

**Difficulty Differentiating Between The Brand, Visual
Identity, and Logo or Confusion Between Them
Among Entrepreneurs in Madinah**

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Difficulty Differentiating Between The Brand, Visual Identity, and Logo or Confusion Between Them Among Entrepreneurs in Madinah

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Abstract

The study examines how entrepreneurs in Madinah perceive and differentiate brands, visual identities, and logo concepts. The study aims to determine if providing entrepreneurs with a guide designed according to graphic design principles can help them become more aware of these concepts. To achieve these objectives, the study used a sequential mixed methods approach to analyze data collected from a sample of entrepreneurs in Madinah, Saudi Arabia. The instruments of the study included a questionnaire completed by 50 participants and three interviews with entrepreneurs from Madinah. The results indicate that while most entrepreneurs are aware of the differences between brand, visual identity, and logo, some need a better understanding of these concepts. Therefore, the study suggests that providing a clear and concise guide can improve understanding of these concepts and their importance to business.

Keywords – Brand, Visual Identity, Logo , Trademark, Design for business, Graphic Design.

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المخلص:

هدفت الدراسة إلى تعرف إدراك رواد الأعمال في مدينة المدينة المنورة لمفاهيم العلامة التجارية والهوية البصرية والشعار والتمييز بينها من خلال تطبيق المنهج المختلط المتبع للمنهج الاستقرائي حيث بدأت الدراسة بالملاحظة الأولية حول الالتباس بين مفهوم العلامة التجارية والهوية البصرية والشعار، ومن ثم تم نشر استبيان لعينة من رواد الأعمال في منطقة المدينة في المملكة العربية السعودية وبعد ذلك تم إجراء مقابلات شبه منظمة لفهم آراء رواد الأعمال بشكل أعمق بخصوص العلامة التجارية والهوية البصرية والشعار. وأظهرت النتائج أن العديد من رواد الأعمال في المدينة لديهم فهم محدود للفروق بين العلامة التجارية والهوية البصرية والشعار. ومن هنا برزت الأهمية التطبيقية للدراسة الحالية والتي سعت إلى تزويد رواد الأعمال بدليل مصمم وفقاً لمبادئ التصميم الجرافيكي يساهم في توضيح الفروق بين هذه المفاهيم من خلال دليل يشرح هذه المفاهيم في أشكال رقمية ومطبوعة مما يمكن رواد الأعمال من التمييز بينها بيسر وسهولة. وتوصي الدراسة الحالية بإجراء دراسة تطبيقية للتعرف على جدوى الدليل ومدى تحقيقه للهدف.

الكلمات المفتاحية: العلامة التجارية، الهوية التجارية، الشعار، التصميم للأعمال،

الجرافيك ديزاين.

Introduction

Entrepreneurs and owners make many mistakes in companies or institutions, the most important of which is the confusion in advertisements and the business community in general, which is the confusion between the brand, visual identity, and logo. Many believe they are the same and do not recognize their differences. The brand, visual identity, and logo have entirely different concepts, definitions, and roles, which form a tangible image of the company, organization, or project. The study assumes that some entrepreneurs in Medina need help distinguishing between a brand, a visual identity, and a logo. Therefore, the present study attempts to explore their understanding of a brand, a visual identity, and a logo from their practical experiences and how they perceive such terms in their professional domain. The study has the following questions:

1. How do entrepreneurs in Medina perceive brand, visual identity, and logo?
2. To what extent do entrepreneurs in Medina think that brand, visual identity, and logo are important to their businesses?
3. What are the elements of a visual identity?

The importance of the research lies in clarifying the difference between the brand, visual identity, and logo among entrepreneurs in Madinah, as this is of great importance. "Brand" is the image and impression that the company or organization reflects as a whole, the "Visual Identity" is the visual aspects that form a part of the total brand, and the "Logo" is the sign or symbol that identifies the business or organization in its simplest form. It is essential to differentiate between them in favor of the owners of companies and institutions.

The study's theoretical framework looks at the literature that differentiates between the brand, visual identity, and logo. A brand/trademark is expressed as "identification" and is formed by the audience's perceptions, noting that it must be emphasized that the designer cannot create a trademark. Only the audience that uses or deals with the product or service can do this, while the designer can only form and build the foundation for this brand. (McKenzie, 2022). The visual identity expresses the company's presence, including

colors, logos, verbal slogans, decoration, employee clothing, bags and covers. Accordingly, what the customer sees is what is known as the visual identity. (Amin, 2021). Therefore, the brand is a more complex issue, reflecting the values and goals of the business as a whole. The logo is a symbol or mark that carries a philosophical message for the target audience to distinguish the business from others (Wissam, 2021 and Ghazwan, 2010).

Identity design is based on visual tools and components used within the company and is usually collected within a set of organizational guides or directives. The corporate identity consists of several visual tools, such as the logo, stationery tools, marketing accessories, packaging products, apparel design, interior design and exterior designs, applications and other methods of communication.

The research is driven by an inductive approach in which the initial study starts with the researchers' observation regarding the confusion between brand, visual identity, and logo due to the limited information regarding the assumption that a questionnaire was conducted in the first stage. Then semi-structured interviews were conducted to deeply understand the entrepreneurs' views regarding brand, visual identity, and logo. In the final stage, the researchers adhered to all the graphic design fundamentals while producing a well-designed guide. The guide has a set number of pages that explain the key distinctions between the brand, visual identity, and logo.

