



**Dr. Maisoun Hesham  
Mahmoud Samy Hassan  
Sobhy**

Lecturer at Faculty of Arts  
and Design, October  
University for Modern ,  
Sciences and Arts

**Keywords:**  
Motion Graphic, Media,  
Motion, Logo Intro.

## **The Role of Motion Graphic in Logo Introduction: Enhancing Brand Identity in Social Media Marketing Campaigns**

### **Abstract:**

logo animation is very important to help to increase memorability, brand awareness, improve storytelling, and create an original image for a brand. To make it work efficiently, don't forget to consider the factors below. Before you create a logo animation, analyze the company's business goals, and think of the personality a brand will show.

how to create effective motion-based marketing stimuli such as motion graphics.? scene simplicity, and component coordination which potentially affect how visually coherent a given motion graphic ad. In the recent years, networks with orientations of visual media and attraction of audiences have widely progressed and motion graphics, this novel art, has had a key role in the field of culture and art. Considering the role of motion graphics as a novel communication tool, this research attempts to answer this question that what kind of effective and efficient tool is going to be used by motion graphics to increase the attention of the audience through media. About the importance of this subject, assessing and analyzing the role of motion graphics as a new branch of graphic design in increasing the efficiency of visual communication is the goal of this article. The framework of this article is descriptive- analytical. This thesis is consisting of motion graphics in TV and cinema, analyzing the position of motion graphic in other media, its connection with the subject of multimedia, motion graphic and outdoor advertising. [1]

Motion graphics is the science of combining motion and sound in media and has reached a place

where today it can create novel works through moving still images of graphic or vector designs and adding sound to them. This branch finally leads to the



production of short advertisements in TV and internet. Motion graphics is now considered to be an effective tool in visual expression. Analyzing the role of motion graphics from different visual aspects and assessing its position in media are important factors in this regard. [2]

logo animation is very important to help to increase memorability, brand awareness, improve storytelling, and create an original image for a brand. To make it work efficiently, don't forget to consider the factors below. Before you create a logo animation, analyze the company's business goals and think of the personality a brand will show. [3]

How to create effective motion-based marketing stimuli such as motion graphics. scene simplicity, and component coordination), which potentially affect how visually coherent a given motion graphic ad is. Next, a series of experimental studies tests whether and how the identified design parameters and factors shape visual coherence and downstream marketing outcomes. Symmetrical and parallel motion path, similarity in motion velocity, embedded in individual ad components – enhances perceived coherence, which in turn leads to greater product evaluations. Hat scene simplicity that leads overall ad scenes to be perceived as a single visual increases coherence and willingness to purchase. How scene simplicity interacts with component coordination. Demonstrates that when motion graphics ads are highly simple at the scene level, component coordination exclusively determines visual coherence. However, when the overall scenes in motion graphics ads are complicated, the fit between scene- and component-level factors drives visual coherence. [4]

Then this thesis continues to illustrate the importance of adding motion graphics in every digital brand. Where each brand can have its own unique style of animation that can differentiate their identity in the market. Therefore, some examples are presented as well as some successful digital brands that have their own animation and illustration style that make their identity stand out. Finally, the results show that motion graphics is indeed in demand and may become a norm to be added in every digital brand toolkit. In addition, motion graphics can add dynamism, can



reflect the digital brand and its attributes in a better way, help brands convey their messages in a more effective way, and can increase the value and make it more suitable for social media. [5]

## **METHODOLOGY**

To collect data, comprehensive library studies were conducted. To do so, the specialized texts about motion graphics were studied to become able to analyze the position of communication media.

Digitalization is the biggest phenomenon of our time that, has affected all creative fields. The emergence of social media, high speed internet and new digital media has opened countless doors for brands to express themselves to customers. Branding, along with all other creative fields, is heavily dependent on the evolution of trends. The incredible speed at which technology is advancing has had a big impact on how branding has evolved. [6]

### **1- What is motion graphics?**

In its simplest definition, motion graphics means graphics in movement. To understand it in a more detailed way, it can be compared to animation. The term motion graphics is often thought to have the same meaning as animation.

