

# **MAJOR RESEARCH PROJECT**

**“Studying the importance of font choice in brand identity and branding, and how it influences consumer perceptions of brands”**

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## **CERTIFICATE**

This is to certify that **Mr. Sadbhav**, roll no. **2K21/DMBA/105**, has submitted the Major research project titled “Studying the importance of font choice in brand identity and branding, and how it influences consumer perceptions of brands” in partial fulfilment of the requirements for the reward of the degree of Master of Business Administration (MBA) from Delhi School of Management, Delhi Technological University program for the academic year 2022-23.

Signature of the Guide

**Mr. Mohit Beniwal**

**Assistant Professor**

Signature of Head of Department

**Dr. Archana Singh**

## **DECLARATION**

I, Sadbhav Sharma, student of MBA 2021-23 of Delhi School of Management, Delhi Technological University, hereby declare that Major Research Project on “Studying the importance of font choice in brand identity and branding, and how it influences consumer perceptions of brands” submitted in partial fulfilment of the requirements for the reward of degree of Master of Business Administration (MBA) is the original work conducted by me. I also confirm that neither I nor any other person has submitted this project report to any other institution or university for any other degree or diploma. I further declare that the information collected from various sources has been duly acknowledged in this project.

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## **ACKNOWLEDGEMENT**

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Last but not least, I want to thank my family and friends for their unwavering support and motivation throughout my academic journey. Their love, belief, and encouragement have kept me motivated and determined to achieve my goals.

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## **Executive Summary**

A successful brand identity is largely dependent on the font choice used in branding. The font used in a brand's logo and marketing materials is one of the most important visual components that consumers frequently use to judge a product or service. The purpose of this research project is to examine the significance of font choice in brand identity and branding as well as how it affects customer perceptions of brands.

A key element of branding, advertising, and communication is typography. Numerous studies have looked at how the choice of font affects emotional response, brand impression, and information retention in a range of circumstances and demographics. Particularly, sans-serif fonts are linked to a more contemporary and casual tone while serif fonts are frequently associated with a more official and serious tone. Font style and size can both have an impact on how quickly you read, how well you understand what you are reading, and how much work it feels like. According to the findings of these studies, typography needs to be taken into account in communication and branding initiatives for businesses and organizations. Businesses can have a favourable impact on emotional response, brand perception, and information retention by using the proper typeface.

In conclusion, this research project offers insightful data on the significance of font selection in brand identity and branding as well as its impact on customer views of brands. The results imply that the choice of font should be an essential component in the development of a brand. Marketers and brand managers may develop a unique brand voice that resonates with consumers, boosts brand awareness, and fosters customer loyalty by carefully choosing fonts that are consistent with the intended brand attributes.

## **CHAPTER 1: INTRODUCTION**

In the digital age, typography has emerged as a crucial component of visual communication. The choice of fonts for communication has a significant impact on how the message is understood. Typographic psychology, commonly referred to as font psychology, is the study of how fonts affect cognition, emotion, and behaviour in people. In order to choose the appropriate typography for communication design, it is necessary to understand the emotional and psychological influence of font.

A typeface's shape, style, and size can have an impact on the reader's perception, attitude, and actions. Different typography can express a range of moods, tones, and emotions, provoking various psychological reactions in the reader. In addition to being used for communication, fonts are crucial in developing a brand's identity. For instance, the Coca-Cola logo is instantly recognizable everywhere and has merged with the brand's identity. Therefore, selecting the appropriate font is crucial in delivering the intended message and shaping the audience's perspective.

The purpose of this study is to examine how user perception and font psychology are related. Designers may produce more persuasive and successful communication designs by knowing how typography affects people's emotions and behaviors. The study will examine the psychological and emotional effects of various fonts on the reader as well as the variables that affect the decision to use a particular font in visual communication. The study's conclusions can help designers, marketers, and communication specialists make intelligent choices when selecting the best typeface for their needs in communication.

## 1.1 Background

Developing a strong brand identity is essential for businesses to have a solid and devoted consumer base in today's extremely competitive industry. A brand is a collection of many components that come together to form a distinct picture in the minds of consumers; it is more than just a logo or a name. Font selection is one of those components that is crucial to brand identity. Fonts have the power to distinguish a brand from its rivals, trigger specific feelings and connections in consumers, and create a lasting impression. A company selling luxury items would use a script font to evoke a sense of sophistication and elegance, whereas a company selling tech products might use a contemporary sans-serif font to evoke a sense of invention and technology.