The study utilized two primary research methods: a questionnaire and interviews. The questionnaire was a quantitative research instrument consisting of a set of questions and prompts designed to gather information from respondents. In this study, the questionnaire collected data from 50 business owners and entrepreneurs in the Madinah region of the Kingdom of Saudi Arabia. The data obtained from the questionnaire was analyzed in-depth to provide valuable insights into the research topic. The second method used in this study was interviews, which is a qualitative data collection technique involving an interviewer and a respondent. Three separate interviews were conducted with entrepreneurs and company owners in the Madinah region, with each interview featuring a varied number of

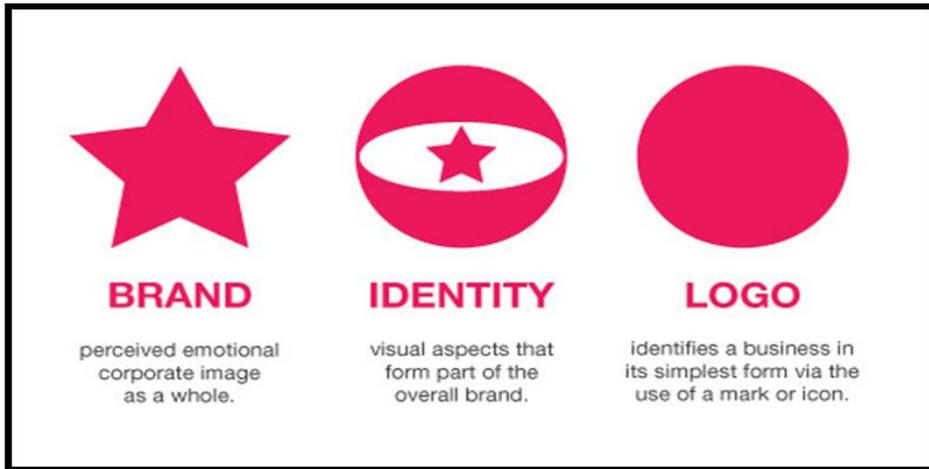
questions and lasting approximately 35 minutes. The insights and perspectives gathered from the interviews complemented the quantitative data obtained from the questionnaire, providing a more comprehensive understanding of the research topic. A sequential mixed-method approach that entails gathering and analyzing quantitative and qualitative data for a single study. The researchers will rely on mixed methods. 'Mixed methods' is a research approach whereby researchers collect and analyze both quantitative and qualitative data within the same study. Mixed methods research draws on potential strengths of both qualitative and quantitative methods allowing researchers to explore diverse perspectives and uncover relationships that exist between the intricate layers of our multifaceted research questions. Mixed methods research requires a purposeful mixing of methods in data collection, data analysis and interpretation of the evidence. (Shorten, 2017)

Theoretical framework

Differences between the brand, visual identity, and logo.

The visual identity and the brand are often mistakenly confused, as the visual identity is the user's guide through which they know the value of the brand. (Morlines, 2022). The brand refers to the value of what the user gets, and it expresses the company's behavior at work. The visual identity includes colors, logos, slogans, decoration, employee clothing, bags, and covers, all seen by others. The brand is a more complex issue, reflecting the values and goals of the business as a whole. The consistency of this core idea shapes the company, motivating it to show what it stands for and believes in. (McKenzie, 2022). A company's identity is a leading role in its corporate image. Identity design is based on visual tools and components used within the company, collected within organizational guides or directives. The corporate identity consists of several visual tools, including the logo, stationery tools, letterhead, business cards, marketing accessories, packaging products, apparel design, interior design, exterior designs, and communication methods. The logo represents the entire identity and trademark, while the brand is wrapped and grouped in one distinct mark (Hawtar, 2021 and Cass, 2010). Corporate identity for

companies and institutions is similar to human reputation, as it builds a reputation when doing hard things right (Bezos, 2017).



(Fig. 1) An image showing the differences between the brand, visual identity, and logo (Malhotra, 2016).

Business branding is crucial for a company's identity and personality. With social media, consumers constantly learn new brands, making it difficult for businesses to stand out. To control how people perceive their business, businesses must create a strong, attention-grabbing brand that grabs and maintains customers' attention (Al-Mashoul, 2021). In addition A trademark is crucial in contemporary economic life, as it attracts consumers and builds trust in the producer's goods. It serves as a link between the owner and the consumer, increasing sales and accelerating production. A well-known trademark is a sign that allows consumers to identify the source of goods or products, often in a designation, element, or commodity form. (Abbar, 1986). Relatively, the bond between a product and its consumer is represented by the trust the consumer places in the mark, which generates confidence. A trademark is a well-known and famous mark with a high reputation. Article 6 (Second) of the Paris Convention stipulates that countries can reject or invalidate registrations if they violate the law. Well-known use is the mark of someone enjoying the benefits of the agreement and used on

identical or similar products. (Mahboubi, 1999 and Mahboubi, 2006 and Hexa, 2019). Moreover, a study by Julie Meridianian and Paleas Marin (2011) focuses on creating a visual identity for a brand to help small entrepreneurial companies stand out in the minds of customers and be distinguished in a specific field. It aims to help entrepreneurs develop a compelling visual brand identity with limited financial resources, focusing on each element and observing target customers' attitudes. The research provides entrepreneurs with all the elements they need to create a brand identity that matches their expectations and goals. It differs from the current study in its source, entrance, and methodology, but benefits from clarifying the differences between brand, visual identity, and logo and their relationship. Another study by Safsaf and Zaghouan (2021) explores the concept of trademarks and their role in controlling them. It aims to understand the legal protection provided by trademarks and their effectiveness in protecting consumers as a media tool. The study also explores the repercussions between the brand and consumers and their impact on each other. Although similar to the current research on trademarks, this study is related to law specialization and benefits from understanding the concept of trademarks, their importance, and characteristics.