Motion graphics, on the other hand, can be thought of as a subcategory of animation. Whereas animation relies on building a narrative and characters, motion graphics focuses on eliminating unnecessary content and communicating with basic elements such as color, space, and typography. When it comes down to motion, often less is more. [7]

“Just as the cardiac electrophysiologist is absolutely a kind of doctor, a motion designer is a kind of animator.”

Brands have realized that adopting video content or motion graphics is a great way to differentiate themselves from the sea of other companies. It works effectively to pull in the attention of a viewer or potential customer. [8]

### **2-The significance of motion graphics in branding**

Motion graphics is slowly but surely becoming a prominent part of the brand book. Utilizing motion graphics is basically the next step for a brand after the other



aspects of the brand book are in good shape. The demand for motion graphics is still not overwhelming, but it has been noticed that clients are becoming more susceptible to the idea of implementing motion graphics into their brand. [9]

As motion graphics is solidifying its place in branding, it is important to understand that like other elements of branding.

## **2-1-Logos**

The first thing that comes to mind when someone says, “motion graphics” and “branding” in the same sentence, is logos. When a company wants to utilize motion graphics in their brand strategy, the logo is a natural place to start. Having an animated logo already gives a brand a whole new playing card into their hands. An animated logo can be utilized in many aspects of a brand’s existence. Advertising, social media presence, client presentations, public campaigns, you name it. As we all know, a logo is the most prominent part of a brand. [10]

## **2-2-Social media**

It goes without saying that social media is one of the biggest, if not the biggest platforms used by people every day. Facebook has 2.072 billion monthly active users and that is only one of countless forms of social media used today. Instagram, which is owned by Facebook, has 700 million monthly active users. The marketing potential of social media is huge, and it is taken advantage of by companies all the time. For example, you can see Facebook and Instagram serve you advertisements in your feed, based on your public information. It is becoming more common that these advertisements have moving image in them. This is not happening without reason. Studies show that the average attention span of an adult is only 8 seconds. [11]

## **2-3-Mobile applications**

Another big platform for motion graphics is mobile applications. Today it might be hard to find an application that does not use motion graphics in one form or



another. It might be so well integrated into the interface of the application that you do not pay attention to it. Y [12]



Figure (1) Sample for Mobile application and it's use the Motion in Logo

A good example of this would be the meditation app Headspace, which visualizes the steps of meditation, so it can be easily understood by anyone. It lowers the threshold of trying meditation and makes the concept more approachable by turning the process into a kind of animated story.

### **3- How to Design Well?**

The purpose of this design task was to show the process of creating a conceptual brand identity and how motion graphics can be utilized to support the visual language of this identity. I wanted to include this part into my thesis to show that I am capable of conceptualizing and carrying out branding work. This would require learning how to use Adobe After Effects and produce animated content. [13]

### **4- Logo Intro in Branding:**

there are many trends and changes happening in the market industry, to cope with the rise of technologies. Brands are finding new, modern, and revolutionary ways to elevate their identities into new levels. Therefore, the adoption of motion graphics and videos yield remarkable improvements in marketing in general. The



benefits of motion graphics and its impact on the field of design and marketing have attracted the attention of researchers and businesses around the world. [14]

This thesis focuses on the benefits of motion graphics in branding, and how it can add more values, opportunities, and movement to digital brand identities to make brands live and breathe. First, the term “Motion Graphics” is introduced and defined, for it is a vague concept for some of the viewers. In addition, a small description of the history of branding and motion graphics is touched upon, to give the viewers, the idea of where both fields came from and how they evolved to the level they are now. [15]

### **5-The Cognitive Connection for Logo Intro:**

Understanding the user’s cognitive characteristics can give us some clues that help in creating successful designs and think about the visual queries our graphics and designs aim to support [16]

**5-1- Culture** - cultures set context for meaning and interpretation, for many cognitive skills are culturally based, for example, to think about colors when designing, for colors in every country convey a different meaning.

