

REBRANDING PROVIDES A MEANS FOR COMPANIES AND ORGANISATIONS TO REFRESH THEIR IMAGE, DIFFERENTIATE FROM COMPETITORS, AND APPEAL TO NEW AUDIENCES IN AN EVER-CHANGING WORLD.

Over the past few years, we have witnessed several high-profile rebranding efforts across various industries. These rebranding cases have sparked lively debates among industry experts and consumers, with opinions ranging from admiration to criticism.

In this report, we will examine some of the most recent rebranding efforts and explore the the benefits and drawbacks of rebranding.

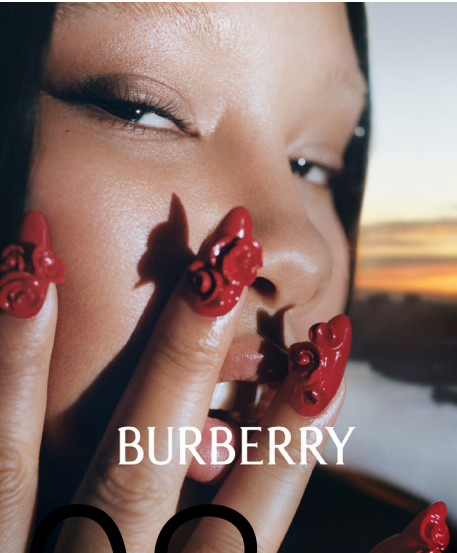
We hope that by analysing these case studies, we can provide valuable insights for companies considering a rebranding strategy and shed light on the evolving branding landscape.

REBRANDING IN A NUTSHELL



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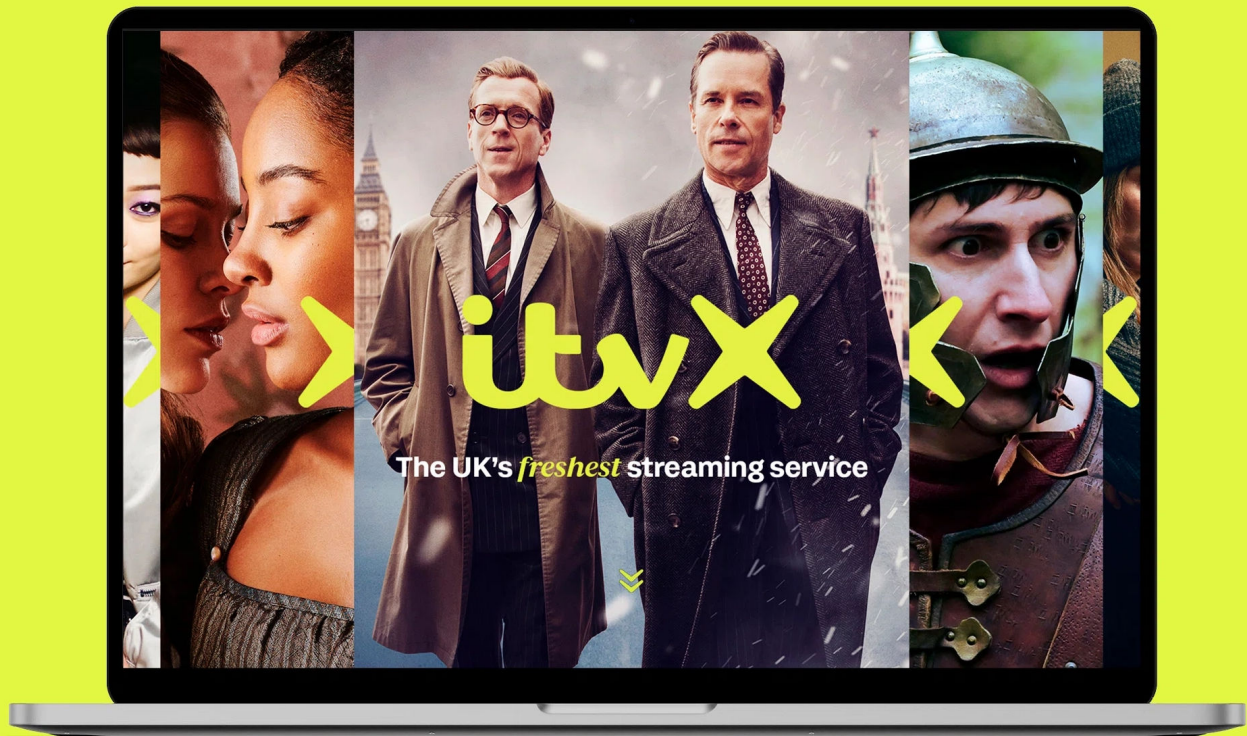
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It is easy to draw attention to the aesthetic changes of rebranding, however, there is more to it than what is immediately visible on the outside. Rebranding is not a mere branded visual redesign, but a strategic process that requires careful planning, market research, and a clear understanding of the brand's values and target audience.