The elements of visual identity:

Visual identity is the clothing of a business, product, or service, promoting a brand and raising brand awareness among consumers, clients, and society. While appearance doesn't define a person, it helps stand out and be recognized. Key ideas and components of visual identity are discussed. Visual identity is a design approach that uses symbols, icons, images, and colors to visually represent a company's products or services. It encompasses promotional materials, business space presence, packaging, labels, and well-known visual elements like logos, mobile applications, and catalogs. This cohesive, marketing-oriented whole enables effective communication with the target audience. Relatively, a study by Jabbar (2014) explores the impact of corporate visual identity (CVI) factors, specifically name, logo, and colors, on brand personality traits. It develops a comprehensive model that incorporates CVI elements and brand

personality traits, such as sophistication, sincerity, ruggedness, excitement, and competence. The study examines the relationship between different forms of brand names and personality attributes, as well as the associations of different brand colors with personality traits. The research differs from the current study in its sample, context, and methodology, but benefits from understanding the meaning, importance, and relevance of a brand name. Nevertheless, a company's visual identity consists of its personalities, culture, and values, expressed through various elements like logos, colors, typography, and illustrations. These elements differentiate a product or service from competitors and are used in line with the company's style, brand concept, and laws.

- Name:

A brand name is a crucial aspect of a company's identity and first impression, conveying the brand's identity to customers. Perfecting a brand name is a complex process that involves factors such as image, product availability, and effective brand strategy alignment. Companies should start with a naming brief that defines the strategy behind their company, product, or service, including a description of the name, ideas conveyed, target audience, and competitors' names. This helps guide them in considering various options and ensures the name aligns with the company's strategy and cultural and competitive backdrop (Tow, 2019). When reviewing potential names, companies should consider their meaning, adaptability, and distinctiveness. Creativity is essential in naming a business or product, as it can help deliver unexpected, catchy, or buzz-worthy characteristics. Technically viable, legally available, and linguistic, spelling, or pronunciation challenges are crucial for naming a brand. Technically sound names can help avoid worst-case scenarios, such as recalling a product with an offensive name or rebranding due to legal action from a competitor (Meyerson, 2022).

- Logo Design:

A logo is a visual representation of a business, organization, product, or entity, and is crucial for a larger corporate identity or brand-building plan. It should be distinctive and memorable,

appealing to specific audiences by evoking history, regional heritage, positive characteristics, or luxury. A logo is considered the second most important element of branding, and should be as recognizable as the brand name. Creative word marks, such as Google and FedEx, can be used to create logos (Tow, 2019) . Designing different logo lockups that uphold the brand standard, such as sizes and colors, is essential for promotional collateral. In addition, Rayes (2019) studied the implications of the NEOM logo in contemporary abstract artwork, focusing on the formal and moral semantics of the logo. This study aims to keep pace with existing developments in the Kingdom of Saudi Arabia by activating the connotations of the NEOM logo and enhancing understanding of logos and their implications.

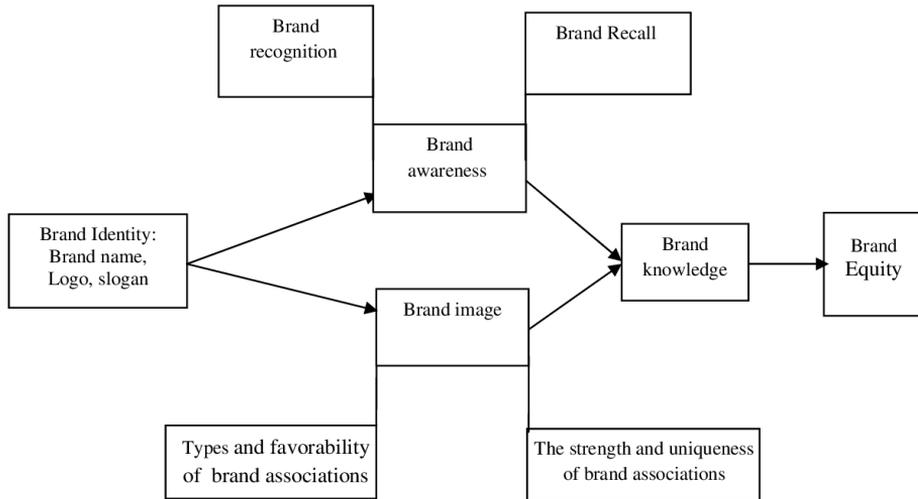
- Color:

Color is a vital element in graphic design, impacting emotions and moods. Businesses must communicate their brand's personality and core beliefs through their logo, website, packaging, and marketing materials. Colors should be chosen based on the company's message, personality, and target audience. Primary colors and vibrant tones convey strength and contemporariness, while muted earthy tones convey tradition. Different audiences respond differently to different tints. Moreover, color is the primary element of identification and association with a brand, allowing for immediate recognition and emotional associations. Effective brand strategy must consider color's critical importance, as it is the first perception customers have with the brand and contains emotional associations. (Dawson, 2013).

- Slogan:

Slogans are essential components of brand identity, making a brand easy to recall, remember, and identify. They represent the business's values, attract customers, management, and staff, and serve as a link between consumers and the brand. Slogans are typically composed of 2 to 5 simple words, with shorter lines being better (Hemani, 2012). Creating an iconic symbol is crucial for capturing the company's soul. Brand names protect the brand image, while logos help globalize the recognition process (Kohli, 2007). Advertising slogans bridge the gap between trade names and logos, revealing product image information and building relationships with the brand.

Overall, advertising slogans are a unique and significant tool in recognizing a brand (Keller, 2008).



(Fig. 2) Relationship between brand equity and advertising slogans. (Aaker, 1991).