There has been a lot of research done recently on the role that font selection has in brand identity and branding. Numerous studies have shown how important a role typography plays in brand perception and consumer behaviour. According to a study by Morisi, Muzii, and Prevede (2017), using serif typefaces in advertising messages produced more positive brand ratings than doing so with sans-serif fonts. In the same way, Spence and Owens (2014) discovered that the choice of typeface had a substantial influence on consumers' perceptions of the quality of a product, with serif fonts resulting in a more favourable opinion than sans-serif fonts.

There is still much to be discovered in this field, despite the rising corpus of study on font selection and its effects on branding and consumer behaviour. For instance, few researches have examined the connection between various font kinds and particular brand traits, such as dependability, creativity, and luxury, despite some studies focusing on the influence of font choice on customer impressions of brands. Additionally, a lot of the research that has already been done has been done in controlled laboratory environments, which might not truly reflect real-world circumstances. As a result, further research is required to look at how font selection affects consumer behaviour in contexts like advertising campaigns and brand communication.

As a result, the goal of this research project is to examine the significance of font selection in brand identity and branding as well as how it affects consumer views of brands. The study will offer insightful information on how choosing the right font contributes to a successful brand identity and how marketers and brand managers can



utilise it to effectively set their companies apart from rivals. To determine the best typefaces for communicating various brand features and setting a company apart from its rivals, the study will use a mixed-methods approach that combines a thorough literature analysis with a quantitative survey.

Overall, by giving a thorough understanding of the significance of font selection in developing a strong and successful brand identity, this research study will add to the body of knowledge already available on typography, branding, and consumer behaviour. The results of this study will give marketers and brand managers useful suggestions on how to employ font selection in brand creation and communication efficiently, ultimately assisting firms in building a solid and devoted consumer base.

## **1.2 Problem Statement**

Choosing the right font is a crucial part of creating a brand image and communicating a message to the target audience. The font you use can evoke emotions, create associations, and distinguish your brand from its competitors. Despite a lot of research on the importance of font choice and how it affects branding and consumer behavior, there are still gaps in our understanding of how font choice contributes to building a successful brand identity.

To begin with, some studies have explored how font choice affects how consumers perceive brands, but not many have looked at the relationship between different fonts and specific brand attributes such as dependability, creativity, and luxury. It's important to study how font choice can effectively convey different brand attributes and how this can help establish a unique brand identity.

Secondly, much of the existing research has been conducted in a laboratory setting, which might not reflect real-world scenarios. Therefore, there's a need for more research that examines how font choice influences consumer behavior in real-world settings like advertising campaigns and brand communication.

Although we know that font choice is essential for creating a strong brand identity, there's a lack of practical guidance available to marketers and brand managers on how to use it effectively in brand development and communication. This research project aims to address this issue by providing valuable insights into the role of font choice in creating a successful brand identity, helping businesses to build a strong and loyal customer base.

Understanding the impact of font choice on branding and consumer behavior is vital for businesses to create a unique and recognizable brand identity. This research project will explore the importance of font choice in branding and how it influences consumer perceptions of brands.

Through a mixed-methods approach, combining a comprehensive literature review with a quantitative survey, this study will identify the most effective fonts for communicating different brand attributes and distinguishing a brand from its competitors. This research will provide valuable recommendations for marketers and brand managers on how to use font choice effectively in brand development and communication.

Ultimately, this research project aims to contribute to the existing literature on typography, branding, and consumer behavior, providing practical guidance for businesses to create a strong and effective brand identity that resonates with their target audience.

### **1.3 Objective of the Study**

The main goal of this study is to investigate how font choice affects brand identity and branding and its influence on how people see different brands. To achieve this, the research will focus on two specific objectives:

The first objective is to examine how different font types impact people's perception of specific brand attributes, such as reliability, creativity, and luxury. The study will investigate how the choice of font can effectively communicate these different brand attributes to people and how this can be used to create a unique brand identity. This objective will provide valuable insights into which fonts work best for communicating different brand attributes, allowing businesses to develop a strong and differentiated brand identity.

The second objective is to assess how font choice affects people's behavior in real-world settings, such as advertising campaigns and brand communication. While some studies have examined font choice in laboratory settings, few have explored its impact in the real world. The research will examine how font choice influences consumer behavior, including brand loyalty, trust, and recall. This objective will provide valuable insights into the effectiveness of font choice in the real world, allowing businesses to develop more effective branding strategies.

The third objective of this study is to find out which fonts work best to convey different brand attributes. This will be done through a survey that will examine how different font types affect consumers' perceptions of brand attributes, such as reliability, creativity, and luxury. By doing this, the research will help businesses choose the best fonts to create a strong and unique brand identity.

