

Spoonful

The timeless brand identity

"The entire universe is in a state of entropy. This means that change is both inevitable and unavoidable. Staying the same is an impossibility. The best we can hope for is to choose wisely the speed and direction of each of our changes." *Anonymous*

Nothing reflects a company's vision, personality and strategy more than its brand image. And nothing offers a quicker glimpse of an organisation's brand image more quickly than its logo. Your company logo, or brand identity, is the visual centerpiece and mouthpiece of your brand organisation.

As it is the first primary visual point of contact connection with consumers your logo and as such has a powerful influence on how your brand is perceived perception, and whether consumers decide to engage.

The dynamics of new economies intensify the role of branding and demand clear and cut through communication. Changing markets, increasing competition and educated consumers make it more challenging to build brand recognition.

How can my logo stand out?

The answer lies in a back to basics approach: Be simple. There is no greater visual relief than a simple, well and simple designed logo that at one first glance captures the name and feel of a company.

These days our minds are so in such overwhelmed and constantly busy processing the onslaught demands of visual stimulation that we're unable to cope with yet another we filter out anything too colourful, and complicated logo that and wordy wants to say too much. We want simple, positive communication we can relate to and remember easily.

Apart from the obvious such as showing the company name, a good logo needs to evoke a specific emotional response in the consumer for it to be remembered.

Imagine your logo to be a dynamic organism with its very own characteristics. Like a person it has a certain personality that is visually captured in its design, look and feel. Bubbly or serious, funky or conservative – the important thing is to make your logo accessible to the people it comes in contact with and creates an emotional connection with the consumer.

Emotional connectivity and simplicity, in fact, gives increase your brand's a real chances for longevity longevity, a crucial factor for in building a successful brand.

Let's take a look at briefly consider some of the all time most successful companies of our time, all of which who feature a simple logo at the center of their brand: IBM, JetStar, Greenpeace and, BMW, and the coupled with all time branding favourites McDonald's and Coca-Cola. All have proudly stand behind extraordinarily simple logos. For most it's just their company name written in a special-unique typeface and stylized typically stylised in a typical way. Whilst their brands are powered by intelligent marketing campaigns influenced by current trends while their logos remained untouched.

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The important message here is to ~~So don't ask too much~~ demand less of your logo and approach it from a perspective of simplicity. ~~Just Initially,~~ furnish it with the bare essentials ~~to begin with~~ and ~~give it some room~~ allow it the freedom to ~~grow~~ evolve.

Designing ~~the~~ your logo for the future

Every brand ~~needs~~ undergoes ~~refreshing~~ revitalising to adapt to new challenges and ~~stay~~ maintain relevance.

Most successful global companies today have undergone at least one re-branding process. ~~Some~~, such as **National Australia Bank** (~~or~~ now known as NAB) ~~have~~ started from scratch and ~~replaced the old logo with~~ introduced a new ~~one~~ logo, along with a fresh brand image and ~~brand~~ strategy. Others such as **Apple** ~~have~~ opted to keep their logo ~~but~~ and instead simplify + and streamline it's look ~~so it can to~~ sit effortlessly with their marketing activity.

A vital component for a successful re-brand ~~of how~~ is detachment. There is no way a logo can become a successful brand ambassador if the company it represents ~~is~~ remains too attached to ~~it's current~~ and outdated ~~looks~~ image. Attachment can be ~~a massive hinderence~~ incounterproductive to re-juvenating a tired brand and can eventually mean ~~a brands~~ its downfall. As a basic rule, if decreasing sales, global trends, changing environments and vanishing consumers signal change, it's time to let go and ~~embrace change~~ follow suit.

Embrace change. We all need and desire change and it's only fear that holds us back from becoming who we truly like to be. Remember that fear is simply an illusion and serves only to encourage our growth. The same applies to your brand identity. Make it bold and courageous and you'll be surprised where it takes you.

How can I simplify my logo?

It ~~i's~~ a legacy of the 90's that sees most company logos overloaded with marketing messages ~~now~~ competing for ~~clear~~ space with other equally ~~weighted down~~ weighty logos.

The most effective way to rectify this is to start from scratch, as did NAB. ~~Throw out~~ Discard what you don't need, condense the messages down to a simple statement that ~~can be summarized~~ summarise into the a company tag line, and virtually strip down your ~~actual~~ logo to the name and personality of the company.

If starting at point zero is not an option consider a re-brand. As mentioned ~~above~~ previously, a re-brand is a perfect way to ~~revitalize~~ revitalise a ~~brand~~ company image, create new momentum, ~~and~~ stimulate existing clients and even attract new customers. Sometimes ~~as little as the~~ simplicity of a new colour and typeface, or an edgy style of photography makes a ~~massive~~ significant difference.

~~And don't be afraid of the change. We all like and need change and it's only fear that holds us back from becoming who we truly like to be. The same goes for your brand identity. Make it bold and courageous and you'll be surprised where it can take you.~~

Get Seek out professional help and advice. A good branding consultant is more than a graphic designer. The best ones will actively listen and help you devise a concise brief. They'll assist in developing new visions, understand your products, expand demographic ~~focuses~~ and even streamline business operations. Rein them in when needed, ~~but don't limit~~ and be open to their areas of influence.