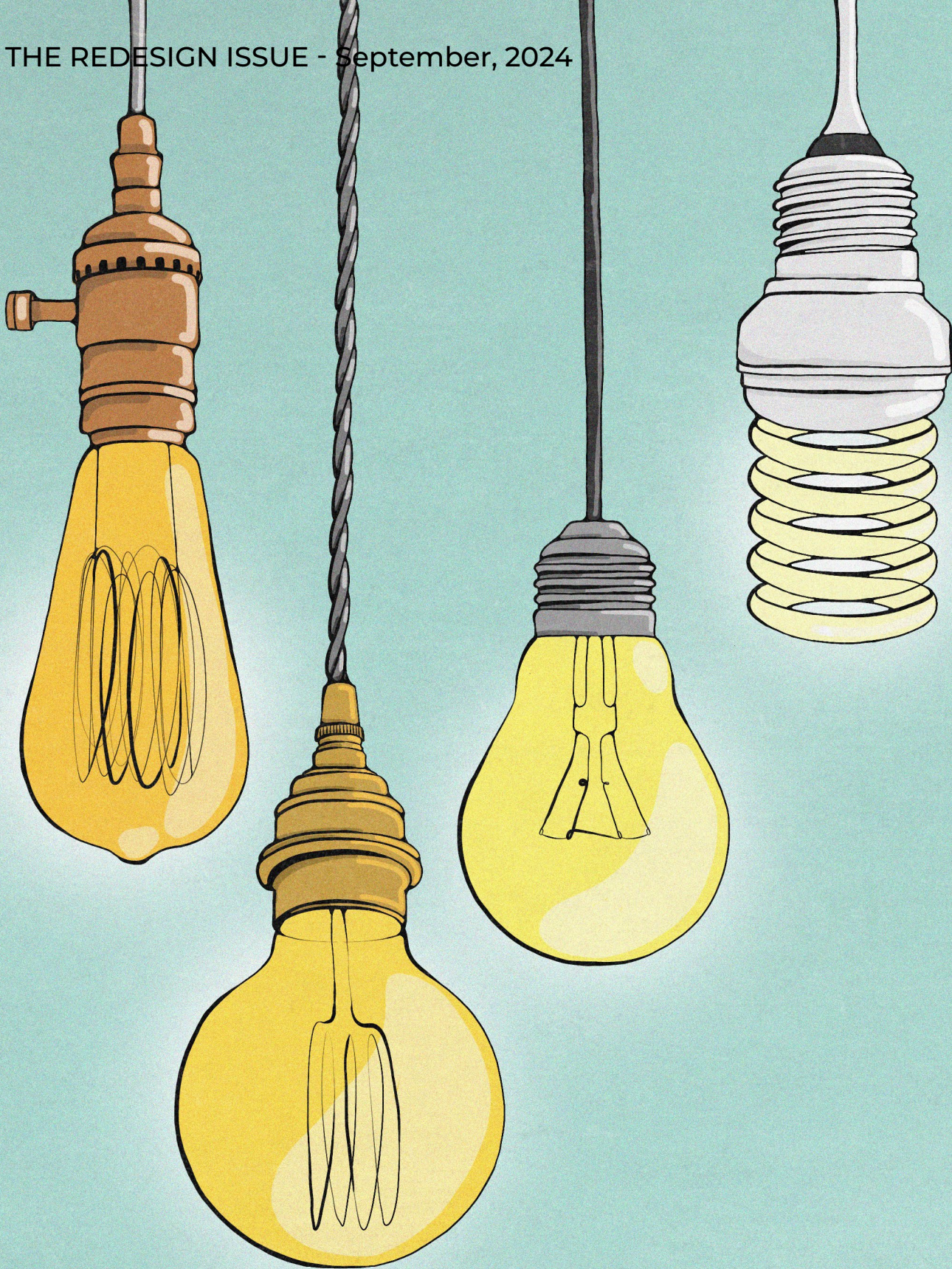
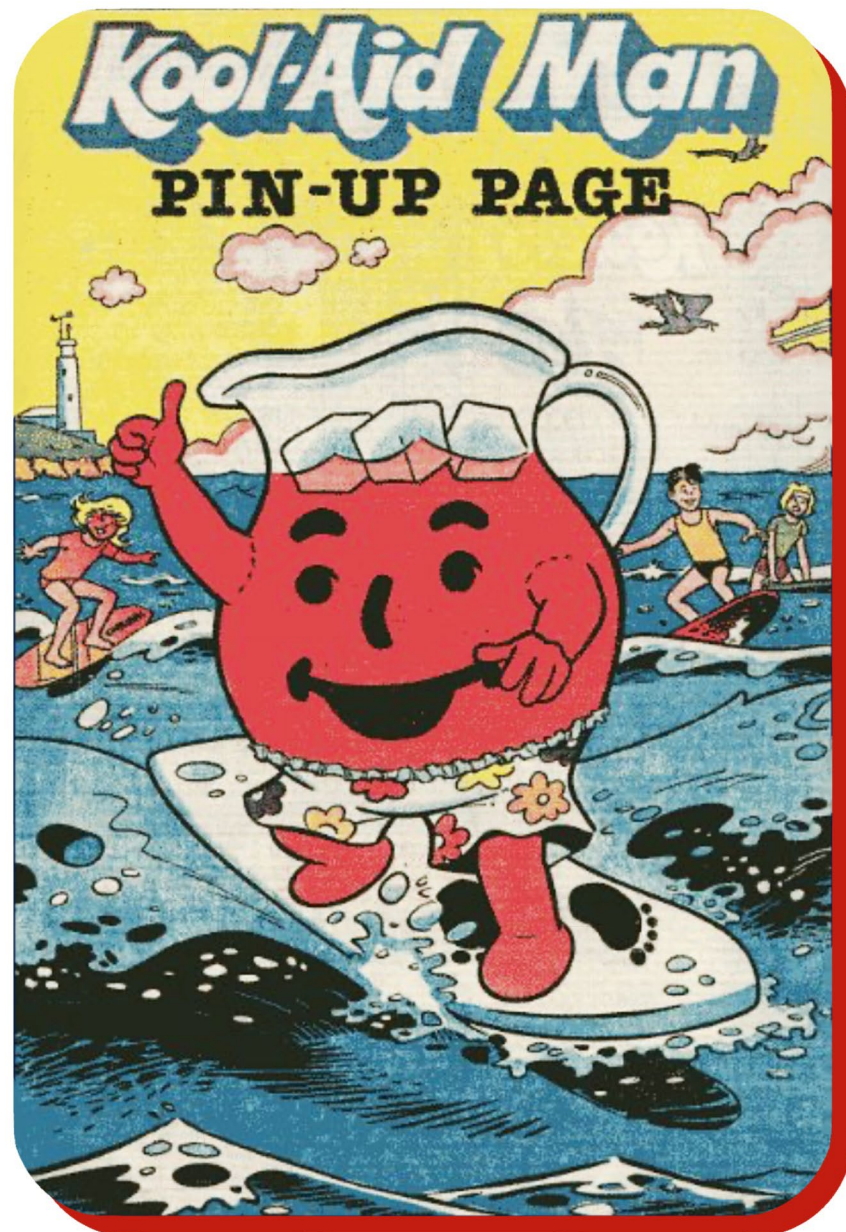


