

Company: Quiksilver

Products: Surf, Ski and Casual Clothing

Brief of current branding problem: Quiksilver is a company with a branding crisis. Its current presence in the marketplace is still one of authority and marketshare however its overall branding seems to be lackluster and without identity to its core constituents, surfers/surf shops.

Current Logo



Brand Values: Authenticity, wildness, freedom, youth, respect and passion. Willing to promote a way of life.

Rebrand



C=100 M=94 Y=41 K=46



C=100 M=94 Y=41 K=46 63%



C=1 M=72 Y=79 K=0



C=22 M=27 Y=30 K=0

Summary: I selected a natural palette of complementary colors to maintain vibrancy while connecting the brand to authenticity and tying it more strongly to nature. I used orange to keep a sense of vibrancy and energy so that the brand could continue to connect with passion and youth. I also selected the deep blue for the wave so that the brand is firmly asserting its connection to the surfing community. I selected the gray with hints of orange in a much lighter value for the mountain to keep the mountain as part of the logo but with less emphasis. Overall, the intention was to bring the branding a fresh look while staying true to the branding values.