A STUDY TO UNDERSTAND THE ASSOCIATION BETWEEN “SHAPE”, “COLORS” AND “TYPEFACE (FONTS)” WITH PEOPLE PERCEPTION ABOUT ORGANIZATION’S BRAND PERSONALITY ATTRIBUTES

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Abstract: The Visual identity of an organization is a very crucial yet an ignored subject. Organizations do not pay much attention to their visual identity and do not recognize its significance in the overall brand building process. Recent corporate history reveals that the average organizations change their corporate visual identity once in every eight to ten years, which involves changes in the logo, color scheme, font style etc. During the last ten years, renowned Indian corporate, such as AirTel, Godrej, Hero Group, Shell, Mahindra, Microsoft, Tata, Volkswagen, Nike, Bank of Baroda, Canara Bank, Axis Bank, etc. have recently changed their corporate identity through their various components of Visual Brand Identity, keeping the objective to infuse a new life into company's image and to attain new wave of sales, and brand loyalty. Globally there are numerous examples of various brands and their overhaul through their components of Visual Brand Identity. After having evaluated various research works on the related or partially related topics, it has been realized that this subject has not been given more emphasis, as the majority of marketing professionals and academicians feel that the idea of the visual image of any business or brand personality is more of artistic in nature and should be dealt by artists or creative professionals. This study is an endeavor to understand that how do people connect brand personality of an organization with its Components of Visual Brand Identity. The study will also find out the correlation between organization's brand personality with various Components of Visual Brand Identity such as; Logos, Colour Scheme, and Typeface used in various marketing communication tools. This research is entirely based on primary data, which is collected from the questionnaire survey. Convenience sample method was used by taking the response from more than 400 respondents equally distributed among all the age group, social class. This research reveals that each individual has its own unique perception about various Shapes, Colors, and Fonts but also share some common opinion that can be used to make business communication more effective. This is very broad research and can be a precursor, towards more micro research on this topic.

Keywords: Visual identity, Brand personality, Marketing Communication, Advertisement

Introduction (Visual Identity of an Organization)

In this fast changing communication and digital era, every organization irrespective of its size, geographical presence, and offered products or service, must have a distinct visual identity. A visual image, which can be recognized across the globe and must express organization's characteristics, business objective, ethos, purpose, philosophy, and activities. Organizations reflect their brand identity through various Components of Visual Brand Identity such as logos, mascots, websites, physical infrastructure etc. These Components of Visual Brand Identity create a unique visual brand image of the organization in the subconscious minds of the people. Visual identity of an organization can be created by consistent use of these Components of Visual Brand Identity for over a period in

different communication applications and it can be translated into various tangible interfaces, which may include promotional material, business card, basic stationery, uniform, billboard etc.

Significance of Visual Identity

Visual identity of an organization reflects its personality, which conveys distinctive character of the organization and its various activities. Visual identity helps organizations to perform certain very significant internal and external objectives. Within the organization, it provides a common branding for its employees and enhances the feel of association and team spirit, thus strengthening group identity and loyalty towards the company. It also helps the organization to create a unique image in the marketplace and helps them to stand out in the extremely competitive environment.

Components of Visual Brand Identity

There are mainly three components, which represent the visual identity of any organization.

- **The Logo:** A logo can be defined as “A graphical mark used to identify a company, organization, product or brand**Error! Reference source not found..** Logos can be displayed alongside or in lieu of a company's name in order to generate awareness of the company's association with a particular product or service. The particular graphics used may be a stylized version of the company lettering (such as a wordmark) or abstract (such as a shape unrelated to the company lettering)". A consistent and undistorted use of logo across various communication applications helps the organization to create a distinctive image, strong enough to be recognized and associated with the organization **Error! Reference source not found..**

- **The Color Scheme:** The human mind is highly sensitive towards visual stimuli, and the color is one of the major important element in that response. The appropriate color scheme can improve the visual identity of any organization. Consistent use of the same combination of color scheme, across different communication applications, can create a very distinct and strong image in the minds of people.

- **Typefaces (Font Style):** Distinctive and Consistent font style throughout the communication material, help organizations to create a unique visual identity and a distinctive character of the company.

