

# The Importance of Using Gestalt and Grid in Building Brands

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**Abstract.** The lack of a targeted projetual method has hindered the new professionals in developing new brands. The use of specific techniques of graphical validating enables the reduction of concordance errors in a graphic mark. This study demonstrates the importance of two techniques of visual theory that assist the development of projects in this area. Being evaluated in already existing brands on the market, which proves the most important items in this graphic development process, demonstrating because they are effective.

**Keywords:** Brands · Gestalt · Grid · Projetual method

## 1 Introduction

Daily we are approached by a lot of information available in various means of dissemination, such as the news, advertisements, sounds, videos, printed materials, digital media, the internet and others. This exaggerated amount of information it generates a negative influence on companies using such means to convey their products. The printed pieces or transmitted in various media available today, are usually charged or abuse of colors to draw the attention of users, using the maximum that is that the more flashy such parts, the greater the chances of being noticed.

Therefore, it is always a great challenge for the graphic designer create and develop visual identities for institutions whether public or private, since the brand has to convey ideas, intentions and the market it serves. Develop a brand design, which enables easy understanding for all, is not an easy mission, for it must take into consideration that probably the repertoire of knowledge and values of users is large and unknown, so imagine the specific knowledge of colors, gestalt and grid that translate the meaning of the action that you want to communicate.

The human cognitive system is characterized by the treatment of symbolic information, that is, human beings create and develop images through mental models or representations of reality, which can be models or aspects of reality [1]. In this sense, cognitive system is the term used to refer to structured and formal representations grounded in psychology theories.

The informational ergonomics is widely used in research linking signaling sites and the recognition and understanding of the signs and displays information. The human

structure and information processing are the main methods used to understand and organize functionality studies and understanding of warnings signs [2].

This study seeks to demonstrate two techniques that can help the development of brands, which are the Gestalt and the Grid construction, making an analysis projects have been finalized and implemented, seeking to check the most important laws and confirm the help of constructive mesh.

## 2 Marca

The brand is the symbolic representation of an institution or product, something that can be identified immediately, as a symbol, an icon or a word. It consists of a sensible sign, i.e. a joint verbal information with visual information, a linguistic sign used to designate, verbalize, write and internalize an institution, so that it is close and identifiable to the user [3].

The measure that competition has created an infinity of companies in the same industry, we realized the need to seek an emotional connection between companies and customers, making those irreplaceable, since that aims to a lasting relationship. A brand is strong when just standing out in a crowded market for the same products or services. People fall in love by the marks, trust them and believe in the superiority they convey. The way they are perceived affect its fixation, or not, by users [4].

This term, brand, is often used to refer to a particular object, as an institution, a service or a product, a name, a word mark, images, concepts that distinguish this object, or service, or the object itself. When this term is used, commonly being referred to a graphical representation within the scope and jurisdiction of the graphic design professional who works with the graphic design of a symbol or logo, either individually or in combination [5].

## 3 Gestalt

The studies related to Gestalt began in the late nineteenth century in Austria and Germany, with the results of studies of perception, also known as Psychology of Form, Gestalt Psychology or Gestalt. They considered the psychological phenomena, as a standalone set, indivisible and linked together in their design, planning and internal law, which are independent of individual perception and formulate their own laws of human perception.

For Arnheim [6], visual perception is organized through the establishment of full and central standards in understanding some laws. This pattern can be structured in the internal sense, part of this image, so that the appearance of any part depends on a greater or lesser extent, and within the structure, which, in turn, is influenced by the nature of its parts. The act of seen these relationships is a more effective way to establish these differences and establish a set of perceptual tensions that ultimately highlight contrasting elements within the impact. From this premise, the comparisons between contrast, similarity, proximity-age, among others, share the study of mental comparisons and relationship with the existing one.

Studies have shown the brain as a dynamic system that provides an in-teração between the elements that are submitted to it at any given time, using principles of perceptual organization, such as proximity, continu-aged, like, segregation, filling, unit, simplicity and figure-ground. With this enabled state that the brain has its own operating principles, in order to self-organize stimuli received through the senses, such as touch, I found are, hearing, taste and smell.

According to the principles of Gestalt, there are eight main aspects in per-ception of objects and shapes: Unit, Segregation, Unification, Lock, Continu-age, Proximity, Similarity and prägnanz Form [7].

