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The Redesign Issue
October, 2023

THE REDESIGN ISSUE

Let me paint you a picture. You've just finished high school. You've been admitted to a new college in another town. You look at your wardrobe and decide you need to shop for new clothes. Why?

Basically you want a fresh style for when you step into a new town.

How do you get a new style? Well... you evaluate what was wrong and right about your old style. You eliminate what was wrong wherever possible. Also, you hone what was right about your old style. In essence, you upgrade to a 2.0 version. This is exactly what re-design is.

Brands want to reinvent themselves for their audience and even want to expand their base. In this case, a re-design is their go-to solution. In this Re-design Issue of Know Thy Art magazine, we will see why brands have chosen to re-design their logos, colours, branding or overall visual identity. We will also look at some of the design changes that went on to become legendary case studies for every student of Graphic Design.

With October's Issue, you can learn from the case studies and experiences of the best in the business of branding design and visual design.

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THE PURPOSE OF A REDESIGN AND WHAT IT ENTAILS

The Purpose of Redesign: Communication

The purpose of art is to express emotion and the purpose of design is to convey a message.

This has always been true regardless of the times, media, platforms, creators and audience. By this logic, a company would ideally go in for a redesign if they want to convey a different message from before. However, in some dire cases, companies have chosen to redesign and overhaul their brand identity due to unfortunate circumstances and PR debacles. But we will not discuss those cases in this issue.

A company's owner and management team don't really go house to house distributing flyers about what their brand wants to communicate. This is why they use design. The design does the communication for them. The lightning bolt of Gatorade communicates how the drink is all about giving you that bolt of energy. The stallion of the Ferrari logo tells us how the brand is all about speed. Even McDonald's use of paper straws, card boxes in lieu of styrofoam is to communicate how the brand cares about the environment.

The next time you lay your grocery shopping on your kitchen platform, you can pick up a thing or two and notice the logo, packaging and branding design. Try to figure out the brand personality that the design is trying to communicate.

What a Redesign Entails: Brand Personality, Core Values and Deliverables

Think of the kind of personality you have for a moment. Are you fun? Energetic? Calm? Enterprising? Now that you have described yourself, try to think of a brand that you would associate with your personality. If you are energetic and a go-getter, may be RedBull is the brand you could associate with. If you are simple and resourceful, Levis jeans.

This is basically how companies formulate a personality for their brand. After this, they establish the companies core values. Keep in mind that a company's core values can change over time. Facebook went from being a social app where you saw photos of your cousins and classmates to a content sharing app where you see recipes and ads from your local realtor.

Finally, the brand design can convey what the company aims to deliver. McDonald's aims to deliver a dining experience that is quick, streamlined and fast. McDonald's branding doesn't convey a dine-in experience with fancy lounging. The branding is bold and straight to the point just like going in, eating your meal and walking out.

In the case studies discussed in the next pages, notice how and why brands chose to redesign. What kind of old messaging was upgraded or changed through redesign. It is always prudent to look at cases of the past to be able to do the best redesign for your own work projects.

APPLE

The logo evolution of Apple Inc. is a fascinating journey through design history, reflecting the company's growth and changing identity. Since its founding in 1976 by Steve Jobs, Steve Wozniak, and Ronald Wayne, Apple has undergone several logo changes.

Apple's First Logo (1976)

The original Apple logo featured Sir Isaac Newton sitting beneath an apple tree, with an apple about to fall on his head. Designed by Ronald Wayne, one of Apple's co-founders, it symbolised discovery and the laws of gravity. However, this intricate design was short-lived, as it was deemed too complex.

The Rainbow Apple (1976-1998)

Designed by Rob Janoff, the rainbow apple logo is arguably the most iconic and enduring. It featured a colourful apple with a bite taken out of it. The rainbow stripes represented the company's focus on innovation, technology, and the idea that the Apple II could display graphics in colour. This logo became synonymous with Apple's brand identity during its formative years.

Monochromatic Apple (1998-2000)

As Apple expanded its product line and services, it adopted a more streamlined approach. The rainbow colours were replaced by a monochromatic apple logo, reflecting a modern and sleek design philosophy.