As shown in Figure 2, Slogans aim to promote brand awareness and create, protect, or change brand image, requiring marketers to develop and efficiently use them for both purposes (Abdi, 2013).

Typography:

Typography is a crucial aspect of design, often overlooked, and can impact a brand's overall design. It involves visual layout, color contrast, white space, font size, and typographic elements. A consistent font is essential for creating a brand identity, conveying a specific context and personality. Typography can be modern, retro, romantic, shy, or rigid, and it is essential to provide a positive experience for customers when using the company's products or services. A professional brand identity designer is essential for a company's branding and visual image. Importantly, typography significantly impacts consumer perception, and typefaces have both direct and indirect effects on people. The choice of typeface has hidden meanings, affecting emotions, themes, attention, personality, and trust, all crucial for a successful project launch (Shevde, 2023).

- Photography:

Brand photography is essential for a company's visual identity, capturing its values, personality, and vision through expertly composed images. It fosters emotional connections with consumers, establishes credibility, and increases sales. Hiring a professional photographer ensures a powerful and unique brand presence, leaving a lasting impression. A well-known and recognizable brand significantly impacts customer trust and loyalty, while a polished and sophisticated brand conveys responsibility and professionalism. Satisfied customers are more likely to return, becoming vocal promoters and generating favorable word of mouth and referrals. Brand photography is an investment in a company's marketing plan, aiding in consumer connection and reinforcing the brand message (Nesbitt, 2020).

- Shapes:

Shapes in design can convey messages to users, impacting their perception of images; they can be geometric, organic, or abstract, with characteristics that can cross over between categories (Cousins, 2015). Moreover, geometric shapes are widely used in everyday objects, such as brands, road signs, and homes, while organic shapes represent natural elements and harmony (Renicker, 2019) Abstract shapes are super-simple versions of common elements or forms, often based on organic shapes but lacking true definition. Squares and rectangles are the default shapes in most projects, creating a sense of equality and conformity. whereas, circles represent completeness and movement, while triangles convey stability, power, and energy. Curves are free-flowing shapes associated with movement, pleasure, and generosity, adding a hint of the unexpected to common shapes and creating richer meanings.

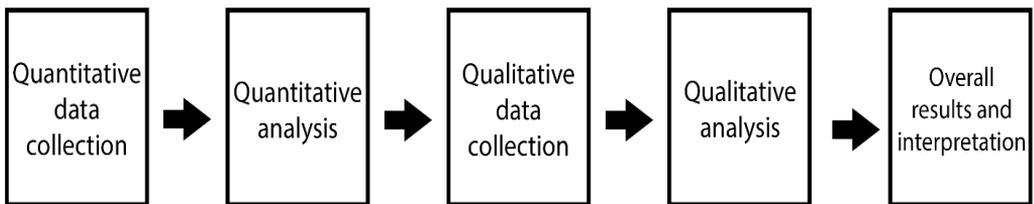
Methodological approach:

This study uses mixed methods research, combining quantitative and qualitative data in a single or series to expand and strengthen a study's scope(Creswell, 2007). The sequential mixed method approach involves collecting and analyzing quantitative data, followed by analyzing qualitative data based on quantitative results(Johnson, 2017). The qualitative data is used to explain the quantitative data, contributing to answering research questions and enhancing

knowledge and validity in the field. The target population includes entrepreneurs and company owners in the Madinah region of Saudi Arabia.

This mixed method study has five stages:

1. Quantitative data collection
2. Quantitative analysis
3. Qualitative data collection
4. Qualitative data analysis
5. Overall results and interpretation.



(Fig. 3) The five stages to this mixed-method study. (Nakaprasit, 2012).

The researchers conducted an exploratory phase by constructing a questionnaire distributed to Madinah entrepreneurs to understand their understanding of brand, visual identity, and logo. The second stage involved in-depth analysis of the data, which received 50 responses from business owners and entrepreneurs in the Madinah region of Saudi Arabia. The third stage involved conducting three types of interviews to gather additional information about brand differentiation. The qualitative data was analyzed to align with the primary quantitative data. The questionnaire divided into four sections: basic data, sector information, brand, visual identity, and logo, and the brand, visual identity, and logo in the commercial sector. The researchers used a conceptual framework to choose participants upon the following criteria:

1. Entrepreneurs who, at the time of the study, owned a business in Medina.
2. Entrepreneurs who, at the time of the study, started one or more projects in Medina

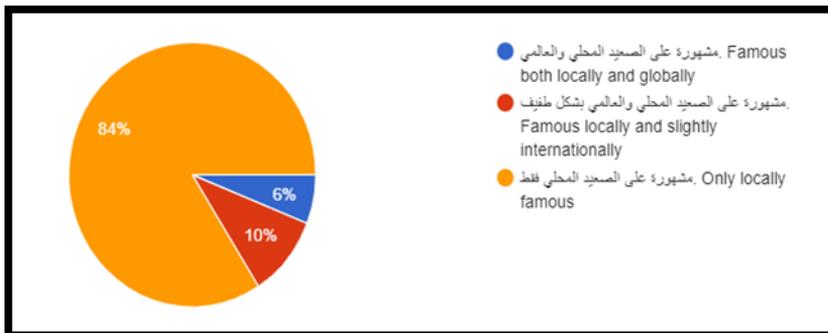
As the research was framed around those three variables, only 50 were eventually able to participate in the questionnaire.

Three interviews were conducted with entrepreneurs and company owners in the Madinah region of Saudi Arabia, each lasting 35 minutes. Data was analyzed using thematic analysis, categorized into topics and themes linked to the study's questions (Alharthi, 2023). The process began with coding and then using pattern codes to generate subthemes.