Concept of Brand Personality

The process of linking consumer and brand requires a level of sensitivity, which goes beyond traditional theories of marketing. There are numerous books and pieces of literature, which talk about how a brand can be defined as a human personality.

As per the definition of Brand Personality “Brand personality is a set of human characteristics that are attributed to a brand name. A brand personality is something to which the consumer can relate; an effective brand increases its brand equity by having a consistent set of traits that a specific consumer segment enjoys **Error! Reference source not found..**

Marketing gurus have been discussing personality of a company, product or brand since the 1950s. The concept of brand personality became popular in the 1980s among marketing and publicity professionals and researchers **Error! Reference source not found..**

When the concept of brand personality became popular, marketing professionals started analyzing how to build better brands. Jennifer Aaker a well-known marketer from Stanford suggested the concept of five brand personality traits shown in the below figure-1¹ **Error! Reference source not found.**

Figure-1 : Aaker's Five Dimensions of Brand Personality, The framework is defined as the set of human characteristics associated with a given brand. It is used to determine the personality of a brand by classifying it into 5 core dimensions, with each dimension divided into a set of facet, such as: Source : <http://www.superskill.com/aaker-brand-personality-dimension/>

Brands begin to create their personalities when people start associating them with some human attributes. Hence “Microsoft” can be considered as a “Sincere” personality. “Woodland” can be called as “Rugged” personality. Longines and Armani can be known as “Sophisticated” and Oxford can be viewed as “Competent” personality.

¹ Figure-1 : Aaker's Five Dimensions of Brand Personality, The framework is defined as the set of human characteristics associated with a given brand. It is used to determine the personality of a brand by classifying it into 5 core dimensions, with each dimension divided into a set of facet, such as:

Problem Statement

The Visual identity of an organization is a very crucial yet an ignored subject. Organizations do not pay much attention to their visual identity and do not recognize its significance in the overall brand building process. Recent corporate history reveals that on average organizations change their corporate visual identity once in every eight to ten years, which involves changes in the logo, color scheme, font style etc. In the last ten years, renowned Indian corporate, such as AirTel, Godrej, Hero Group, Wockhardt, Mahindra, Tata, Bank of Baroda, Canara Bank, Axis Bank, etc. have recently changed their corporate identity through their various Components of Visual Brand Identity, keeping the objective to infuse a new life into company's image and to attain new wave of sales, and brand loyalty. Globally there are numerous examples of various brands and their overhaul through their Components of Visual Brand Identity.

Every individual has a unique character and perception towards various business entities, which unintentionally creates a formless visual image of these businesses, which could be represented by geometrical shapes, color arrangement, and style of fonts used to represent the organization. The right selection of all these components helps the organization to create an enduring image and strong brand recognition in the marketplace.

Eleonora Seimiene and Egle Kamarauskaite (Vilnius University, Vilnius, Lithuania) written a paper which was published in Procedia - Social and Behavioral Sciences. The paper explains that the Brand personality is an important topic in marketing studies already for several decades. It is proven that brand personality plays a significant role in ensuring brand loyalty, forming favorable attitudes towards the brand and enlarging brand equity. However, very little attention is paid to the topic, how different brand elements, attributes or factors shape in consumers' minds the perception of brand personality **Error! Reference source not found..**

An article "Build your brand: How to choose the right fonts" published in www.canva.com² emphasizes that how the selection of a right typeface (Font) can have a huge impact on the way your brand communicates. The article further explains that choosing the right fonts reflects your brand's values, traditional or quirky, fun or formal you can attract the right kind of customers **Error! Reference source not found..** However, this article does not recommend the appropriate typeface to create a specific brand image.