Aqua-Inspired Apple (2000-2007)

The monochromatic apple was further refined with a glossy and aqua-inspired look, aligning with Apple's software design, particularly the Aqua interface in Mac OS X. This change marked Apple's shift toward software and user experience innovation.

The Silver Apple (2007-2013)

With the introduction of the iPhone and the growing emphasis on mobile devices, Apple's logo was further simplified. The iconic Apple was rendered in silver, reflecting the premium and high-tech image associated with Apple products.

Flat and Minimalistic Apple (2013-Present)

Apple's current logo, a flat and minimalistic design, matches the aesthetics of its iOS and macOS interfaces. It signifies the company's commitment to simplicity and user-centric design, which has been a hallmark of Apple's recent product lines.

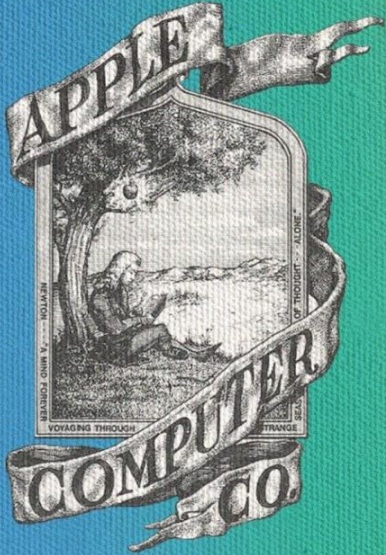
The evolution of the Apple logo is a testament to the company's ability to adapt and rebrand while maintaining a strong and recognisable visual identity. Each iteration reflects Apple's journey from its early days as a computer company to its transformation into a global technology giant known for innovation, design, and user-friendly experiences.



Since 1976



Apple Inc.



NIKE

Nike, one of the world's most recognised and iconic sportswear brands, has undergone a significant logo and brand design evolution since its inception.

The Birth of Nike (1971)

Nike's original logo, created in 1971 by graphic designer Carolyn Davidson, featured a simple yet iconic symbol known as the "Swoosh." The Swoosh represents the wing of the Greek goddess Nike, symbolising victory and speed. This design was paired with the word "Nike," named after the goddess of victory.

Introducing "Just Do It" (1978)

In 1978, Nike introduced the famous "Just Do It" slogan, which would become an integral part of the brand's identity. This campaign encouraged athletes and consumers to overcome challenges and pursue their goals. The Swoosh and "Just Do It" became inseparable elements of the Nike brand.

Air Jordan and the Jumpman Logo (1985)

With the launch of the Air Jordan brand in 1985, Nike introduced the iconic Jumpman logo. The Jumpman, featuring Michael Jordan in mid-dunk, became synonymous with basketball and sneaker culture.

The Nike Futura Logo (1995)

In 1995, Nike adopted the Nike Futura logo, which is a bold and simplified version of the Swoosh. This logo became a prominent and versatile element in Nike's branding.

The Script Logo (1996)

Nike also introduced a script version of its logo, featuring the company name written in a flowing, calligraphic style. This variant added a touch of elegance to the brand identity.

The Modern Swoosh (2016)

In 2016, Nike unveiled a more streamlined and modernised version of the Swoosh logo. It retained the core design elements but featured a bolder and more dynamic appearance.

Digital-First Approach (Present)

With the rise of digital marketing and e-commerce, Nike has embraced a digital-first branding approach. The brand's presence on social media and digital platforms is at the forefront of its marketing efforts.

Throughout its history, Nike's logo and brand design evolution have been marked by a commitment to innovation, athleticism, and the promotion of personal achievement. The Swoosh, "Just Do It," and the brand's association with sports legends like Michael Jordan have solidified Nike's status as a global symbol of athleticism and determination. Nike's ability to adapt and evolve while staying true to its core message is a testament to its enduring brand strength.



BLUE RIBBON SPORTS

1964

NIKE through the ages. • Just Do It

Goddess



of



Victory

SWOOSH



DISNEY

The evolution of Disney's logo and brand design is a compelling journey through the company's rich history and the evolution of animation and entertainment. From its humble beginnings to becoming one of the world's most recognisable and beloved brands, Disney's brand design has played a pivotal role in its success.