REBRANDING IN A NUTSHELL

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Rebranding can be done for various reasons, such as to create a new image for the brand, to communicate a new message to its target audience, to reposition the brand in the market, or to shed a negative image associated with the brand.

Rebranding can involve a complete overhaul of the brand's identity, including its name, logo, slogan, colour scheme, packaging, and marketing strategy, or it can be a subtle change that reflects the evolution of the brand.

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EXPLORE WHAT'S OUT AND HOT NOW

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Recent case studies of rebranding highlight notable examples where companies and organisations have successfully transformed their brand identities to adapt to changing market dynamics and consumer preferences. These case studies provide valuable insights into the strategic decisions, creative approaches, and outcomes achieved through effective rebranding efforts.

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FANTA: PLAYFUL ORANGE-NESS

Coca-Cola's design team and creative agency Jones Knowles Ritchie have overhauled Fanta with a unified global identity based on fun.



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/ Jones Knowles Ritchie

FANTA: PLAYFUL ORANGE-NESS

© 2023 The Coca-Cola Company / Jones Knowles Ritchie



Global Vice President of Design at The Coca-Cola Company Rapha Abreu stated that “Fanta is one of the most playful brands we have in our portfolio, however, it was clear that the brand needed some TLC. The identity was too contained and didn’t portray playfulness.”

The previous Fanta logo was complicated and contained an orange roundel and leaf, which was confusing since Fanta has a range of flavours that go beyond orange. The new logo is stripped-back and straightforward, featuring neaten lettering devoid of shadows, along with a thick shadow extending downwards to form a point. The smily-face icon within the second letter A has also been removed.

Fanta’s new logo will be used in all countries for the first time, unifying and replacing previously separate brand identities in different regions.

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FANTA: PLAYFUL ORANGE-NESS



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PEPSI: POPPING THE CLASSIC

Pepsi has unveiled a new logo and visual identity system, marking the first update of its globe logo in 14 years. It will be introduced in North America this fall, coinciding with the brand's 125th anniversary, and globally in 2024.

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PEPSI: POPPING THE CLASSIC

The refresh package includes a new colour palette, a modern custom typeface, and the iconic Pepsi pulse, all of which evoke the brand's history and energy. The rebranding is in line with PepsiCo's sustainability goals, as the company is transitioning its 20oz bottles to 100% recycled PET.

The rebranding aims to represent Pepsi's unapologetic and enjoyable qualities, encompassing packaging, equipment, fashion, and more. While paying homage to its heritage, Pepsi's new identity embraces the future with movement, animation, and a distinct can silhouette. The revitalised design allows for greater flexibility in physical and digital spaces, with the goal of engaging fans across multiple touch-points.



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PEPSI: POPPING THE CLASSIC



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SPRITE: REFRESH YOUR SPIRIT

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Sprite, the second-largest brand under the Coca-Cola Company, has undergone rebranding as part of a global summer promotional campaign called Heat Happens. The rebrand includes a new global visual identity system, packaging design, and logo. The goal is to unify Sprite's visual identity globally while retaining signature elements such as green and yellow.

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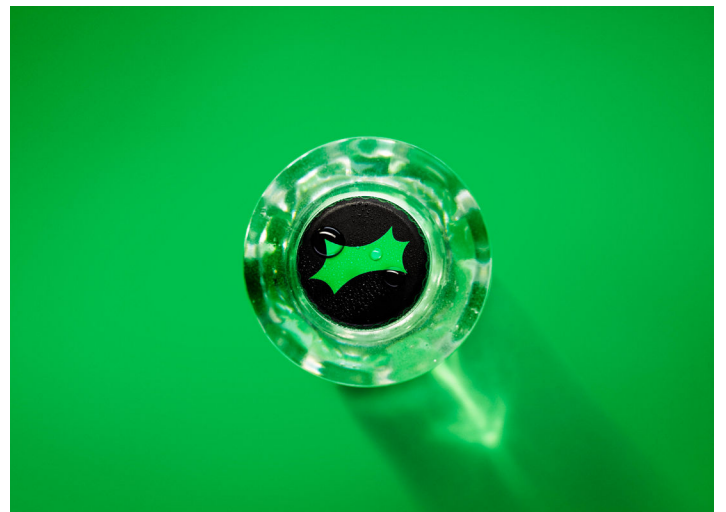
SPRITE: REFRESH YOUR SPIRIT

The starburst border around “Sprite” has been removed and relocated to the bottle cap or before the flavour on cans. Except on long cans, where it is displayed vertically, the logo is pushed up to the upper third of the can. Sprite’s regular versions continue to have white logos, while zero sugar varieties have black logos.