The fourth objective of this study is to give practical advice to marketers and brand managers on how to use font choice effectively in brand development and communication. The research will provide valuable insights into how fonts can be used to create a distinct brand identity and communicate different brand attributes to the

target audience. By achieving this objective, the study will give useful recommendations to marketers and brand managers on how to use fonts effectively in branding.

The final objective of this study is to contribute to the existing knowledge on typography, branding, and consumer behavior. The research will provide a comprehensive understanding of the role of font choice in creating a strong and effective brand identity. By achieving this objective, the study will add to the current literature on typography, branding, and consumer behavior. It will give insights into the best fonts for communicating different brand attributes and for setting a brand apart from its competitors.

In summary, the main goal of this research is to investigate how font selection affects brand identity and consumer perception of brands. The study aims to achieve this by examining how different font types impact consumer perception of brand attributes, evaluating font choice's impact on consumer behavior in real-world situations, identifying the most effective fonts for communicating different brand attributes, providing practical recommendations for marketers and brand managers on the effective use of font choice in brand development and communication, and contributing to existing literature on typography, branding, and consumer behavior. By achieving these goals, the study aims to provide valuable insights into how font choice can create a strong and effective brand identity, helping businesses to enhance their branding strategies and overall brand performance.

### **1.3 Scope of the study**

The study will investigate the impact of font choice on brand identity and branding, and how it influences consumer perceptions of brands through a quiz. The study will provide valuable insights into how consumers perceive brands based on font choice and colour, and will offer practical recommendations for businesses on a small scale. The research will help small businesses to develop a strong and differentiated brand identity through font choice and colour, which is crucial for building brand recognition and loyalty.

The study has a small sample size of less than 100 respondents, which limits its generalizability to the broader population. However, this small-scale study will be useful for small businesses looking to develop effective branding strategies within their target market. The quiz will enable respondents to identify the brands associated with specific fonts and determine the role of colour in font recognition, which will help small businesses to understand how their choice of fonts and colours may impact consumer perception of their brand.

Overall, the study is expected to contribute to the existing literature on brand identity and branding by investigating the influence of font choice on brand recognition and consumer perceptions. The findings of this study will be valuable for small businesses looking to develop a strong and differentiated brand identity through effective font choice and colour selection.

In conclusion, the scope of this study is to investigate the impact of font choice on emotional response, brand perception, and information retention across different contexts and demographics. The study will use a combination of qualitative and quantitative research methods, and will be limited to a select number of fonts and the English language. The study will have practical implications for marketers, designers, and communicators who use fonts to convey messages, and will contribute to the existing body of knowledge on typography and font choice.

## **CHAPTER 2: LITERATURE REVIEW**

Typography is a critical part of design communication, and choosing the right font to convey messages has been thoroughly investigated. Previous research has focused on how different font features like typeface, weight, style, size, and color can influence emotional response, brand perception, and information retention. This literature review will summarize the most important findings and ideas from previous studies on typography and font choice.

### **Font Choice and Emotional Response**

Numerous research has looked into the connection between font preference and emotional response, concentrating in particular on the effects of font design and weight. For instance, a study conducted by Bos and colleagues in 2018 indicated that fonts with rounder curves and lower stroke contrast were seen as friendlier and more approachable, whereas typefaces with strong stroke contrast were connected to seriousness and formality. In a separate study conducted in 2013 by Valtchanov and colleagues, it was discovered that fonts with rounded shapes and high stroke contrast were linked to pleasant feelings, whilst fonts with sharp shapes and low stroke contrast were linked to negative emotions.

According to the research, designers should carefully examine the emotional impact of various font qualities when choosing typefaces for particular situations because font choice can have a big impact on how people feel.

### **Font Choice and Brand Perception**

The impact of font selection on the perception of brand personality and brand credibility has been the main focus of the literature on typography and brand perception. For instance, a study by Choi and Lee (2013) discovered a correlation between judgements of brand credibility and trustworthiness and fonts with excellent legibility and minimal complexity. Kim and colleagues (2018) discovered in another study that typefaces with a lot of curve were linked to evaluations of brand personality qualities including friendliness and warmth.

According to studies, the typefaces used in branding materials can significantly affect how people perceive a brand's personality and legitimacy. Designers should take this into account when making their font choices.

## **Font Choice and Information Retention**

The effect of font size and spacing on reading comprehension and speed has been the main focus of research on typography and information retention. For instance, a research by Bernard and Mills (2000) indicated that, especially for older readers, higher font sizes and increased line spacing improved reading speed and comprehension. Sans-serif fonts were shown to be more readable than serif fonts in a different study by Dyson and Kipping (1998), and font size and spacing were found to be crucial elements in aiding information retention.