The Beginnings (1923)

Disney's first logo was created in 1923 and featured a simple, playful design with the text "Disney Brothers Studio" surrounded by a hand-drawn border. This logo symbolised the company's early years, marked by the creation of iconic characters like Mickey Mouse.

The Birth of Mickey Mouse (1928)

With the creation of Mickey Mouse in 1928, Disney introduced a more refined logo featuring Mickey's likeness. The logo added a touch of whimsy and personality to the brand.

The Disneyland Opening (1955)
The launch of Disneyland in 1955 marked a significant milestone for Disney. The brand's design incorporated a castle silhouette, which became an enduring symbol of the Disney theme park experience.

The Disney Channel (1985)

With the launch of the Disney Channel in 1983, a new logo was introduced in 1985. The logo featured a simplified, red-and-white Mickey Mouse ear silhouette, reflecting the company's focus on television and expanding its brand into new media.

The Classic Cinderella Castle (1986)

In 1986, Disney introduced the classic Cinderella Castle logo, a stylised and intricate representation of the iconic castle. This design emphasised the enchantment and magic associated with Disney's storytelling.

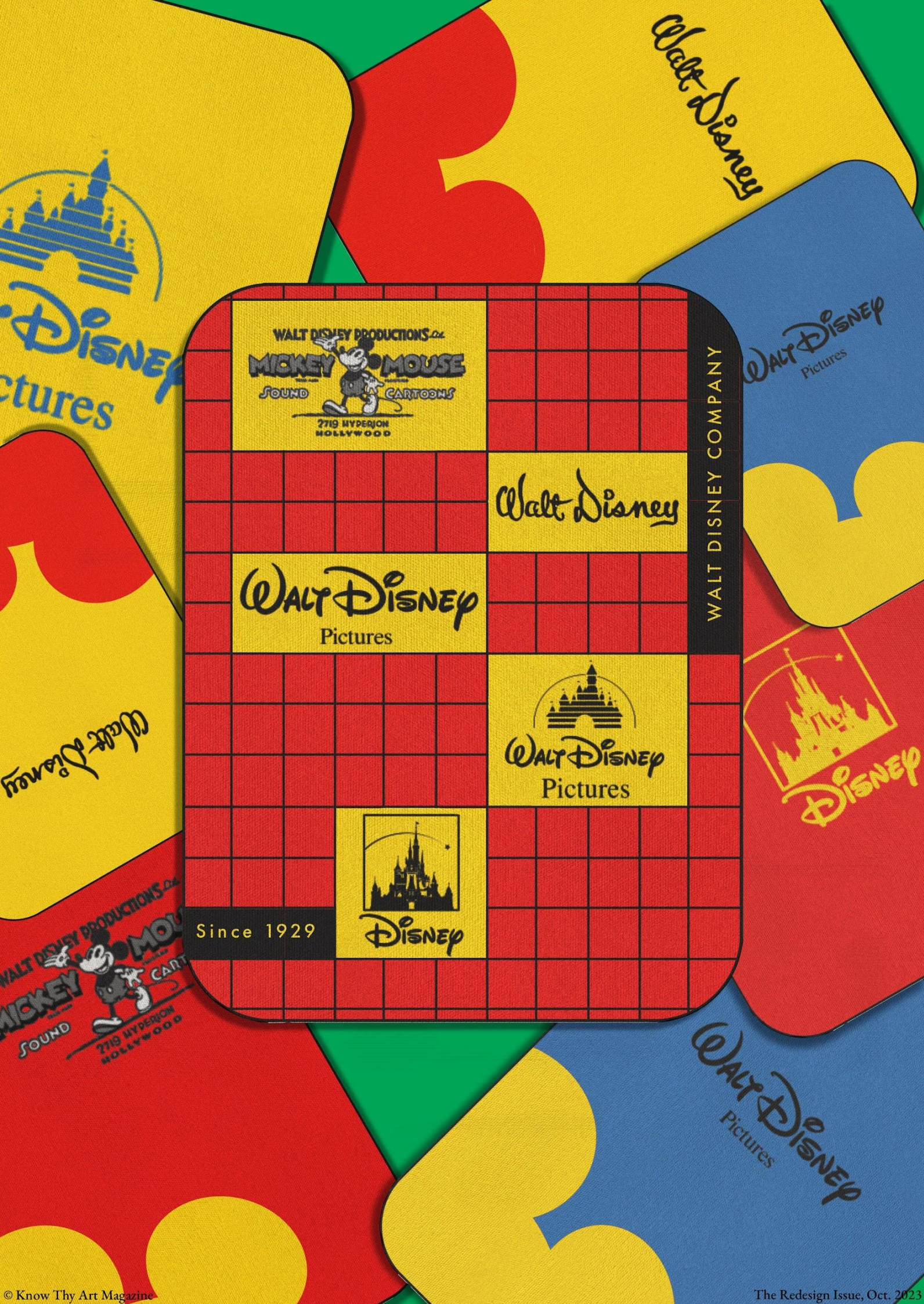
The Pixar Acquisition (2006)

