

Re/branding - Assignment 4

Choose a branding or rebranding of a product logo or corporate identity. Based ON COLOR alone. For example, take Coca-Cola red and white and try rebranding it or improving upon a highly successful brand. Or recolor and explain why it was deficient and the current brand is the ultimate choice. Could you rebrand an airline or food or beverage product effectively? Show your work. The brand rebranded, improved upon ideally, or explaining why the new branding guidelines are ineffectual. **Student's choice of medium and submission type.**

I've always been bothered by the Sherwin Williams logo. We see it all the time on trucks when we drive by the freeway. Here it is:



The reason I think the red, white, and blue is used deficiently is because the red is alienating to the audience. In the logo, the red paint is being poured over the earth. While perhaps the red is meant to evoke vibrancy and energy (which would be in

line with their message of covering the earth with color), it also evokes danger and poison. When it is poured over the earth like it is, it looks like it is contaminating the earth — not a great brand message for a paint company.

My proposed rebrand looks like this! I constrained myself to the logo design and tried to improve the branding based on color alone.



When I started, I wanted to keep the blue as the "ground" color to communicate the history and trustworthiness of the brand. However, instead of making the earth blue, I made the paint being poured over the earth blue. Not only would the blue match the "pouring" well as now it looks like water, it looks like it is coloring in the ocean. To make the blue pop, I went with a complementary palette. I think this makes sense in line with the branding — Sherwin Williams wants to "cover the earth" with color. This idea of the earth coming together with colored paint is mirrored well by two opposing colors coming together. Lastly, I tweaked the values of the two colors to make it look a bit more modern and to keep the blue and the orange from clashing too much.