

# Examining Contribution Of Multimodal Discourse To The Development Of Food Brand Logos: A Semiotic Analysis

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## ABSTRACT

*Every business aspires to expand and achieve greater success. The logo serves as a visual representation of the relationship between the producer and the customer, and it is more than just a simple dyeing and printing job. The aim of this study is to close this gap by performing a semiotic analysis of the logos of certain food companies, with an emphasis on the function of multimodal discourse in creating connections and meanings. Research aims to investigate how different semiotic aspects interact and mix in logos to create audience appeal and meaning, as well as how logos are important in defining a brand's identity. A range of qualitative research methods, such as grounded theory and thematic analysis, are used in the study to draw patterns, themes, and insights from the data. For this study, samples of food companies were chosen, including Dixy Chicken (Love Food Love Dixy), Bite Foods, Food Station, Paprika (Speak with the Taste), KFC, McDonald, and Pizza Point (Fresh & Tasty). Qualitative analysis techniques are employed to interpret the collected data. The future direction, identity with viewers, instant recognition and distinctiveness, consistency throughout evolution, invocation of change, consistency throughout evolution, and legitimate representation of the corporate identity are the six themes that the researcher found from the findings. To ensure rapid recognition, make your logo stand out from the competition. Your brand can stand out from those of your competitors and be very easily recognised by using unique symbols, fonts, or graphic elements. It is crucial to gather feedback from focus groups or target customers in order to assess the logo's effectiveness. Iterative testing can be used to improve the design by incorporating real-world feedback.*

**Keywords:** logo, food brand, multimodal discourse, semiotic analysis.

## Introduction

Difference between identical models or brands can be achieved by using distinctive logos. They are intended to evoke a particular brand in the minds of consumers, and they are typically highly recognisable. According to Aaker (1996), rather than searching for specific brand names, customers are more likely to look for corporate insignia, which they are familiar with, as a visual shortcut. One of the most important representations of a business's verbal and visual marketing strategies is its logo (Aaker, 1997). It also serves as a crucial tool for identification. \

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They serve as a liaison between the business and its clients, who have the final financial responsibility for the business's prosperity (Lester, 2014). A brand is the tangible embodiment of a product, while a logo is just a symbol. This is the difference between a brand and a logo. Lim & Ting (2016) defines a logo as a visual representation of an organisation's basic values and principles. This suggests that a logo communicates more information (Bossel et al., 2019) asserts that a logo serves as a visual representation of the relationship between a maker and a customer, rather than being only a dyeing and printing combination. It is an expressive expression that has been used to signify who owns a brand, where it came from, and how it is related to a specific organisation. Furthermore, logos help consumers recognise a brand and stick with it, which are both essential phases in the process that eventually establishes brand equity (Maceira & Breazeale, 2017).

Companies invest a lot of money and effort in promoting their trademarks since they are highly valued corporate assets (Arredondo et al., 2009). Management has made the investment knowing that it would pay off in the form of a better reputation for the brand and the business as a whole. Cole (1988) claims that they make it possible for a business to have a more competitive marketing stance, which is crucial for long-term success. A business's logo is a crucial component in how consumers perceive and recognise the brand since it serves as a visual representation of the business's identity. The main goal of a logo for a food brand is to effectively communicate to its target audience the attributes, values, and appeal of the brand. This study aims to explore the role that multimodal discourse—a type of communication that integrates linguistic, visual, and symbolic elements—plays in the process of designing logos for food-related enterprises.

Multimodal discourse facilitates the usage of cultural allusions, allowing food brand logos to engage with particular target audiences by including these cultural allusions. Using traditional design elements, such as motifs, symbols, or patterns from a particular culture, can help to communicate authenticity, legacy, or a sense of belonging (Woodside, 2010). For example, a food firm that specialises in a certain ethnic cuisine may demonstrate its commitment to heritage and authenticity by including imagery or themes that are symbolic of that culture in its branding. For instance, McDonald's catchphrase, "I'm Lovin it," is a well-known and unforgettable phrase that has come to represent the brand (Choi, 2017).