After Disney's acquisition of Pixar in 2006, the brand design evolved to incorporate the Pixar lamp and ball, emphasising the partnership between the two animation powerhouses.

The Signature Brand (2011)

Disney's current logo, introduced in 2011, features a simplified and modernised rendition of the classic Cinderella Castle with a more elegant and contemporary typeface. This design represents Disney's timeless and innovative storytelling.

The evolution of Disney's logo and brand design reflects the company's journey from a small animation studio to a global entertainment conglomerate. Each iteration captures a significant moment in Disney's history and underscores its commitment to storytelling, creativity, and enchantment. Disney's brand remains iconic, recognised worldwide, and synonymous with the magic of animation and entertainment.



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Since 1929


Disney

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Pictures

INSTAGRAM

Instagram's logo and brand design evolution is a reflection of its growth and transformation from a simple photo-sharing app to a global social media platform.

The Classic Polaroid Camera (2010)

When Instagram was first launched in 2010, it featured a nostalgic and iconic polaroid camera as its logo. This design paid homage to the vintage photography style and conveyed the idea of capturing moments in a simple, user-friendly manner.

The Modernised Polaroid (2011)

In 2011, Instagram updated its logo to a more refined version of the polaroid camera. While it retained the vintage charm, it showcased a sleeker and cleaner design, reflecting the app's growing user base and its move towards a more contemporary image.

The Flat and Minimalistic Camera (2013)

In 2013, Instagram adopted a flat and minimalistic camera icon. This signalled its evolution as a sophisticated and widely used social platform. The design was a departure from the polaroid-inspired logo, aligning with modern design trends.

The Bold and Vibrant Gradient (2016)

One of Instagram's most significant logo changes occurred in 2016 when it transitioned to a gradient background and a simplified camera icon. This design embraced bold, vibrant colours, signifying Instagram's departure from being solely a photo-sharing app to a more diverse platform for multimedia content.

Introducing Instagram's Wordmark (2016)

Along with the gradient logo, Instagram introduced a new wordmark. The wordmark emphasised the brand's name in a clean and modern font, establishing a strong and unified brand identity across platforms.