In addition to the visual changes, Sprite is also transitioning its plastic PET bottles from green tint to clear plastic, making them easier to clean and recycle. The packaging prominently features messaging to encourage recycling with the phrase “Recycle Me.”



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SPRITE: REFRESH YOUR SPIRIT



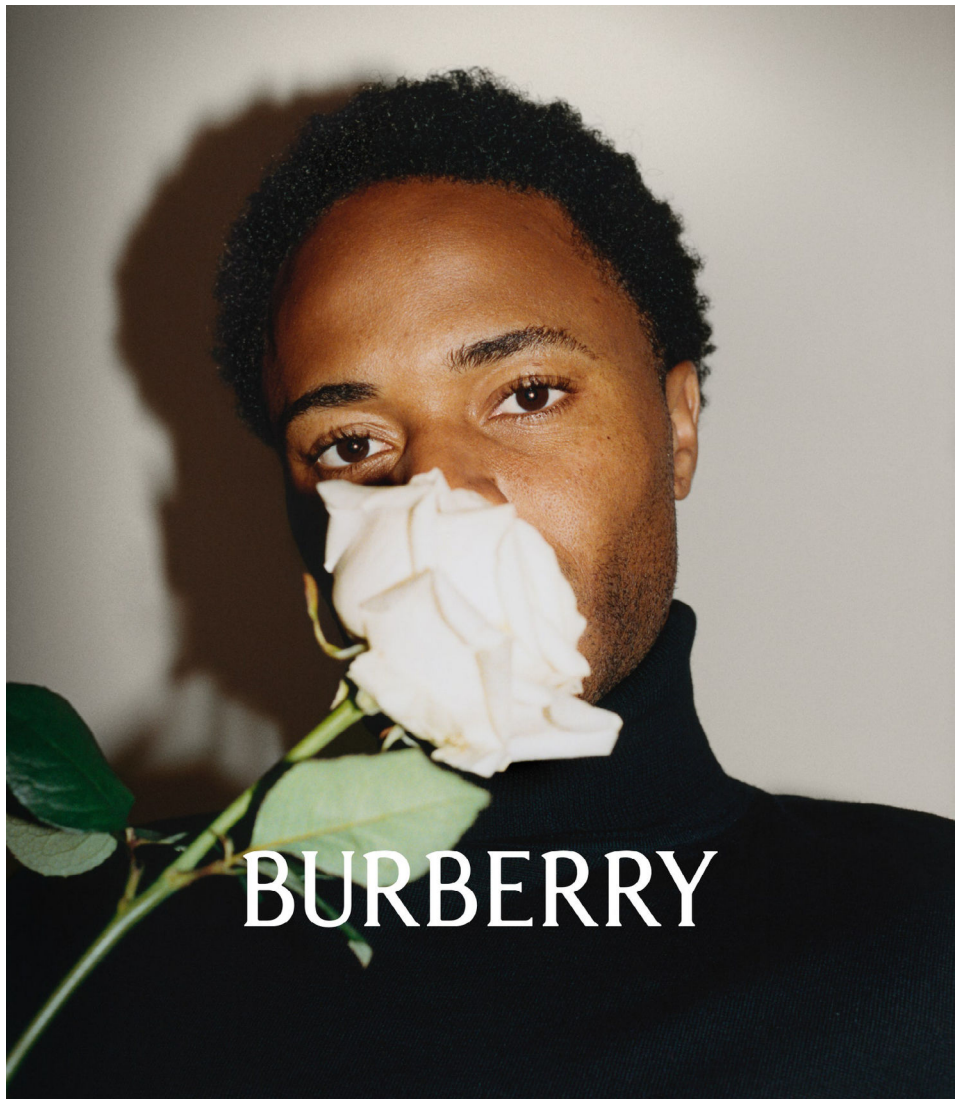
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BURBERRY: LUXURY HOUSE REVISIT

