

Contemporary shape of logo design for design quality and effectiveness

ABSTRACT

The goal of this research is to investigate the modern shape of logo design for design quality and effectiveness. Since the announcement of the Movement Control Order (MCO), the market has seen an increase in demand for logo design. Many entrepreneurs appear to be prioritizing online business. Although the high demand for logo design is a good thing for every graphic designer, the logo design field is also losing quality. This study's methodology is a hybrid method (combination of quantitative and qualitative). Quantitative and primary data are gathered through interviews with both designers and entrepreneurs, as well as a survey form. While qualitative data is gathered from Google Scholar, ResearchGate, articles, a literature review and YouTube. This study also includes the effect of logo design on consumer behavior, how the COVID-19 is changing consumer behavior, and the researcher's justification based on logo design guidelines. This paper can be used as a trend analysis for marketer, designer, and other marketing, branding, or academic purposes.