According to the research, designers should take into account legibility and readability when choosing typefaces for various types of material because they can significantly affect knowledge retention, especially for older readers.

## **Contextual Factors in Font Choice**

The necessity of taking context into account when choosing typefaces has also been emphasised in the literature on typography and font selection. For instance, Chiu and colleagues' (2013) study discovered that fonts with good legibility were better at communicating safety messages in outdoor settings. Mavros and colleagues (2010) discovered in another study that typefaces with high readability and high visual complexity were better at delivering information in the context of a museum exhibit.

According to the research, while choosing typefaces for various types of material, contextual elements like the environment in which the message is being transmitted should be taken into account.

## **The role of font choice in education**

Fonts can affect how quickly students can read and comprehend course material, which can have an impact on learning and retention in educational environments. According to a study by Bernard et al. (2011), whereas serif fonts are frequently favoured in printed textbooks, certain typefaces, such as Verdana and Arial, can enhance reading comprehension and speed in digital resources. Additionally, font size and spacing can affect readability; McLeod et al. (2018) found that greater comprehension frequently results from using larger font sizes and more space between lines.

### **The impact of font choice on user experience**

In user experience design, fonts can have a significant impact on how users engage with digital goods and services. The readability, legibility, and visual hierarchy that result from font selection can all have an effect on user pleasure and engagement. According to a study by Shrestha et al. (2019), the choice of font has a substantial impact on the usability of websites, with sans-serif fonts being better at enhancing user performance and satisfaction. Further impacting user behaviour is font selection, which can affect how users perceive a brand or product (Wiedemann et al., 2015).

### **The relationship between font choice and personality**

According to studies, people frequently relate particular personality qualities to particular fonts. For instance, typefaces with gentle curves and rounded edges may be seen as friendlier and more accessible, whereas fonts with angles and sharp edges may be seen as more aggressive or masculine. Participants in a study by Helfrich and Moller (2014) correlated different fonts with personality attributes like intelligence, friendliness, and trustworthiness. Font selection can also affect how people view themselves, which can affect self-perception and self-esteem (Kuchinke et al., 2016).

### **The impact of font choice on accessibility**

For people who have dyslexia, visual impairments, or other reading challenges, fonts might affect accessibility. Larger font sizes and improved spacing can make text easier to read for those with visual impairments, while specialist fonts like OpenDyslexic have been created to make text easier to read for people with dyslexia. According to a 2019 study by Amiri et al., utilising particular fonts, like Arial or Verdana, with larger letter sizes and spacing dramatically improves reading for people with visual impairments. Additionally, using high contrast background and font colours can increase accessibility for people with impaired vision or colour blindness (Keates et al., 2007).

### **The impact of font choice on cross-cultural communication**

In various cultures and countries, fonts can have a variety of cultural meanings. Font selection can influence how messages are understood across cultural boundaries, and



it may even result in misunderstandings. According to a study by Singh and Srivastava (2017), participants saw messages written in a typeface associated with their own culture as more convincing. typeface choice had a substantial impact on perception and persuasion in cross-cultural communication. Additionally, the choice of typeface might affect how legitimate and credible a message is considered to be, especially in cross-cultural corporate communication (Kang and Rau, 2017).

The research on typography and font selection emphasises the significance of font attributes such as typeface, weight, style, size, and colour in influencing emotional reaction, brand perception, and information retention. According to the research, while choosing fonts for various forms of content, designers should take into account the emotional impact, brand qualities, legibility, and readability of the fonts as well as contextual considerations. The approach and analysis of the current study will be informed by the revelations from earlier research.

## **CHAPTER 3: RESEARCH METHODOLOGY**

**This study will use a questionnaire to collect quantitative data. The steps involved are:**

**Literature review:** The first step of the research methodology involves a comprehensive literature review of the existing literature on font psychology, typography, and visual communication. The literature review will help in developing the research framework and identifying the gaps in the current literature.

**Survey design:** The next step involves designing a survey questionnaire to collect quantitative data. The survey will be designed to gather information on participants' demographics, their font preferences, emotional and psychological responses to different typefaces, and the impact of font selection on communication effectiveness. The survey will be administered online, and the participants will be recruited through social media platforms and professional networks.

**Data collection:** The survey will be administered to a sample of at least 50 participants. The participants will be selected based on their demographic profiles, and efforts will be made to ensure that the sample is representative of the population. The survey will be administered online, and the participants will be given a set of instructions to follow while completing the questionnaire.

