CHAPTER III

THE INTEPRETATION AND APPLIED STRATEGIES OF LOGO AND TAGLINE OF CIRCLE SHOES

3.1 The Interpretation and Applied Strategies of logo and tagline

When we want to promote something either in the form of products or services, we definitely need a good media promotion. Media promotion includes all the activity of a company to communicate and promote its products to target market. Therefore, the information or the message that we convey to the costumers will be received. The important media promotions are known as logo and tagline.

A logo is a symbol that has a meaning to identify a product or company that is formed as visual media; it is a part of the company so that it is very important to convey a company's benefit and carries the brand's message. The good logo can build loyalty between business and customers by the message of the logo itself, it can establish a brand identity, build the image of the company and can assure customers of the product or service that the company offers. The purpose of the logo is to represent a business and to distinguish it from its competitors and give a visual representation of a company brand.

One of the popular questions is "why logo should be different?" logo is identity of the product or company, so it should be different from another and have a characteristic of the product or company itself. A logo design should be

unique, simple, and memorable, certainly should promote a company brand and build brand identity.

Then, the effective way to communicate brand's messages is by creating a tagline. Tagline can be used to articulate company's vision, convey essential qualities, brand character, emphasize the benefit of the product, and align brand message with an intended target market. A companyneeds todig deepandestablisha relationshipof communication, so the costumersknowand are interested in theproduct.The communicationthatcompany built, must be represented thecorporate identityandbringthe companytoits customers.

Data 1



Circle shoes logo can be interpreted in several factors: (1) how the logo creates the image of the company, (2) how the logo brings products to the market, and (3) how the logo interpreted in an interpretation.

How does the logo create the image of the company? Logo is identity of company that conveys their message to the market. A logo was created as an identity that is unique and easy to distinguish from competitor of companies. Logo can be likened to the face; everyone can be easily identified with each other just by looking at the face. It is not different with logo; logo is delivering company images through a simple look in the form of symbol.

How does logo bring the product to the market? Company has its own identity, and one of the easiest ways to distinguish between companies from another is to create the logo. Logo may become an effective way to identify and remember the company and its product and/or service so easy. Logo can be conveyed the company's information by involving the image of the product and benefit of the product to the market, so logo can build loyalty between the company and market by the message of the logo itself.

How can logo be interpreted in an interpretation? The logo that we have made here is a combination between circle shape and straight line. The meanings of circle shapes are immortality, completeness, freedomandprotection. Then straight lines are balance, and destination. After that, there is a color black splotches that has meaning a weakness of the product or company, allthings inthisworldnothing isperfect, because perfection of a product certainly has weaknessordeficiency.

If we review the logo, it is constructed by two elements; those arecirlce and straight line. Those elements are familiar in daily life because we can find

many things with circle shape and straight line. By using these elements, this logo will be easy to remember by the costumers and market.

Data 2



This tagline has been made for casual shoes product, the name of thisproduct is CIRCLE. The present writer has chosen the words that are easy to beremembered, and the tagline covers the name brand of the product. The purpose of that is, when the people hear it, the tagline is memorized quickly, and repeated easily

Then, the present writer tries to make this tagline different from others. It is the important thing to reflect the brand's identity, so it should be different to represent the characters and make some branding images the product itself.Based on the concept, this tagline is simple, elegant, unique, catchy, memorable, and timeless, so it is easy to be remembered by many people and hasan emphasisormain point.

3.2 Problem in dealing this business

The business that we run is marketing service, this business is very profitable but there are many risks, such as the logo and tagline that have been made are less known by people.

3.3 Solution for the Problem

Before beginning the process of a logo and tagline creation, be sure that you have developed your brand strategy and knowing the target market. After that, we should try to make a logo and tagline different from others, because the both of them are identity and branding strategy of a company.