Semiotics is the study of signs, symbols, and their applications in communication. It is an essential tool for analysing logos' textual and graphic elements. A semiotic analysis of the use of multimodal discourse in the modelling of food brand logos can teach us about the tactics and approaches used by different companies to create effective branding. Semiotics helps the listener understand the message by expressing the intended meaning. The fact that logos serve as a visual representation of a business's identity is one of the primary reasons they are important for food brand identities. Logos are necessary to create brand identity and encourage customer loyalty (Keller, 2013). The use of semiotics in branding has become more common since it allows marketers to analyse various brand elements and learn how consumers view them (Chandler, 2007).

For food brands to properly communicate their personality and message, the typography used in their logos is crucial. Several associations and emotions can be evoked by combining different font types. For example, a gourmet or high-end brand could be represented by beautiful and cursive typefaces, whereas a fun or casual food business could benefit from powerful and humorous fonts (Hou et al., 2021). There are several methods to combine typography with graphic components to enhance the overall impact of the logo. The arrangement of the components that comprise a logo can influence the overall meaning of the design. The arrangement, proportion, and alignment of textual and visual components can convey ideas of harmony, balance, and hierarchy. For instance, the impression that the brand is focusing on the highlighted part or item may be created by placing an image in the centre of the page and surrounding it with text. An additional technique for conveying an air of clarity and organisation is the use of whitespace (Keller, 1993). Prior research on semiotics and branding (Aaker, 1997; Barthes, 1997; Keller, 1993) has clarified the role that symbols, signs, and other visual elements have in creating a brand's meaning.

Numerous studies have looked into the impact of visual aesthetics, colour, typography, and symbolic representations in logo design.

Furthermore, studies have demonstrated the significance of language elements such as taglines, slogans, and brand names in conveying brand messaging. Nevertheless, the synergistic relationship between these elements in the context of food brand logos has not received much research attention (Yoon & Uysal, 2015). The language components of food brand logos, in addition to their visual components, are crucial in establishing the identity of the brand and communicating meaning (Keller, 2013). Kress & Van Leeuwen (2006). Multimodal discourse should be considered when designing logos for food companies. A logo may capture the essence of a business, its guiding ideals, and the ideas it wishes to spread.

When it comes to food brands, logos must convey a variety of information, such as the product's quality, freshness, flavour, and cultural connotations. "Multimodal discourse" describes the process of effectively communicating meaning by combining various communication modalities, including written, visual, and spatial elements. Here are a few instances of how multimodal discourse is applied throughout the food brand logo creation process (Yang & Kang, 2012).

Baines et al. (2011) examined the logos of food firms that aim to evoke specific emotions and associations with their products by the frequent use of visual components such as pictures, colours, shapes, and symbols. For example, a picture of a fresh fruit or vegetable could represent organic, healthful ingredients, and vibrant colours like yellow and green can imply life and freshness. By carefully choosing and positioning these visual cues to best serve the intended purpose, a visually appealing representation of the brand can be produced (Woodside, 2010).

### **Problem Statement**

Logo evolution has become a significant marketing strategy in the global branding landscape. Logos express brands' values and messages to consumers, influencing their purchases. Logos express taste, quality, sensory appeal, and cultural significance in food branding (Fazal-e-Hasan & Saeed, 2018). However, traditional logo design focuses on static visual components like text, colour, and shape, failing to capture multimodal and multisensory aspects of culinary discourse. So, a more detailed and unified strategy is needed to study multimodal discourse in food brand logo development (Halim et al., 2020). Practically comprehending multimodal discourse in logo design shows the importance of this research. Semiotic analysis was used to examine how different semiotic modalities form food logos. This study addressed the lack of awareness of multimodal discourse in food brand logo creation (Herabadi & Hu, 2017). There is a lot of research on advertising and branding semiotics, but food brand logos' visual and linguistic features and how they contribute to brand identity deserve greater attention.

This study addresses this gap by semiotically analysing food brand logos and focusing on multimodal discourse's function in meaning and connection. This research helped us understand how visual and linguistic factors affect food brand logos and how food industries apply tactics to generate more successful logos (Kim & Vitosha, 2017). This study addressed the issue by applying semiotic analysis to analyse multimodal discourse in food brand logo generation (Lee & Meenaghan, 2017). Research examines how logos' semiotic aspects create meaning and appeal to audiences and how they shape a brand's identity.

### **Research Objective**

The objective of this study was to understand how the visual elements of logos interact and contribute to the overall meaning and representation of food brands.