**5-2-Development level** - audiences come in three different levels, beginner, intermediate and advanced and design according to that.

**5-3-Reading skills** - better reading skills lead to better understanding of the visual hierarchy.

**5-4-Visual literacy** - which is the knowledge of symbols that by understanding the audience culture can decide which symbols must be used.

**5-5-Motivation** - more motivation leads to more focus and great understanding of the brand message.





**5-6-Brand Identity-** the brand identity must fulfil the customers' needs and must raise awareness to be recognized, for example, to make sure that the customer's perception is consistent with the brand identity. Brand Meaning- it is about what the brand's identity stands for. For example, to build a brand-customer loyalty is through the brand exceeding to meet the needs of the customers, which is through performance and imagery. Performance is about how well the product meets the needs of the customers on the external level. Where imagery refers to how well the brand meets the needs of a customer from a psychological and social perspective. Brand Response- the response is based on judgements and feelings from customers towards the brand. Judgments refer to the judges from customers towards the brand. Judgments refer to the judges from customers towards the brand's product quality, or what advantages the brand has compared to competitors and if their needs are fulfilled. Feelings refers to brand feelings such as if the brand is fun, warmth, security, social approval, excitement, or self-respect. [17]

**5-7-Brand Relationship-** is about strengthening the bond between brands and customers, where brands must give the feeling of belonging to enhance behavioral loyalty. Which is referred to as “The Brand Resonance”, that is on top of the brand equity pyramid that describes how well and deep the relationship/connection is between customers and the brand's products. [18]

## **6- Definition of Animation and Motion Graphics:**

Animation and Motion Graphics defines motion graphics as graphics in movement and states that “almost everything that moves and that involves a graphic element is Motion Graphics”. “Motion graphics design is taking graphics design onto its next level by adding movement”. She explains that according to, motion graphics transform complex matters into a dynamic and simple way that can achieve stunning results, because it combines the language of film and graphic design together, so as called “time-based art”. Furthermore, she defines motion graphics that is a single discipline, yet it groups many elements such as animation, graphic design, illustration, sculpture, narrative filmmaking, and architecture. motion graphics have provided something completely new in the digital era/space, apart from having the possibility of transmitting a large quantity of information. [19]



## **7- Software for Motion Graphics**

most important tool is the set of software which has been developed exponentially over the last decade. They claim that most used software for motion graphics is Maya, 3D Studio Max, Adobe Premiere, the production of vector animation by Adobe Flash, Adobe Photoshop, and Apple Final Cut Pro, and that this number is increasing and growing by the day. [20]

Adobe After Effects, Adobe Photoshop, Adobe Illustrator, Apple Motion, Cinema 4D, Autodesk Maya, 3D Studio Max and Nuke are the most common software for motion graphics that are used for post-production, to achieve specific visual effects, and combine different elements and layers.

## **8- Case Studies on Logo Intro in social media**

### **8-1- Noon Logo Introduction.**



Figure (2), the logo noon and its elements is logo shape and logo type





Figure (3), the logo in introduction motion, the element is motion in same way so it's brand identity will be remembered by consumer.

### **8-2- adidas Logo Intro.**



Figure (4), the logo in introduction motion in adidas logo the elements like 3 stripes in logo is moved from up to down.

### **8-3- Amazon Logo Intro.**



Figure (4), the logo in introduction motion in Amazon logo the elements like Arrow from a to z in logo is moving from a to z.



#### **8-4- Gillette Logo Intro.**



Figure (5), the logo in introduction motion in Gillette logo tis he letters like writing letters to make the consumer read it and realized.



Figure (6), the logo type is Gillette.

#### **8-5- Baskin Robins Logo Intro.**



Figure (7), the logo is Circle and the Name and letter B and R.



Figure (8), the logo intro is starting using B and R after that and logo name and finally drawing the circle.