Data findings and discussion

Madinah entrepreneurs' perceptions regarding the brand, visual identity, and logo:

Entrepreneurs primarily reported their company being famous locally, with 84% of the total responses being local-centered. Only 10% claimed their business was slightly recognized internationally, and 6% mentioned international recognition. This suggests that the misconceptions about "brand," "visual identity," and "logo" were due to the limited international dimension of their business. Salman, owner of renowned Madinah restaurants, discussed the international aspect of his work:

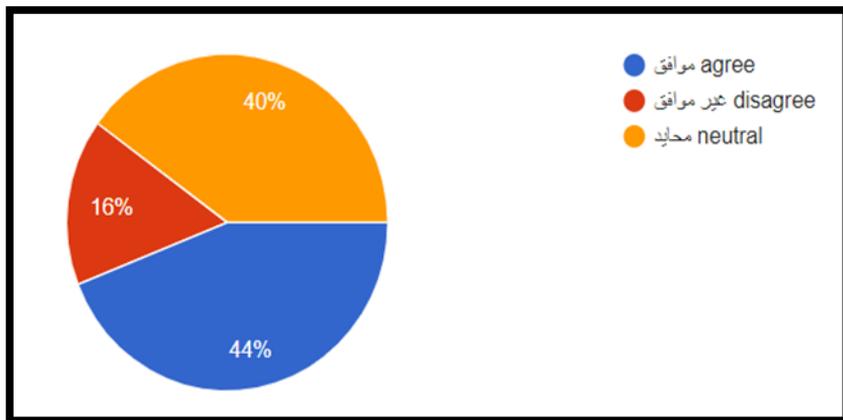


(Fig. 4) The level of recognition of commercial activity in both local and international contexts.

Expanding a business on an international level presents a plethora of opportunities and challenges that demand a wider perspective and a deeper comprehension of various cultures, markets, and systems. As a result, it becomes crucial to have a comprehensive understanding of brand meanings, visual identity, and logo to cater to the demands of a global market.

(Salman Abdulaziz – Businessman)

Salman, a successful entrepreneur, emphasizes the importance of expanding his business internationally to tap into new markets and reach a wider customer base. His industry experience and understanding of challenges in global expansion help him navigate cultural and market differences. He emphasizes the importance of brand meanings, visual identity, and logo for success in the global market. Salman's experience and position provide valuable insights into the challenges and opportunities of expanding a business on an international level. Al-Hajla's (2014) study explores the impact of Islamic religious beliefs on brand personality and its influence on consumer behavior, perceived behavioral control, relative advantage, compatibility, complexity, and new product adoption in the Islamic market. It uses a scale and investigates moderating factors like age and income, as well as mediating effects. The study provides a critical and empirical understanding of the extent to which Islamic religious beliefs influence a brand personality measure, consumer evaluation, and adoption of new religious-compliant products in religiously featured societies. It complements current studies on branding comprehension but differs in its focus on Islamic religious beliefs' influence on brand personality.



(Fig. 5) The visual identity and the brand are similar.

Furthermore, The study found that 44% of participants agreed that visual identity and brand are similar, while only 16% disagreed. The definition of brand is the image and impression that a company or organization reflects about itself. 60% of participants were either disagreeing or neutral when asked about the distinctions between branding and visual identity. 50% agreed that visual identity refers to the visual aspects of a brand created by companies or institutions. The study also found that 62% of participants were either disagreeing or neutral when asked about the impact of their business internationally on their awareness of the effects of a brand, visual identity, and logo on expanding their business and entering the global market. Khalid, who in addition to other projects owns a successful real estate business that is regarded as one of the top organizations in the Kingdom of Saudi Arabia for real estate services, as well as an array of companies for the Hajj and Umrah, responded:

Yes, when my project expands beyond the local level and becomes an international endeavour, the likelihood that my business will become well-known will significantly increase. This increases my responsibility for both the products and services I offer, which inevitably makes me want to improve my brand's visual identity and logo and increases my awareness of the differences between them.

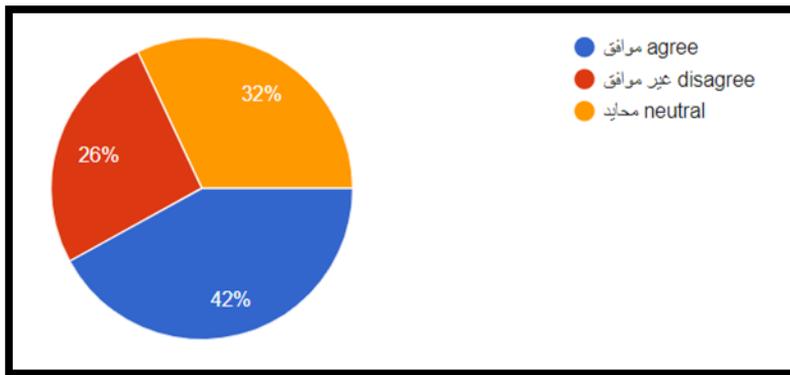
(Khalid Ibrahim – Founder)

Khalid, with 30 years of experience in the business industry, is open to expanding his business internationally to increase visibility and reach a wider customer base. He believes expanding can boost brand recognition and enhance the visual identity and logo of his business. Khalid's response provides valuable insights into the impact of international business on brand awareness and emphasizes the need for businesses to continuously improve their visual identity and logo to meet global market demands.