THE REDESIGN ISSUE - September, 2024



KNOW
THY
ART?

THE REDESIGN ISSUE



In the Redesign Issue of Know Thy Art magazine, we discuss glow-ups in brand design. Through popular examples we explore reasons for a redesign, what makes a good redesign and how redesigns contribute to a brand's legacy.



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REDESIGN: WHAT, WHY & HOW?

- What is a redesign and Why is it necessary?

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, creators and audience. By this logic, a company would ideally go for a redesign if it must convey a different message than before. However, in some dire cases, companies have chosen to redesign and overhaul their brand identity due to unfortunate circumstances and PR debacles. We will not discuss those cases in this issue but rather try to focus on the redesign itself.

The lightning bolt of Gatorade communicates that 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 and card boxes instead of styrofoam communicates how the brand cares about the environment. These are examples of how brands communicate messages and core values through redesign.

- How does redesign communicate with the audience?

Brand Personality, Core Values and Deliverables

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



APPLE

The logo evolution of Apple Inc. is a fascinating journey that reflects 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. 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 desktop computers 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.

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.

Aqua-Inspired Apple (2000-2007)

The bitten Apple was further refined into 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 innovation in user experience.

Flat and Minimalistic Apple (2013- Present)

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

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.

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, who symbolises 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 athletic goals. The Swoosh and “Just Do It” became inseparable elements of the Nike brand.

Air Jordan - 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’s silhouette 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.

Throughout its history, Nike’s logo and brand design evolution has 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 victory and determination.

DISNEY

The case 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 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 Pixar Acquisition (2006)
After Disney acquired Pixar in 2006, the brand design evolved to incorporate the Pixar lamp and ball, emphasising the partnership between the two animation powerhouses.

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 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 Signature Brand (2011)
Disney’s latest 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.

