

# Animal Symbolism of the Trademarks and Trade Characters

Cultural influences of the animal symbols

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**Abstract:** People have their own cultural backgrounds and experiences in terms of visual perceptual thinking so that they could misunderstand the cultural symbols, trademarks, Brand Identities, and trade characters, especially, animal trademarks. Sometimes Easterners and Westerners seem to not comprehend the different meanings of the cultural symbols. The signs of twelve Chinese zodiac animals are the typical symbol of the Asian mythology. What I wanted to focus on emphasizing the different views and perspective of an animal trademark is according to the Chinese Zodiac between Eastern and Western cultures. Generally, multiple symbolisms are difficult to comprehend, because they are created by individual ideas and incorporate several mythologies and histories. How do Westerners interpret the implied meaning of Eastern animals in general? How are they going to understand the Eastern animal logos or marks accurately? How can we solve the problem to make people understand their different meanings? There were some confusing pictorial images in the area of the design field when a designer creates an animal mark for globalization and localization. Creating of hybrid symbol is the best way to break the communication barriers with people all around the world.

**Keywords:** *cultural symbols, multiple symbolism, mythologies, globalization, localization, animal trademarks, trade characters*

## 1. Introduction

Creating of trademarks and trade characters are based on every cultural mythology and anthropology. For examples, When Eastern people see Western trademarks or symbols, or vice versa, sometimes they seem to not understand their different meanings. The reason is that they had their own experiences and

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The research was based on the model of 12 animal zodiac signs and meaning of the differences between Western and Eastern cultures. The topic of the research is derived from the author's previous research for the degree of Master of Science in Communications Design at Pratt Institute in New York, and revised it at Seoul National University in 2006.

cultural backgrounds in terms of visual perceptual thinking so that they could misunderstand the cultural symbols, especially, animal marks. Sometimes Animal trademark is not easy to comprehend, because they are created by many creative ideas and incorporate several mythologies. The Animal trademarks and trade characters give us to feel curious, interesting, and even more exciting very often. We should find out why they have been used for the global market.

## **2. Method & Materials**

The Asian symbols of the animal have been showing us as the Chinese zodiac horoscopes. What I am emphasizing is the model of Chinese astrology that is not as well known in the Western world, including the eastern mythologies of animal's undeniable characteristic that have personalities. How do Westerners understand the significant meaning of Eastern animals at once? Are they able to judging the Eastern animal trademarks and trade characters with Eastern point of view? Designers should try to solve the problem to make people understand their different meanings, and the trade characters could break the communications barriers with people all around the world. Many significant trade characters and trademarks have animal motifs. I compared the differences and similarities between the Western animal trademark and Eastern figurative marks which have been used for brand names of companies, and found out why they used the animal for their companies in terms of the cultural aspects at the end.

## **3. Twelve animals and Chinese Zodiac Signs**

Proving through contemporary Trademarks, which have used animals in their brand names in modern society, is the issue of this thesis. Some animal's logos such as rabbit, dragon, snake, horse, sheep, monkey, rooster, dog, rat, ox, and tiger had different meanings in the Asia and the Western world. In fact, The Mouse is the first in the twelve-year cycle, and move on to the next eleven, ending with the Pig year.<sup>1</sup> These animals are based on the model of twelve zodiac animals in a way of characteristics meanings. In other words, these Animal names became substituted for the numbering method for the Chinese lunar year, and the story of legend has related to Buddha. The story was about the Buddha's invitation, and all the creatures were trying to join him around his table for a feast. Of them in the land, only 12 arrived. The Ox led the way, but at the last moment, the Rat, opportunistic and fleet of foot, scampered over the Ox head to arrive first at the Buddha's house. These animals were rewarded in perpetuity by having a year named after each one of them in order their arrival.<sup>2</sup> The Chinese Zodiac system is going along with the year of birth.

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<sup>1</sup> Sherman Tai. (1996). 'Chinese Astrology; A General Guide to the next 12 years of the Animal cycle' (p.0, introduction) Singapore: Asiapac Publication.

<sup>2</sup> Reid, Lori. (1997). 'The Complete Book of Chinese Horoscopes.' (p.10). New York: Barnes and Nobles, Inc.

Each of the twelve animal signs occurs every twelve years according to a lunar calendar, and it starts from around the end of January and the beginning of February. (Fig3)<sup>3</sup> Chinese astrology defines our personalities and behavior as well as the time and place in general, and gives us elemental insight into national histories and human societies.<sup>4</sup>

Table 1 The twelve Animals in Chinese Astrology<sup>5</sup>

Seasons	Lunar Calendar	Animals
Spring	1 <sup>st</sup> lunar month	Tiger
	2 <sup>nd</sup> lunar month	Rabbit
	3 <sup>rd</sup> lunar month	Dragon
Summer	4 <sup>th</sup> lunar month	Snake
	5 <sup>th</sup> lunar month	Horse
	6 <sup>th</sup> lunar month	Goat
Autumn	7 <sup>th</sup> lunar month	Monkey
	8 <sup>th</sup> lunar month	Rooster
	9 <sup>th</sup> lunar month	Dog
Winter	10 <sup>th</sup> lunar month	Pig
	11 <sup>th</sup> lunar month	Rat
	12 <sup>th</sup> lunar month	Ox