A logo is a mark or symbol that identifies a commercial project or establishment in its simplest form. However, 48% of respondents were neutral or disagreeable when asked if the logo represents a visual element of the brand. The lack of understanding about the logo and its distinction from the brand was evident in the question that allowed participants to select multiple elements in their industry. While 84%

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confirmed the presence of a logo, 52% identified a trademark, and 56% identified a visual identity, some participants seemed confused about the distinctions between these elements. For example, some respondents indicated their business had a logo and a visual identity but did not select a trademark option, indicating a lack of understanding about these elements. In addition, Saud the owner of an exhibition organization company and CEO of an advertising company responded to whether there is a difference between a logo and a brand, he replied:



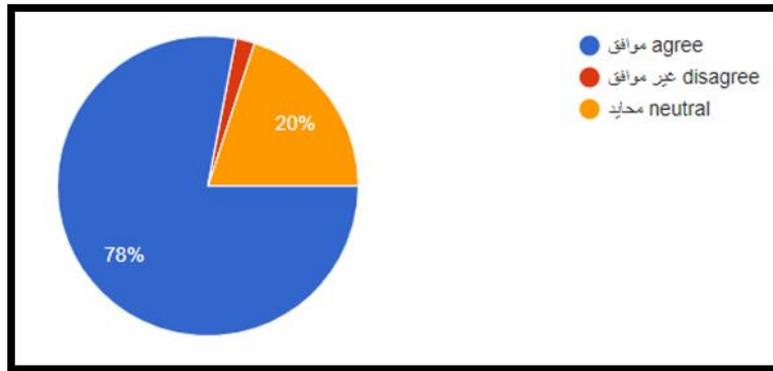
(Fig. 6) I know the difference between a brand and a logo.

A brand is the overall perception that people have of a business, including its values, personality, and reputation. A logo, on the other hand, is a visual symbol that represents the brand. While a logo is an important part of a brand's visual identity, it is just one element of a larger brand strategy that includes messaging, tone of voice, and other visual elements such as color and typography. Understanding the differences between a brand and a logo is important for anyone looking to establish a strong brand identity and build a successful business.

(Saud Hisham – Company Owner and CEO)

Saud's extensive experience in branding and marketing demonstrates his ability to communicate complex concepts in a clear and concise manner. He emphasizes the importance of a strong brand identity for building a successful business, which is a key priority for

him as a business owner and CEO. He emphasizes the role of messaging, tone of voice, and visual elements in a brand strategy, demonstrating a holistic approach to branding that goes beyond just a logo. Accordingly, Atherton's (2021) study which investigates how brands are recognized through implicit memory (familiarity priming) and creates a hierarchical stage model, revealed a linear relationship between stimulus category and familiarity recognition. Response times and accuracy are more likely due to brand properties than processing techniques or reading effects. The research methodology differs from the current study in demonstrating language effects of brands and addressing differences between brands, objects, and faces.

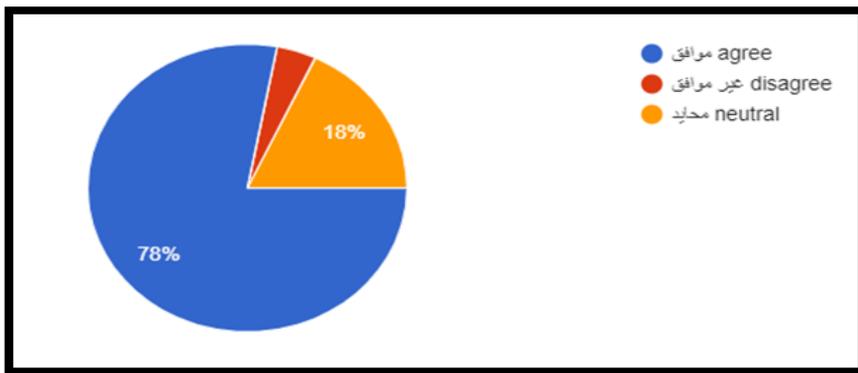


(Fig. 7) The logo makes it easier to identify a business.

Hence, the data shows that participants are aware of the significance of the logo in identifying a project sector, with 78% agreeing that it makes it easier to identify. When asked about choosing a business name, 78% approved after careful consideration and research, while 22% were neutral or did not see it as important. This indicates that entrepreneurs and business owners are interested in doing accurate research before selecting a project name, considering it to be the most crucial component of their overall project.

The study found that 60% of respondents believed visual identity significantly impacts sales income, while 32% were unsure and 8% did not agree. The majority of participants recognized the importance of visual identity in driving sales, while a small portion remained uncertain or not seeing it as a crucial factor. The majority of participants agreed that trademarks help distinguish commercial

sectors, while 36% were neutral or unconvinced. A small percentage rejected or were neutral about the idea that brands consolidate a sector in consumers' minds, but 74% agreed with this notion. This dispersion in opinions highlights a lack of understanding among entrepreneurs about important terms like trademark, visual identity, and logo, which play a pivotal role in shaping seller-customer relationships and impacting business operations. Furthermore, Saud, the owner of an exhibition organization company and CEO of an advertising company during the interview emphasizes that:



(Fig. 8) Choosing a name for a business requires research and scrutiny.

I think that the brand is crucial to establishing the sector in the minds of consumers, and this happens through ongoing brand marketing using commercials, for example, advertisements on social media platforms. All of these elements are crucial for conveying the goals, messages, and concepts of brands to the general public, but they have another purpose as well, which is increasing sales and profits in order to accomplish the goals of the company.

(Saud Hisham – Company Owner)

In the interview, Saud emphasized the importance of branding in solidifying a sector in consumers' minds. Most business owners recognize the significance of a well-established brand with a strong visual identity and effective marketing strategies in standing out in a crowded marketplace, attracting customers, and increasing sales and profits. He also highlighted the role of ongoing brand marketing in

maintaining relevance and staying top of mind for consumers.