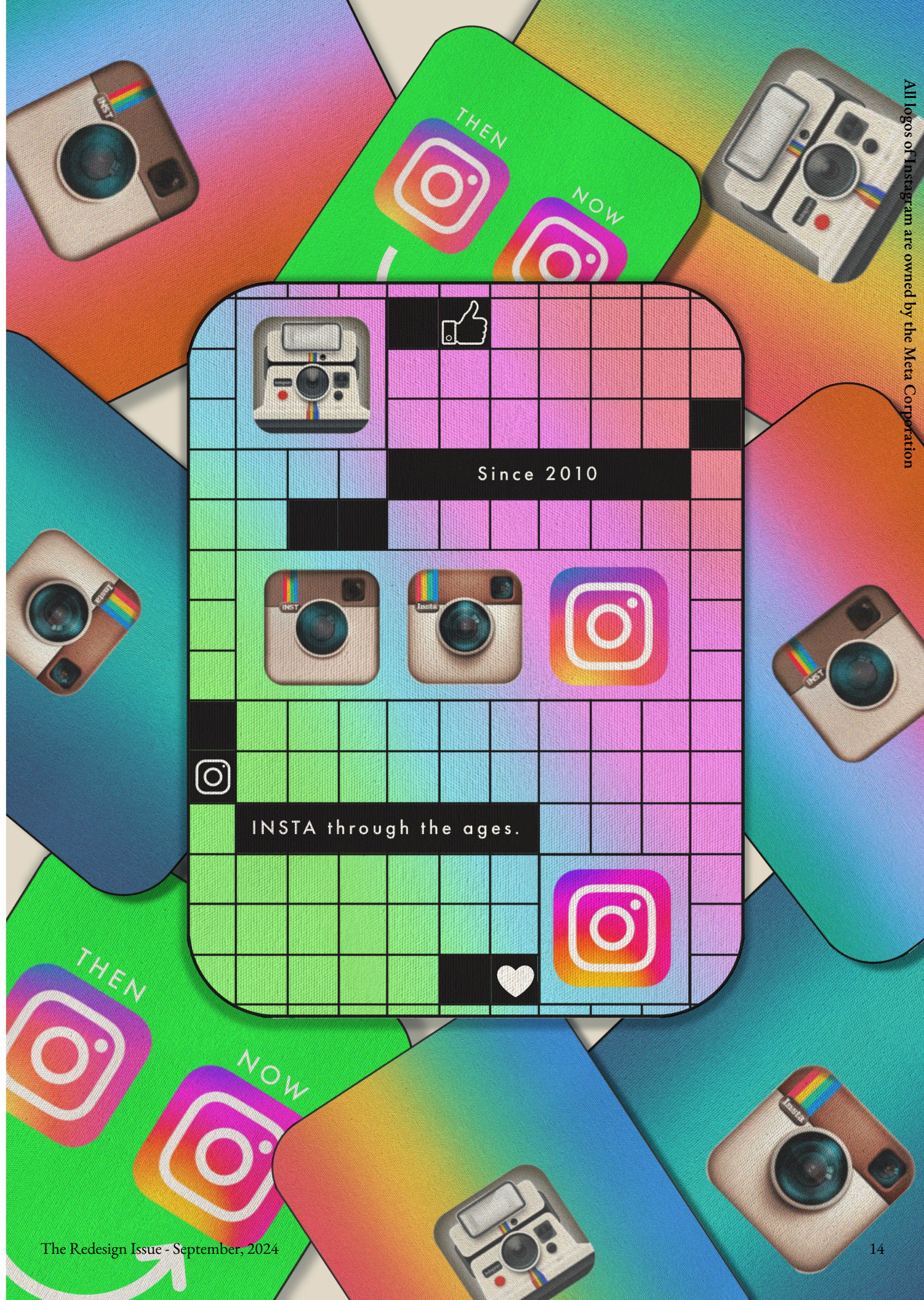
The Birth of Mickey Mouse (1928)
With the creation of Mickey Mouse in 1928, Disney introduced a more refined logo featuring Mickey’s likeness. The logo added a touch of whimsy and personality to the brand.

The 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 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.



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All logos of Instagram are owned by the Meta Corporation

INSTAGRAM

Instagram’s logo and brand redesigns reflect its growth and transformation from a simple photo-sharing app to a global social media platform.

The Flat, 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.

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.

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 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. The design had multiple colours in gradient form, signifying Instagram’s departure from being solely a photo-sharing app to a more diverse platform for multimedia content.

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.

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.

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.

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.



LOGO EVOLUTION