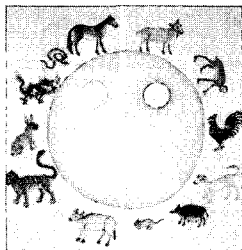


Fig.1 Chinese zodiac horoscope of January, 19<sup>th</sup> Century<sup>6</sup>



Fig.2 Nepalese Zodiac, Early 20<sup>th</sup> Century

### 3.1 The Rabbit

In Oriental culture, people have been identifying the rabbit with the moon, and the rabbit is often used to indicate the self-sacrifice to the Buddha. Also, identifying the moon with rounded eyes of the rabbit is remarkable. Many Asian and Eurasian cultures revere the rabbit as a sacred messenger of the Divine, to

<sup>3</sup> Mitford, Bruce. (1996). 'The Illustrated Book of signs&symbols.' (P113). New York: DK publishing.

<sup>4</sup> Sharp, Damian. (2000). ' Chinese Astrology.' (pp.1-2). Barnes and Nobles, Inc.

<sup>5</sup> Sherman Tai. (1996). 'Chinese Astrology; A General Guide to the next 12 years of the Animal cycle' (p.0, introduction) Singapore: Asiapac Publication.

<sup>6</sup> <http://rosetwo.pe.kr/dog/doc/cont3-4a.htm>

the Chinese; he is a creature in the moon, pounding rice in a mortar. A rabbit is a symbol of longevity, courage, and strength in the Eastern cultures. Moreover, the Easter bunny is one of the best-known Easter symbols as the reincarnation of the moon and the egg of fertility.<sup>7</sup>

In Western Cultures, Rabbits are associated with fertility because of its prolific reproductively, speed because of its fast movement and magic because it is often pulled out of a magician's hat. The symbol of fertility might be actual or symbolic of something new being born into existence, such as a news endeavor. A rabbit's foot has also been associated with good luck.



Fig.3 Mystical symbols of the moon



Fig.4 Rabbits in the Full moon<sup>8</sup>

### 3.2 The Dragon

Generally, there are different meanings of dragon in terms of the different species such as Basilisk, Viking, Winged dragon, Lung, Mang, Li, and Chiao.<sup>9</sup> It is interesting to see the mysterious images of a dragon in China. According to Chinese astrology, Dragons are strong willed and fiery, so people who born under the year of the dragon are usually successful whether they marry young or stay single. In China, Dragon is a symbol of an emperor, of make power, fertility, and prosperity, so it represents the primal essence Yang.<sup>10</sup> It represents sunrise, spring and the rains. In Chinese legend, dragons meant of the air, the earth, the water, and the fire, these are the main type of dragons, which are also represented by torrential rain and sort of the sprit. In Korea, Dragon is regarded as a God of water, and mostly had appeared as Sea God in Korean folktale. Therefore, people believed that a dragon would control rain or fishing, while in Buddhism, they believed that he was a symbol of happiness and luck. Moreover, it is used as a safe guard for political and national defense. They believed that it was warding off evil spirits. There are nine kinds of dragon in the oriental or western legends, and they have their own characteristic features in terms of their

<sup>7</sup> Hulbert, James. et al. (1994). 'Dictionary of Symbolism; Cultural Icons and the meanings behind them.' (p.164). New York: Meridian Books.

<sup>8</sup> Koon, Her. (2001). 'Traditional Pattern'. Seoul: Daewonsa Publishing co., Ltd. (p.46)

<sup>9</sup> Mitford, Bruce. (1996). 'The Illustrated Book of signs&symbols.' (p.30, p113). New York: DK publishing.

<sup>10</sup> Hulbert, James. et al. (1994). 'Dictionary of Symbolism; Cultural Icons and the meanings behind them.' (p.103). New York: Meridian Books.

unique personalities. For example, some of them like to carry a heavy barrier, and the other one likes fire, another one likes to turn off the fire. The Asian dragon represented a sort of the highest spiritual power such as the supernatural, the spirit of change, the divine power of change, wisdom, while the western think of it as the bestial element or diabolical element in Christian art. It had been associated with Fire by a violent character as devil or monster. Also, the Western dragon meant death darkness, paganism, and heresy. In Japan, the dragon is the symbol of the rain divinity, so fountains are set around temples with dragon patterns as waterspouts. The three clawed dragon represents the Mikado, Imperial and spiritual power.<sup>11</sup>

### 3.3 The Snake

In the Eastern countries, there is no distinction between snake and dragon. The snake and dragon are often interchangeable in Asia, because they think the dragon is as a kind of serpent as a mythological animal. According to the dictionary, Snake is a symbol of the positive and negative meanings like opposites of dualism. For example, it had been used as solar and lunar, life and death, light and darkness, good and evil, wisdom and blind passion, healing and poison, preserver and destroyer and both spiritual and physical rebirth. Snake identified with female deities and the Great Mother as the feminine characteristics of the secret and enigmatic. It can be both female and male like the dragon in China, snake meant not only mare force and procreative power as phallic, and represents the power of the earth, but also the power of the waters bringing. The snake is also represented with healing and incarnation. In Eastern mythology, it is symbolizing rain with a rainbow as well as the Goddess of water, so that I combined the water with a renewal image.

