

Elle mentioned how out of date the UPS logo is and I haven't been able to stop thinking about it. The color palette for UPS has bothered me since I was a child. I chose to move the logo into a blue palette since blue signals stability and reliability and this is what people are most looking for in a delivery service. While the brown may communicate similar feelings and its intention may be to convey this reliability with a no-nonsense color palette, the brown and gold feels dusty and old which doesn't give me a ton of confidence in a service that I need to be efficient and fast. The electric blue feels lively, quick, and energetic, all qualities that I am looking for in a cutting-edge delivery service. It feels like it is part of the technology driven present, instead of the analog past. I also imagine an electric blue truck delivering packages, which to me reflects the excitement of getting something in the mail that I want, instead of the mundane receiving of cardboard boxes that the brown projects. I played with two different background colors in the below samples. I favor the dark blue as I think it allows for a cool persona and that the varying shades of the same color complement each other well, but I also toyed with keeping the brown in play. I looked at this option not necessarily because I think the brown works better, but because I understand that brand heritage can play a significant role in its present. I understand that relinquishing the trademark brown entirely could be a bigger jolt than is useful. I think this pairing could give a nod to the past by keeping the current dominant color as an accent, while the bright blue pushes the past in to a more technology-based future.