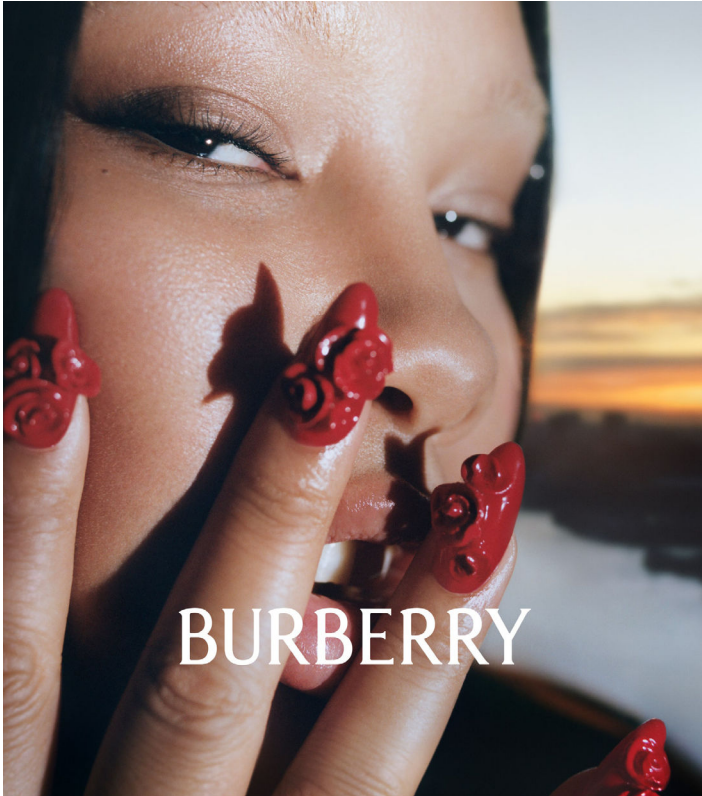
British heritage brand Burberry has revealed a new logo that features an equestrian knight motif originally created for the brand over a century ago. The redesigned logo, accompanied by a serif typeface, was introduced as the first creative expression under the leadership of Burberry's new chief creative officer, Daniel Lee.



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BURBERRY: LUXURY HOUSE REVISIT

© 2023 Burberry Group Plc



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The campaign imagery showcasing the new logo marked a departure from the previous content curated by Lee's predecessor, Riccardo Tisci. The rebranding initiative incorporates the historic 122-year-old Equestrian Knight Design, which was the winning entry of a public competition to design a new logo for the heritage brand in 1901.

The design features a flag branded with the word "Prorsum," meaning "Forwards" in Latin. The logo change was inspired by Burberry's heritage, while the new typeface harks back to the luxury brand's previous logotype before Tisci's 2018 graphic identity rebrand.

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BURBERRY: LUXURY HOUSE REVISIT

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TOBLERONE: CHOCOLATERY SUMMIT

Toblerone, the well-known triangular-shaped chocolate brand, has unveiled a new visual identity since it can no longer use the image of the Matterhorn on its packaging due to “Swissness” legislation. The rebranding aims to emphasise Toblerone’s unique triangular shape and its ability to stand out in a traditional chocolate landscape.

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TOBLERONE: CHOCOLATERY SUMMIT

The new visual identity features a redesigned logotype, a complementary typeface, and a modern colour palette that breaks away from previous subdued tones. The revamped logo retains the iconic Matterhorn mountain but with a more contemporary and geometric aesthetic.

The brand's visual executions include creative elements such as a fresh graphic style, a "Tobler" script inspired by the founder's signature, and dynamic visuals that bring the brand to life. The overall goal of the rebrand is to present Toblerone as a distinctive and modern chocolate brand while honouring its heritage.