The Western people think of the snake as thunder creature, lighting as a symbol of death, while in China, Snake signifies the rainbow and freedom as a positive meaning. In Buddhism, the snake represents anger and the sin. In Christianity, it is the enemy of God and Christ, symbolizing the temptation. In Egyptian art, had a cobra means divine and royal wisdom, power and knowledge.<sup>12</sup>

In Generally, Both Easters and Westerners think of them as subtle as well as cursed animals in a negative point of view, because Snake have seduced Adam and Eve and created evil and agony of human beings.

In Bible, Snake is the symbols of wisdom and knowledge, and often associated with Mose's wind, which is also representing a magical divine power and medical healing. All of the snakes represent a God of wisdom and healing something to make a better world. According to the books, Aesculapius is the mythological God of medicine, carrying a knotty wooden stick with as snake representing Life-giving powers. Also, two

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<sup>11</sup> Cooper, J. C. (1978). 'An Illustrated Encyclopedia of Traditional symbols.' Thames & Hudson. (p.56). London, Thames & Hudson.

<sup>12</sup> Cooper, J. C. (1978). 'An Illustrated Encyclopedia of Traditional symbols.' Thames & Hudson. (pp.146-149). London: Thames & Hudson.

snakes with a staff symbol have appeared in Greek mythology with a pair of wings as Hermes' wand which is called the Caduceus that mean Herald's wand and staff. Hermes was also called Mercury and his symbol was a sign of neutrality in ancient Rome.<sup>13</sup> Like (Fig 5)<sup>14</sup>, a snake eating its own tail that is called Ouroboros, which means devouring its tail. Ouroboros is from as early as 1600 BC in Egypt, Greece and India.

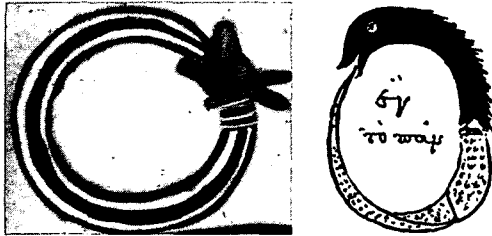


Fig.5 Ouroboros, Alchemic symbol, and Greek text: "The One is everything." Venice, 11<sup>th</sup> Century

### 3.4 The Horse

The Chinese meaning of the horse, a symbol of speed, and vitality. The horse is the symbolic animal of the heaven and earth, fire, Yang, the South, good omen, and perseverance as good fortune and wealth. Like Dragon or snake, horse can be fertility god and the power of the ruler. In fairy tales horses are represented by magical powers and also are prophetic creatures.

In Western Christian art, it symbolized as the sun, courage, generosity, and after the Renaissance, it was associated with war, death, famine, and pestilence. Like snake, the horse showed a sort of dynamic power in a magical mood. For instance, winged horse in the cosmic horse, as is the white horse, and represents pure intellect, innocence, and light. The black horse meant funerary and heralds death and chaos in the Western cultures, while Japanese think the black horses as the rain god. In Japan, the White horse is goddess of the mercy and a Great mother. Horse does not have quite different meanings between the Western and Eastern cultures.<sup>15</sup>

### 3.5 The Sheep

In the Western countries, Sheep mean a part of the flock of the Christ and were the faithful animals of the Apostles.<sup>16</sup> Basically, the ewe and the ram have opposing meanings symbolically. In the most

<sup>13</sup> Dreyfuss, Henry. (1984). 'Symbol Sourcebook: An Authoritative Guide to International Graphic symbols'. (p.119). Canada: JohnWiley&Sons.

<sup>14</sup> Hulbert, James. et al. (1994). 'Dictionary of Symbolism; Cultural Icons and the meanings behind them.' (p.362.). New York: Meridian Books.

<sup>15</sup> Cooper, J. C. (1978). 'An Illustrated Encyclopedia of Traditional symbols.' Thames & Hudson. (pp.85-86). London: Thames & Hudson.

<sup>16</sup> Cooper, J. C. (1978). 'An Illustrated Encyclopedia of Traditional symbols.' Thames & Hudson. (p.151). London: Thames

traditions the female sheep means harmless, and stupid. There were among the first domesticated animals, as well as the first animals to be sacrifice. Furthermore, the innocence of the sheep depicts the triumph over the devil.<sup>17</sup> In Chinese culture, Sheep symbolizes retired life. People born in the year of Sheep are elegant and highly accomplished in the arts. Asian people regarded it as a calm and pessimistic animal.