Lizzy Hillier in her blog says that a brand's choice of color is a fundamental element that reinforces both its personality and the qualities of the products and/or services it offers. She explained the importance of colors in branding by coating examples of few famous multinational brands. Although,

² Canva is a graphic-design tool website, founded in 2012.

this blog remained silent on the correlation between colors and brand personality elements **Error! Reference source not found..**

An article published on the website of Fabrik³ says that while many organizations continue to consider “shape” to be something of a juvenile topic, the truth is that just like fonts and colors, shapes are an important aspect of design, capable of symbolizing ideas, expressing moods, and leading the eye. In fact, you are probably aware of countless shapes each day – even though you do not realize that you are noticing them. After all, shapes make up everything around us **Error! Reference source not found..**

After having accessed other studies on brand personality, it has been found that there is no study, which could link Components of Visual Brand Identity with the brand personality of an organization.

This study is an endeavor to understand that how do people connect brand personality of an organization with its Components of Visual Brand Identity. The study will also find out the correlation between organization’s brand personality with various Components of Visual Brand Identity such as; Logos, Color Scheme, and Typeface used in various marketing communication tools.

Research Gaps Identified

Despite being a very vital and significant business decision, it could not generate any interest of researchers to work on this subject. After having evaluated various research works on the related or partially related topics, it has been realized that:-

This subject has not been given more emphasis to, as the majority of marketing professionals and academicians feel that the idea of the visual image of any business or brand personality is more of artistic in nature and should be dealt by artists or creative professionals

- Lack of creative instinct in marketing professionals could not generate much interest among them to explore more on this subject.
- The majority of studies available on this subject are focused on the history of the visual image of organizations rather than suggesting an appropriate visual image, which could represent a specific type of business or an organization.
- Moreover, there is no study, which could confirm most appropriate structural attributes of the logo, color scheme and font Style for any specific organization or business type.

³ Fabrik is a specialist creative agency in London.

- There are so many articles, which throw some lights on various colors and associated human emotions with them. However, there no study with could link a color or a set of colors with specific brand personality elements.

The objective of the study

- To understand, how people correlate geometrical shape of any logo, color scheme, and typefaces with a specific organization or business types.
- How do logos, color schemes, and typefaces influence the perception of any organization or business type in the mind of people?

Material and Methods Used

As there is no study available (this is not acceptable), which could provide some information pertaining to this topic, and can link people perception about the organization through its various Components of Visual Brand Identity. Hence, this research is entirely based on primary data, which is collected from the questionnaire survey. Convenience sample method was used by taking the responses from a population of 400 respondents from various parts of India, represented by almost an equal ratio of both the genders aged between 15 years to 60 years.

Questionnaires were distributed through <https://www.questionpro.com>⁴, which is the leader in online survey creator and helps to create the survey, collect responses and analyze them accordingly, data can also be exported and tabulated in the excel format.

A 300-printed version of questionnaires were also distributed to the relevant population. The researcher could get back 159 printed questionnaires properly filed by the respondent and 255 questionnaires were collected from <https://www.questionpro.com>.

Questionnaires Design

In order to conduct this research, researcher has taken brand personality elements such as “Sophistication”, “Competence”, “Sincerity”, “Ruggedness” and “Excitement” to define a business personality and tried to see that how people associate these brand elements with a specific geometrical shape, color set, and typefaces.

In order to achieve it, respondents were shown various geometrical shapes (Figure-2) through the questionnaires and asked to associate these shapes with the specific brand personality attribute. Respondents were given this freedom to associate multiple shapes with many brand personality elements.

⁴ An online surveys tool for customer experience, product feedback, market research and more.

Similarly, respondents were also asked to associate various brand personality elements with the different colors, which can be seen from a visible spectrum.

The visible spectrum is a very small portion of the electromagnetic spectrum that can be seen by human eyes. This is shown in the figure below (Figure-3), which is not to scale. The exact boundaries of each type of wave are not precisely defined and often different authors have slightly different values. This is not really relevant since this classification is just indicative.

Figure-2: Basic Geometrical Shapes (Source: www.vectorstock.com)

Respondents were shown the shades of colors from visible spectrum along with their range of wavelength (Figure-3) and asked to associate various brand personality traits with them.

In order to understand the correlation between the typefaces (Fonts) and the brand personality attributes, the researcher shown the various types of fonts based on their classification (Figure-4) and asked respondents to associate Brand personality trait with specific typefaces. In this case, also respondents were given this liberty to associate multiple brand personality traits with many typefaces.

