning design by Studio Imagina in a competition issued for the 600th anniversary of Turkish and Polish Diplomatic Relations (see Figure 11). The number 600 is rendered in a shape that evokes the sign of eternity (∞). The designers aimed to express the sub-concepts of continuity, infinity and unity in the minds of the audience.

Fig. 9. Omar Vulpinari: ICOGRADA's 50th Anniversary Emblem and Logotype.



Source: <http://www.michelapovoleri.com/>

Fig. 10. Çağlar Okur: 100th Anniversary of Turkish Scouts Emblem and Logotype.



Fig. 11. Studio İmagina: 600th anniversary emblem and logotype design of Turkish and Polish Diplomatic Relations.



Source: <http://www.polonyarehberi.com/diplomatik-iliskilerin-600-yildonumu-kutlamalarinin-ortak-logosu-hazirlandi/>

Generally a wish to endure for ever is expressed in corporate anniversary celebration events. That's why the symbol of eternity (∞) is widely used in anniversary emblem and logotype designs (see Figure 12). For instance in the 100th anniversary emblem and logotype of "Norwegian Midwives Association (Den Norske Jordmorforening)" the symbol of eternity (∞) is used creatively instead of both figures of "8" and number "100"

Fig. 21. Norwegian Midwives Association's 100th anniversary emblem and logotype.



Another example of the usage of the eternity symbol in an anniversary emblem and logotype can be given as the winning design of Fakir Home Appliances' 80th anniversary emblem and logotype design competition (see Figure 13). In this example the symbol of eternity is used in an abstract way to both symbolize the number 80 and sub concepts of motion, kinetics, infinity, etc. The number "80" is on a thin edge between image and number and does not simply express only the mathematical figures.

Fig. 13. Erdem Özil: Fakir's 80th Anniversary Emblem and Logotype.



Source: <http://www.tasarimyarismalari.com/fakirelektrikli-ev-aletleri-80-yil-logo-tasarimi-yarismasi-sonuclandi/>

Is it possible to design an anniversary emblem and logotype without putting forward the indicated numbers or figures? The answer to this question is the winning design of Advertisement Creator's Association's 20th anniversary emblem and logotype design competition (see Figure 14). The Registered symbol "®" is used as the starting point and double asterisk symbol is used to direct the viewer to the footnote which refers to 20th anniversary.

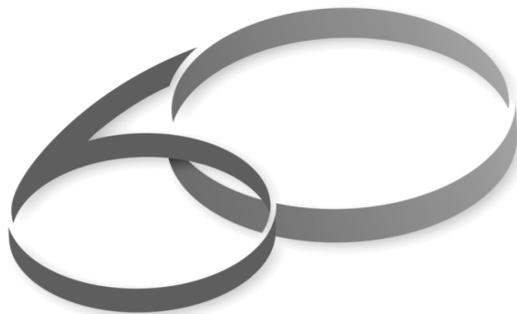
Fig. 14. Mete Özkar: Advertisement Creator's Association's (RYD) 20th Anniversary Emblem and Logotype.



Source: <http://www.grafikhaber.net/yarisma-haberleri/ryd-20-yil-logo-yarismasi-sonuclandi.html>

Last example that can be given to the conceptual approach is the 60th anniversary emblem and logotype of Swiss CERN, The European Organization for Nuclear Research Center (see Figure 15). The figures of "6" and "0" are gently interlaced into each other and given perspective to illustrate the architectural structure of the accelerator module. Moreover the emblem and logotype expresses the collaboration of scientists working together from different countries, according to the official explanation.

Fig. 15. CERN 60th Anniversary Emblem and Logotype.



Source: <http://home.web.cern.ch/cern-people/updates/2013/11/60-years-sleek-and-stylish>

DISCUSSION AND CONCLUSION

This article draws the conclusion that, the important point in designing anniversary emblems and logotypes is the concept. The concept can be a starting point of the corporate identity itself, the numbers which indicate the anniversary, the form of the figures, marks, symbols, architectural structures and so on. What really matters is to reflect the idea or evoke the desired feelings on the audience in a simple yet effective way. The author emphasizes in the article that there are three major approaches that are used in anniversary emblems and logotypes. These are visual signs that express the longevity of foundations, institutes, firms, corporations and brands. They aim to celebrate their very first day of establishment. It is very important for them to be attractive and original while considering a clear visual communication. Because in order to be distinguished in today's harsh marketing conditions, foundations, institutes, firms, corporations and brands have to create a difference. Therefore placing the indicated anniversary near or under the corporate identity is very common and unexceptional. However combining the corporate identity with the indicated anniversary in a creative and original way, converting it to something that expresses concepts, thoughts and emotions can lead to unique and exceptional solutions. That is why the designer has to have complete control over the conceptual basis to the form, color and all the other details. The quote "devil in the details" should be the leading motto of the designer.

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