### 3.6 The Monkey

Monkey was a symbol of malice and physical ugliness in the ancient world, but In Egypt or India, long-tailed monkeys were regarded as a prayer to the sun god coming over the horizon, as well as the god of wisdom. In the Chinese culture, the monkey was a god of dance, and those born under this year were to become jugglers, pranksters, entertainers like dancers, and singers. In Japan, three monkeys symbolizing conscious abstinence from evil, and In Korea, the monkey is sort of dignity such as an imposing figure. In Buddhism, It is the symbol of strength, loyalty and self-sacrifice, brave, longevity. On the other hand, In Christian symbology, the monkey is seen wicked. For examples, they are the vices of vanity, greed, and the devil vanquished. It seems like symbolizing for the filthy human. The three monkeys with eyes, ears, or mouth covered, depict “see no evil, hear no evil, speak no evil.”<sup>18</sup>

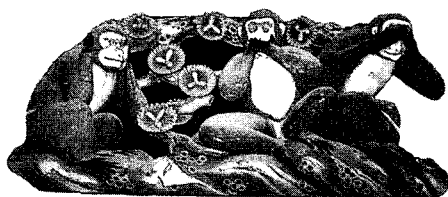


Fig.6 Three Monkeys, Japan<sup>19</sup>

### 3.7 The Rooster

In ancient Korea, people believed that all of ghosts are driven off, when roosters start to cry at dawn. The ancient people think of it as a sort of God, because head resembles a crown, and his claws are the same as dragons. It also symbolized the literary spirit and possesses warlike character. In China, it means the yang, courage, benevolence, faithfulness, and fortune. In some Chinese initiation ceremonies a white cock is killed to signify the death of the old life and the purity of the new, and hence it is used in funerary rites to ward off the powers of evil spirits. In China, and Korea, the rooster represents sunset, because he is read

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& Hudson.

<sup>17</sup> Hulbert, James. et al. (1994). 'Dictionary of Symbolism; Cultural Icons and the meanings behind them.' (p.304.). New York: Meridian Books.

<sup>18</sup> Cooper, J. C. (1978). 'An Illustrated Encyclopedia of Traditional symbols.'Thames & Hudson. (p.106). London: Thames & Hudson.

<sup>19</sup> Mitford, Bruce. (1996). 'The Illustrated Book of signs&symbols.' (p.63). New York: DK publishing.

headed, also represents an aggressive war symbol. In Japan, they are Shinto symbols, standing on the drum that summons people to prayer in the temple.<sup>20</sup> Three countries call it a sun goddess because their crowing stands for merit and fame. In Western cultures, Rooster is a solar bird, representing the sun-gods masculine principle. Generally, it portrays the bird of Fame, supremacy, courage, vigilance, and sees dawn as a magical and sacrificial animal for subterranean powers.

In Christian art, Rooster is used as a weathervane Turning in all directions to watch for powers of evil, exactly same as the Eastern culture. Roosters represent preachers to the faithful telling of the coming of the dawn of Christ that can refer to Christ's passion it is resurrection. We can see that Cock fighting meaning Christians striving for Christ.

In Western art, a rooster's comb gave protecting from nightmares; his testes were capable of causing women to give birth to male children, so it also represents fertility. For cultures, his red comb and features make him a symbol of fire and the sun, so by the early 19<sup>th</sup> century, they were appearing on church towers as harbingers of dawn, and to summon parishioners to morning prayers.<sup>21</sup>

### 3.8 The Dog

A Dog is the first domesticated animal, symbolically meaning loyalty, nobility, fidelity and vigilance Plutarch says that the dogs symbolize the conservative, watchful, and philosophical principle of life. Dogs figuring as a guardian at the portals of the afterlife, or as sacrifice to the dead, to guide them in the next world.<sup>22</sup>

Korean believes that dogs could see invisible ghosts in the air. On the other hands, black dogs were thought of as asperity, but in certain areas they were seen as a source of meat and eaten. In South and West China, and Korea, they were thought of as bringer of food, which is reminiscent of totemic notions, China has its legends of humans with canine heads. For examples, the red celestial dog is yang and helps Erh-Lang drive off evil spirits, but as a guardian of the night hours the dog becomes yin and destruction, catastrophe, which can refer to meteors and eclipses when the dog goes mad and bites the sun and moon.<sup>23</sup> In Japan, Japanese Shrines have 'Korean dog' as guardian figures and protection.

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<sup>20</sup> Cooper, J. C. (1978). 'An Illustrated Encyclopedia of Traditional symbols.' Thames & Hudson. (pp.38-39). London: Thames & Hudson.

<sup>21</sup> Hulbert, James, et al. (1994). 'Dictionary of Symbolism; Cultural Icons and the meanings behind them.' (p.288). New York: Meridian Books.

<sup>22</sup> Hulbert, James, et al. (1994). 'Dictionary of Symbolism; Cultural Icons and the meanings behind them.' (pp.97-98). New York: Meridian Books.

<sup>23</sup> Cooper, J. C. (1987). 'An Illustrated Encyclopedia of Traditional symbols.' Thames & Hudson. Thames & Hudson.( p52)





Fig.7 Folk tale of Sabsal-Gae



Fig.8 Sabsal-Gae<sup>24</sup>



Fig.9 The Egyptian god Anubis<sup>25</sup>

### 3.9 The Pig

The Pig is a fertility symbol, prosperity, as well as gluttony, greed, lust, anger and passion and the dirty in the cultures of antiquity. Amerindian think it as a lunar and thunder animal and a rain-bearer. The sow is associated with the Great Mother and has lunar, sky and fertility symbolism by Celtic meanings.