TOBLERONE

TOBLERONE

Tobler

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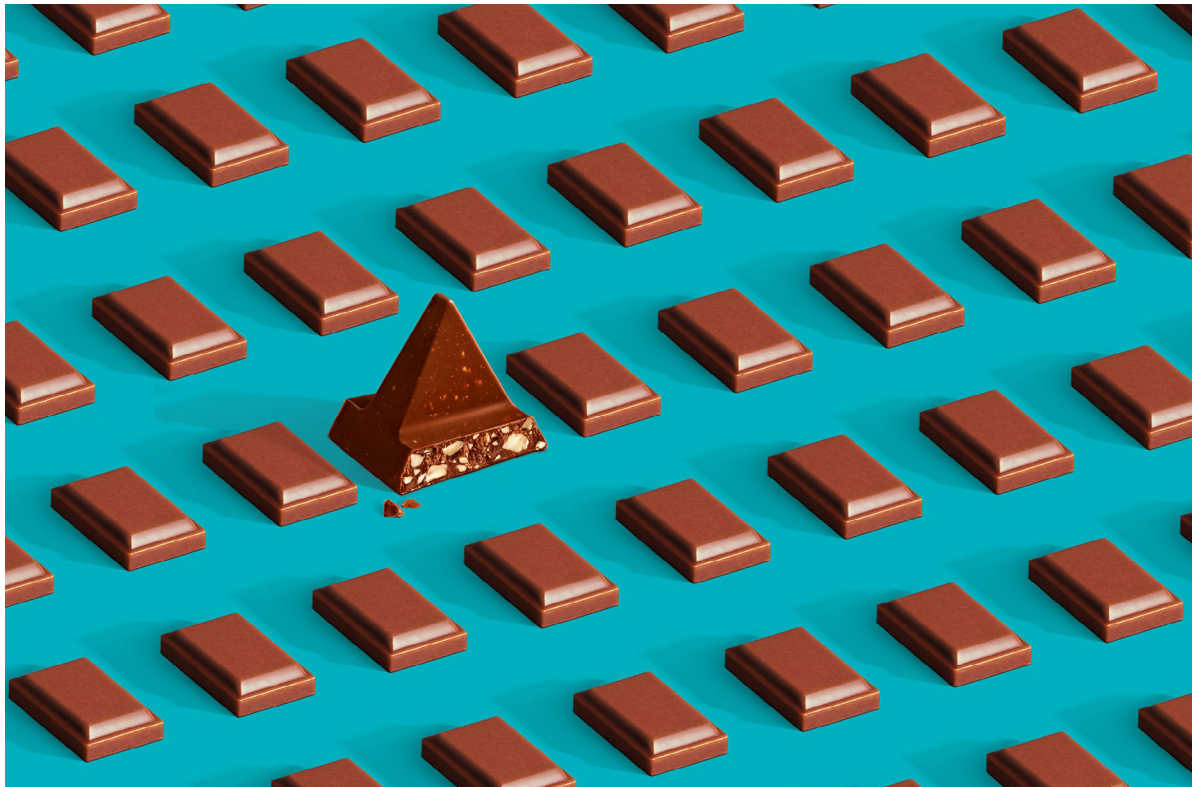
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TOBLERONE: CHOCOLATERY SUMMIT



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THE NYT FOOD FESTIVAL: 2019 REIMAGINED

© 2023 The New York Times Company / Base Design



After a two-year hiatus, The New York Times revived its food and drink celebration in Fall 2022, bringing together top chefs, mixologists, and food enthusiasts for a day of tastings and talks. Promoting this jam-packed calendar of events called for an identity that clearly organised information while oozing charm and a touch of whimsy.

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THE NYT FOOD FESTIVAL: 2019 REIMAGINED

The bold red, black, and white palette from the event’s 2019 identity is carried over into a new visual framework that arranges text into connected bubbles. In animated versions, these flow together like warm fondue and stretch and spring like melted cheese, on top of gooey red graphics that bob and reshape like vinegar floating in oil.

Static ads were printed full-page on the back of NYT newspapers, while animations were widely distributed on social media. The event sold out within minutes, and attendees experienced the identity through signage, merchandise, and marketing materials.



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THE NYT FOOD FESTIVAL: 2019 REIMAGINED



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R&R HALL OF FAME: STAY IN THE SPOTLIGHT

The Rock and Roll Hall of Fame, also known as Rock Hall, has undergone a brand refresh in order to broaden its audience and stay in the spotlight all year. The updated brand embodies the spirit of “Rock & Roll” by being original, bold, daring, dynamic, authentic, and powerful. This spirit is communicated through the Hall of Fame artists’ sound, imagery, and stories, which are now reflected in Rock Hall’s visual identity and content.

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R&R HALL OF FAME: STAY IN THE SPOTLIGHT

The new logo, which features a custom-designed and programmed typeface that responds to audio cues, is a key component of the brand refresh. The letterforms vibrate and pulsate in time with the music, adding a dynamic and interactive element.

In addition, the brand maintains an eternally cool tone of voice that avoids trendiness. The visuals blend an Acid House colour palette with imagery and videos of music's greatest of all time (GOATs). By embracing contemporary and timeless elements, Rock & Roll will continue to thrive as an enduring idea.



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R&R HALL OF FAME: STAY IN THE SPOTLIGHT



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FREEFORM: TEEN MEDIA OVERHAUL

Freeform, a Disney-owned cable channel aimed at young adults and teens, has undergone a complete rebranding that abandons the circular logo in favour of a variable typographic approach that reflects the constantly evolving nature of Freeform's audience. The new brand purpose is based on the idea that the audience is looking for shows that will broaden their horizons rather than provide an escape.



