

## **Analyzing the Characteristics of Logo Analysis as a Paratext in the Visual Perception of Iran Airlines**

### **Abstract**

Paratexts are influential and constructive factors outside the text that invite the audience to the world inside the text and make them familiar with the hidden corners and circumstances of text creation that generate the creation and formation of meaning. Logos as a paratext are the first interface between the audience and the visual perception of the brand that aid the audience to read the brand correctly. The importance of these paratexts is that by analyzing and discovering the implied meanings, a better understanding of the brand can be achieved. For this reason, having a logo is a necessity for business; since a decent logo will help business growth and attract customers by sending the right message and creating trust, distinguishing itself from competitors and keeping loyal customers. After conducting the combined research method and using the structural equation technique, the results of this research show that the qualitative indicators of simplicity, color harmony, mental persistence, differentiation, paratext coordination with the text, expressiveness and clarity, visual balance, dynamism, practicality and cultural identity were introduced as logo reading indicators that have an effect on enhancing the visual perception of the brand and were analyzed in relation to six airlines in Iran. Finally, it was found that reading the logo in the paratext position through its characteristics, which are the ten indicators mentioned, directly affects the perception of the visual brand as the main text and a dependent variable with the dimensions of believability, reliability, authenticity, uniqueness, acceptability and visual appeal affects.

### **Research aims:**

1. Identifying the effective indicators of logo reading in the visual perception of Iranian airline brands.
2. Improving the visual quality of airline brands by achieving logo readability indicators as paratext.

### **Research questions:**

1. How does the reading of the logo as a paratext affect the visual perception of the brand?
2. What characteristics in the reading of Iranian airlines' logos have turned it into an effective paratext for these brands?

**Keywords:** paratext, logo reading, visual perception, Iran Airlines,

## **Introduction**

To enter a text, you have to cross its thresholds, and these thresholds are the paratexts of a text. Paratexts are influential and constructive factors outside the text that play an essential role in directing and guiding the audience of the text and the audience must pass through them to enter the world inside the text. Consequently, their attention and reception can be effective in better introducing and understanding the text. The value of the image that paratexts present of a product is not less than the text itself. The brand, which is a collection of these images, is greatly influenced by these parameters. The process of introducing and identifying the brand through the logo, which is placed in the paratext position, leads to a better acceptance of the text and the correct reading of the brand by the audience. This important and influential paratext is placed at the threshold of the text, it controls the process of receiving the text and affects the visual perception of the brand with the meaning-making function and causes the audience to receive the brand correctly. It is possible to connect the audience with the brand through brand parameters. In fact, logos act as the preface of the text, which convey important information about the brand to the eyes and minds of the audience through the transmission of a visual message, expressiveness and clarity. It should be noted that in the theoretical literature of paratextuality, paratexts also have such a mission. The visual perception of the brand first occurs through the stimulation of the visual senses by the paratexts, then through the perception of the perceived content. In fact, this is the main function of the logo as a paratext, which improves the visual perception of the brand by following the design principles. Logos, as a paratext, are the first interface between the audience and the brand, which help the audience to read the brand correctly. Logos are texts related to the main text with a distinguishing function; Therefore, examining the paratextual relationship between logos as a threshold and brand as a text is particularly imperative since it leads to the discovery of the distinct place of the logo in the brand and helps to accomplish the necessary assessments for identification

to the visual perception of the brand, so that by establishing a measured paratextual relationship, it has the greatest effect on the differentiation of the brand.

Since the logo is the image and characteristic of a brand, it is very important in creating the popularity of that brand in the eyes of the audience. For this reason, a form or image is not transitory; rather, it serves a specific organization or purpose for many years. Thus, the logo can be referred to as "permanent context". Having a good logo is more than the initial image of a brand since it creates a lasting and permanent effect of the brand and by creating a brand identity, it helps it to stand out from its competitors. For this reason, logos are considered one of the most efficient paratexts and are a vital part of a brand and are considered the heart of an organization's visual identity. Unfortunately, less attention is paid to graphic paratexts and in a sense, there is a weak paratext culture and more focus is placed on the text itself. This is despite the fact that the paratexts themselves are part of the text creation process. Not paying attention and incorrect use of paratexts and their important functions leads to the lack of proper communication between the audience and the text. Due to the investigation of the relationship between the reading, the logo as a paratext and the brand as a text, the necessity of accomplishing such a research become significant.

The method of this research, according to the methodologies that have been carried out in similar researches so far, is an exploratory method that aims to discover qualitative or quantitative variables and examine different angles of new and up-to-date natures (Khaki, 2019: 27). In the process of conducting this research, quantitative and qualitative methods are used to analyze the collected information and data. Thus, structural equations method is used to investigate the internal relationship between the variables of logo reading and visual perception, both of which are mental variables. The structural equation model is a very powerful multivariate analysis from the multivariate regression family, which allows the researcher to test a set of regression equations simultaneously. Structural equation modeling is an approach that examines hypothesized patterns of direct and indirect relationships among a set of observed and latent variables.

In this research, on the basis of the proposed research method, first, relevant indicators are extracted in the main question of the research, based on the review of the subject literature and the background of the research. Then these indicators are localized in Iran through the method of structural modeling and in connection with the logo of six airlines. Localization in this research

means measuring the ability of these indicators and their ability to influence the visual perception of the brand.