In Christian iconography, it had been appeared as Satan, gluttony, sensuality animal and symbolic meanings. The pig was a symbol of ignorance and voracious appetite, as well as an emblem used in mockery of Judaism, those personification, 'synagogue's depicted riding a pig.

In China, the pig means untamed nature, noisy, and unclean naturally, but useful and fertilizing when tamed. Asian pig symbolizes 'strength.'<sup>26</sup> Today, the association of the pig with good fortune in some cultures like Germany, Japan and Korea.

### 3.10 The Rat

Generally, A Rat symbolizes negatively as chthonic, the powers of darkness, incessant movement, senseless agitation, turbulence, death decay and the underworld. In Christian iconography, they are depicted as gnawing at the root of the tree of life as the Devil, and the devourer. In Hebrew, it symbolizes Hypocrisy and duplicity. It has been thought of the same as the human soul, and the other one is that they were said to have demonic powers, because timid animals prefer dark spaces. Thus, they became to be associated with satanic demons and with powers hostile to humanity.

In Chinese cultures, it is meanness, timidity, demonic figures, and the male counterparts, to the female fox demons.<sup>27</sup> In Japan and Korea, the Rat is the companion of the god of good fortune. Korean thinks it as wisdom and diligent animal. In both Asian countries, the absence of rats from a household was a cause for

<sup>24</sup> <http://rosetwo.pe.kr/dog/doc/cont3-4a.htm>

<sup>25</sup> Mitford, Bruce. (1996). 'The Illustrated Book of signs&symbols.' (p.64). New York: DK publishing.

<sup>26</sup> Cooper, J. C. (1978). 'An Illustrated Encyclopedia of Traditional symbols.'Thames & Hudson. (pp.166-167). London: Thames & Hudson.

<sup>27</sup> Hulbert, James, et al. (1994). 'Dictionary of Symbolism; Cultural Icons and the meanings behind them.' (p.279). New York: Meridian Books.

concern. When the rats nibbled, it is said to be 'counting money', so called a 'money rat', therefore, In South China, the rat is celebrated as the mythical bringer of rice to humanity.

### **3.11 The Ox**

The Ox could be identifying with the wild Bull in which it is solar and fertility. It represents strength, patient, toil, wealth, and native power, sacrifice. In Christian art, it has been depicted as patience, strength, the York of Christ and Agriculture.

In China, the Ox takes the place of the bull in spring and fertility symbolism and represents agriculture, but in ancient China, it was considered immoral to eat the meat of the animal that pulled the plow.<sup>28</sup> In Korea, the Ox is regarded as a hard worker but also, lazy man who likes to sleep all day. Korean ox has been appeared as a hard worker or lazy animal in the Korean folk tales.

### **3.12 The Tiger**

In the West, the Tiger means setting sun chthonic and earth powers. In ancient symbolism, the tiger appears only in Asian traditions, which its power inspired fear and wonder. In Aztec Chinese alchemy, the tiger represents strength. The Chinese used to think it as king of the beasts and Lord of the land animals like in Egyptian. In Chinese symbolism, takes the place of the lion in the West and depicts authority, courage, military prowess and the fierceness needed for protection. Also, it is the mark of military officers of the fourth class, and the emblem of gamblers. The god of wealth rides a tiger that is a guardian of money chests; the goddess of wind also rides a tiger. It is guardian of graves and frightens away evil spirits. The tigers are lunar as depicting the growing power of the new moon which is represented as a child escaping from a tiger's jaws.<sup>29</sup> In Japan, it is meant to denote courage and as an attribute of warrior heroes, but in Korea, the Tiger has been used as silly and humorous characters in Korean folk tales.

## **4. Trademarks and Trade Characters**

Generally speaking, Trademarks and Trade characters are belonging to the symbols, and philosophical meaning which uniquely identifies companies or individual. According to Mollerup, trademarks can be also icons, indices and symbols and they can be all three at the same time. This suggestion can be directly connected to Peirce's theory that is about three-part division of signs into icons, indices and symbols. Also, Mollerup mentioned that Images, diagrams and metaphors could represent trademarks.<sup>30</sup> Trade characters can be anyone such as, animal characters and objects that are used in

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<sup>28</sup> Cooper, J.C. (1978). 'An Illustrated Encyclopedia of Traditional symbols.'Thames & Hudson. (p.124). London: Thames & Hudson.

<sup>29</sup> Cooper, J.C. (1978). 'An Illustrated Encyclopedia of Traditional symbols.'Thames & Hudson. (pp.172-173). London: Thames & Hudson.

<sup>30</sup> Mollerup, Per. (1999). 'Marks of Excellence; The History and Taxonomy of Trademarks.'(pp.84-85). London: Phaidon

advertising, packaging and identified with companies.<sup>31</sup> Both the deeper meaning of the marks and characters are changing in different times and places, so that similar signs or symbols could mean different things.<sup>32</sup> It is quite dangerous to design for global purposes, and understand their meanings of certain animal symbols without contextual knowledge of cultural backgrounds.