Classification of typefaces (Font): Most typefaces can be classified into four basic groups: those with serifs, those without serifs, scripts and decorative styles. Over the years, typographers and

scholars of typography have devised various systems to more definitively categorize typefaces. One of the classifications of typeface is given below (Figure-4)

All these responses were recorded and tabulated for analysis. Primarily questionnaires were designed in the English language, but to avoid any language biasedness it was translated in the Hindi language also.

The electromagnetic spectrum (not to scale)

Figure-3: The visible spectrum (Source: <http://www.giangrandi.ch/optics/spectrum/spectrum.shtml>)

Classification of Typefaces

Serif Type Styles Sans Serif Type Script Type Styles Decorative
Styles

Old Style

Grotesque

Formal

Decorative

Transitional

Square

Casual

Figure-4: Classification of typefaces (Source: <https://www.fonts.com/content/learning/fontology/level-1/type-anatomy/type-classifications>)

Analysis of Data and its Interpretation

Demographics

Data was collected from 551 respondents from various age groups. Data was further cleaned out and only data of 400 respondents were considered. In order to get the balanced response from both the genders and from all the age groups, the researcher tried to approach nearly equal numbers of male and female respondents from all the age group.

Table No. 1 displays that researcher has taken the responses from 228 male and 172 Female that respectively represents 57% and 43% of total numbers of respondents.

Graph 1: Age range of respondents

Graph 2: Gender ratio of respondents

The relationship between specific geometrical shape of logos and people's perception towards the organization's brand personality attributes

Table No. 1 : Responses about "Triangle" and its association with Brand Personality Attributes

Which of the following attributes closely represents the below-shown shape (You can also select multiple attributes)	Brand personality attributes	How many times the attribute was selected	Percentage based on respondents	Percentage based on answer
	Sincerity	173	43%	28%
	Excitement	87	22%	14%

Competency	202	51%	33%
	Sophistication	66	16%	11%
	Raggedness (Rough and Tough)	82	21%	14%
	Total	610	100%	100%

Graph 3 : Respondents perception about “Triangle” and its association with Brand Personality Attributes

Interpretation

As shown in Table No. 1, 400 respondents have mentioned at least one attribute, 202 respondents indicated that “Competency” is closely represented by Triangle shape. That is 51% of all people who responded and it is 33% of all the answers given. In total, the 400 respondents have ticked $173+87+202+66+82=610$ attributes. So almost everyone did indeed tick one attribute.

Table No. 2 : Responses about “Square” and its association with Brand Personality Attributes

Which of the following attributes closely represents the below-shown shape (You can also select multiple attributes)	Brand personality attributes	How many times the attribute was selected	Percentage based on respondents	Percentage based on answer
	Sincerity	198	49%	38%
	Excitement	45	11%	9%
	Competency	132	33%	25%
	Sophistication	103	26%	20%
	Raggedness	49	12%	9%

	(Rough and Tough)			
	Total	528	100%	100%

Graph No. 4 : Respondents perception about “Square” and its association with Brand Personality Attributes

Interpretation

As shown in Table No. 2, 400 respondents have mentioned at least one attribute, 198 respondents indicated that "Sincerity" is closely represented by “Square” shape. That is 49% of all people who responded and it is 38% of all the answers given. In total, the 400 respondents have ticked $198+45+132+103+49=528$ attributes. So almost everyone did indeed tick one attribute.

Table No. 3 : Responses about "Trapezium" and its association with Brand Personality Attributes

Which of the following attributes closely represents the below-shown shape (You can also select multiple attributes)	Brand personality attributes	How many times the attribute was selected	Percentage based on respondents	Percentage based on answer
	Sincerity	78	20%	16%
	Excitement	62	15%	13%
	Competency	95	24%	19%
	Sophistication	107	27%	22%
	Raggedness (Rough and Tough)	144	36%	30%
	Total	487	100%	100%

Graph No. 5 : Respondents perception about “Trapezium” and its association with Brand Personality Attributes

Interpretation

As shown in Table No. 3, 400 respondents have mentioned at least one attribute, 144 respondents indicated that “Ruggedness (Rough and Tough)” is closely represented by “Trapezium” shape. That is 36% of all people who responded and it is 30% of all the answers given. In total, the 400 respondents have ticked $78+62+95+107+144=487$ attributes. So almost everyone did indeed tick one attribute.

