

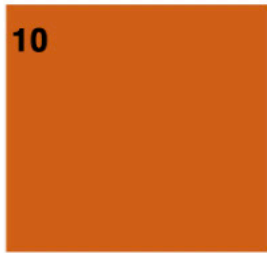
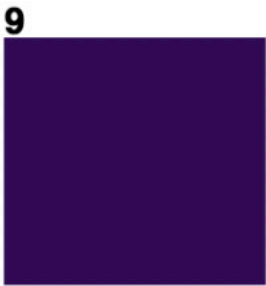


1&2
Original Branding





Original Branding



2

**Yellow
Complementary**

**Brown
Complementary**

**Yellow
Analogous**

Primary

The UPS logo rebranded in 2003 to bring back the gold and brown color palette that was previously removed in the logo version that existed between 1961-2003. In 2014, the logo was updated again with a flat design.

I began this exercise by choosing the UPS logo because I thought the brown hue made the brand look outdated. The flat design of the logo does make it look contemporary but I thought it'd be interesting to see how color could potentially further modernize the logo.

I started off by looking at the yellow and brown spectrum and chose a few options that were vibrant, bold, mute, and dim. I took it further by choosing a yellow complementary color, brown complementary color, yellow analogous, and yellow & blue primary colors. It was especially fun to make different combinations of all the colors I chose to see the effect they had on the logo. I also inverted the primary color and supporting color (for example, yellow & brown) to see how that would effect the look and feel, as well.

Out of all the combinations above, there are three that stood out to me.

- 1. Original gold (#1) & purple (#9)**
- 2. Original gold (#1) & blue (#12) inverted**
- 3. Original brown (#2) & yellow (#7) inverted**

The blue mentioned above was not my favorite, but I did think that inverting the primary and supporting color was a step in the right direction? Changing the color of the shield background to gold and using the secondary color for the lettering, seemed to make it feel fresh. Purple was the only color during this exercise (other than brown) that I thought had potential to make the logo pop.

Although I don't think I came up with the winning color combination, I do think there may be room to play with a classic logo like UPS. If it ever did change, I think it'd take a lot of getting used to and certainly may be subject to backlash on social!