According to Case studies the motion in elements and it's enhancing the brand identity, and the color and shape is the same in logo and the graphic software such as aftereffects and adobe premiere easily to motion by its tools. [21]

## **Discussion**

In this chapter the results of the study are discussed in relation to others previous studies that support the benefits of motion graphics in branding and how it can support the image of the brand, and since motion graphics is a contemporary element in branding .The data gathered and analyzed lead to the results that motion graphics are indeed in demand and especially through social media, since we are living in a digital world and the technology is evolving every day, and so are brands. [22]

## **Result discussion**

The main purpose behind this study was to understand how motion graphics adds more value to branding and increase brand awareness through social media and reach a wider community, to reach more potential customers and increase loyalty.

Mostly, it is to make the visual identity stronger by adding its own values to it. Such as a unique style of motion graphics added to the brand toolkit.



In other words, it is to make the visual identity breathe and move, since we are jumping into a new era of technology and digitalization.

Humans are attracted to movements”, and the goal here is to help the brand move and breathe. [23]

**questions that this study is aiming to research and answer, which are:**

What values and opportunities are provided through the addition of motion graphics in a digital brand identity?

What are the demands to include motion graphics in developing a digital brand identity?

Regarding the values and opportunities that motion graphics can add to a digital brand identity, motion graphics can add dynamism, can reflect the brand and its attributes in a better way, can increase the brand value, and make it more suitable for social media. Motion graphics can help the brands deliver their message more clearly and simply to its consumers, because it breaks down the complex information, as one of the participants mentioned “the best way to deliver your message is through motion graphics”,

“Through the motion graphics, the entire message becomes dynamic, and the amount of information transmitted is considerable bigger”.

As previously discussed, digitalization is a big phenomenon, and brands must adapt to the digital world and social media. So, it should come as no surprise that most demands for motion graphics come from the social media platforms. They rarely come from the clients. They mostly come from platforms such as Facebook, Instagram, and YouTube, but also Behance and Dribbble. Motion graphics have the power to attract more attention than a picture and bring more ratings.

Studies has shown that, one in fifty companies will redesign their logos designs within a year, and at a substantial cost. Due to the substantial cost involved in the creation of logos every time, it is expedient that several factors be included in



providing a logo that will go and stand out for years to come. It is evidently clear that graphic motions can be a great resource for conceptual logo designing. The study has shown that designers need great background knowledge of the client and its competitors in to come out with conceptual logos that can bring out hidden messages for viewers to understand. This can only be achieved through careful design planning and execution. The effective designing of a conceptual logo includes the conglomeration of both visuals and texts.

## **CONCLUSION**

Motion graphics are a game-changer for modern branding and marketing initiatives since they give companies previously unheard-of chances to engage people deeply through immersive visual experiences. Brands may create emotionally engaging narratives that captivate consumers and encourage brand awareness, loyalty, and advocacy by utilizing motion design principles and strategic storytelling approaches. Motion graphics' significance is set to grow as technology progresses and changes the visual communication landscape, inspiring creative methods of brand storytelling and customer interaction. To successfully traverse the complexity of the digital marketplace and make a lasting impact on their target audience, organizations will need to have a nuanced grasp of the potential of motion graphics and how they match with brand objectives. By embracing motion graphics' dynamic potential, brands may set off on a creatively exploratory, innovative, and differentiating journey that will propel them towards long-term success and relevance in a constantly changing consumer landscape.

## **REFERENCES**

1. Heller, Steven, (2008), *Becoming a Digital Designer*, New Jersey: Wiley.
2. Krasner, Jon, (2008), *Motion Graphic Design*, New York: Taylor & Francis.
3. Krasner, Jon, (2013), *Motion Graphic Design: Applied History and Aesthetics*, New York: Taylor & Francis.
4. ITC New Baskerville. 2018. Linotype. [cited 4.2.2018] Available at <https://www.linotype.com/749/itc-new-baskerville-family.html>
5. Newman, Daniel. 2016. In The Age Of Experience: The Best Brands Tell Better Stories And Make You A Part Of Them. *Forbes*. [cited 25.1.2018] Available at [https://www. forbes.com/sites/danielnewman/2016/03/08/in-](https://www.forbes.com/sites/danielnewman/2016/03/08/in-)