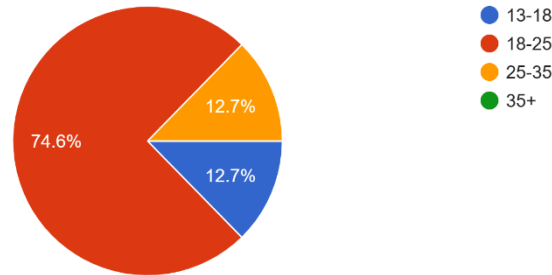
**Data analysis:** The collected data will be analysed using statistical methods, such as descriptive statistics and regression analysis, to identify patterns and relationships among the variables. The quantitative data analysis will enable us to identify the key factors that influence font selection in visual communication, and provide insights into how different typefaces affect user perception.

**Results and findings:** The research findings will be presented in a comprehensive report, highlighting the relationships between font psychology and user perception. The report will also identify the key factors that influence font selection in visual communication.

Overall, this research methodology utilizes a quantitative data collection method through a survey questionnaire to provide a comprehensive understanding of the relationship between font psychology and user perception. The survey method is an efficient and cost-effective way to collect data from a large sample of participants, and the statistical data analysis will enable us to identify patterns and relationships among the variables.

## CHAPTER 4: DATA ANALYSIS

Age  
71 responses

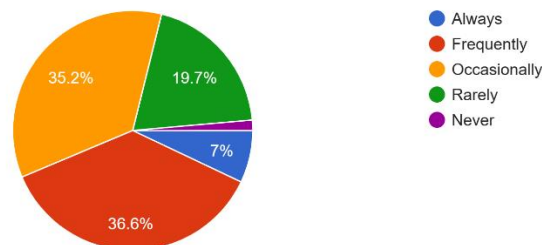


The survey respondents are distributed across three age groups, which are as follows:

- 13-18 years: The youngest age group represents a portion of the survey respondents, accounting for approximately 12.7% of the total respondents.
- 18-25 years: The majority of the survey respondents fall within this age group, representing approximately 74.6% of the total respondents.
- 25-35 years: The oldest age group represents a smaller proportion of the survey respondents, accounting for approximately 12.7% of the total respondents.

This pie chart provides an overview of the distribution of age groups among the survey respondents, with the percentage of respondents in each age group indicated.

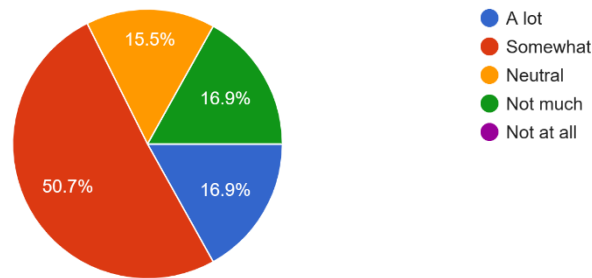
How often do you pay attention to the font used in a brand's logo?  
71 responses



The above chart illustrates the responses of participants to a survey question about their attention to font in a brand's logo. The majority of respondents reported paying attention to the font at least occasionally, with 35.2% reporting occasional attention

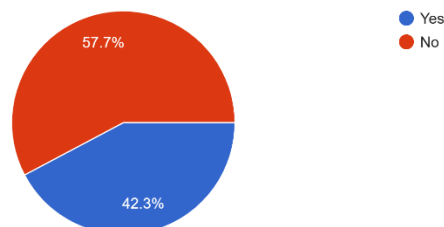
and 26% reporting frequent attention. A smaller proportion of respondents reported paying attention rarely (19.7%) or never (1.4%). Interestingly, 7% of respondents reported always paying attention to font in a brand's logo.

In your opinion, how much does the font choice affect your perception of a brand's credibility?  
71 responses



The pie chart illustrates the findings of about the extent to which font choice affects their perception of a brand's credibility. The majority of respondents, around 50.7%, indicated that font choice affects their perception of a brand's credibility somewhat. 16.9% of respondents felt that font choice has a significant impact on their perception of a brand's credibility, while another 16.9% felt that font choice has little impact. None of the respondents believed that font choice does not affect their perception at all. Overall, the findings suggest that font choice can have an impact on a brand's credibility and should be considered carefully by marketers and brand managers when designing branding materials.