### **Background**

The food industry is a vibrant, fiercely competitive market that includes many different brands offering a wide range of food and beverage products. Food companies enjoy a lot of importance in the marketplace for a variety of reasons. Their main purpose is to serve as a sign of trust and quality assurance to consumers (Hawkes, 2004). The amount of time a food brand has been on the market can be used to determine its dependability with regard to flavour, nutritional content, and safety. Customers tend to go towards well-known brands that they are familiar with and have bought from in the past while making food purchases. This is due to the fact that consumers who purchase from well-known companies feel more familiar and trustworthy.

Fazal-e-Hasan and Saeed (2018) did a comparative analysis of a number of logo designs used in Pakistan's food and beverage industry. By examining consumer assessments of logos based on visual design elements, typography, and colour selections, it offered insights on the influence of logo design on consumer perceptions.

In order to explore the role that visual elements play in the process of communicating corporate identity, Choi (2017) uses a multimodal discourse analysis to research corporate logos. Though it does not concentrate only on food businesses, it provides insightful information about how logos' visual elements contribute to the communication of brand identity. In the foodservice industry, Herabadi and Hu (2017) looked into how a business's branding and logo design impact the business's overall brand equity. It looks at the ways that elements of a logo design, like forms, colours, and typography, affect brand equity and how consumers view various food businesses. Hietanen and Hysky (2015) studied the effects of functional, symbolic, and experiential dimensions of brand equity in addition to the influence of logo design on brand appraisal. It clarifies the manner in which logo design in the food industry influences consumers' impressions of brands and how brands are assessed. Woodside (2010) looked into the role brand logos play in business-to-business sales. This study looked at how, in the context of business collaborations, logos can either obstruct communication or promote understanding and trust. Even so, food brands were not the study's main emphasis.

Lockwood and Cain (2018) explore how consumers' perceptions and evaluations of different food products are influenced by a business's logo design. This study explores how visual design elements in logos affect consumers' perceptions of product quality, taste, and preference. The results clarified the connection between consumer perceptions and logos in the food sector. Kim and Vitosha (2017) looked into how visual semiotics plays a role in brand logo design and how it affects consumers' perceptions. The authors conducted a study utilising structural equation modelling to examine the relationships between visual semiotics, brand perception, and brand equity in the setting of food brands. Nguyen and Hoyer (2014) conducted a study on the role that visually appealing packaging design has in creating brand experiences and guaranteeing customer satisfaction. The visual elements of packaging design and how they affect consumers' perceptions are the main topics of this study. These results could contribute to our knowledge of the function of images in logos. Lee and Meenaghan (2017) look into how design elements affect consumers' perceptions of the healthfulness of food by concentrating on the design of food packaging rather than logos. The importance of good visual communication in the food industry is emphasised, and it looks into how packaging design and visual cues affect consumers' perceptions of a product. Lim and Ting (2016) research was to analyse health and nutrition claims on food packaging using semiotics. It's not specifically about logos, but it does offer some intriguing perspectives on how semiotics may be applied to assess textual and visual elements in the food industry, which can have a big impact on logo design. In the context of Malaysian fast food restaurant enterprises, Halim et al. (2020) study looks at the influence that a logo's design has on a brand's personality and equity. It looks into the relationship between a brand's personality traits, the visual elements of logos, and how consumers assess a business's brand equity. Rather than focusing only on food brands, The study of Maceira and Breazeale (2017) examined the semiotics of craft beer labels to understand the

influence these labels have on consumer behaviour. It looks into the ways that labels' visual elements and symbolic meanings impact consumer engagement and brand perception. Tian and Xiao (2015) investigated how logo design affects customer preferences and brand recognition. Their inquiry was centred on Chinese food companies. It provides a more profound comprehension of the aesthetic and cultural factors that are particular to Chinese cuisine companies. Yang and Kang (2012) examined the meaning of brand logos and consumer communication strategies with a focus on the fashion industry, using semiotic analysis. It provides information on the visual elements of logos and their connections to brand identities and customer perceptions of those brands. Yoon and Uysal (2015) investigate the role that rebranding plays in a business's logo change using a semiotic analysis. This article offers insights into how visual elements and symbols are used during the logo redesign process to convey changes to the brand and develop its image. This essay provides these ideas even if it does not directly address food enterprises.