Table No. 4 : Responses about "Rectangle" and its association with Brand Personality Attributes

<div>Which of the following attributes closely represents the below shown shape (You can also select multiple attributes)</div> <div> </div>	Brand personality attributes	How many times the attribute was selected	Percentage based on respondents	Percentage based on answer
	Sincerity	219	55%	39%
	Excitement	58	14%	10%
	Competency	124	31%	22%
	Sophistication	115	29%	21%
	Ruggedness (Rough and Tough)	45	11%	8%
	Total	561	100%	100%

Graph No. 6 : Respondents perception about “Rectangle” and its association with Brand Personality Attributes

Interpretation

As shown in Table No. 4, 400 respondents have mentioned at least one attribute, 291 respondents indicated that “Sincerity” is closely represented by “Rectangle” shape. That is 55% of all people who responded and it is 39% of all the answers given. In total, the 400 respondents have ticked $219+58+124+115+45=561$ attributes. So almost everyone did indeed tick one attribute.

Table No. 5 : Responses about “Rhombus” and its association with Brand Personality Attributes

Which of the following attributes closely represents the below-shown shape (You can also select multiple attributes)	Brand personality attributes	How many times the attribute was selected	Percentage based on respondents	Percentage based on answer
Sincerity	49	12%	10%
	Excitement	169	42%	33%
	Competency	87	22%	17%
	Sophistication	99	25%	19%
	Ruggedness (Rough and Tough)	107	27%	21%
	Total	511	100%	100%

Graph No. 7 : Respondents perception about “Rhombus” and its association with Brand Personality Attributes

Interpretation

As shown in Table No. 5, 400 respondents have mentioned at least one attribute, 169 respondents indicated that “Excitement” is closely represented by “Rhombus” shape. That is 42% of all people who responded and it is 33% of all the answers given. In total, the 400 respondents have ticked $49+169+87+99+107=511$ attributes. So almost everyone did indeed tick one attribute.

Table No. 6 : Responses about “Parallelogram” and its association with Brand Personality Attributes

Which of the following attributes closely represents the below-shown shape (You can also select multiple attributes)	Brand personality attributes	How many times the attribute was selected	Percentage based on respondents	Percentage based on answer
Sincerity	128	32%	24%
	Excitement	140	35%	27%
	Competency	78	20%	15%
	Sophistication	74	19%	14%
	Ruggedness (Rough and Tough)	103	26%	20%
	Total	524	100%	100%

Graph No. 9 : Respondents perception about “Parallelogram” and its association with Brand Personality Attributes

Interpretation

As shown in Table No. 6, 140 and 128 respondents correspondingly indicated that “Excitement” and “Sincerity” are closely represented by “Parallelogram” shape. That represents 35% and 32% of all people who responded and it is 27% and 24% of all the answers given. In total, the 400 respondents have ticked $128+140+78+74+103=524$ attributes. So almost everyone did indeed tick one attribute.

Table No. 7 : Responses about "Pentagon" and its association with Brand Personality Attributes

<p>Which of the following attributes closely represents the below-shown shape (You can also select multiple attributes)</p>	Brand personality attributes	How many times the attribute was selected	Percentage based on respondents	Percentage based on answer
	Sincerity	70	18%	12%
	Excitement	173	43%	30%
	Competency	111	28%	19%
	Sophistication	115	29%	20%
	Ruggedness (Rough and Tough)	115	29%	20%
	Total	569	100%	100%

Graph No. 10: Respondents perception about “Pentagon” and its association with Brand Personality Attributes

Interpretation

As shown in Table No. 7, 173 respondents indicated that “Excitement” is closely represented by “Pentagon” shape. That is 43% of all people who responded and it is 30% of all the answers given. In total the 400 respondents have ticked $70+173+111+115+115=569$ attributes. So almost everyone did indeed tick one attribute

