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Title: How do name and logo organicity influence cognitive responses? Analysing
neural and psychological evidence

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Previous studies have shown that figurativeness, and organicity as its extreme form, are key determinants of cognitive responses to names and logos. Indeed, we tend to better memorize experienced objects from our real-world – things we see, hear, smell, taste, or touch – and, among these, things that come straight from nature rather than being created by humans. Brand identity signs depicting abstract objects, which do not exist in a way our senses can recognize, are harder to memorize. In this research we will analyze the opposition between non-organic and organic names and logos, considered together in a single stimulus, and seek to confirm, through the analysis of neurological responses, whether organicity is a crucial requirement for the choice of brand name and logo, generating a greater capacity for attention and memorization. We will therefore use electroencephalography (EEG) to assess the effects of name and logo organicity on cognitive responses. This experimental study should complement the results of previous studies on brand name strategy and on logo design with an empirical analysis of neurological responses. Implications for future research in name and logo strategy, logo designers and brand managers will be discussed.