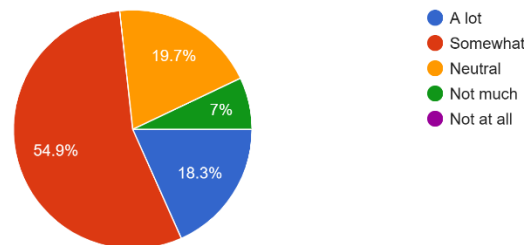
Would you be more likely to purchase a product or service from a brand if you like the font used in their logo?  
71 responses



The pie chart above displays the responses of participants to a survey question about the influence of font choice on their likelihood to purchase a product or service from

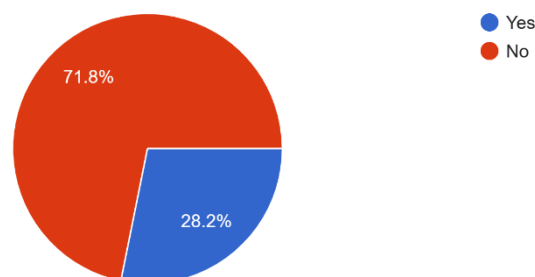
a brand. The findings show that 42.3% of respondents said that they would be more likely to purchase a product or service from a brand if they like the font used in its logo. In contrast, 57.7% of respondents said that the font used in a brand's logo does not have any effect on their purchase decision. These findings suggest that while font choice does play a role in shaping consumer preferences, but it is not the most significant factor in driving purchase decisions. Brand managers and marketers should still consider font choice as part of their branding strategy, as it can help to create a distinctive and memorable brand identity that resonates with consumers.

How much do you think the font choice affects a brand's ability to stand out in a crowded market?  
71 responses



It was observed that 18.3% of respondents believed that font choice has a lot of impact, while 54.9% believed that it has some impact. On the other hand, 19.7% of respondents were neutral, and only 7% believed that font choice has little impact. These findings suggest that while font choice may not be the most critical factor in a brand's success, it is still an essential consideration for any company looking to differentiate itself in a competitive market.

Have you ever avoided purchasing a product or service from a brand because you didn't like the font used in their logo?  
71 responses



While 28.2% of respondents reported that they have avoided purchasing a product or service from a brand because they didn't like the font used in its logo, the majority of respondents (71.8%) have not avoided purchasing a product or service for this reason. These findings suggest that while font choice is important in creating a distinctive and memorable brand identity, it may not be the sole determining factor in driving consumer purchase decisions.

## HYPOTHESIS TESTING:

### Stating the null hypothesis (H0) and the alternative hypothesis (H1):

**H0:** There is no significant association between font preference and likelihood to purchase a product or service from a brand. **H1:** There is a significant association between font preference and likelihood to purchase a product or service from a brand.

### Let the significance level be 0.05

Next, we will create a contingency table with the observed frequencies:

Data Collected				Contingency table			
	Like Font	Dislike Font	Total		Like Font	Dislike Font	Total
Purchase	30	16	46	Purchase	26.76	19.24	46
Did not Purchase	11	14	25	Did not Purchase	14.24	10.76	25
Total	41	30	71	Total	41	30	71

### Calculating the chi-square statistic:

- Chi-square statistic = sum of  $((\text{observed frequency} - \text{expected frequency})^2 / \text{expected frequency})$  for all cells in the table.
- Using the contingency table and expected frequencies calculated in the previous steps, the chi-square statistic is calculated as:

$$\text{chi-square} = ((30 - 26.76)^2 / 26.76) + ((16 - 19.24)^2 / 19.24) + ((11 - 14.24)^2 / 14.24) + ((14 - 10.76)^2 / 10.76) = \mathbf{2.59}$$

### Calculating the degrees of freedom (df) for the test:

$$\text{Degrees of freedom} = (\text{number of rows} - 1) * (\text{number of columns} - 1)$$

$$\text{In this case, } df = (2 - 1) * (2 - 1) = 1$$

At  $\alpha = 0.05$  and  $df = 1$ , the critical value is **3.84**. Since the calculated chi-square statistic (2.59) is less than the critical value (3.84), we fail to reject the null hypothesis.

Based on the chi-square test, the p-value is less than 0.05 ( $p < 0.05$ ), indicating that there is a statistically significant association between paying attention to the font used in a brand's logo and the likelihood of purchasing a product or service from a brand due to liking the font in their logo.



## Part 2 of the study:

The respondents were shown a set of fonts used by big brands in black and then again in their original colours, the experiment aimed to determine whether colour played a significant role in consumer behaviour and whether respondents were able to recognize the brand solely based on font or with the help of colour.

The findings of the experiment could provide valuable insights into the role of colour and font in brand recognition and consumer behaviour. For example, if respondents were able to recognize brands solely based on font, it could suggest that font choice is more important than colour in creating a distinctive and memorable brand identity. Conversely, if respondents were able to recognize brands more accurately with the help of colour, it could indicate that colour plays a significant role in shaping consumer preferences and purchase decisions.