Table No. 8 : Responses about "Oval" and its association with Brand Personality Attributes

<div>Which of the following attributes closely represents the below-shown shape (You can also select multiple attributes)</div> <div> </div>	Brand personality attributes	How many times the attribute was selected	Percentage based on respondents	Percentage based on answer
	Sincerity	161	40%	32%
	Excitement	120	30%	24%
	Competency	78	20%	16%
	Sophistication	91	23%	18%
	Raggedness (Rough and Tough)	54	13%	11%
	Total	503	100%	100%

Graph No. 11 : Respondents perception about “Oval” and its association with Brand Personality Attributes

Interpretation

As shown in Table No. 8, 161 respondents indicated that “Sincerity” is closely represented by “Oval” shape. That is 40% of all people who responded and it is 32% of all the answers given. In total, the 400 respondents have ticked $161+120+78+91+54=503$ attributes. So almost everyone did indeed tick one attribute.

Table No. 9 : Responses about "Hexagons" and its association with Brand Personality Attributes

Which of the following attributes closely represents the below-shown shape (You can also select multiple attributes)	Brand personality attributes	How many times the attribute was selected	Percentage based on respondents	Percentage based on answer
Sincerity	115	29%	19%
	Excitement	78	20%	13%
	Competency	120	30%	20%
	Sophistication	161	40%	27%
	Ruggedness (Rough and Tough)	128	32%	21%
	Total	602	100%	100%

Graph No. 11 : Respondents perception about “Hexagons” and its association with Brand Personality Attributes

Interpretation

As shown in Table No. 9, 161 respondents indicated that “Sophistication” is closely represented by “Hexagons” shape. That is 40% of all people who responded and it is 27% of all the answers given. In total, the 400 respondents have ticked $115+78+120+161+128=602$ attributes. So almost everyone did indeed tick one attribute.

Table No. 10 : Responses about “Diamond” and its association with Brand Personality Attributes

Which of the following attributes closely represents the below-shown shape (You can also select multiple attributes)	Brand personality attributes	How many times the attribute was selected	Percentage based on respondents	Percentage based on answer
Sincerity	103	26%	18%
	Excitement	120	30%	21%
	Competency	95	24%	17%
	Sophistication	115	29%	21%
	Ruggedness (Rough and Tough)	128	32%	23%
	Total	561	100%	100%

Graph No. 12 : Respondents perception about "Dimond" and its association with Brand Personality Attributes

Interpretation

As shown in Table No. 10, respondents are almost equally divided in their responses and there is no clear shift in their opinion about "Diamond" shape. However, attribute "Raggedness" was selected by 128 respondents that are the highest in terms of percentage, which is 32% of all people who responded and it is 23% of all the answers given. In total, the 400 respondents have ticked $103+120+95+115+128=561$ attributes.

Table No. 11 : Responses about "Circle" and its association with Brand Personality Attributes

Which of the following attributes closely represents the below-shown shape (You can also select multiple attributes)	Brand personality attributes	How many times the attribute was selected	Percentage based on respondents	Percentage based on answer
		202	51%	36%
		95	24%	17%
		95	24%	17%
		136	34%	24%
		41	10%	7%
		569	100%	100%

Graph No. 13 : Respondents perception about “Circle” and its association with Brand Personality Attributes

Interpretation

As shown in Table No. 11, 202 respondents indicated that “Sincerity” is closely represented by “Circle” shape. That is 51% of all people who responded and it is 36% of all the answers given. In total, the 400 respondents have ticked $202+95+95+136+41=569$ attributes.

The relationship between colors from shortest to longest wavelength (nm) in Visible Spectrum and people’s perception towards the organization’s brand personality attributes

Graph No. 14: The relationship between in visible colors from shortest to longest wavelength (nm) with Brand Personality Attributes.
(Percentage based on respondents).

Graph No. 15: The relationship between in visible colors from shortest to longest wavelength (nm) with Brand Personality Attributes
(Percentage based on answer).