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FREEFORM: TEEN MEDIA OVERHAUL

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Neue Haas Grotesk, a modernist typeface derived from the original cut of Helvetica, was created. Even when static, the letterforms in the logo and throughout the brand's visuals appear to be in motion, reflecting the brand's openness to change.

The rebrand brings a more grown-up and nuanced look to Freeform, incorporating energetic and dynamic elements such as pops of pink and sharp expressive shapes replacing the previous ocean blues and softer-edged design

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FREEFORM: TEEN MEDIA OVERHAUL



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TIDES OF REBRANDING TRENDS

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The (over)simplification rebranding trend gained popularity and only lost some momentum until recently, with flattened logos and the use of block sans serif typography. It was distinguished by minimalistic, two-dimensional designs with clean lines and simple shapes, which frequently lacked gradients, shadows, or other elements that added depth. The goal of this trend was to eliminate visual clutter and create a more streamlined and user-friendly aesthetic.

TIDES OF REBRANDING TRENDS

However, design trends are constantly evolving, and what is popular one day may fade the next. As more and more brands adopted flat and sans serif lettering logos, the trend became somewhat saturated, and some brands may have felt the need to stand out with a different approach.

It's important to note that design trends are subjective and can vary across industries and regions. While the (over)simplification rebranding trend has waned in popularity, this does not imply that all brands have abandoned it. Depending on their target audience, brand strategy and identity, some brands still find value in a flat or minimalist aesthetic.



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LET'S EXAMINE THE CONTROVERSY

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As of late, some rebranding cases have ignited controversy and drawn attention to the potential pitfalls and risks associated with transforming a brand's identity. Examining these contentious examples can provide valuable insights into the potential outcomes of a poorly executed rebranding strategy, as well as serve as cautionary tales for businesses looking to redefine their brand image.

KIA: BRAND RECOGNISABILITY IN DANGER

Kia's bold rebranding effort includes a new brand slogan, "Movement that inspires," which replaces the previous "Power to surprise." The new logo has a significantly different typographic style and shape, as well as a new colour scheme that does not include red. The oval-shaped badge has also been removed, distinguishing Kia's rebranding from other automakers' recent logo changes.



© 2021 Kia Corporation

KIA: BRAND RECOGNISABILITY IN DANGER

© 2021 Kia Corporation



The new logo abandons Kia's previous logotype in favour of a joined-up, handwritten signature style. The sharply angled letters K and A are highlighted, symbolising the brand's growing ambitions and confidence.

Unfortunately, it appears that legibility is an issue. According to reports, the 2021 Kia rebrand has caused driver confusion, with many mistakenly believing it reads KN rather than Kia. Every month, approximately 30,000 searches for "KN cars" are conducted on Google. While Kia's new logo is far from offensive, an unreadable brand name may be the worst design crime there is.

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NOKIA: ANOTHER READABILITY CHALLENGE

Nokia, the renowned telecommunications and networking technology company, is embarking on a rebranding journey to position itself as a B2B technology innovation leader. The new purpose of the brand, “We create technology that helps the world act together,” reflects Nokia as a strategic collaborator and a human-centric brand.

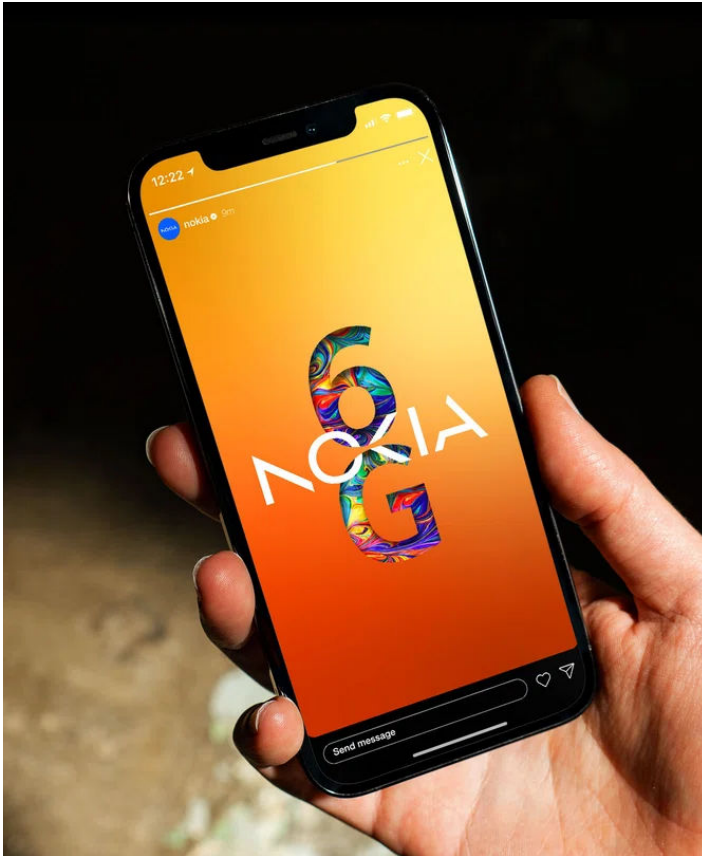
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NOKIA: ANOTHER READABILITY CHALLENGE

