

## **Important Role Of Indian Graphics Designers and Their Contribution in The Field of Advertising and Corporate Identity Design**

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### **Abstract**

*This research studies the important role of Graphics Designer and their contribution in the field of Indian Advertising. Logo plays a very important role to build an image in business. Logo is important to create a stamp of your product in the public mind. Symbols & corporate identity design play a very important role in society. Logos are used all the time in mass media. Designing a beautiful logo is a very important step for the company. The purpose of this research is to examine the impact & important role of corporate identity design on brand awareness and also to preserve the power of this Corporate Identity by enhancing of brand pretense on the human mind.*

**Keywords:** *Logos, Symbol, corporate Identity, Society, Products, media, Social Design, Visual Communication, Present Social Awareness, Brand, Visual Arts Social, and Socio-Cultural, Education in the Society, company, relationship, meaning, Emblems.*

## **Introduction**

Every product has a personality, a distinct characteristic that is essential on its own. This characteristic sets the product apart from the cluster. The 'logo' can be loosely defined as the face of a product. Through the ages, the world has witnessed various logos and some of the logos are so famous that they will always be remembered. A world-famous logo means a name, symbol, or trademark, which is designed for easy recognition. It all started with a cipher consisting of a single letter, and later a design or mark consisting of two or more letters inter-wined. The logo can be used as a trading name, not identical to the firm's name, as for instance Lux, Mc Donald, Titan Watches, Cadbury's, Philips, Coca Cola, Nike, etc. the producer may not associate the names of manufacturers with all such popular trade name products and the customers will likely buy the goods with confidence. So, to design a trade-mark that will simply and effectively tell the story of a company, proper planning, market research, and thorough analysis are necessary.

The success of an organization depends on how organizations communicate effectively about the norms and policies of the organization to the organizational members. As it involves the interaction between management and workers, the psychological understanding of situational communications plays a determinant role in resultant human behavior at work. The communication process directly influences the human behavioral traits such as one's feelings, emotions, attitudes, ideas, interests, and motivation.

A logo, if done properly can leave a long and deep impression on the customer's mind. They go a long way in depicting the image of your business. You can well understand, how powerful a logo can be if you think about the golden arches of McDonald's—the moment you see that, you know it's them. Just think about the Swoosh of Nike, do you even take a moment to think, to whom does that logo belong? That shows how much of a powerful impact a logo can create in the mind of your customers.

## **History**

The script based on wedge of Sumerian before 3500 years ago, could be understood by the people of that time but the binary script which is made on the cotton ribbon by cutting it in holes can be understood with the help of machinery. There is a need for symbols, logos, and emblem language in the modern changing world which can be understood by all. The culture of Harappa and Mohenjodaro belongs to 3000 to 2000 B.C. has many symbolic icons and Chitra sleep/figure language which can become a good educational source for the study of the emblem. At Mohenjodaro, many golden coins called 'Mohara' were discovered, on which different animal forms are engraved. Oxen having inwardly curved short horns are symbolic words of Chitraleepi. The pictorial script found is read from right to left and the next line is read from left to right.

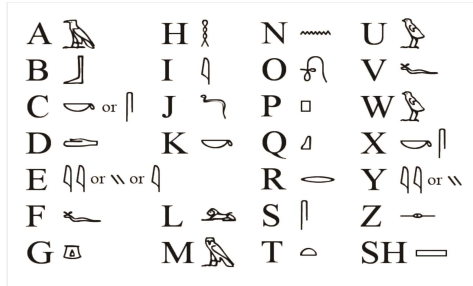


Image: 1 Hieroglyphic Egyptian alphabets

### **Changing Nature of Corporate Identity**

In today's times, our lives are surrounded by various logos, corporate images, and symbols. These logos, symbols, and corporate identity images are used in design to express the characteristic of the product. The design should be unique, beautiful, and appealing. These are then used in advertisements, vehicles, letterheads; business cards, etc. over the past few years the, corporate identity as a concept is changing. The logos today should not only be eye-catching but should also think about its cultural aspect and impact on the citizens. Therefore the symbols are not any form or shape but also should have new ideas and concepts.

#### ***Sudarshan Dheer:***

*Every project for me has been a new learning.*

*Even today it happens. And I have always tried not to work on the same path.*

### **Information and Contribution of Logo Design Masters in India**

#### **Yeshwant Chaudhary**

One renowned Graphic Designer Yeshwant Chaudhary, in the late '50s, did his post-graduate studies at the Central School of Art and Design, London, and took additional courses in exhibition design, film as art, advertising management, and philosophy. Later on, he established his own firm 'Communica Corporate Communications' with activities such as film-making, audio-visuals, design services, and corporate identity programs. The logo design for HDFC Housing Development Corporation Limited was created in 1977 by him. The company aims to provide long-term financial loans for homeownership. The geometric design of the logo makes it strong as a symbol. The letters H.D.F.C. Bank Placed below the logo unifies the concept of housing loans. It also apprehends that while viewing the logo words like reliability, protection & assurance comes to the mind. He made a big contribution in Indian logo design by designing many logos, for examples: Indian Institute of Technology, Bureau of International Transportation, Logo of Amul milk product, Ecomax Organic

Fertilizer, IDBI Mutual Fund, IDBI Capital Market Services, ICICI Financial Service, ICICI Securities & Finance, Educational Conference Logo, IIT Bombay.