Interpretation

As shown in Table No. 12, respondents have given their opinion about various visible colors from shortest to longest wavelength (nm) in the visible spectrum and their association with different brand personality attributes.

- As per the responses, color ranges Between 450 (nm) to 500 (nm), 500 (nm) to 550 (nm) and 550 (nm) to 600 (nm) wavelength represent “Sincerity” the most, which is 20%, 17% and 17% of all people who responded and it is 15%, 13% and 13% of all the answers given.
- As per the responses the color range between 600 (nm) to 650 (nm) and 550 (nm) to 600 (nm) wavelength represent “Excitement” the most, which is 19% and 15% of all people who responded and 15% and 11% of all the answers given.
- Most of the Respondents have preferred central part of the visible spectrum to link “Competency” attribute, precisely respondents preferred the color range 500 (nm), between 500 (nm) to 550 (nm) and 550 (nm) wavelength to represent “Competency” which is 12%, 17% and 15% of all people who responded and it is 9%, 13% and 11% of all the answers given.
- Most of the respondents preferred the color range between 550 (nm) to 600 (nm) wavelength to link “Sophistication”, which is 17 % of all the people who responded and 13 % of all the answers given.

Raggedness (Rough and Tough) is the only attribute which has received the highest percentage of preference from the color range between 650 (nm) to 700 (nm) wavelength, which is 39 % of people who responded and 30 % of all the answer given

Graph No. 17 : Representation of visible colors from shortest to longest wavelength (nm) with Brand Personality Attributes

Figure-4: Representation of visible colors from shortest to longest wavelength (nm) with Brand Personality Attributes

The relationship between specific group of typefaces (font) and people's perception towards the organization's brand personality attributes

Graph No. 16: The relationship between "Decorative" Group of Typefaces (Font) with brand personality attributes.

Interpretation

As shown in Graph No. 16, respondents indicated that “Excitement” is closely represented by “Decorative” Group of Typefaces”. That is 55% of all people who responded and it is 43% of all the answers given.

Graph No. 17: The relationship between "Script Type Styles" Group of Typefaces (Font) with brand personality attributes.

Interpretation

As shown in Graph No. 17, respondents indicated that "Sophistication" and "Competency" is closely represented by "Script Type Styles" Group of Typefaces". That is correspondingly 42% and 32% of all people who responded and it is 31% and 23% of all the answers given.

Graph No. 18: The relationship between "Sans Serif Type style" Group of Typefaces (Font) with brand personality attributes.

Interpretation

As shown in Graph No. 18, respondents indicated that "Sincerity" is closely represented by "Sans Serif Type style" Group of Typefaces". That is 41% of all people who responded and it 34% of all the answers given.

Graph No. 19: The relationship between "Sans Type style" Group of Typefaces (Font) with brand personality attributes

Interpretation

As shown in Graph No. 19, respondents indicated that "Competency", "Sincerity", and "Sophistication" is closely represented by "Sans Type style " Group of Typefaces". That is correspondingly 30%, 28% and 26% of all people who responded and it is 26%, 24% and 22 % of all the answers given.

Significant Findings

- Based on the research findings and its interpretation, it has been observed that people perceive personality of an organization based on the "Geometrical Shape", "Color Scheme" and "Type of Font (Typeface)" used by organizations in their various communication material.
- This research also reveals that each individual has its own unique perception about various Shapes, Colors, and Fonts but also share some common opinion that can be used to make business communication more effective.
- After evaluating the result of the survey, it can be concluded that while designing a communication plan organizations must emphasize on aesthetics of their communication material, which should be in tune with the overall organizational personality.

Way forward

This research was conducted in a predominantly urbanized geographical area of India and does not cover the perception of people in the rural area. There might be a possibility that the perception of people about various Shapes, Colors, and Fonts and how they relate these components with the visual identity of any organization may differ in rural and urban areas. To understand the same, further research in other geographical boundaries can be conducted, which may help marketers to understand more about this topic.

Research on various other nuances of Shapes, Colors, and Fonts can be conducted to understand how people perceive the personality of an organization based on these nuances. This is very broad research and can be a precursor, towards more micro research on this topic.

Bibliography

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