Madinah entrepreneurs' histories and experiences:

The study found that 46% of respondents had a bachelor's degree, which may have contributed to their better understanding of brand, visual identity, and logo differences. A bachelor's degree typically involves coursework in marketing, branding, and design, providing individuals with the knowledge and skills needed to comprehend these concepts. This increased comprehension may have been influenced by interactions with graphic designers and awareness of work agreements. Those with a bachelor's degree may have an advantage in this regard, as they are more likely to be familiar with marketing, branding, and design concepts and vocabulary. This familiarity with industry-specific terminology can facilitate communication and understanding between entrepreneurs and graphic designers, even if they speak different languages. The study also found that 82% of participants agreed that understanding the distinctions between a brand, visual identity, and logo is crucial for business owners, while 18% were neutral or disagreed with that. Additionally, 62% believed that working with graphic designers has made them more cognizant of these distinctions, while 38% were not sure or disagreed. Salman expressed willingness to pay a fee to communicate with a graphic designer in exchange for expert assistance and consultations in the field of graphic design. Moreover, Salman stated during the interview when asked if he was willing to pay a fee to deal with a graphic designer:

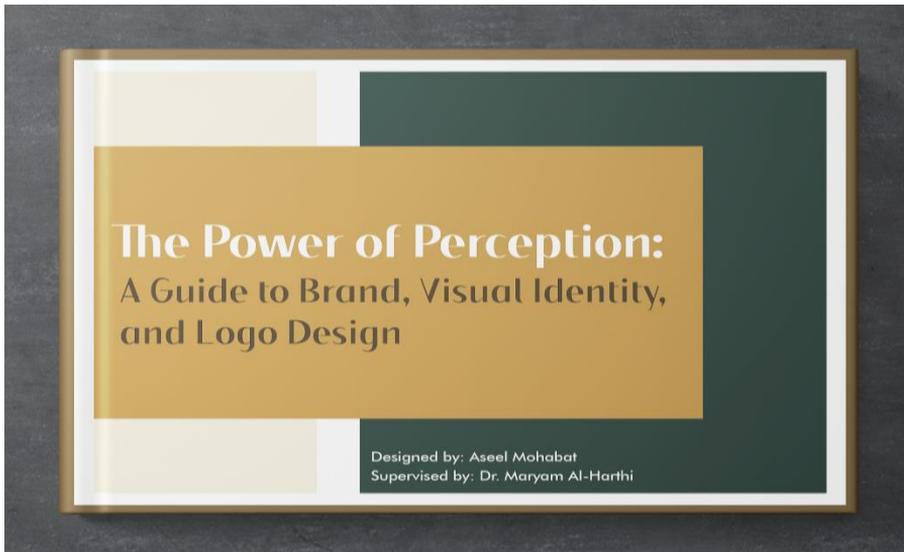
Yes, I have no problem paying a graphic designer in exchange for information that is important to me and undoubtedly helpful for my business. Since I did not know much about the brand before working with graphic designers, they all helped me learn a lot about it, its significance, and how it differs from the logo. As a result, I am always interested in learning more about various fields, such as marketing and sales as well as graphic design in particular. However, since graphic design is such a vast field, I am especially interested in learning about all of its aspects and fundamentals.

(Salman Abdulaziz – Businessman)

Salman, owner of numerous thriving restaurants in Madinah, recognizes the importance of effective branding and marketing for his business's success. He is willing to invest in expert assistance and consultations in graphic design. He acknowledges the value of professional expertise in branding and graphic design and is committed to learning various fields, including marketing, sales, and graphic design, demonstrating his commitment to continuous improvement and growth. Salman's assertion and questionnaire responses suggest entrepreneurs and company owners become more aware of the distinctions between a brand, visual identity, and logo, which are often conflated.

This graphic design research contributes to the knowledge by providing the designed guide which aims to help entrepreneurs distinguish between brand, visual identity, and logo. Crafted using graphic design principles, the 25-page guide provides accurate information in a concise, user-friendly manner, making it easier for businessmen to absorb and apply knowledge. By leveraging graphic design, the guide facilitates formulating ideas and messages, making it an effective tool for entrepreneurs.

The guide's design is based on the rectangular shape, a significant geometric shape with versatile applications. With four sides and four angles, it has a total of 360 degrees, making it a cornerstone of design. Rectangular shapes are renowned for their versatility, simplicity, and symmetry, making them popular in various fields. People prefer curvilinear and rounded shapes over angular and rectilinear ones, but rectangular shapes can create order and structure, particularly in corporate or professional settings. Rectangular shapes are often associated with stability, order, and efficiency, making them a valuable choice in various contexts (Vartanian, 2013)



(Fig. 9) The front cover of the guide

The researchers have created a clear and attractive guide cover with rectangular shapes and a color palette of olive green, golden, light yellow, brown, and beige. The title is written in a clear size using the Floane font, curated by Dr. Walaa Al-Harhi, an expert in art and related disciplines. The Floane font, a popular typeface in elegant design, has a thin and delicate appearance, elongated letterforms, and a clean, minimalist design, making it an ideal choice for elegant and modern designs.