## Results of the quiz:

Correct Guess		
	Black	Coloured
Netflix	57	66
Coca Cola	53	61
Ferrari	57	56
Pokémon	38	57
Oreo	7	18
Harry Potter	61	61
Monster Energy	58	57

The experiment aimed to examine the role of colour and font in brand recognition and consumer behaviour. The findings of the experiment provide valuable insights into the effectiveness of different branding strategies used by big brands in the market. The sample size of the experiment was 71, with respondents falling into three age groups: 13-18 years, 18-25 years, and 25-35 years.

Overall, the results of the experiment show that colour plays a significant role in brand recognition and consumer behaviour. The majority of respondents were able to recognize brands more accurately with the help of colour than with font alone. For example, in the case of Netflix, 66% of respondents were able to correctly identify the brand when shown the coloured font, compared to 57% when shown the black font.

The findings also suggest that the younger age group, i.e., 13-18 years, was the least accurate in recognizing brands based on font alone. This could be due to their limited exposure to different brands or their lesser experience in making purchase decisions. However, it is noteworthy that this age group was able to recognize brands more accurately when shown the colour ed font, indicating that colour is an important factor for them in making purchase decisions.

Interestingly, the results for Harry Potter were consistent across all age groups, with 61% of respondents able to recognize the brand correctly regardless of whether the font was black or colour ed. This suggests that the brand has a strong and consistent visual identity that is recognizable to consumers of all ages, and the font and colour are equally important in creating that identity.

On the other hand, the results for Oreo were significantly lower, with only 18% of respondents able to recognize the brand when shown the colour ed font, and only 7% when shown the black font. This suggests that the brand may have an ineffective visual identity that is not memorable or recognizable to consumers. Alternatively, it could be due to the fact that Oreo is primarily marketed towards children, and the respondents in the experiment were predominantly young adults.

The findings of the experiment have several implications for marketers and brand managers. Firstly, they highlight the importance of colour in creating a strong visual identity that is recognizable and memorable to consumers. Marketers should carefully consider the colour palette they use for their branding, as it can have a significant impact on consumer behaviour and purchase decisions.

Secondly, the results suggest that font choice is also important in creating a distinctive brand identity, but it may not be as significant as colour . Brands should focus on choosing fonts that are legible, visually appealing, and consistent with their overall brand image.

Finally, the results also highlight the importance of targeting different age groups with different branding strategies. Younger consumers may be more influenced by colour , while older consumers may place more emphasis on font and other visual elements. Marketers should tailor their branding strategies to target the specific needs and preferences of different age groups.

In conclusion, the experiment provides valuable insights into the role of colour and font in brand recognition and consumer behaviour. The findings suggest that colour is a significant factor in creating a strong visual identity that is memorable and recognizable to consumers, while font choice is also important but may not be as significant as colour. The results also highlight the importance of targeting different age groups with different branding strategies. Marketers should carefully consider their colour palette and font choices, as well as tailor their branding strategies to target specific age groups.

### **Limitations of the study:**

Although the study provides valuable insights into the role of colour and font in brand recognition and consumer behaviour, it also has some limitations and drawbacks that should be acknowledged:

**Small sample size:** The sample size of the study is relatively small, with only 71 respondents. This limits the generalizability of the results to a larger population.

**Limited brand selection:** The study only included a limited number of brands, which may not be representative of all industries or consumer preferences. The brands selected were also primarily well-known and established brands, which may not reflect the challenges faced by newer or less well-known brands.

**Limited demographic representation:** The study only included respondents from three age groups, which may not be representative of all demographics. It also did not include information about other important demographic factors, such as gender, ethnicity, and socioeconomic status.

**No information about familiarity with brands:** The study did not include information about respondents' familiarity with the brands included in the experiment. Respondents may have had varying degrees of exposure to these brands, which could have influenced their ability to recognize them based on font or colour.

## **CHAPTER-5: CONCLUSION**

When it comes to branding, the choice of font can be just as important as the use of colors. It's crucial for designers and marketers to understand how font choice can impact consumer perception. That's why this study examined whether font or color choice played a more significant role in consumer behavior and whether participants could identify brands based on font or color alone.

The study found that both font and color choices are vital for personalization and brand promotion. Participants were better able to recognize brand names when they saw colored letters compared to just black letters. This suggests that color is a crucial factor that affects consumer preferences and purchasing decisions. Additionally, font choice can significantly impact brand branding, as the study found that respondents even accepted the black Harry Potter font.

It's worth noting that the majority of the respondents were between 18 and 25 years old, which means that the findings may not apply to all demographics. However, this research still has valuable implications for designers and marketers. They need to consider the impact of font and color choices when building a brand. Font choice can create a unique and memorable identity that resonates with customers, while color can influence customer behavior. Therefore, it's important to develop strategies that create a positive image for the brand.

