



## II. Warmer, Fuzzier: The Refreshed Logo Excerpt from an article by Bill Marsh for *The New York Times*

[www.nytimes.com/2009/05/31/weekinreview/31marsh.html?partner=rssnyt&emc=rss](http://www.nytimes.com/2009/05/31/weekinreview/31marsh.html?partner=rssnyt&emc=rss)

THE WORLD ECONOMY is in mid-swan dive. Wallets are in lockdown. So how does a company get people to feel just a little bit better about buying more stuff?

Behold the new breed of corporate logo — non-threatening, reassuring, playful, even child-like. Not emblems of distant behemoths, but faces of friends.

"A logo is to a company what a face is to a person," said Michel Tuan Pham, a professor of marketing at the Columbia Business School.

The economy, environment, image repair — new logos may address all of these. They are also meant to stand out in a crowd, but there are striking similarities among recent redesigns.

**TONED-DOWN TYPE** Bold, block capital letters are out. Their replacements are mostly or entirely lower case, softening the stern voice of corporate authority to something more like an informal chat.

"Logos have become less official-looking and more conversational," said Patti Williams, a professor of marketing at the University of Pennsylvania's Wharton School. "They're not yelling. They're inviting. They're more neighborly." Letterforms are lighter and rounder.

**FRIENDLY FLOURISHES** Kraft Foods has joined Amazon.com and Hasbro, all represented by logos that smile. And to further lighten the corporate mood, whimsy in the form of sprigs and bursts has been appended to several big brands.

A major image overhaul for Wal-Mart is under way, and a new logo is starting to appear across the country. The military-style Wal-Mart star has given way to a yellow twinkle that punctuates a new message: this is a company that cares, with fast and friendly service and a fresh, innovative outlook.

**HAPPIER COLORS** "The economy is the No. 1 influence this year," said John H. Bredenfoerder, a color expert and design director at Landor Associates, the brand-consulting company that produced the new Cheer detergent emblem. Amid all the gloom, he said, "people need a little joy in their lives." Cue the new logos: electric blue type with accents in school bus yellow, red, purple, orange and green.

Last year's top influence, green for sustainability, remains; leaves still sprout across the corporate landscape. And blue is also gaining as a stand-in for the environment (think of earth's blue orb as seen from space, or clear blue waters) as well as for fresh optimism. But please, make it a joyful sky blue — not dark, corporate-titan navy.

Sources: *Brand New; companies above*

### Signs of Change

THEN  
**WAL★MART**

**KRAFT**

**cheer.**

NOW  
Walmart 

kraft foods   
*Make today delicious*

  
cheer.  
brightCLEAN™

*With little fanfare, Wal-Mart began replacing its commanding all-caps logo with lighter blue text in September, punctuated by what the company calls a "spark."*

*The food giant Kraft unveiled a new corporate identity with a smile and "flavor burst" in February. Its old racetrack-shaped block-caps emblem remains on packaging.*

*The compressed black letters on the old Cheer detergent logo appeared to squint. Bouncy new blue "ee" twins seem to laugh under a colorful spray.*

## III. The 22 Immutable Laws of Branding *by Al and Laura Ries, Ries and Ries Focusing Consultants*

### 1. EXPANSION

The power of a brand is inversely proportional to its scope

### 2. CONTRACTION

A brand becomes stronger when you narrow its focus

### 3. PUBLICITY

The birth of a brand is achieved with publicity, not advertising

### 4. ADVERTISING

Once born, a brand needs advertising to stay healthy

### 5. THE WORD

A brand should strive to own a word in the mind of the consumer

### 6. CREDENTIALS

The crucial ingredient in the success of any brand is its claim to authenticity

### 7. QUALITY

Quality is important, but brands are not built on quality alone

### 8. THE CATEGORY

A leading brand should promote the category, not the brand

### 9. THE NAME

In the long run a brand is nothing more than a name.

### 10. EXTENSIONS

The easiest way to destroy a brand is to put its name on everything

### 11. FELLOWSHIP

In order to build the category, a brand should welcome other brands

### 12. THE GENERIC

One of the fastest routes to failure is giving a brand a generic name

### 13. THE COMPANY

Brands are brands. Companies are companies. There is a difference

### 14. SUBBRANDS

What branding builds, subbranding can destroy

### 15. SIBLINGS

There is a time and a place to launch a second brand

### 16. SHAPE

A brand's logotype should be designed to fit the eyes. Both eyes.

### 17. COLOR

A brand should use a color that is the opposite of its major competitor's

### 18. BORDERS

There are no barriers to global branding. A brand should know no borders.

### 19. CONSISTENCY

A brand is not built overnight. Success is measured in decades, not years.

### 20. CHANGE

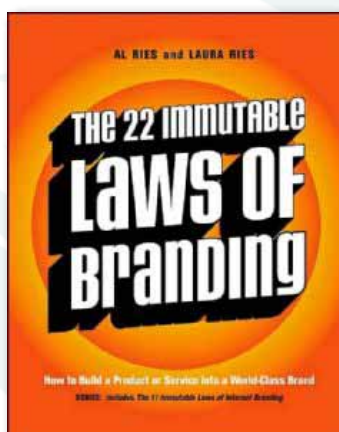
Brands can be changed, but only infrequently and only very carefully

### 21. MORTALITY

No brand will live forever. Euthanasia is often the best solution

### 22. SINGULARITY

The most important aspect of a brand is its single-mindedness



*Ad Age* readers voted *The 22 Immutable Laws of Branding* the #3 'top marketing book of all time.' Al Ries also co-authored (with Jack Trout) the #1 book on that list, *Positioning: The Battle for Your Mind*. *PR Week* named Ries one of the 100 most influential public relations people of the 20th century. [www.ries.com](http://www.ries.com)

# The Graphics Grapevine

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Linda Pizzitola, Principal of Kaua'i Design Graphics, Inc, specializes in print promotions, ads, business identity packages and targeted copywriting. See her online portfolio, client list, testimonials and more at...

[www.kauaidesign.com](http://www.kauaidesign.com) [linda@kauaidesign.com](mailto:linda@kauaidesign.com) (808) 822-0055 or 635-3703