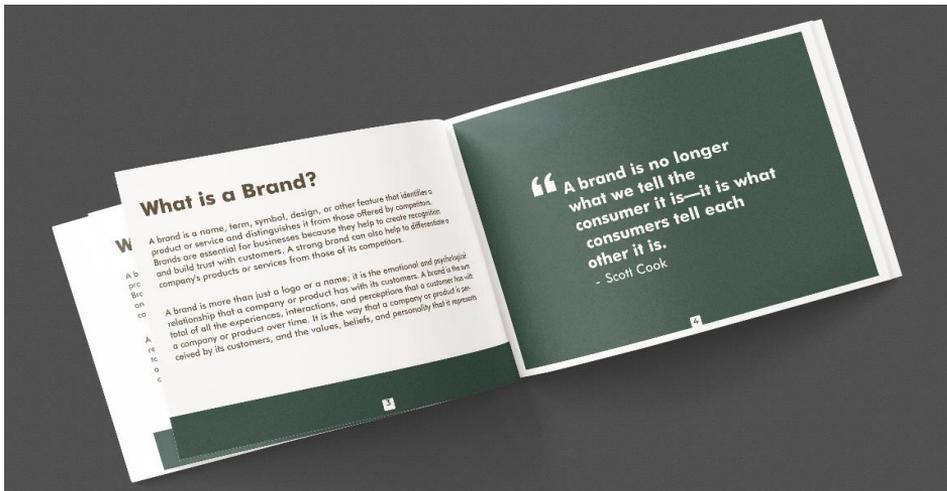
(Fig. 10) Two pages from the guide.

Color palette impacts human psychology, evoking emotions and associations. Accordingly, color is a powerful communication tool that influences mood, physiological reactions, and mood. Olive green, linked to nature, growth, and harmony, conveys balance and tranquility. Golden hues symbolize luxury, wealth, and prosperity, while light yellow symbolizes optimism, happiness, and warmth. Brown, a neutral color, symbolizes stability, reliability, and comfort, while beige represents simplicity, elegance, and timelessness. When combined, these colors create a harmonious and visually appealing effect, making it the perfect choice for the guide's design (Cherry, 2022).



(Fig. 11) Two pages from the guide.

The guide uses Futura Md BT, a unified sans-serif font, with different weights for titles and text. This font is popular for branding, advertising, and editorial design due to its legibility, versatility, and geometric shapes. The bold weight conveys an authoritative presence, making it easy for readers to identify important information. The clean and simple design ensures clear and easy-to-read text, making it an excellent choice for conveying concise information.



(Fig. 12) Two pages from the guide.

The guide effectively defines and emphasizes the significance of brand, visual identity, and logo terms by using various designs and shapes on each page. To enhance organization and accessibility, the color-coding technique was employed, assigning a different color to each topic or section. The guide's design uses olive green for the brand theme, yellow for visual identity, and dark brown for the logo theme. This approach helps readers easily recognize and differentiate between different themes within the guide.



(Fig. 13) Two pages from the guide.

Relatively, It assigns different colors to different topics, making it easier for readers to locate information. This technique improves information acquisition and memory, as our brains process color before anything else. It also enhances comprehension and retention of information for longer periods(Lamberski, 1983).



(Fig. 14) Two pages from the guide with copies showing the cover.

The guide has been thoughtfully designed by incorporating several principles of graphic design, such as balance, contrast, alignment, repetition, proximity, hierarchy, and white space. These principles create designs that are visually appealing, easy to comprehend, and memorable. For instance, balance ensures that visual elements are evenly distributed throughout the design, while contrast involves using different colors, shapes, or sizes to make certain elements stand out. Alignment ensures that elements are arranged along a common axis, while repetition creates a sense of unity and consistency by using the same design elements throughout the design. Proximity places related elements close together, while hierarchy organizes elements in order of importance. White space, or empty space between design elements, creates a sense of balance and clarity. Moreover, Famous quotes pages were designed using contrast in size, color, and shapes to attract readers. One color for text and another for background created a striking contrast, making the text stand out and drawing attention. Graphic design principles effectively created a

visually appealing guide.



(Fig. 15) Two pages from the guide

Adobe Illustrator has been chosen as the primary tool for designing the guide. This is because Illustrator is widely recognized as one of the best graphic design programs available. It offers a wide range of features and tools that enable designers to create high-quality vector graphics, illustrations, and logos. Additionally, Illustrator's user-friendly interface and flexibility make it an ideal choice for creating designs that can be easily adapted to different formats and devices.



(Fig. 16) Back cover of the guide.

The guide's back cover features QR Code technology for easy access to digital copies. The design is balanced with equal rectangular

shapes, providing a visual experience and a well-known quote about the brand. The quote is accompanied by the designer's contact information for questions or feedback.

CONCLUSION

The study explores branding and visual identity in Madinah, focusing on the importance of distinguishing between brand, visual identity, and logo. Understanding these concepts is crucial for entrepreneurs to create a clear and consistent brand image. The findings reveal that entrepreneurs in Madinah are more aware of the distinctions between these terms, which can help them enhance their understanding and leverage these concepts to achieve business goals.

1. The study found that entrepreneurs in Madinah have limited understanding of brand, visual identity, and logo concepts. Many participants used these terms interchangeably, indicating a lack of awareness of their distinct meanings and roles. However, some entrepreneurs demonstrated a basic understanding of these concepts, recognizing the importance of a clear and consistent brand image.
2. The study found that entrepreneurs in Madinah generally consider brand, visual identity, and logo important for their businesses. However, their investment in these areas varies significantly. Some prioritize branding and visual identity, while others view them as secondary. The results suggest a need for increased education and awareness among entrepreneurs in Madinah regarding the importance of branding, visual identity, and logo in achieving business success.
3. Having a guide on the differences between the brand, visual identity, and logo in digital and printed forms allows entrepreneurs to comprehend faster and more clearly in terms of design and text.

In conclusion, The researchers aimed to address the confusion between brand, visual identity, and logo among entrepreneurs in Madinah. They designed a guide for entrepreneurs to explain the differences between these concepts using graphic design principles. This guide aims to improve communication, spread awareness, and enhance the entrepreneurial process by enabling entrepreneurs to effectively communicate their brand identity and message to their target audience.

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