The rebranding effort includes a fresh logo and visual identity that pays homage to Nokia's heritage while representing its contemporary image. The new digital-first identity features a vibrant colour palette and bold imagery, distinguishing Nokia from its competitors.

However, the logo has drawn criticism for its legibility and resemblance to the recent Kia rebrand. The design incorporates lightweight lines and circles to form the letters of the brand name, but several of the letters have missing chunks, which some argue hampers clarity and readability. On the other hand, the resemblance between the Nokia logo and the recent Kia rebrand has raised concerns about originality and uniqueness, with critics suggesting that Nokia's new logo lacks distinctiveness and may be seen as derivative.



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WE HEART NYC: PERFECTION MESSSED UP

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I Heart NY, one of the most iconic logos ever created, which was first sketched by Milton Glaser in the back of a taxi in the 70s, has been reworked in a new campaign. The new slogan swaps out 'I' for 'We' in effort to cut through the social and political divides highlighted by the pandemic and instead encourage collective action to regenerate the city in the form of community cleanups, promotions for neighbourhood businesses and other activities. "The 'We Heart NYC' campaign asks everyone who loves the greatest city in the world to show it by lending a helping hand and spreading that love to every block across all five boroughs," said mayor Adams.

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WE HEART NYC: PERFECTION MESSED UP

Glaser's original 1977 design has been replaced by a sans serif typeface and a 3D graphic heart in the new logo. A selection of emojis were also harnessed for their ability "to transcend language and cultural barriers."

Although the updated logo is not meant to replace the universally recognisable design, and despite the positive efforts behind the campaign, the new "We Heart NYC" logo sparked outrage among New Yorkers and designers alike, who had grown to love the nostalgic "I Heart NY" logo. Adobe's executive vice president of design Scott Belsky arguing it lacked "anything that feels timeless or iconic."



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© 1977 City of New York / Milton Glaser



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INTERVALS SHORTER THAN EVER

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Consumer preferences and trends can shift quickly in today's fast-paced and digitally driven world. Companies may need to adapt in order to remain relevant. As a result, in recent years, we have seen the phenomenon of shorter intervals between each rebranding of the same brand. In other words, brands choose to rebrand more frequently in order to align their brand image with changing consumer expectations.

INTERVALS SHORTER THAN EVER

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In addition, the branded landscape is becoming increasingly competitive, with new players entering markets and established brands expanding their reach. Companies may engage in more frequent rebranding to differentiate themselves, capture attention, and maintain a competitive edge.

Moreover, technological advancements, as well as the rise of social media and online platforms, have hastened the rate of brand exposure and interaction. Regular updates to the brand's visual assets can assist in keeping the brand fresh and in sync with the dynamic nature of online platforms.