## **RESEARCH METHODOLOGY**

The research design explains the investigation's framework and approach. This research benefits from a qualitative approach. It involves analysing and assessing food business logos and studying how they affect consumer perception (Choi, 2017). This approach allows for objective and methodical study concerns and objective testing. The study employs qualitative research methods like thematic analysis or grounded theory to find patterns, themes, and insights in the data. The sample strategy determined how many persons participated in the study or were cases. Purposive sampling is used to pick many food brands with unique logos for this study. The sample includes well-known and emerging food companies in quick-service restaurants, fast food, and bakeries. This study sampled Dixy Chicken (Love Food Love Dixy), Bite Foods, Food Station, Paprika (Speak with the Taste), KFC, McDonald, and Pizza Point (Fresh & Tasty). The research tool includes logo photos and written explanations. This information came from books, journals, food brand corporate websites, marketing materials, and other relevant sources. The researcher collected logo photos and text descriptions from books, papers, official websites, marketing materials, and other sources of selected food brands.

Semiotics can be used to examine and decipher language, visual pictures, and symbols. Qualitative analysis is used to interpret data. Qualitative analysis can incorporate visual and symbol theme analysis. Qualitative content analysis and semiotic analysis will be used for data analysis. Content analysis examines written, verbal, and visual communication (Cole, 1988). Semiotic analysis helps understand varied communication. "Semiotics provide an analytical framework for interpreting and decoding communication in all its forms, including language, visual images, and symbols" (Kress & Van Leeuwen, 2006). Food business logos were evaluated for language, aesthetics, typography, symbols, and colour schemes. Semiotic analysis helps explain communication in many contexts. Semiotic analysis examines signs, symbols, and their communication meanings. This method for food brand logo analysis considers several factors.

### **Analysis**

All seven of the logos that were selected for this analysis are dissected. Each of the logos that were chosen expresses a food identity that was carefully intended, and each of them has a strong holding in the market that is located in the District Rahim Yar Khan, Punjab, Pakistan. An examination of the development of the logos for McDonald's, KFC, Pizza Point, Paprika, Food Station, Dixy Chicken, and Bite Food is presented here.

### **McDonald**



**Figure 1:** Logo of McDonald

McDonald's logo changed intentionally. Each logo iteration responds to client challenges to directly influence how people think about the business. It acts as a "voice" to revitalise and improve its message to the public, focusing on customer awareness and industry differentiation. McDonald's, recognised for its simple, affordable, and predictable American meals, capitalises on its brand familiarity.

**Table 1.** Sign Element Found in McDonald

<b>Sign</b>	<b>Elements</b>
Icon	The rounded letter M.
Symbol	The use of red and golden yellow colours.
Semiotic Analysis	Colour and shape are used to evoke positive emotions and familiarity. The logo's evolution emphasises customer recognition and individuality, demonstrating McDonald's versatility.

The golden yellow rounded letter M in this logo represents McDonald's, the business's name, and is used on its restaurant buildings. The business was founded by Mac and Dick McDonald, who coined the name McDonald's. This logo is based on red and golden yellow. Red was chosen for the logo because it is associated with happiness, which leads to good cognition and behaviour. Due to severe criticism that was being associated with the corporate name, the goal was to improve spectators' perspective. To demonstrate ecologically conscious graphics, the business changed its European logo to a golden arch on a hunter green background. This change was made for environmental reasons.

## **KFC**



**Figure 2:** Logo of KFC

Kentucky Fried Chicken (KFC), Pakistan's most popular fast-food chain, strives to provide its customers with the best chicken and a great dining experience. The business was founded by Colonel Harland Sanders, who gained worldwide fame with "We do chicken right!" Sanders worked hard on his eleven-herb and spice secret concoction. Through 10,000 KFC locations, he has shared this tradition.

**Table 2.** Sign Element Found in KFC

Sign	Elements
Icon	The figure of a smiling old man with sunglasses and a bow tie.
Symbol	The red, black, and white colours.
Index	The word KFC.
Semiotic Analysis	Colonel Sanders' face is associated with Southern fried chicken, adding authenticity. Colours promote cleanliness, brand awareness, and appetite.