#### **4.1 Western Animal Trademarks and Trade Characters**

I had interviewed with approximately 100 companies which have used animal marks for their brand names, and got their answers. The Companies, which I've contacted from all around the world, and these tables are the result of my hard contacts through Internet and cold calls. It was not easy to contact to every designer directly, but some other co-workers, employees and web masters answered my questions as soon as possible.

Here is an example of the questions:

1. Why did you use a particular animal symbol for the company?
2. Do you have any specific meaning in terms of your culture and mythology?
3. Do you have any personal reason to use this animal for the brand?
4. Please define your conceptual ideas of trademark/trade character briefly.
5. Is it Western or Eastern Company?
6. Where are you from?

Mostly, the Western trademarks and trade characters have created by Westerner, and the most of the animal motifs were derived from the mythology and the Bible. The answers were clear and did not hesitate to talk about the Eastern meaning of the animal. In other words, they already have known about the different meaning of the symbolic animals and 12 Chinese Zodiac Signs. Sometimes, the owner of the company wanted to show a certain animal just for his personal reasons. But the meaning of every character and mark were figurative and significant.








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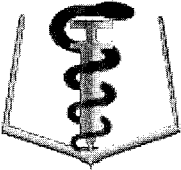
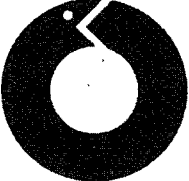

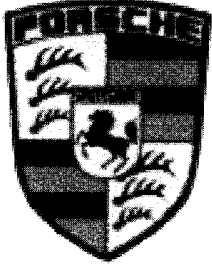
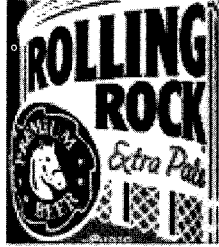
press Inc.

<sup>31</sup> <http://www.advertopedia.com>

<sup>32</sup> Miller, Anistatia, et al. (2000). 'Global Graphics; Symbols, Designing with symbols for an Internal Market.' (p.6) Rockport publisher, Inc







Table 2 Western Animal trademarks and Trade Characters

Animal	Company	Animal Meanings	Designer (Period)	Trademark / Trade Character
The Rabbit	Playboy	Humorous, Sexual, Frisky, Playful	Designer, Arthur Paul (1953)	
	Cartoon Network.com	Entertainer, Hollywood icon, Funny	Cartoon Network.com	
	Visual Quickstart Online Library	Quick, Hopping animal	Visual Quickstart Online Library	
The Dragon	DragonV.com	Personal reason; Designer was born in the year of the Dragon	Designer, Vincent Kong	
	Stanford Dragon Boat Club	Power, Strength, Chinese symbolic meaning	Illustrator, Mark Harris, Ken Gene	
	Create Joy	Holy Creature, Flying animal, Chinese symbolic image	Chi-Ching Wang	
Toronto International Dragon Boat Race Festival	Personal Reasons, Depicting Chinese 3 dragon balls	Ramaona Moody French		







The Snake	Department Of Anesthesia; University of Glasgow	Medical Symbol, Drugs And Syringe	Web Editor, John	
Pola Honora	Cyclic, Purification, Ouroboros <sup>33</sup>	Designer, Danko Jaksic.	Design firm, Likovni Studio D.O.O	
The New York Open Center	Symbol of the Ouroboros; devouring its tail, healing, Alchemy, Purify, Eternal cycle of renewal	<a href="http://www.opencenter.org">www.opencenter.org</a>		
The Horse	Porsche, Germany	Wild, Rampant animal <sup>34</sup>	Designer, Lapper, Franz Xaver, Reimspiess (1952)	
Rolling Rock	Pennsylvania bars, Pony	<a href="http://www.rollingrock.com">www.rollingrock.com</a> (1939)		

<sup>33</sup> Miller, Anistatia, et al. (2000). 'Global Graphics; Symbols, Designing with symbols for an Internal Market.'(p.127) Rockport publisher, Inc

<sup>34</sup> Mollerup, Per. (1999). 'Marks of Excellence; The History and Taxonomy of Trademarks.'(p.23). London: Phaidon press Inc.

	Killian's Irish Red	Nobility,	George Killian Wilde Honey, CMA, Roger Huysen, (1864) <sup>35</sup>	
The Sheep /Ram	Dodge	Symbol of Winter, Thunder, Sun gods And Moon Goddesses, Heat, energy, force	Dodge Company Motor sports,	
The Monkey	Rhesus Monkey Magazine	Amused, Delighted animal	MAR, Rhesus Monkey Magazine	
	Curious George	Mischievous animal, Curiosity	Houghton Mifflin Company( 1989)	
	Monkey Air Kite surfing, Malibu, California	Fun, Lovely, Happiness	Designer, Traig Trumbo	
	Red Monkey Coffee.com	Friendly, Cosmopolitan, Unique, Entertainment	<a href="http://www.monkeycafe.co.uk">www.monkeycafe.co.uk</a> (2000)	

<sup>35</sup> Miller, Anistatia, et al. (2000). 'Global Graphics; Symbols, Designing with symbols for an Internal Market.'(P.75)  
Rockport publisher, Inc

The Rooster	Island Farmers; Agriculture, Alliance	Farm animal, Strong, Bold, Warm	Executive Director, Scott Crawford	
	Rooster Creek	Country, Personal reason	Rooster Creek 1	
The Dog	Ditto	Loveable, Friendly	Designer, Mark C. Volger	
	HMV ; His Master's Voice	Character of the HMV <sup>37</sup>	Designer, Francis Barraud, UK(1889)	
	Greyhound, USA	Fast runner, Metaphor for A bus service <sup>38</sup>	Designer, Raymond Loewy (Mid 1950s)	
The Pig	Pig art	Pejorative, Poked fun	Designer, Thomas Knoble	
	Bush Pig Clothing, Australia	Cheeky, Australian's humorous	Allen Morrow, Customer services, Global Design Ltd	

<sup>37</sup> Mollerup, Per. (1999). 'Marks of Excellence; The History and Taxonomy of Trademarks.'(p.146). London: Phaidon press Inc.

<sup>38</sup> Mollerup, Per. (1999). 'Marks of Excellence; The History and Taxonomy of Trademarks.'(p.146). London: Phaidon press Inc.

The Rat	Mouse in a house Design Inc	Symbolic Meaning of a Computer Mouse	Designer, Paul Earney	
The Ox	Merrill Lynch Capital Market, financial Service, USA	Bullish America, Conviction, Discipline, Knowledge, Strong, Bull-market	Designer King Casey (1973)	
	Chicago Bulls	Masculine, Generative Power, Untamed	Chicago Bulls (1966)	
The Tiger	Maddox Design	Brute Force, Persistence, Furious <sup>39</sup>	Illustrator, Tracy Sabin.  Design Firm, Tracy Sabin Graphic Design	
	Tiger ; Linguistic Interpretation Of a German Corpus	Strength	Dr. Eather Koenig- Baumer, Universitaet Struttgart, Institute Fuer Maschinelle Spracherarbeitung	

#### 4.2. Eastern Animal Trademarks and Trade Characters



Through my research and survey, Asian animals have been presented in the Trade Characters and Mascots more than the Western cultures. Also, the Western companies used a variety of animals for their brand names and companies, but the Eastern companies used typical characters that are based on the








<sup>39</sup> Miller, Anistatia, et al. (2000). 'Global Graphics; Symbols, Designing with symbols for an Internal Market.' (p.106) Rockport publisher, Inc


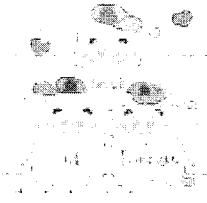



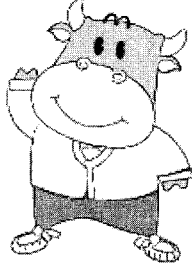





meaning of the 12 Chinese Zodiac Horoscope. The marks of the Ox and Pig have been used for the regional purpose, and they seemed to be meant positive way. The image of the Western Ox was more likely to be a strong and wild as a bull, while the image of the Eastern Ox was represented as a cute and silly looking like a cow. The facial expression of each animal in Asia was sort of childlike and the target of audiences was slightly unclear. The most interesting thing was that some of colleges have used an animal character and wanted to identify with the students. Finally, All of them have designed by Eastern people.

Table 3 Eastern Animal trademarks and Trade Characters

Animal	Company	Animal Meanings	Designer (Period)	Trademark / Trade Character
The Rabbit	Yomiuri Giants	Cute, Kids' favorite animal	Yomiuri Giants, Japan, <a href="mailto:drlatham@baywell.ne.jp">drlatham@baywell.ne.jp</a>	 <b>YOMIURI GIANTS</b>
The Dragon	ChunNam Dragons Professional Soccer Club	Victory, Nobility, Flying animal	<a href="http://www.dragons.co.kr">www.dragons.co.kr</a>	
	Ssang Yong	Ying & Yang	Ssang Yong New Group <a href="http://www.ssy.co.kr">www.ssy.co.kr</a>	 <b>SSANGYONG</b>
The Snake	<a href="http://www.rava.tv">www.rava.tv</a>	Wicked, Nasty, Adam and Eve, Temptable animal	<a href="mailto:rava@rava.tv">rava@rava.tv</a>	
The Horse	Galloper, Korea	Freedom, Power, Elegance, Strong, Comfortable, Stylish	<a href="http://automirates.com">automirates.com</a>	

	Yeungnam College Of Science And Technology Korea	Flying Horse And Dragon, Proudful	www.yeungnam-c.ac.kr	
The Sheep /Ram	Mei Mei, Korea	Cosmetics for Innocent babies	webmaster@uryagi.com	
	Yari, Korea	Narcissistic, Beauty of nature	nARTBOX.com www.nartbox.com	
	Baekyang Paint	Returning of Nature, Purity, Clean	www.bychem.com	
The Monkey	Surf Monkey, Japan	Safe, Fun, Easy, Fast	Surf Monkey, NTT Communications Corp	
The Rooster	Interwood Multi PC Plaza, Korea	Morning, Clock, Time, Diligent, Daylight	admin@interwood.ac.kr	
The Dog	National 119 Rescue Services Republic of Korea	Brave, Happiness, Faithfulness, Bodyguard	www.rescue.go.kr	