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06

SHOW OUR HAND IN REBRANDING

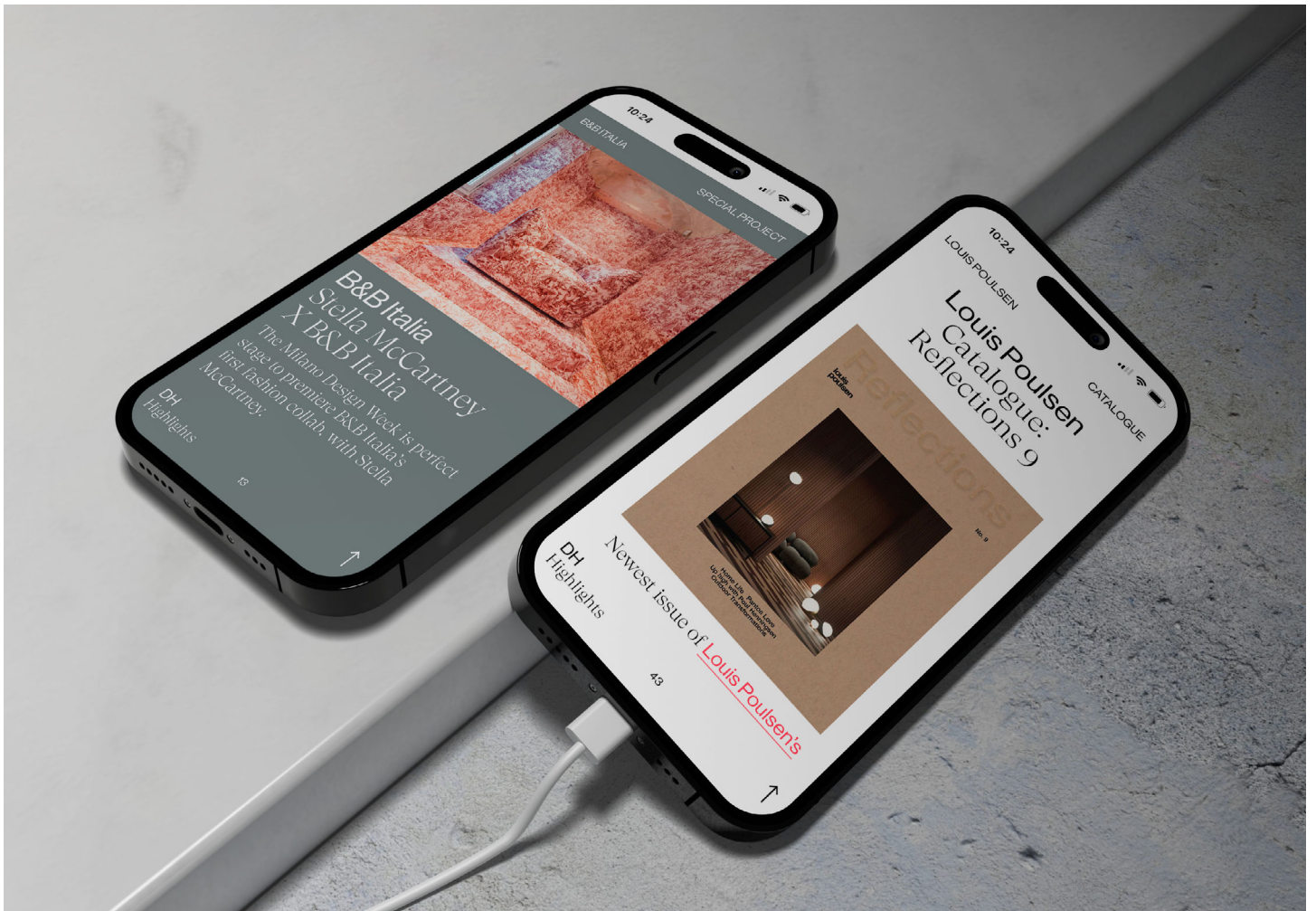
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“Things are easier said than done,” which is why we believe in demonstrating rather than merely talking. We’d like to take this opportunity to highlight a recent case study that demonstrates our approach and execution for our client. It gives a comprehensive overview of our methodology as well as the tangible results we delivered.

DESIGN HOLDING: BRANDING THE EXCELLENCE OF DESIGN

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Design Holding curates, leads, and inspires an unparalleled portfolio of iconic brands such as Flos, B&B Italia, Louis Poulsen and more. The company has recently decided to uplifting their corporate brand in order better support their leadership position in the global market.

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DESIGN HOLDING: BRANDING THE EXCELLENCE OF DESIGN

Our assignment was to refresh the entire brand identity, encompassing every element from the logo to a comprehensive visual language. We also oversaw the integration of the renewed identity across a range of printed and digital communication touch-points.

We revitalised the existing logo to improve its adaptability in the digital sphere. A mix of Serif and San Serif typography forms the payoff, expressing the intersection between heritage and contemporary design vision.

Design Holding

Design Holding



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DESIGN HOLDING: BRANDING THE EXCELLENCE OF DESIGN

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Tailored icons and illustrations were employed to express corporate messages and add visual intrigue to brand communication. The new identity is showcased through various applications, including the sustainability report among others. The consistent use of the new identity extends to the company's digital presence. The fully redesigned corporate website employs the same visual language, demonstrating its flexibility and distinctive qualities.

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While shorter rebranding cycles are favoured today due to rapidly changing consumer preferences and the ease of implementing visual updates via technology, companies must approach rebranding with professional know-how. Consistency, authenticity, and clear communication are critical components in ensuring the rebranding effort is successful and has a positive impact.

WANT TO GIVE YOUR BRAND A MAKE-OVER?

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