I wanted to update the UPS logo because I think the current one is a little dated, in particular the color combination. People interact with UPS and their logo daily, most often sharing the road with their iconic trucks. The yellow orange, meant to mimic the color of a shield, is too orange and unrealistic. It also brings out the red in the brown, and makes me think of a bad 1970s living room.

I like the idea of having a brown to represent the packages that UPS delivers all over the world. But I did not like the red in the original logo so I decided to make it more chocolate-y. I also like the gold as a nod to the shield which was part of the original UPS logo in 1916. I wanted to take out the orange to modernize it. I first tried layered yellows, but I felt like it took away from the name and camouflaged the shield. So I tried a brown background and decided the name didn't pop enough. I switched the letters to a gray to try to modernize it and it made the whole logo look sad. So I added some yellow and lightened it to get it to where it is today. I also played with the saturation levels for a hint of an antique look.