

# What Kind of Product Do I Expect from this Brand? The Imagery Effects of Brand Logo Symmetry on Product Design: An Abstract



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**Abstract** Although brand logos are essential communication means for brand management, there is still little understanding of the effects of specific brand logo design elements regarding consumer perception. Brand logos are able to convey impressions about the brand itself but also about the products of a brand. With regard to this, this paper takes up a relevant research gap by focusing on the relationship between brand logo symmetry and product design expectations. As consumer personality is highly important for brand and product evaluation, we propose that brand logo associations should be in congruence with the consumer's personality to have a positive effect on product design expectations. Accordingly, we conducted an experiment to test if symmetry in brand logos has a significant effect on product design expectations and further if this effect is moderated by the consumer's personality. The results of this study support our assumptions by showing that brand logo symmetry has a significant impact on the consumer's expectations of product design when consumer personality is taken into account. Consumers tend to associate asymmetry, not symmetry, with excitement and compare their own personality with these perceived associations. Consequently, consumers transfer positive imagery effects to their expectations of product design, if the brand logo associations match their own personality. This impact varies with regards to the dimensions of product design. More specifically, the findings demonstrate that expected product aesthetics and symbolism are indeed affected whereas expected product functionality is not.

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