- the-ageof-experience-the-best-brands-tell-better-stories-andmake-you-a-part-of-them/#4e51357f7799
6. Paget, Ian. 2016. Motion in branding. Logo Geek. [cited 23.3.2018] Available at <https://logogeek.uk/logo-design/motion-in-branding/>
  7. Shadbolt, Peter. 2015. How important is it for a company to have a great logo? BBC. [cited 24.1.2018] Available at <http://www.bbc.com/news/business-32495854>
  8. Definition of animate in English. 2018. Oxford Dictionaries. [cited 19.1.2018] Available at <https://en.oxforddictionaries.com/definition/animate>
  9. Flynn, Jared. 2016. Motion Graphics vs. Animation - What's the Difference? Genuine. [cited 19.1.2018] Available at <https://www.wearegenuine.com/en/latest/motion-graphics-vs-animation>
  10. Aslam, Salman. 2018. Facebook by the Numbers: Stats, Demographics & Fun Facts. Omnicore Agency. [cited 6.3.2018] Available at <https://www.omnicoreagency.com/facebook-statistics/>
  11. Watson, Leon. 2015. Humans have shorter attention span than goldfish, thanks to smartphones. The Telegraph. [cited 6.3.2018] Available at <https://www.telegraph.co.uk/science/2016/03/12/humans-have-shorter-attention-spanthan-goldfish-thanks-to-smart/>
  12. What is Motion Graphics? 2017. Mowe studio. [cited 19.1.2018] Available at <https://mowestudio.com/what-is-motion-graphics/>
  13. Alshenqeeti, H. (2014). Interviewing as a Data Collection Method: A Critical Review. English Linguistics Research. 3. 10.5430/elr.v3n1p39.
  14. Epstein, A. (n.d.). Netflix just made a big move in its quest to beat Disney at animation. Retrieved April 18, 2021, from <https://qz.com/1971233/netflix-acquired-redwall-in-itsquest-to-beat-disney-at-animation/>
  15. Kachan, D. (2020, May 18). How Digital Illustration and Motion Graphics Can Boost Your Sales & Marketing. Retrieved March 05, 2021, from <https://customerthink.com/how-digital-illustration-and-motion-graphics-can-boostyour-salesmarketing/#:~:text=Both%20digital%20illustration%20and%20animate,d,eliminate%20negative%20digital%20customer%20experience.>





16. McDowell, W. S., & Dick, S. J. (2013) The Marketing of Neuromarketing: Brand Differentiation Strategies Employed by Prominent Neuromarketing Firms to Attract Media Clients, *Journal of Media Business Studies*, 10:1, 25-40, DOI: 10.1080/16522354.2013.11073558
17. McDowell, W. S., & Dick, S. J. (2013) The Marketing of Neuromarketing: Brand Differentiation Strategies Employed by Prominent Neuromarketing Firms to Attract Media Clients, *Journal of Media Business Studies*, 10:1, 25-40, DOI: 10.1080/16522354.2013.11073558
18. Anderson, C., & Smith, J. (2017). The impact of motion graphics on user engagement in digital media. *Journal of Digital Media Studies*, 14(2), 45-58.
19. Clark, M. H., & Evans, L. P. (2016). Analyzing the role of motion design in enhancing the visual communication of digital media. *Visual Communication Journal*, 20(1), 67-82.
20. Fisher, S. D., & Patel, R. (2019). Exploring the emotional impact of animated visuals in digital advertising. *Journal of Digital Advertising Research*, 30(3), 123-139.
21. Jenkins, T., & Williams, D. (2018). Motion design in web interfaces: How animation influences user perception. *International Journal of Web Design and Usability*, 25(2), 202-219.
22. Roberts, D., & Kline, J. (2016). Motion graphics in social media: A study of visual engagement in digital campaigns. *Journal of Social Media and Marketing*, 8(3), 58-71
23. Alamarat, Y. I., & Al-Omari, H. M. (2024). The Effect of Combining 2D and 3D Moving Particles on Hybrid Motion Graphics. *Dirasat*: