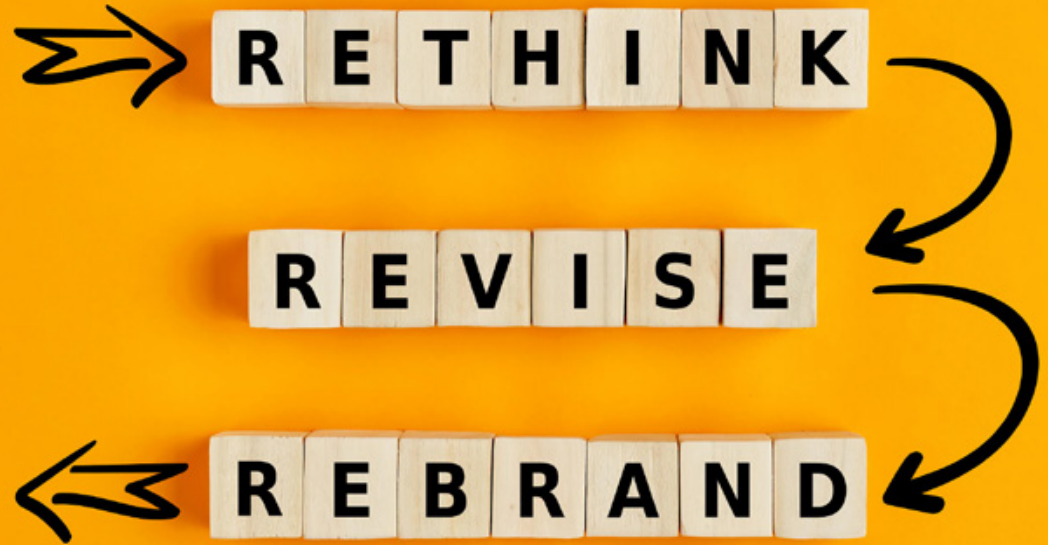




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# The Rebrand Snapshot

A guide to the power of rebranding including rebranding trends, rebranding case studies and how brands have repositioned themselves for future success...

# Time to rebrand?... time to talk to DGI

At DGI, we love rebranding... transforming and strengthening brands so that they are more appealing, distinctive and differentiated from the competition.

A rebrand reshapes how the company or product is perceived by consumers and can include the reinvention of its name and tagline as well as its logo, visual identity, website and other marketing collateral.

Rebrands should always start with research into the current perceptions of a brand (both internal and external). This will then guide the strategy and brand positioning phase where the brand is repositioned according to consumer needs and opportunities in the market. Only once the new positioning has been established is the visual identity and the verbal messaging of a brand created.

This identity phase is usually followed by a redesign of the website and other marketing collateral which is launched to consumers in the final phase - brand activation.

So why rebrand in the first place? The reason is simple; a strong brand will help ensure your customers choose your product or service over the competition.

Strong brands attract more customers who are willing to pay more and will buy more often. This is the foundation of true customer loyalty which will deliver more efficient, reliable sales revenue for years to come.

Brands should never be complacent. Even the strongest brands lose their power if they are neglected. Due to the shifting priorities of consumers, constant activity in the market and a whole raft of other forces beyond the control of any company, a brand is usually only fresh and relevant for 5 to 10 years.

**Here's a few telltale signs that your brand is ready for a refresh...**

## 1. YOUR BRAND NAME NO LONGER REFLECTS YOUR BRAND VISION

If your brand's name (which seemed great 15 years ago!) no longer reflects what your brand is about, a rebrand can be the shot in the arm it requires.

## 2. YOUR BRAND IS NO LONGER DIFFERENTIATED FROM THE COMPETITION

When your brand starts to look like every other brand in the category, it's time for a refresh!

## 3. YOUR BRAND HAS BECOME OVER COMPLICATED

Does your brand feel like a hotchpotch of offerings with no unifying brand message? Keeping a brand focused over time is challenging especially for larger organisations. Whether it is the result of unchecked growth or poor brand management, a lack of brand focus is a serious challenge to brand effectiveness.

## 4. YOUR BUSINESS HAS BEEN PART OF A MERGER

When businesses merge, rebranding is often necessary to ensure optimal relationships between products and a coherent brand architecture.

## 5. YOU WANT TO CONNECT WITH A NEW AUDIENCE

Rebranding is often the easiest way to grab the attention of a new and profitable audience.

## 6. YOU NEED TO DISASSOCIATE YOUR BRAND FROM NEGATIVE PERCEPTIONS

Thanks to social media, consumer reviews etc, it doesn't take much for a brand to suffer from damaging negative connotations. Rebranding is often the fastest and most effective way to rid a brand of these.

CONSIDERING  
A REBRAND IN  
2023

So...if any of the opposite sound familiar or strike a chord, we'd love to help.

As a first step we can offer a FREE brand health check that would determine if a rebrand is necessary or would a simpler brand refresh help you meet your business objectives.

If you would like more information or just a chat, please email me: [Joanne.holder@dgi.co.uk](mailto:Joanne.holder@dgi.co.uk) and let's talk....

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# Rebranding trends...

Unlike fashions that change with the seasons, branding trends develop (and stick around) for a much longer period, so following them won't mean having to update your image again soon.

## BACK TO BASICS

The evolution in print technology reached its pinnacle in the Nineties and Noughties, meaning more detail could be replicated than ever before. Design followed suit, with branding adding shadows and highlights to create detail-rich, three-dimensional logos. Many car brands in particular evolved their logos into photorealistic, chrome-effect recreations of the badges that adorn their vehicles. Now, the world is turning away from print as digital technology takes on more importance. With it, these complex 3D logos are being abandoned in favour of simpler, flatter 2D designs that are both easier to animate and render more clearly at smaller sizes. French car brand Renault is one of many (BMW, Nissan, Volkswagen) to have moved to a cleaner, simpler logo, with much of the visual 'noise' removed, in recent years.



## ECHOES OF YESTERYEAR

All sorts of brands are looking to history for inspiration, whether that's for their products or their branding. Brands are seeking to 'return to their roots' and committing to the mission they set out to deliver, way back when. Other brands that are harking back to previous logos include photography brand Kodak, fast food giants Burger King and British supermarket chain Co-op. Some rebrands are designed to echo the feeling of yesterday, without being a direct facsimile. Snack brands Pringles and Planters have both gone down this route, with simpler and bolder typography that foregrounds the brand name and stands out on shelves.



## PRIORITIZING LEGIBILITY

In recent years, many successful tech brands have abandoned quirky serif typefaces and cursive wordmarks in favour of simple, sans serif alternatives. It's arguable that this trend began with Ebay way back in 2012; now, non-tech brands are following suit as our lives become dominated by digital. Recent converts are soup brand Campbell's, whose logo remains based on its founder's signature, but now features individual letters that can animate more flexibly. Recently, Baskin Robbins has refreshed its brand identity with a complete overhaul that addresses feedback from consumers who perceived its look as "juvenile". Its new look retains the '31' hidden in the 'BR' mark, while dialling back the zany type.



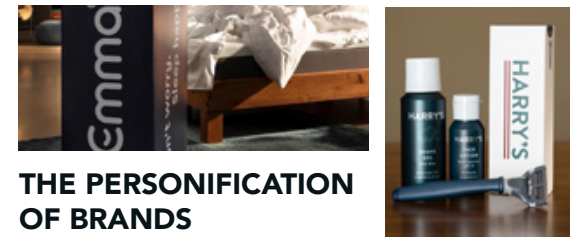
## THE PURGE OF THE 'PROBLEMATIC'

In recent years, brands borne of racist stereotypes or history have been (often quietly) rebranding – typically keeping many of their existing brand assets, but shedding the bits that cause negative press. This has been most visible in sport; rugby club Exeter Chiefs have dropped the Native American headdress from their branding. Elsewhere, food brands Ben's Original and Pearl Milling Company have left behind names and images that originate from stereotypes of enslaved black cooks: Uncle Ben's and Aunt Jemima. Professor Joe Cain at University College London points out the difference between history (what happened) and heritage (how you use that history now). He encourages us to think about "which heritage stories you want to tell", and reminds us that they can change – unlike history.



## SHORT AND SIMPLE

As more of our lives are concentrated on screens and apps, brands are moving towards shorter and pithier names. Many successful modern brands (like Tinder, Uber and Zillow) have eye-catching names that often have nothing to do with their industry. In early 2022, the UK arm of German delivery courier Hermes rebranded as Evri – possibly to distinguish from fashion brand Hermès, and equally possibly to kickstart the rehabilitation of their reputation. The brand was truly put to the test was 2020, when many of us turned to online shopping, and Hermes (along with their competitors) were called upon to help the country keep moving.



## THE PERSONIFICATION OF BRANDS

An offshoot of the 'short and simple' trend, we're seeing lots of businesses use first names as their brand name: there's business admin app ANNA; Emma, Lola and Eve (all memory-foam mattress brands); shaving brand Harry's; and health insurance start-up Oscar – not to mention Amazon's ever-present Alexa. This speaks to the Millennial and Gen-Z mistrust of corporations, who prefer to engage with people they know and trust (and informs the huge boom in 'influencer marketing'). Could you tap into this by using your given name in your brand?

...FOR  
2022  
AND BEYOND

Uber

# The top 5 logo trends

## 1. MINIMALISM



Minimalism in logo design is fast becoming not just a trend but a recommended principle and best practice to follow. Simplification of logo design has been trending upward for several years, it's taking on leaps and bounds in 2022, too.

A formula for success which is being emulated when it comes to simplifying a logo design is to follow the three pillars of Practicality, Comfort, and Aesthetics.

Practicality is the most important pillar of the three because it means staying realistic: minimalistic is fine, but unexplainable is not. Whilst you might be able to trim a lot of the unnecessary design from your logo, such as Peugeot did when they opted to drop the 3D chrome lion and instead move to a stencil drawing of a lion's head, removing too much risks alienating consumer awareness. Comfort and aesthetics go hand in hand: your design needs to be aesthetically pleasing, sleek and unique, but it also needs to feel comfortable too. If it's not going to fit your business values, or ethos, or even be adaptable as your business grows, it's soon going to become uncomfortable - no matter how aesthetically appealing it might look.

## 2. EXPERIMENTAL TYPOGRAPHY



Typography, and especially experimental typography, is back on the menu in 2022. Though traditional typography has always been a staple of logo design, experimental typography promotes freedom, creativity and expression throughout traditional forms of type.

Most commonly seen in wordmark logos, graphic designers and logo designers love to challenge themselves and go against the rules of design with typography, but it is important for brands to maintain a fine balance when experimenting with nontraditional forms of typography.

Venturing too far into creative territory risks undermining the logos purpose, and losing the brand messaging. At their heart, logos should evoke emotional responses from their audiences in the form of connection and identification of the brand as a relevant or intriguing solution to their needs. Straying too far into an experimental zone may risk losing vital components that nurture those initial lines of connection, and could fail to communicate the brand's identity, messaging and unique proposition.

## 3. NEGATIVE WHITE SPACE



Negative space has always been a powerful logo design component because it can do a multitude of different things. For example, it can create a focal point for your logo to make a logo stand out, and it can balance colour composition to avoid making a logo look cluttered. In other instances, negative space can even communicate a brand value like openness, or convey messaging using colour semantics such as purity or empowerment.

In 2022 however, negative white space seems to be on the rise thanks to new, modern and creative ways to feature it amongst logo designs. One of the most popular amongst graphic design trends is to use graphic elements, like images or symbols, to temporarily fill in areas of white space, so that the logo can adapt to different background settings, like seasons, gradients or colour schemes.

Negative space on its own can create a powerful design, but paired with modern graphic design elements, it's a logo trend that could seriously make waves in 2022.

## 4. LOWERCASE LOGOS



Lowercase lettering promotes friendliness and approachability. Why? It's got something to do with the omission of imposing capital letters, and are nowadays mostly reserved for institutions like banks (HSBC, Natwest), or newspapers (The Guardian, BBC News) that rely on capturing an air of authoritative and trust.

So it probably comes as no surprise that lowercase lettering is a 2022 logo design that is trending upward.

When it comes to lowercase lettering on a logo, designers need to carefully choose their typeface as just going with any old font won't work. Maximising design elements will minimise impact, whilst a heavier font could drastically impact on the readability and contrast of the logo.

For a brand to be able to pull off an entirely lowercase logo, the letters will also need to fit together in a form of visual harmony. If a brand name has "tricky letters", like a capital I for instance, they may risk losing brand authenticity or imagery by having to switch to an "i".

It all rests on the brand name, and how creative a designer can get with the font without losing the brand's identity.

...IN  
2022

## 5. GRADIENT LOGOS



Gradients are on the rise, everywhere. From Web UI designs, to logo designs, to entire rebrand designs with new colour palettes. In 2022, gradients allow for a celebration of colour, vividness and life.

Multicolour gradients can greatly enhance logo design. They can add depth, volume and dynamics if done right, but straying too far the other way can lead to colour clashes and potentially detract from the overall cohesiveness of the design.

A good rule of thumb is to test the gradient against different backgrounds, sizes, and placements first. If you've got clashing, or you're struggling to make it work, it's an indicator that you may need to tone down the colour mix or even switch to something more greyscale.

# Boden unveils new logo

Boden has “refreshed its identity” with a new logo that will be used across all print, digital and retail platforms.

The clothing and lifestyle retailer has retired its established black-and-white wordmark logo, and released a new green version in capital letters.

A spokeswoman said it is a “clean, clear-re-crafted variation” of the original logo that was used when Boden was founded 30 years ago.

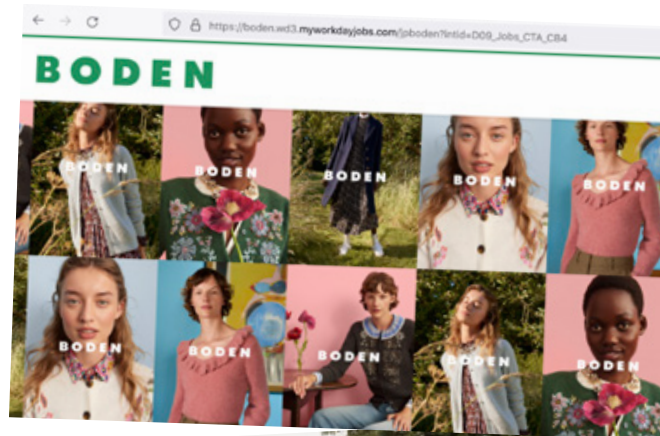
The new logo coincides with the launch of the retailer’s autumn/winter 22 campaign, which features cashmere knitwear, floral dresses, high waisted and wide leg jeans, and Chelsea wellington boots.

Founded in 1991 by Johnnie Boden from his living room floor with a line of just eight menswear products, Boden has become known for its use of colour and print, with fashion for women, men and children.

In December, Boden became the first major retailer to permanently remove sequins from its clothing collections in a bid “to keep our oceans happy”.

The British brand stopped using sequins and glitter across its ranges because of concerns the plastic embellishments could be washed into waterways during the manufacturing and laundering process.

Boden said it would find more environmentally-friendly ways to give dresses, jumpers and other items some extra “pizzazz”, including decadent fabrics, embroidery and glittering yarns.



Another DGI favorite, White Stuff “quietly” rebranded last year to better showcase the lifestyle retailer’s transformation during Covid-19.



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SOURCE: www.drapersonline.com and www.retailgazette.co.uk



# Rebranding done right

Rebranding is equal parts opportunity and risk. On the one hand, it gives you the chance to start fresh, to gain relevancy. On the other, rebranding – when done poorly – can set you back. After all, rebranding is about more than a shiny, new logo. Here is list of top rebranding examples from which you can learn and apply them to your own business:

## SUCCESS STORY



**DUNKIN'**

Earlier this year, Dunkin' Donuts officially became Dunkin'. While the brand is synonymous with donuts, it no longer requires the actual word "donuts" to resonate with customers. Dunkin' is an example of successful rebranding because it modernises the experience for customers while staying true to its heritage.

The rebrand carries through from inside the store to the outside world, including a logo redesign, packaging designs, store remodels, and brand messaging on all advertising and marketing channels. What You Can Learn: If you are going to change your name or part of it – make sure your customers can still identify with your brand (consider longtime customers as well as new). Carry the rebranding through from design to messaging for positive customer experience.



Tupperware is best known for its durable household products. And for the home parties where they're sold – a relic of the 1970s the company hadn't been able to shake until a rebrand.

While the company still competed in the product category worldwide – it created it, after all. It needed to become relevant again; not only for consumers but also (and perhaps, most importantly) for the people selling the products.

The rebrand was successful, with an updated look and feel as well as new messaging: "Confidence Becomes You. What You Can Learn: Even legacy companies need a rebrand to appeal to consumers. To avoid alienating loyal customers, tie your new branding to your company origins. Explore the meaning of your brand in connection with how customers think, act, and behave in today's world.



Domino's was at a literal loss in 2009 when it held only a 9 percent share of the pizza restaurant market. The company changed all that with a successful rebranding. And it focused on fixing what customers didn't like about their products.

The result? By 2016, the company held a 15 percent share of the market and the highest customer loyalty among pizza chains. It was also one of the first companies to use chatbots to take orders via social media, meeting customers where and how they spend their time.

What You Can Learn: Rebranding can be a tool for positive change. If your brand is dealing with negative attention, then perhaps you can focus on how the brand plans to "make things right" for its customers. Tap into new technologies to show customers you are committed to their needs now – and in the future.



The rebranding of LEGO was so successful it has been called the most significant turnaround in corporate history.

The famous toy company, now nearly 90 years running, had at one time grown stale and outdated. By 2003, they were strapped for cash and faced crippling debt, falling out of favor with its core customer base – children.

Thankfully, those in charge saw a way out: they invested in what worked and got rid of what didn't. They added digital channels to engage kids and parents and reestablished the brand as relevant once again. By adding movies and LEGO-themed entertainment venues to the franchise, LEGO extended its brand of fun and delight to new areas. And this led to further engaging their customers wherever they happened to be in the world.



The brand has even been called the "Apple of Toys" due to its growth and renewed popularity. What You Can Learn: The most well-loved brands can become lost in a crowded industry. To recharge your brand, take a hard look at what customers enjoy about your company and focus on what you do best. Get back to basics and then focus on growth.

# Look out for these rebrands...



Dessert manufacturing company Gü has invested £4.5m on a rebrand in an effort to double its global business by 2025.

The chilled desert company is aiming to increase its retail sales value from £70.7m to £90m by October 2023 through "impressive investment in brand, people and innovation."

It will also launch four new desserts into supermarkets at the end of the month, including: Inspirations Brookie, Inspirations Salted Caramel Cookies & Cream, Plant Zillionaire and Salted Caramel Melting Middle.

All four products will roll onto all major supermarket shelves over the next month for approximately £3.75. Cookie-brownie hybrid dessert Inspirations Brookie was the "standout" innovation, according to the brand, as it took inspiration from current social media trends.

At the time of writing, videos using the hashtag #brookie had gained almost 50 million views on TikTok.

The new product range is "certainly more interesting than chocolate or ice cream" said Gü, adding that it was "we are proud to bring this gooey trend to the shelf".

"While other brands were making drastic cuts, Gü was undertaking its most ambitious growth journey to date", said Gü CMO Anthony Wells.

He added: "We have our sights set on doubling the size of the business over the next three years and are equipped with the investment, plan and talent to deliver.

"Through the new premium brand positioning and delicious innovation, Gü will be an exciting destination for customers wanting a more indulgent treat to enjoy on the sofa."



Beverage brand, VK has announced its alcopop range will be undergoing a major rebrand as it launches its biggest ever Fresher's campaign.

In a bid to create a bold differentiation between each of the flavours in its drinks range, VK has unveiled a new logo and primary packaging which sees each product with labeled with a distinct colour. The image revamp comes as VK is set to launch its biggest ever Fresher's campaign this September and October to display the brand's new look to its 18-24 year-old key consumer audience.

The '#wearevk' campaign is set to reach 20 million impressions through its first ever out of home digital drive with its ad displays featured at hero sites, in roadside, street and leisure formats and at shopping centres. Its digital van tour is also set to boost attraction which is set to reach cities including Edinburgh, Manchester, Leeds, Birmingham and Cardiff.

It also aims to reach an additional 3 million views via video format through a range of ITV channels, across YouTube, via audio plays on Spotify and a further 8 million views across VK's social media channels.

"Following a lengthy creative process, we've introduced new branding that reflects VK's position as relevant, playful, and cool; characteristics that our Gen Z consumers align with," Global Brands head of brand, Charlie Leaver said.

"While you may have a favourite in the range, our Gen Z audience are actively looking for more flavour options, citing this variety as a key purchase driver.

"By adding lively, bold, and flavour specific colours to each of our SKUs, we are highlighting this variety, and making the bottle increasingly stand out in late-night venues and across shelves."

She added: "September is a key period for VK brand awareness, and we can't wait to see the impact of our rebrand and largest campaign yet on our following in the key 18-24 customer segment."

...IN  
STORE



Branston has given its baked beans a rebrand with a dramatic new packaging design as part of a move to target a wider and younger demographic.

The iconic British food brand has undergone a total refresh, resulting in a modern look, extending shopper appeal and delivering greater pack standout. It has been carefully designed to communicate Branston's taste credentials of 'rich, thick, tomatoey sauce'.

The full range will feature the new design and updated brand logo and will roll out from August 2022.

Despite the fresh new look, Branston's baked beans recipe remains unchanged. Naturally high in protein and fibre, the beans are still gluten-free and count for one of the five portions of fruit and veg a day. Branston Beans commercial director Dean Towey said: "We believe the new design is a vital step in bringing Branston Beans to many more consumers.

Our new look will attract new shoppers and support incremental growth in the beans and pasta category."

A new marketing campaign will also support the rebranding. The campaign, launching from mid-September 2022, will feature across out of home, digital, social and shopper channels.

# How Hermes rebranded as Evri



The parcel delivery company has changed its name to Evri and an innovative logo design uses ever-changing type permutations.

The courier company previously known as Hermes has gone through a complete make-over at the hands of design studio Superunion and type foundry Monotype.

Superunion was brought in after winning a pitch as part of an ongoing transformation at the courier, including a significant investment in customer service, which follows a period of growth during the COVID pandemic.

Superunion creative director Mark Wood, who leads the partnership with Evri, explains that the brief was focused on reflecting on “the role of a courier in a community being a really important one, especially during COVID, where in certain instances they were the only person some people would see in a day.”

The focus, then, was on emphasising the diversity and multiplicity of the UK and its communities, with which, Wood said, the brand already had direct links. The studio wanted to find a way to represent all the “different people, different parcels, different places, different communities” which interact with the brand and its messengers.

This translated to the name: Evri represents a phonetic spelling of “every”. And the name in turn quite literally led to the creative response, which saw the studio partnering with Monotype to create a chameleonic logo. Using what it calls “variable font intelligence”, Monotype created a tool, which is built into the typeface and makes it easy for Evri’s teams to randomise the fonts of each letter in the logo for different uses – resulting, in practice, in a whopping 194,481 different possible logo iterations. The idea is for each default character to appear stylistically unique across Evri’s communications, and beyond that, for each delivery van in the 5,000-strong fleet to have its own design, creating a piece of vinyl artwork for each truck. The core idea, Wood continued, was that “it should be lots of things. All things. Constantly changing, and full of characters – both in the sense



FOCUS ON...

of the typography-led identity,” and in the sense of representing the UK’s diversity. Phil Garnham, Creative Type Director at Monotype, jumped at the opportunity of “playing with variety, especially in a really decorative sort of display. I’m really up for pushing technology as well, so I loved that idea of [working with] the variable font specification, which hasn’t been adopted by many brands – especially big ones. The idea that we could build a logotype, a variable font that could create as many iterations of the mark was really exciting.”

One thing will stay the same: the brand is sticking with blue.





# Big Issue Group rebrands

Big Issue Group rebrands with a “progressive” identity from JKR.

The UK-based social organisation has a new name, five-year strategy plan and “dynamic, moving identity” system. Jones Knowles Ritchie (JKR) has rebranded Big Issue Group (previously Big Issue), introducing a new spin on “the Big Issue brick” logo.

Big Issue Group is most famous for its weekly magazine, The Big Issue, which is sold by homeless people across the UK. However, the organisation also runs trading platform Big Issue Shop, investment arm Big Issue Invest and charitable organisation Big Issue Foundation among other schemes. Over the past 30 years, Big Issue Group has helped over 100,000 people earn over £144m in collective income through its magazine, according to CEO Paul Cheal. “But there is so much more to the Big Issue,” he adds. “To achieve our new mission, we must expand our service offer to reach and deliver impact to as many people as we can.”

The new branding, created pro bono, is part of a wider strategy overhaul, involving a five-year mission to develop innovative solutions to poverty. Part of the brief was to design a “progressive and cohesive brand identity” that brings together all of the group’s sub-brands, according to the design team. JKR creative director Jay Hussain explains that another aim was to increase awareness of the brand’s various charitable efforts, working with its guiding principle to “dismantle poverty by creating opportunity”.

Inspired by this principle, the studio developed the idea of “social scaffolding” – thereby reflecting the Big Issue Group’s overarching ambition to engage with communities across the UK, explains Hussain. “The dynamic, moving identity transforms the brand’s most recognised asset – the Big Issue brick,” says Hussain. This has been extruded into a series of 3D building blocks. Each sub-brand now has its own colour scheme, bespoke icons and set of animations.

JKR has also worked with scale and perspective “to bring a sense of depth and dynamism to the typography”, Hussain adds. The organisation also has a new proposition, “Changing Lives Through Enterprise”. Last year, to mark its 30th anniversary, the Big Issue magazine was given a new look from designers including Pentagram’s Matt Willey and Big Issue art director Mark Neil.

The rollout has been supported by additional agencies including FCB Inferno, 10up, December19, Rocketmill, Kokoro and Bold. You can see the before and after of the logo design in the video below.



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SOURCE: www.sbigissue.com

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# Repositioning rebrand

Aston Martin has shaken if not stirred its image with a global rebrand, which has most noticeably tweaked the famous logo.

Marek Reichman, executive vice-president and chief creative officer, said the brand faced a battle to show it is so much more than “British and James Bond.”

Two years in the making, the strategic repositioning is the largest investment in Aston Martin for more than a decade. The project was spearheaded by new executive chairman Lawrence Stroll, who had the vision to inject some passion into its cars and diversify its product line.

“There is always the association with the elegance and classicism of an Aston Martin, but not necessarily the performance,” Reichman said. With the release of new models including the DBX707, V12 Vantage and the Aston Martin Valkyrie, the company needed to promote the “hidden parts of the brand, the bits nobody knows about.”

Aston Martin’s iconic winged logo was redesigned in Birmingham’s jewelry quarter in collaboration with the graphic designer Peter Saville. Along with its streamlined logo, Aston Martin has updated its corporate language, changed the typeface and strengthened its tone of voice. The 109-year-old car business has only rebranded eight times in its history. “It’s been a very in-depth journey in terms of how we change and what we need to affirm,” Reichman said. “The wing itself is a massive journey to reinvent.”

Reichman acknowledged Aston Martin is a loved brand, but it has to remain relevant to its future consumers as well as its fanbase on a global scale. “People know Aston Martin but don’t necessarily understand Aston Martin, so salience is something we want to emphasise,” he said.

Communicating that global messaging is essential to the rebranding campaign as Aston



Martin seeks to grow its international audience and tap into a wider affluent consumer base.

“While engaging our fiercely loyal customer base, we believe this new dimension will capitalise on the growing demand from a new generation of Aston Martin customers, with more than 60% of our current sales new to the brand,” added Renato Bisignani, head of global marketing and communications at Aston Martin.

To mark the refresh Aston Martin has released the short film ‘Intensity. Driven,’ aimed at mimicking the physiological effects of driving an Aston Martin. The film features images of pupil dilation and the sound of a heartbeat. Social and print assets communicating the new look will accompany the film.

“Retaining the elegance and sophistication that our brand and products are revered for worldwide, this emotionally-led creative direction dials up the bolder, edgier and more intense characteristics that have always underscored Aston Martin,” Bisignani said.

A fundamental part of Aston Martin’s long-term repositioning was its return to Formula 1 in 2021. Reichman said being absent from F1 meant “missing out on 500 million eyeballs every week.” Its return after a 60-year hiatus “tells people we exist, and it tells people we are a performance-orientated brand,” Reichman concluded.

## SomeOne creates broader rebrand for British online retailer Very

The London-based branding agency sought to change perceptions of Very being a female-focussed fashion retailer by widening its attraction to a more digitally savvy audience. By distilling the identity down to its iconic pink square, the agency used this to create a coherent set of brand principles.

Despite the success of the old logo, a large part of this digitally focused rebrand relied on creating a new logo and typeface that was not tricky to read at small sizes. With 82% of Very’s sales coming from mobile, the functionality and accessibility had to improve to match the customer’s evolving purchasing behaviours. Additionally, the style of lettering had strong associations with female fashion.

The global agency’s collaboration with type foundry F37 resulted in the creation of a bespoke typeface, Very sans. Designed with the brand’s pink square at its heart, it utilises quirky letterforms to be distinctive and effective.

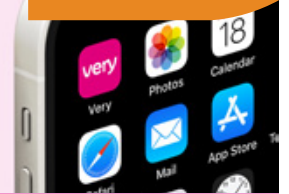
Ian Dawson, senior designer at Someone, says, “Using Very sans allowed us to appeal to a broader audience, feel more contemporary and ultimately speak in a more ownable voice.”

A suite of graphics was also designed by Someone in collaboration with WR17 which can be used by Very throughout its physical and digital touchpoints. Including the pink square, the graphics attempt to add more emotions and feelings to the brand’s online shopping experience.

While the pink used will continue to appeal to its female audience, a monochromatic palette was also designed by the agency to appeal to its more masculine audience.

Julie Phelan, head of creative at Very, says, “We’re at a moment of opportunity and expansion for The Very Group and with that we needed to build on the strength of the current brand, as well as be truly digitally focused. This enhanced visual identity sets us up for an exciting future ahead.”

...IN  
2022



# Does your business need to rebrand?

Is your brand feeling a bit uninspiring? Starting to fancy a spring clean of your website, logo, fonts and copy? Stop! You might not actually need a full rebrand. If you're looking for signs your brand needs a rebrand, take a look below.

**WE CAN  
HELP YOU  
REBRAND**

## **YOU'VE HAD A PR DISASTER OR YOUR REPUTATION JUST ISN'T THAT GREAT**

We hope you aren't in this type of sticky situation as moving on from a PR disaster and coming back stronger isn't easy, though it can be done. In this kind of situation you might want to go through a full rebrand to show a visual disconnection from the company you used to be. It's important to show growth and changing up your website alongside a well crafted press release will go far to show your customers that you're serious about change.

A real life example is Evri formerly Hermes. They recently received a lot of press for their rebrand and we think it was much needed. A quick google search of "Hermes delivery review" reveals a rating of 1.2 from 6913 reviews, not what you want potential clients to see and it appears that Hermes/Evri agree.

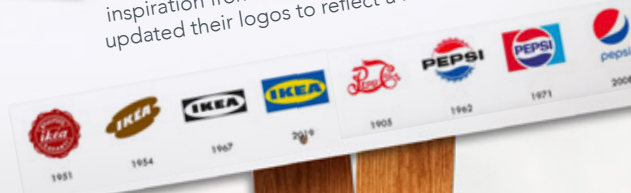
CEO of Evri (Hermes) said, "It is more than just a name change, it's a statement of intent of our commitment to leading the way in creating responsible delivery experiences for 'Evri one', 'Evri where'."

## **YOUR BRAND IS STARTING TO LOOK LIKE YOUR COMPETITORS**

If there's nothing differentiating your business from your competitors, then it might be time to look at rebranding. Especially if you are visually similar with your logos, stock images and websites. It always pays to be different from your competitors, to save your prospects from being confused as to whose website they're actually looking at!

## **YOUR WEBSITE AND BRAND IS STARTING TO SHOW IT'S AGE**

If your website hasn't been updated since 2000 and is flash based with a loading time for an upgrade! But walk to Jupiter, it's probably time in which you could it's worth looking at the bigger picture, if your logo has stood the test of time and your messaging hasn't changed, then a fresh website should suffice. However, if your logo is screaming for an update, take some inspiration from the big boys such as Ikea and Pepsi that updated their logos to reflect a more modern era.



## **YOUR BUSINESS HAS EXPANDED**

If you used to sell mugs and your logo, website and marketing material is centred around mugs, when you expand to selling a whole range of crockery you'll probably need to rebrand. This is a great opportunity to completely overhaul your brand, or if you prefer, just expand it a little, the world's your oyster!

## **WE'D LOVE TO HELP YOUR BUSINESS REBRAND**

We can offer support from a highly skilled, creative team with experience in the process and marketing strategies. If you would like more information or just a chat, please email [Joanne.holder@dgi.co.uk](mailto:Joanne.holder@dgi.co.uk) and let's talk...

**dgi**

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Let us know what you would like to see next time...

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