



The Journal of Sri Krishna Research & Educational Consortium
**INTERNATIONAL JOURNAL OF
BUSINESS ECONOMICS AND
MANAGEMENT RESEARCH**
Internationally Indexed & Listed Referred e-Journal



LEGACY OF LOGOS IN BRANDING

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ABSTRACT

A strong corporate brand bound to create, manages, and fulfill high expectations among in many an audience. So studying people's behavioral patterns is one of the primary requirements of a company which allows it to keep track of the changing aspirations of its customers. Here arises the necessity of resorting to modification in various sectors of one's business. Standing for the company's corporate identity, a company logo becomes the prime target of change in the company's agenda. Most of the companies prefer to change their logo at least once in its lifetime. However, it is recommended that to change the logo once in 20 years by an organization to attract the changing generation of people and customs. It is easier to change the name and logo than fix what may be the real problems facing a company. On some occasions, the decision by a company to change its name or logo makes terrific sense.

This study mainly focuses on the historical evidences of a few companies in regard to their logos, reasons for change of logos and the factors which influence the companies to change their logos. The scope of the study is limited to some selected brands.