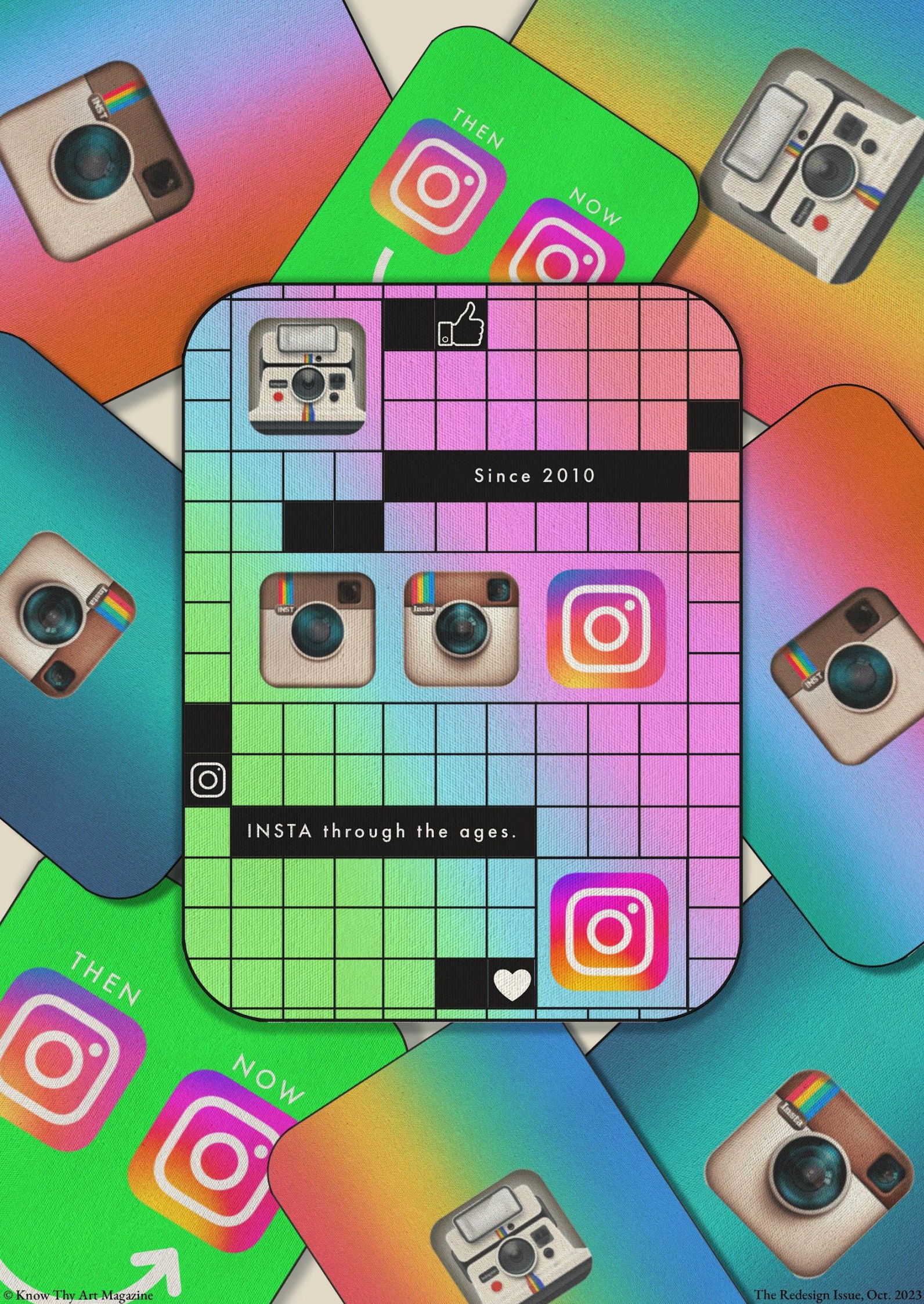
Return to Simplicity (2019)

In 2019, Instagram revisited its wordmark, opting for a simpler and more streamlined font. The iconic camera logo remained the same. This change reflected Instagram's focus on maintaining a clean and minimalistic design.

Embracing the Reel (2021)

With the rise of Instagram Reels and the platform's growing emphasis on video content, Instagram introduced a small play button icon to its camera logo. This alternate logo design signalled Instagram's commitment to evolving with emerging content trends.

Instagram's logo and brand design evolution mirrors its journey from a photo-sharing app to a multi-dimensional platform for visual and multimedia content. Each iteration of the logo reflects the app's growth and adaptation to changing user behaviour and design trends. Instagram's brand identity remains a powerful symbol of visual storytelling and connectivity in the digital age.



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INSTA through the ages.

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SNEAK PEEK INTO THE NEXT ISSUE

The Retail Design Issue

With the Christmas season just around the corner, we will discuss festive shop displays in the next issue. We will look at some of the most charming retail design in the November 2023 Issue of Know Thy Art Magazine