## 4 Grid

The development of constructive meshes or grids was as experimental counter basic artists of the twentieth century, such as the works of Piet Mondrian whose abstract structures inspired this system. The grid has a proposal to get the visual elements and orders them to a more cohesive composition layout. Basically the grid is a constructive mesh with several rectangles that are used to sort the graphics. This technique is applied after the definition of the type of project and the target audience to which it is intended, that is, after the concept already developed entirely, so the content determines the grid structure [8].

To ensure consistent positioning of the individual elements, which constitute the tag, develops a grid that ensures reproduction and application of the mark at any support and their requisites for more consistent visual perception. The grid, mesh construction or construction of grids, in essence, are exactly the same, however, there are several ways of working with this tool, for example: Editorials grids, the grids for web and grids used in construction symbols, logos, pictograms - these, the best known and called constructive meshes or building grids.

This technique aids in clarity, organization and ease of distinction between different information in the brand, both at the time of development, as after the completion helping the user to better understand the image that is presented there. There are a number grid structures, but the most used for the development mark is modular, which allows finer control of the work and is composed of a combination of columns that can organize content space in small portions.

## 5 Analyze

In order to demonstrate the importance of gestalt and the grid, were captured in the Brazilian market a total of 50 brands that were subjected to a form of analysis that made it possible to check the attributes of the gestalt and as the grid influences the pregnancy of the way this presents to the user.

In the analysis a standard grid mesh was inserted in all brands to check the composition and organization of the visual elements. It was determined a dimensional standard setting it always in the middle both upper and lateral brand analyzes of thus becomes possible to verify the existence output lines or visual elements that do not fit

the overall composition of the brand and is classified as existing or not. This way we could question whether it has been used a grid in the development of the project, or if this was respected.

Analyzing the composition, it is possible to see how the whole first mark evaluating the amount of color available to it and then measuring the level of pregnancy of the form, which is another Gestalt laws. Thus it is possible to analyze the whole mark, or more symbol logo, which binds to visual ergonomics items discussed in typography. Regarding the pregnancy of the way, it was decided by an analysis bar, like the one made in the typography, where an increasing scale in the part one {1} has been taken by very bad and the five {5} was used for great.

In gestalt, the first three laws are list that appears in the symbol of the brand, it is already integrated it or just typography. Colors, quantified - the different colors that appear also expressed as percentages. The symbol observe if there was one or not and if it was integrated into the set, also expressed as a percentage. Finally the pregnance shape in percentage. In Gestalt, the laws that prevail in relation to the symbols of the marks are in descending order closure, similarity, unity, unification and continuity, segregation and proximity (Table 1).

**Table 1.** Brand analysis results by gestalt and grid construction

| Brand analysis results by gestalt and grid construction |       |            |         |            |           |             |
|---|-------|------------|---------|------------|-----------|-------------|
| Unification   | Unity | Similarity | Closure | Continuity | Proximity | Segregation |
| 25  | 19    | 27         | 37      | 19         | 10        | 13          |
| Pregnance form  |       |            |         | Total      |           |             |
| 1   | 2     | 3          | 4       | 5          | 150       |             |
| 0   | 0     | 2          | 24      | 74         |           |             |

In the table above, you can see the comparative result of all brands obtained and analyzed. The overall results presented here are of utmost importance to understand how is treated the relevance of each item of the brand for its development. In Gestalt, the laws that prevail in relation to the symbols of the marks are in descending order closure, similarity, unity, unity and continuity, segregation and proximity. In pregnance form, is demonstrated that 74 % were considered of great understanding and fixation of the mark, they were concerned that use of the grid, as they showed an Locks, and to organize the elements in order to facilitate the understanding and organize visual reading.

## 6 Conclusive Notes

The market needs has become the designer work a more arduous and quick task, reducing project time some steps are left out causing simple mistakes that can result in an incomprehensible design or misunderstood by the end user. Studies about the development should have the objective of facilitating and assisting new professionals

with the aid of technical development and validation of such graphic designs, that is, set the client briefing connection and the end user.

The analysis shows that brands that reach high points regarding the pregnancy of the form used the grid to organize the forms present in the brand so as not to allow the observer looking exhaust drawing below. The use of “Lock” and “Unification”, Gestalt items that appear in more regarding Gestalt analysis, shows the concern that there are no elements more than necessary for the understanding of the way, being less used the “segregation” since this creates intuit elements than necessary in understanding mark.

The techniques of Gestalt and the building grid, when applied to developed-ment marks, assist in the correct use of spaces and forms which enables the reduction of errors in the completion and submission of the project. New workers can be guided by specific methods and image correction techniques, so there is greater precision in project development, correcting and directing the attributes that the client expects to spend for the user.

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