The name and mission of KFC are represented by this word. Dark "KFC" appears at the bottom of the logo. KFC abbreviates Kentucky Fried Chicken. Kentucky lies in the southeast and the restaurant's headquarters are in Louisville. Being abbreviated to KFC helped Kentucky Fried Chicken become a healthier restaurant. To avoid the phrase "fried," which was associated with fat and unhealthy, this was done. The stylized image of an old man in a bow tie and sunglasses represents Colonel Sanders, the business's founder. A black border surrounds Colonel Sanders' visage in the logo. The stylized visage of an elderly man in the middle represents Colonel Sanders, who founded this culinary business. The Colonel shows his intelligence and professionalism by wearing sunglasses and a bow tie. The logo uses red, black, and white. Use of red and white in three vertical lines is as the backdrop and black for the Colonel's face. This theory is based on red, which stimulates appetite.

### Pizza Point



**Figure 3:** Logo of Pizza Point

In the middle of the logo is "Pizza Point," printed in yellow and white. In its logo, Pizza Point uses an ice-cream cone with a filled shade. This emblem presumably represents the impression of fresh, tasty, and delightful treats.

**Table 3.** Sign Element Found in Pizza Point

Sign	Elements
Icon	The figure of an ice-cream cone with a filling shade.
Symbol	The red, yellow, green, black, and white colours
Index	The words PIZZA POINT, FRESH & TASTY.
Semiotic Analysis	Colours are chosen to create a lively, appetising look. Words represent brand identity and values.

Pizza Point's logo uses red, yellow, green, black, and white colours. The use of these colours throughout the corporation shapes its visual identity. Black and white can contrast and accentuate pizza ingredients, whereas red, yellow, and green might be associated with them.

Pizza Point uses "PIZZA POINT" and "FRESH & TASTY" as index components. Like KFC, these words quickly represent the restaurant's name and mission. The restaurant may be called "PIZZA POINT" and its motto "FRESH & TASTY" reflects its commitment to fresh, delicious food. Red can stimulate hunger like in KFC. The logo's yellow and green colours could reflect pizza components, making it lively and appetising. Similar to how the KFC logo uses black to highlight Colonel Sanders, the usage of black may have been intentional. The restaurant's usage of white, which symbolises cleanliness, shows its commitment to cleanliness.

## Dixy Chicken



**Figure 4:** Logo of Dixy Chicken

Over the years, Dixy Chicken has grown in the US and abroad. In addition to opening many UK stores, the business expanded internationally. The restaurant expanded due to the success of its fried chicken, burgers, and side dishes. Dixy Chicken, recognised for its large menu, offers chicken dinners, burgers, wraps, and sides including fries and coleslaw. The menu varies every location, and the business often adds new dishes to meet consumer tastes. Dixy Chicken franchises its outlets to business owners. The franchise distribution model has helped Dixy Chicken expand globally. Through its logo, marketing, and food quality, the business has sought to build its brand. Kentucky Fried Chicken founder Colonel Sanders' stylized face is often used in logos. This highlights the Southern fried chicken tradition.

**Table 4.** Sign Element Found in Dixy Chicken

Sign	Elements
Icon	The oval shape figure contained an oval chicken shape with a star on it.
Symbol	The blue, yellow, white and red colours.
Index	The words Dixy, CHICKEN.
Semiotic Analysis	Colours communicate trust, cleanliness, and appetite. Indicators for the main service and brand name are "Dixy" and "CHICKEN".

Oval figure with a star-shaped bird is the Dixy bird's icon. This sign may imply that the brand is related with chicken, possibly emphasising quality or special recognition (the star). Blue, yellow, white, and red are used to make the Dixy Chicken trademark sign. The use of these colours throughout the corporation shapes its visual identity. Each colour has many meanings. Blue may symbolise trust, yellow and white cleanliness, and red appetite or bravery.

Dixy Chicken's logo has "Dixy" and "CHICKEN." These words immediately identify the firm and its main service. Although "Dixy" is presumably the brand name, "CHICKEN" indicates that the restaurant's menu is largely chicken. Blue is associated with trust and dependability, hence Dixy Chicken's chicken may indicate quality or superiority. Yellow and white may symbolise cleanliness and freshness, implying a commitment to offering high-quality food. As with other food logos, red can inspire boldness and appetite.

