

Logo Incorporation as a Creative Strategy in Advertising Ideation

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Abstract:

Logos are one of the first forms of visual communication. They are the brands' identity in today's visual culture, where images are the main form of communication. In Advertising Logos play a critical role in serving a connection point between the company and its customers, whereas the logo's primary purpose is to spark recognition, without a logo, a brand is unable to convey its identity, purpose, and nature. In the era of visual overload, where brand recognition is the ultimate goal. Incorporating a successful brand logo could be a powerful design tool or a source of inspiration to clever advertising ideas. Well-crafted incorporation cuts half the way to target consumer attention successfully and speeds up the communication process. This paper explores the types of logos and explains the skillful incorporation techniques of brand logos in crafting advertising ideas/key-visuals that grab the audience attention successfully to achieve a strong visual impact. Finding that brand logos are a very rich source of inspiration to advertising ideas or key visuals. They could be used as a creative strategy to craft a stunning and effective advert. As long as designers are daring enough to incorporate brand logos using various visual tactics in a clever way. Incorporation also helps audience recognize and recall the brand which makes the advert more familiar and leads to a faster communication process.

Keywords:

Logo incorporation, Ideation, Key visual, Scamper technique

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