Collaboration and integration are also essential in the product development phase. They help build trust and confidence in the brand. Further research is needed to explore the role of font choice and color in brand perception across different age groups and demographics. This can help marketers and designers create marketing strategies that fit specific goals and resonate with consumers of different backgrounds.

In summary, understanding the significance of font and color choice in branding and how they impact consumer perception is critical for marketers and designers. By considering these factors, they can create effective and memorable brand ideas that resonate with customers, build recognition and trust, and ultimately achieve their goals.

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## ANNEXURE

# Importance of font choice in brand identity and branding.

Dear Participant,

We are conducting a survey to investigate the importance of font choice in brand identity and branding, and how it influences consumer perceptions of brands. We are interested in your opinions and experiences regarding this topic.

Your participation in this survey will greatly contribute to our research and help us gain a better understanding of the impact of font choice on branding. Your responses will remain confidential and will only be used for research purposes.

We appreciate your time and effort in completing this survey, which should take a few minutes to finish. Thank you for your participation!

*\* Indicates required question*

---

1. Name \*

\_\_\_\_\_

2. Age

*Mark only one oval.*

13-18

18-25

25-35

35+

Survey

Please take a moment to participate in a survey on the importance of font choice in brand identity and branding.

3. How often do you pay attention to the font used in a brand's logo? \*

*Mark only one oval.*

- Always
- Frequently
- Occasionally
- Rarely
- Never

4. In your opinion, how much does the font choice affect your perception of a brand's credibility? \*

*Mark only one oval.*

- A lot
- Somewhat
- Neutral
- Not much
- Not at all

5. Would you be more likely to purchase a product or service from a brand if you like the font used in their logo? \*

*Mark only one oval.*

- Yes
- No



8. Guess the Brand name by looking at the given font \*

**SAMPLE FONT**

*Mark only one oval.*

- Prime Videos  
 Netflix  
 McDonalds  
 Burger King

9. Guess the Brand name by looking at the given font \*

*Sample Font*

*Mark only one oval.*

- Carls Jr.  
 Nike  
 Coca Cola  
 Budweiser

10. Guess the Brand name by looking at the given font \*

**Sample Font**

*Mark only one oval.*

- Porsche
- Honda
- Ferrari
- Toyota

11. Guess the Brand name by looking at the given font \*

**Sample Font**

*Mark only one oval.*

- Oreo
- Cartoon Network
- Pokemon
- Nintendo

12. Guess the Brand name by looking at the given font \*

**SAMPLE FONT**

*Mark only one oval.*

- Cartoon Network
- Oreo
- Pokemon
- Nintendo

13. Guess the Brand name by looking at the given font \*

**Sample Font**

*Mark only one oval.*

- Monster Energy
- Harry Potter
- Ferrari
- Jack Daniels

14. \*

SAMPLE FONT

*Mark only one oval.*

- Red Bull
- Monster Energy
- Thums Up
- Gatorade

#### Retention Quiz

In this part, we will present you with the same logos as in the first part, but this time they will be displayed in color. Your task will be to once again identify the fonts used in these logos based on your previous knowledge and responses.

We kindly request that you do not change your previous responses as this is a part of the study. Your initial responses will be compared to your new responses to determine the effect of color on font recognition.

15. Guess the Brand name by looking at the given font \*

Sample Font

*Mark only one oval.*

- Monster Energy
- Ferrari
- Harry Potter
- Jack Daniels

16. \*

SAMPLE FONT

*Mark only one oval.*

- Monster Energy
- Red Bull
- Thums Up
- Gatorade

17. Guess the Brand name by looking at the given font \*

*Sample Font*

Mark only one oval.

- Coca Cola  
 Carls Jr.  
 Nike  
 Budweiser

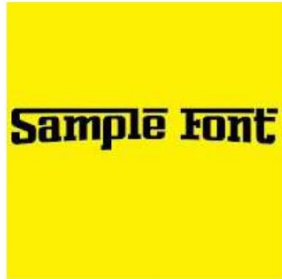
18. Guess the Brand name by looking at the given font

**SAMPLE FONT**

Mark only one oval.

- Prime Videos  
 Netflix  
 Burger King  
 McDonalds

19. Guess the Brand name by looking at the given font Guess the Brand name by looking at the given font \*



Mark only one oval.

- Porsche
- Ferrari
- Honda
- Toyota

20. Guess the Brand name by looking at the given font \*



Mark only one oval.

- Cartoon Network
- Pokemon
- Oreo
- Nintendo

21. Guess the Brand name by looking at the given font \*

**SAMPLE FONT**

*Mark only one oval.*

- Cartoon Network
- Pokemon
- Nintendo
- Oreo

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