## Bite Foods



**Figure 5:** Logo of Bite Food

Bite Foods' logo sign uses blue, yellow, white, maroon, black, and red. Blue symbolises trust, yellow freshness, white cleanliness, maroon richness, black emphasis, and red appetite satisfaction. These are some of each colour's meanings.

**Table 5.** Sign Element Found in Bite Foods

<b>Sign</b>	<b>Elements</b>
Icon	The oval shape figure contained an index and three other shapes (Punched, Banners and Quad Flow). A man serving bite bread in Quad Flow Shape.
Symbol	The blue, yellow, white, maroon, black and red colours.
Index	The words Bite Foods, Bite Bread, For Delicious Taste, A Nourishing Gift from the House of.
Semiotic Analysis	Colours evoke trust, freshness, cleanliness, and appetite. The words symbolise the brand and its goods and services.

"Bite Foods," "Bite Bread," "For Delicious Taste," and "A Nourishing Gift from the House of." are index terms in the Bite Foods logo. They serve as indexes because they immediately represent the brand, the product (in this case, "Bite Bread"), and the meal's quality and nature by using phrases like "For Delicious Taste" and "A Nourishing Gift from the House of."

Bite Foods' blue products symbolise trust and reliability. Yellow symbolises freshness and vigour, suggesting fresh foods. White symbolises cleanliness and purity, reinforcing food quality and hygiene norms. Maroon may symbolise wealth and dish excess. Black for emphasis may be meant to emphasise the brand or emblem. Red is often used in food logos to evoke excitement and appetite.

## **Food Station**



**Figure 6:** Logo of Food Station

This icon likely depicts a chef or someone associated with delicious food. It emphasises culinary skill or product quality. The Food Station logo uses pink, white, black, and red. Golden may evoke wealth, pink sweetness, white cleanliness, black emphasis, and red appetite and enthusiasm. The Food Station logo's index elements are "FS" and "FOOD STATION". These terms function as indices because they immediately indicate both the brand's shortened name ("FS") and its full name ("FOOD STATION").

**Table 6.** Sign Element Found in Food Station

Sign	Elements
Icon	The figure of a man with sunglasses and a neck collar with two fingers, is a tasty sign. A hat also on his head with a FS crown shade symbol.
Symbol	The golden, pink, white, black and red colours.
Index	The words FS and FOOD STATION.
Semiotic Analysis	Colours indicate grandeur, sweetness, cleanliness, attention, and appetite stimulation. Brand and business identity are expressed in words and phrases.

### Paprika



**Figure 7:** Logo of Paprika

The carefully designed outside location makes dining great. However, indoor service cleanliness and presentation can be improved. Adding chapati to the menu and adding layers and depth to their biryani would enhance the dining experience.

**Table 7.** Sign Element Found in Paprika

Sign	Elements
Icon	The figure of red chilli with green top.
Symbol	The green, red, white, and light purple colours.
Index	The words Paprika and Speak with the taste.
Semiotic Analysis	Freshness, spiciness, cleanliness, and elegance are all connotations that are associated with certain colours. When it comes to the brand and the importance it places on taste, words serve as direct representations.

Paprika is represented by a red chilli pepper with a green top. The brand is immediately connected with paprika, which is spicy and flavourful. This icon shows this association. Green, red, white, and light purple make up the Paprika logo symbol. All these colours are utilised. Green connotes freshness, red spice, white cleanliness, and light purple refinement or individuality. "Paprika" and "Speak with the taste." are Paprika's logo index elements. These words act as indices since they symbolise the brand name ("Paprika") and convey the brand's emphasis on flavour and taste through "Speak with the taste." Green symbolises freshness and natural elements. The chilli emblem is red, which symbolises spice and taste. White symbolises cleanliness and purity, reinforcing quality. Light purple may provide the brand's visual identity a refined or original look.