	GNI Enterprise Protecting Inc. animal	Vice President, Hwang, Quetae eiceman@clubtic.com	
The Pig	Web2.haeorum.Piggy moms, com, Korea 1971, Happiness, Fortunes, luck	shop@haeorum.com	
The Rat	Space Design Cute, Active Academy	Tel)031-636-1117	
The Ox	Danal, Silly looking, Korea Positive Impression, Sturdy, Faithfulness	www.danal.co.kr	
	Haman, Useful, Korea Diligent, Agriculture	Haman, Korea	
	Yonam Diligence, College of Sincerity, Agriculture, Partnership, Korea Patience, Dependence, Justice, Achievement, Solidarity	www.yonam.ac.kr	
The Tigers	Red Devil, Passion, Korea Red, Burning, New generation, Cheers	Expodesign.co.kr Tel)02-549-6048	

Ulsan Hyundai- -football Club, Korea	Dynamic, Majestic, Graceful	www.soccer4u.co.kr	
Haitai Tigers Baseball Club, Korea	Defeat evil Petit, Cute	www.chosun.com	

## 5. Results and Findings

The Western and Eastern cultures have revealed a number of similarities and differences, and the trademarks and trade animal characters had sort of blended images with their meaning of similarities. Blended marks that explore both the Western and Eastern aspects of mythologies and Twelve Chinese Animal Zodiac. It was interesting to see how much our Asian mythologies and folklores have impacted on the Western Society. Sometimes, Western Designers adopted the Asian contextual thinking, and Eastern Designer had Western style of design process for the Western Companies. Generally, the Animal trademarks or trade Characters were focused on combinations of both cultural meanings and represented their own ideas and concepts. Multiple Symbolic images like signs, trademarks, and trade characters can be the mixture of Western and Eastern perspective ideas.

Table 4 Similarities and Differences

Animal	Similarities	Differences
The Rabbit	Joyful, Cute, Fast	Sexual, Silly, Deceitful (Western)
The Dragon	Evil, Warrior, Hero	King, God of Rain and Water ( Eastern )
The Snake	Tempt able, Wicked	Recycle( Western ), Reincarnation, God of Rain (Eastern)
The Horse	Flying, Diligent, Vigorous	Sun and War (Western) Playful in Negative way (Eastern)
The Sheep/ Ram	Calm, Pure, Innocent ( Sheep)	Strong, Masculine ( Western Ram )
The Monkey	Active, Funny, Curious	Wicked, Devil ( Western )
The Rooster	Longevity, Fertility	Warding off evil spirits and darkness( Eastern ), Brightness, Christianity, Resurrection ( Western )

The Dog	Warding off the ghosts, Friendly A Guardian, Faithful, Cute	Negative, Bad expression, Hybrid, (Eastern ), Aggressive Gambler, Mad, Red ( Western )
The Pig	Lucky, Good fortunes, Dirty, Greedy	Evil, Multiplication, Sensuality ( Western )
The Rat	Disease, Misfortune, Darkness	Cute( Western ), Housekeeper, Diligent ( Eastern )
The Ox	Fertility, Wild, Strong	Lazy, Diligent, Silly, Cute, Faithful ( Eastern )
The Tiger	Strong, God of Royalty and Power	Silly( Eastern ), Beauty, Calm, Gentle ( Western)

At first glance, the hypothesis of my study seemed that it dealt about the misinterpretation between Western and Eastern receivers, the closes scrutiny of my research, however, revealed that it was eventually focused on the global designers as senders. In other words, my target of thesis was not for audiences or consumers but designers. Although the designer can depict objects effectively, the audience cannot always take the same message at the same time, because the meaning of the originality had been changed while the audience taking it. There were several possibilities of misunderstanding of the marks and characters by the receivers. They could think it in different way depended on their own perspective whether it designed right or wrong. Finally, My main topic was about the Western and Eastern designers, who had to create identities or symbolic imageries, and the process of significance and differences between them.

## 6. Conclusions

After a broad researching of the contemporary animal trademarks and trade animal characters, I realized that there were a variety of similarities and some differences between those two worlds more than I expected. The Western ideology already existed in the Asia for globalization and localization. Also, there were similar concepts and integrated thoughts in terms of Western ideas found in Asian Corporate Identities In fact, certain Eastern mythologies and cultures of movement were spreading in the Western market and business nowadays. Again, this research into the different imagery of animals and its symbolism in Eastern and Western cultures of folk histories has revealed a number of key differences quite clearly.

Finally, I still feel that the animal as symbol is culturally loaded and need to be handled very cautiously, because the cultural meaning and what people actually think they mean are different. For example, the Eastern culture regarded a tiger as a cute animal, but the Western culture did not think it as a silly image.

As I mentioned it before, it was worth a try to research about the animal trademarks and trade characters to view how much their concepts have emerged out over different times and places, and yet, seemed to maintain their original meanings and directions. The multiple symbolic images were expressing their integrated solutions about the animals meaning in a way of humor and characteristic expression methods, representing a hybrid image of the Eastern and Western formation.

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## Appendix

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