The questionnaire related to structural equation modeling has 24 questions, of which 16 questions are related to the measurement of the logo reading variable, 6 questions are related to the measurement of the visual perception variable, and 2 questions are related to the main variables themselves. The validity of the model will be checked through goodness of fit indices. The validity of the model shows how real the designed and assumed model is. In fact, the validity of the model shows to what extent the model can be trusted and to what extent does this theoretical model represent real relationships that exist in the real world? One of the advantages of structural equation modeling is that this modeling method measures the relationships between latent and subjective variables through objective and manifest items; however, in the use of structural equation methods and normal regression methods, this is the common point that the assumed and calculated relationships reflect reality to what extent? For example, if the relationship between logo reading and visual perception in this research is calculated to a low and inverse level, to what extent does this relationship represent the truth with the collected data of the research? In other words, how accurate is the measured model? Appropriateness of fit indices are used to check this issue.

Six logos of prominent brands of Iranian airlines have been selected as samples to be studied in this research. In this section and in table (1), the name of the selected airlines and the image of the logo of these airlines are given. In the statistical community studied in this research, which consists of professionals and graphic designers, the number of at least 200 people is needed so that the assumed structural model can be checked with an acceptable percentage of confidence. For this purpose, first, a questionnaire needs to be designed to carry out this survey. The number of questions in the mentioned questionnaire should be able to measure 22 obvious objective variables; Therefore, for each objective variable, at least one question is needed as a measure. In addition to the analytical statistics part, which includes 22 questions related to the measurement of objective variables, the descriptive part is also designed to analyze the descriptive data of the studied society.







	Logo	Airline		Logo	Airline
1		Meraj	4		IranAir
2		Kish Air	5		Mahan
3		Ata	6		Aseman

Table (1), selected airlines and their logo descriptive information; source: author

Andana and Mahardika (2018:149) in an article entitled "Redesigning the sense of the Indonesian airline logo", in the Journal of Competition and Cooperation in Economy and Trade, state the purpose of their study to examine the relationship between logo redesign and airline performance in this industry. Through a semiotic method, the authors suggest that airline logo redesign has a significant role in the performance and development of an airline company. Indonesian Airlines has been introduced as a case study in this research. Sorleo and Aello, (2007:305) in their article "National Pride, Global Capital: A Social Semiotic Analysis of Transnational Visual Branding in the Airline Industry" in the Journal of Visual Communication, identify 561 different airline designs as a visual genre. They have investigated and addressed how global-local marketing can be managed and realized. In this article, in particular, it has been investigated how airlines can use fully localized visual meanings and at the same time, based on the symbolic and economic investment system, have national identity concerns for service delivery.

In the article "Transtextuality: Studying the Relationships of a Text with Other Texts", the Research Journal of Literature and Human Sciences, Namvarmotlagh states that "there is no text without a cover, or there is rarely a naked text, and always in a cover of the text, the word There are those who have included it directly or indirectly. Texts that include the original text like satellites are the thresholds of the text. (2005). Eliasi et al., in an article entitled "Knowing the

Reasons for Logo Redesign During the Brand's Lifetime", Visual Arts Journal, state that a brand may need to be redesigned during its lifetime for some reasons, and in the meantime, the logo as the entrance to the brand and the representation of its identity, it needs to be redesigned (2017: 41). In the article "Reading the image from the perspective of the interaction of subjectivity and objectivity in visual perception" of Kimiai Honar magazine, Mafi-Tabar et al. propose the issue that every image is a representation of a stylized type and is defined under a set of inferential and conventional principles. Any kind of visual representation is the product of the abstraction of the mind. The human mind is able to recognize new positions by relying on mental clear generalities in visual thinking (23:23 2017). Sarami and Fahimifar (2017: 5) in "Image, image (image) and visual perception", in the journal of visual arts, state that the visual nature of the content of images has a dynamic quality and this quality is the nature of our mind. reveals; Also, the framework and objectivity of the work indicate a dynamic theme that shows different ways of looking at the world.

By reviewing the background of the research and the existing theoretical literature, we come across the cases that have been investigated by paratext in literature, cinema, advertising and social media, but research related to paratext in graphics, especially focusing on the function of the logo as one of the most important paratext, no research has been conducted. Thus, in this article, the paratextual function studied goes beyond the text and is not limited to the written text and extends to the visual elements (logo) that have a message and meaning-making function; in other words, paratext is studied in visual arts.

## **Conclusion**

Iranian Airlines logos with appropriate and relevant design can convey the visual perception of the brand to the eyes and minds of the audience as an effective paratext. In this research, the assumed relationship between the concepts of logo reading and visual perception was investigated during the formation of a theoretical model. Six airlines in Iran (Iran Air, Mahan, Aseman, Meraj, Kish Air and Ata) were selected as samples of the research. In the process of doing this work, it was found that out of the sixteen indicators identified around the explanation of the concept of logo reading, ten indicators with the titles of simplicity, color harmony, mental persistence, differentiation, harmony with the subject, expressiveness and clarity, dynamism, cultural identity, practicality. The mentioned indicators, according to experts and professional graphic designers, can be related to the concept of visual perception. These indices were named as reduced indices.

Also, six indicators were identified as indicators related to the concept of visual perception with the names of believability, trustworthiness, authenticity, uniqueness, acceptability and visual appeal. By conducting this research, the first question of the research can be answered: the reading of logo as a concept that is placed in the literature of the subject in the position of paratext, through its characteristics, which are the ten mentioned indicators, directly affects the variable of visual perception as the main text and dependent variable.

Applying and using these indicators correctly and following the principles of design in the design of Iran Airlines logos has a significant impact on the audience's visual understanding of the brand identity and introduces, identifies and differentiates the brand from competitors. Also, common and fixed principles in the design of selected airline logos, such as reference to cultural symbols known in Iranian culture, evoke the cultural and ethnic values of the brand's audience. By identifying and using these symbols, the designers of airline logos, by creating a cultural identity in the design, make these logos visible and memorable and in this way they make memorable in the minds of the audience. In this research, it was found that the identity and advantages of a brand can be displayed through the logo as a barrier paratext.

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