· **Image: 1, 2, 3: Example: HDFC Housing Development Corporation Limited, Amul milk product, Educational Conference Logo, IIT Bombay.**

<http://imadecreativestudio.blogspot.com/2015/> <https://www.admecindia.co.in/graphic-design/10-most-popular-indian-graphic-artists/> <https://zerocreativity0.wordpress.com/tag/classical-logos/>

### **Sudarshan Dheer**

One of the renowned names in Indian Advertising is Sudarshan Dheer. He made a big contribution to logos, symbols, and trademark Designs. In 1974 Sudarshan Dheer Designed the Logo for Hindustan Petroleum Corporation (HPCL). The design of curved lines in the logo looks like the joining of a stream of energy fuel being poured into the vehicle. The visual forms connect with the concept of providing a future full of energy. The contrast between letter and shapes give the logo a marked elegance. The symmetry makes the form balanced and simple. Sudarshan Dheer also designed the TITAN logo, a joint venture of Tata Group and Tamil Nadu Industrial Development Corporation. Titan is a company that exports watches, accessories, and jewelry in traditional and modern design, the most alluring feature of the logo is the play with the letter 'T' which creates a circular hollow around it. It is simple and graceful in form & reminds of internal parts of its machinery. It exhibits the traditional as well as the modern identity of TITAN products. He made a big contribution to Indian logo design by designing many logos, for example: Kissan Jam, HP, Unitel Communication, E-Mart, Mahavir Hospital, IDBI Bank, ICICI Bank, Centurion Bank, and Bilt Group of Industries, ESSAR.



- **Image: 1, 2, 3: Example: Hindustan Petroleum, TITAN products, Kissan Jam, and ESSAR .**

*courtesy/image source: <http://www.designindia.net/thoughts/people/masters/sudarshan-dheer> <https://www.google.com/search?q=sudarshan+dhee+rlogos>*

#### **Debashish Bhattacharya**

Debashish Bhattacharya student of Visual communication, NID, (as a part of the class exercise) designed the logo for Doordarshan. The logo celebrated the first launch of the program broadcasting in India. Doordarshan was considered one of the largest broadcasting organizations in the world in terms of studio and transmission development. The form explains the identity that stands firmly to date.



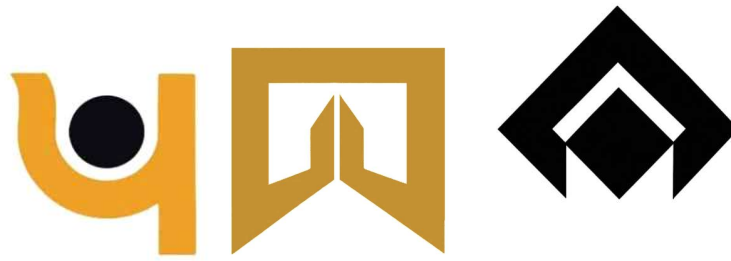
- **Image: 1 Example: I**

<https://thepostman.co.in/designer-iconic-logos-sbi-doordarshan/>

#### **R.K. Joshi**

Another renowned name in the Indian Graphic Design is R.K. Joshi. He designed the logo for ITC Hotel Welcome Group. The design marked the extension of ITC to Hotels in the 70s. Its theme was 'Truly Indian' & ITC named its chain of Hotels as 'welcome group'. The letter 'W' in the logo envisions the essence of Namaste to accommodate India which unifies different cultures & religions as one whole. He also designed the logo for the

Punjab National Bank. The logo captures the ethos of the letter in Gurumukhi which complements Punjab National Bank (PNB) as a nationalized bank. He also designed the logo for the largest integrated steel and iron producer (SAIL). SAIL was designed in 1973. The solid rhombus used enclosed within the triangle suggests that SAIL stands to infuse high-level and managerial expertise. He highly contributed to Indian logo designs. For example: Chimanlal Stationary, Indira Gandhi National Centre of Art, Indian Post & Telegraph Dept., ITC Hotels, Welcome-group, Punjab National Bank CEAT Tyres of India Ltd



· **Image: 1, 2, 3: Example: (PNB) Punjab National Bank, ITC Hotels Welcome-group, Steel Authority of India and CEAT Tyres and Indian Post.**  
<https://www.admecindia.co.in/graphic-design/10-most-popular-indian-graphic-artists/>



