

The Gucci colors of red and green are an integral part of the brand's identity, imparting a sense of luxury and exclusivity. I thought it would be fun to subject it to a couple different thought experiments.

In the first, I replaced the red and green stripes with different shades of orange. I was going for a shopping mall brand vibe, like Superdry (which also uses orange) or Hollister. Our reading this week suggested that orange is often associated with cheapness.



In the second, I applied the Tommy Hilfiger colors. This seems to recontextualize the brand to some kind of preppy Americana. For me, it also gives it a populist, maybe proletarian sensibility.



Finally, most interesting for me, I wanted to reconceptualize the Penguin Books branding.

The current branding has a strong sense of early 20th-century British heritage. I wanted to come up with something with more of a contemporary feel. I suppose I was inspired by a kind of Swiss look on this one.

To achieve what I had in mind, I had to redo everything, such as typography. So this one might be going a bit outside the bounds of the assignment.

Anyway, first I zeroed in on the two colors, yellow and purple. According to our reading this week, yellow has associations of creativity and intellect, purple of wisdom and sophistication. I tried to choose a shade of purple with some blue in it, to tap into feelings of regalness and heritage.

I broke down the penguin icon into the abstract shapes of a circle and triangle, and applied my two color choices. Then I colored the dot of the "i" to orange, in reference to the original orange logo.

It felt to me that the shapes and colors all played real nicely with each other, imparting a sense of, well, playfulness, as well as wonder and curiosity.