#### 4.2 Results and Discussion

According to Bossel et al. (2019), the McDonald's logo actively promotes environmental responsibility and responds to criticism. Analysis of the KFC logo shows that it has changed over time and used colours, symbols, and the abbreviation "KFC" to define the business's image. The acronym "KFC" was created to portray the brand as a healthier restaurant by omitting the word "fried," which had negative connotations. Fazal-e-Hasan et al. (2018), the logo depicts a stylized Colonel Sanders to underline the Southern tradition of fried chicken. Logos are strategic tools that convey a business's beliefs, mission, and identity to consumers. McDonald's is committed to philanthropic activity in its communities, according to the report. McDonald's is more aware than ever of its role in helping communities achieve their goals after this talk (Giebelhausen et al., 2014). The logo and colour choices were made to improve public impression and maintain client loyalty. The research states that KFC entered the Pakistani market in 1997 and has since become one of the region's most popular fast-food brands. Colonel Sanders, the business's founder, is portrayed prominently as a globally recognisable visage in the symbol to underline the business's origins. The acronym "KFC" was used to promote the business as a healthy restaurant, according to the explanation. Halim et al. (2020) describes this as sensitivity to spectator perceptions. According to study, Pizza Point takes pride in serving Rahim Yar Khan with high-quality products. The design features an ice-cream cone, bright colours, and "FRESH & TASTY," which likely indicates a devotion to offering fresh, tasty cuisine. The Dixy Chicken logo features a stylized Colonel Sanders's visage, highlighting the business's Halal chicken speciality. Hou et al. (2021) noted, the brand's commitment to high standards and global presence through franchise distribution is stressed throughout the discourse. McDonald's logo has evolved to address issues and revitalise the brand's message. This progress took decades. Red and golden yellow colours and the distinctive rounded letter M distinguish McDonald's from other companies. It makes McDonald's clearly recognizable (Kim & Vitosha, 2017). The logo is designed as a "voice" to increase customer awareness and differentiation. Colonel Sanders, a smiling old man in sunglasses and a bow tie, appears in the KFC logo. This character symbolises the business's founder.

To emphasise a shift towards healthy values, "KFC" is used to create a memorable brand. According to Labrecque and Milne (2013), the logo's red, black, and white tones make it unique.

### Conclusion

Every business wants to succeed. The economy and business are ever-changing. Given the cost of logo redesigns, the logo should reflect the business's current position and allow for future growth. A designer must remember that its current business may differ from its long-term goals. Discussing the business's 5- and 10-year goals is crucial. McDonald's logo was redesigned to address issues and refresh the business's messaging. Even if the style has changed, the classic rounded letter M and red and golden yellow colours have stayed. These important elements remain intact, preserving the brand's identity and awareness even while the logo changes. The KFC logo has changed several times, including adding Colonel Sanders and "KFC" to promote the brand as a healthier option. Despite these changes, Colonel Sanders' cartoonish face remains. This emphasises the brand's Southern fried chicken heritage.

Consistent use of red, black, and white helps maintain visual continuity. The oval chicken form with a star in the Dixy Chicken logo is notable. Despite firm expansion and renown, this insignia has not changed. The logo's continuous use of blue, yellow, white, and red helps integrate the visual identity. Colonel Sanders, a symbol of Southern fried chicken, is included throughout the design. The analysis shows that McDonald's has changed its logo to overcome challenges and revitalise its message. Each logo redesign aims to strengthen the brand's messaging and address customer issues. McDonald's logo, which symbolises change, shows the business's proactive approach to staying current in the fast-food industry. The investigation of the KFC logo considers the changes made over time, including the addition of "KFC" to represent the brand as a healthier restaurant franchise. The abbreviation represents a concerted effort to change "fried" perceptions and adapt to changing customer preferences. KFC has changed its logo to reflect health-conscious meal trends.

### Recommendation

1. Ensure the logo consistently reflects the brand's identity and key ideas. Colour, symbols, and writing should reflect the brand's mission and ethos.
2. When developing logos, consider the future and ensure adaptability to the business's growth and changes. Consider offer modifications, market trends, and client preferences.
3. Connect brand components to its cultural history or legacy. This may increase the message's authenticity and audience connection.
4. To create a personal connection with customers, include human faces or figures in your brand. This conveys trust, familiarity, and knowledge of the brand's products and services.
5. Select hues strategically to evoke specific emotions and reactions. Check colour cultural meanings to ensure they match the brand's image.
6. Develop a unique logo for instant recognition. You may easily distinguish your brand from competitors by using unique symbols, fonts, or graphic elements.
7. Plan for continued logo evolution to be current and relevant. However, crucial continuity components must be preserved to ensure brand recognition by existing customers.

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