*Advaita by R. K. Joshi The philosophical concept of existence rendered through a calligraphic logo of the Sanskrit word “Advaita,” meaning non-dualism. A single calligraphic stroke splits into two before merging into one, represents everything beginning from the “one,” which seemingly gets distinguished as two (Maya i.e.*

*illusion). Duality, ultimately, merges into the “one.”*

### **Arun Kolatkar**

The logo for the information technology, services, and software company (now known as CMC Limited) was designed in 1975 by Arun Kolatkar. The logo depicts the concept of integrated systems engineering as a unit. The geometric shapes forming letters C, M and C express the image of information technology, integrated service, and modern engineering in an effortless and efficacious way. The upward arrow creating the visibility of the letter ‘M’ compliments the word ‘maintenance’. The geometric square used to create joined letterforms gives the logo equilibrium & makes it a unit concept. The form is minimalistic, but at the same time follows the principle of brevity is more effective than verbosity.



· **Image: 1 Example: Computer Maintenance Corporation, CMC Logo.** <https://zerocreativity0.wordpress.com/tag/classical-logos/>

### **Shekhar Karma**

The logo for the State Bank of India, India’s largest commercial bank was designed on 01st October 1971 by Shekhar Karma. Initially, it was thought that the logo looked like a keyhole. But the real concept was that the circle encloses a common man inside at its center. The common man constitutes the center of the bank business. The circle signifies the service of trust, security, and perfection for the common man. This logo represents the concept of the basic geometric form of design i.e. the circle.

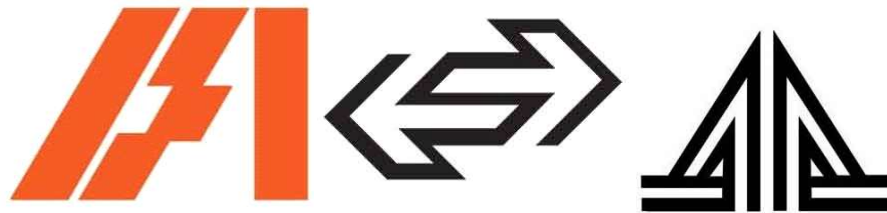


· **Image: 1, Example: SBI State Bank of India,** <https://zerocreativity0.wordpress.com/tag/classical-logos/>

### **Benoy Sarkar**

Benoy Sarkar left a visible mark in the field of graphic design in India. His

contributions towards corporate communications have much to be appreciated and are examples of good effective design. He made a huge contribution to Indian logo design. For example Indian Airlines, Airport Authority of India, Delhi Transport Corporation, Electronics Corporation of India, Madhya Pradesh Fisheries Development and Trade Fair Authority of India. He designed the logo for ITPO Indian Trade Promotion Organization in 1974 when the government of India commenced external trades. The logo has a fascinating depiction of letters T and F. The tone is a fusion of safeguarding traditions of trade and investments along with the modernity of ITPO. The logo design has a universal and unique form. It symbolizes the authority of India exercising trade through fairs and exhibitions in India and abroad. The logo for the Airport Authority of India was also designed by Benoy Sarkar. There is the usage of wings of an airplane & triangular shape that together as a form instantly associate with airports. It depicts the vision of AAI i.e. to improve, evolve, uphold and manage civil aviation in India. He highly contributed to Indian logo design. For example: Sangeet Natak Academi, Ministry of Home-National Integration Council, Indian Airlines, Delhi Transport Corp.,



· **Image: 1, 2, 3: Example: Indian airlines, Delhi transport corporation, Airport Authority of India**

<https://www.admecindia.co.in/graphic-design/10-most-popular-indian-graphic-artists/>

***The design philosophy of Sudarshan Dheer***

*The process of becoming a good artist is to start with no assumptions and no fixed ideas.*

*I have disowned all my previous work as one needs to begin with nothing to end up with something original.*

**Conclusion**

The identity of an organization is its most precious asset; if it has no name and no reputation, it has nothing. A corporate identity program is a means by which the organization



can make its strategy, structure, and personality clear for everyone who comes into contact with it to see and feel. Symbols and logos play an important role in society. So the study of symbols and logos is very important. With symbols and logos playing an important role in advertising and Brand building, they play an important role in remembering the brands. Logo is beneficial in number of ways. First, it creates the first impression. It is the most important and the central item of corporate branding campaign, it tells the story of a company and a quality symbol assures the people (consumers) that they can rely on the brand. Designing a logo is not expensive. One can hire a freelancer to design a company logo at reasonable rates. A Logo or Symbol is an important aspect of a company's brand strategy. It helps, of course, to differentiate a company from its competitors. If one is given the task of creating a logo for an organization/company, creating an image that is clean, simple, and carries the meaning can bring about a phenomenal change in the total scenario by bridging a gap between the mass and the product.

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