Studying Factors Causing Wordmark Confusions
to Improve Brand Identity

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Abstract

By establishing a trademark map, an enterprise could understand the similarities among trademarks for trademark orientation. This study aims to analyze four similar patterns of word marks, namely (1) Alphabet Similar, (2) Pronunciation Similar, (3) Font Similar, and (4) Color Similar. From 2012 brand value report of BrandZ, Google is selected as the word mark sample in this study, tending to understand the confusion of graphic designers and consumers in the four similar patterns. Aiming at 34 graphic designers with more than 2-year design experiences and 30 consumers, the similarity test of trademark samples is proceeded to construct the trademark map presented by the graphic designers and consumers for detailed analyses and cognitive differences. The experimental results show judging differences in trademark similarity between the two groups that Font Similar is the major factor in trademark confusion. However, graphic designers are not likely to confuse Pronunciation Similar, and consumers do not easily confuse Alphabet Similar. The results could guide enterprises to the concept of trademark map when designing trademarks so as to obtain the optimal brand orientation.

Keywords: Similar, trademark map, information management, brand image.