

New identity alert

October 2004

An occasional survey of new corporate brand identities compiled by Method Branding from on-line news sources

SEARS “We think the logo takes on a fresher and friendlier appearance, and we believe this look evokes a more modern, stylish feel.” This comment was made by Sears company spokesman Chris Brathwaite to explain the launch of the new identity, the fourth in its history. No radical change was made to the previous logo because customer research found that it was consistently perceived as trustworthy and reliable, according to Brathwaite.

Comment The upper and lowercase letters do give the new logotype a friendlier feel, and retaining the white inline in italic characters holds onto the equity in the old brand. What is really not necessary is the red swoosh underline. It disappears from the sub-brands, and the world has enough swooshes without launching another one. If Sears wanted to wrap itself in the flag, it could have used another, less clichéd graphic device.

www.sears.com

www.sears.ca



Old identity



New identity alert

October 2004

An occasional survey of new corporate brand identities compiled by Method Branding from on-line news sources

VALEO This French company, one of the world's leading automotive suppliers, has updated its identity. It was launched at the Paris auto show on September 24. The new identity is intended to reflect the company's dynamism, openness, innovation and growth. Valeo has 128 plants, and employs over 68,000 people in 25 countries

Comment The new identity is a definite improvement. Taking the logotype out of the box was a good decision, as was the selection of the type style with more open characters. Retaining the bright green creates some continuity. The checkmark underline strikes a positive note, is certainly better, and less overused than the swoosh underline that Sears has now adopted (see preceding page).

www.valeo.com



Old identity



New identity alert

October 2004

An occasional survey of new corporate brand identities compiled by Method Branding from on-line news sources

HOLLAND & KNIGHT One of the largest law firms in the United States with over 1,200 lawyers recently altered its brand identity, changing colours and replacing the ampersand with a plus character.

Comment This firm is following the trend in law firms rebranding with friendlier, more approachable brand identities. Firms with long names are now down to one name. In this case, they have retained both names. The change to the plus character adds a layer of meaning and (for this type of business) is visually more intriguing than the ampersand. The brighter colour palette is a positive move as well, overall giving it a more contemporary identity. The only puzzling note is the selection of type style which lacks sophistication.

www.hklaw.com

Holland+Knight

Old identity

HOLLAND & KNIGHT



New identity alert

October 2004

An occasional survey of new corporate brand identities compiled by Method Branding from on-line news sources

LINSPIRE Following the settlement of the fight over the Windows® trademark infringement, Lindows.com rebranded this summer as Linspire. They are ceasing to use the Lindows name and are using Linspire for all corporate and products applications. Linspire is a Linux-based operating system, designed for desktop and laptop computers in homes, schools and businesses.

Comment Taking on Microsoft was either a heroic or stupid strategy, depending on your opinion of Microsoft. Retaining the italic typestyle, the blue square detail in the “L” and the green/blue colour scheme was smart, allowing the company to hold on to the brand equity it had developed. (Was this part of the agreement with Microsoft?) The green arrow head, however is a mistake. One should never have two competing ideas in one mark.

www.linspire.com

The Linspire logo features a stylized 'L' with a green arrowhead pointing upwards and to the right. The word 'inspire' is in a blue, italicized sans-serif font, followed by a trademark symbol (TM).

Old identity

The Lindows OS logo features a stylized 'L' with a blue square detail on its vertical bar. The word 'indows' is in a green, italicized sans-serif font, followed by 'OS' in a blue, bold, italicized sans-serif font, and a trademark symbol (TM).

New identity alert

October 2004

An occasional survey of new corporate brand identities compiled by Method Branding from on-line news sources

SANOFI-AVENTIS The acquisition of Aventis by Sanofi created the world's third largest pharmaceutical company, with over 100,000 employees. The new identity was launched on September 15. The new symbol is said to speak to "the heart of mankind and express solidarity," and the new curved line below the type "symbolizes people joining together."

Comment It is very difficult to find anything positive about this identity. Well, by keeping both names, they retain some equity in both individual brands. Otherwise, this is a dismal, amateurish piece of work. The lowercase tpestyle is awkward, with strange characters; the underline curve is unnecessary; and the symbol is a bad cliché, poorly rendered. Is it too much to expect that a company of this magnitude would have demonstrated better judgement in selecting their new identity?

www.sanofi-aventis.com



Old identity



New identity alert

October 2004

An occasional survey of new corporate brand identities compiled by Method Branding from on-line news sources

XEROX The lock-up of “The Document Company” with the Xerox wordmark is being phased out and replaced with just the Xerox wordmark. The “digital X” symbol is also being dropped. The Xerox wordmark will also be accompanied by a capabilities line: “Technology. Document Management. Consulting Services.” The company has recognized the power of their brand and has decided to simplify the brand message. The updated identity is to be phased in “over time”.

Comment Xerox is correct in its assessment of the power of its brand. While the “digital X” was a very good piece of design, the strategy outlined by the company makes sense. It is muddled, however, by the capabilities line that appears to replace “The Document Company” with a more, not less, complicated descriptor. It also appears, from the files available to download, that the colour has shifted from a bright red to a brick red similar to their identity of 1957. No explanation is given for the color shift.

www.xerox.com



Technology | Document Management | Consulting Services

Old identity



Historical marks



PRE-1937



1949



1949



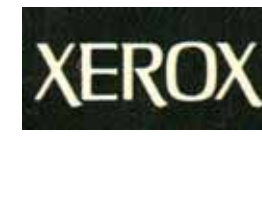
1954



1957



1961



1963

New identity alert

October 2004

An occasional survey of new corporate brand identities compiled by Method Branding from on-line news sources

CCTA The Canadian Cable Television Association (CCTA), the national organization representing 80 Canadian cable companies, recently announced their name has changed to the Canadian Cable Telecommunications Association. The new identity is intended to better reflect the way technology has enabled cable companies to shift from simply delivering television signals to a range of services, including entertainment, information and communication services.

Comment While the new identity may seem to be easier to manage, with both English and French initials included, it is a generic government-like design that does absolutely nothing for the association. The stylized maple leaf does nothing to communicate anything other than Canada is somehow involved. The previous design, whatever shortcomings it may have, is certainly more distinctive and memorable than what is replacing it. CCTA would have been better served had it held on to what it had, or come up with a better solution.

www.ccta.ca



Old identity



New identity alert

October 2004

An occasional survey of new corporate brand identities compiled by Method Branding from on-line news sources

MOBILE 365 Following the merger of Mobileway and InphoMatch in August – to become the global leader in the delivery, billing, and settlement of mobile messaging services – the company announced on September 20 that it has been rebranded as Mobile 365. The company claims to be the global leader in the delivery, billing, and settlement of mobile messaging services.

Comment This new name and identity – for a new method of communicating/ advertising with consumers – is not groundbreaking, but works. As the delivery mechanism for cellular phone advertising messages, its name describes the world it lives in. While the design, by any measure, is not innovative, it has a nice feel. It is a bit generic and that actually works in this case, the message taking precedence over the messenger.

www.mobile365.com



Old identities



New identity alert

October 2004

An occasional survey of new corporate brand identities compiled by Method Branding from on-line news sources

Mosaic The merger of Cargill Crop Nutrition and IMG Global has given birth to a new company, Mosaic. The fertilizer company's identity is intended to reflect the new company's mission to nourish an agricultural landscape that feeds an expanding global population. Operating plants mainly in the United States, Saskatchewan and Mexico, the new company will generate over \$4 billion in annual revenues. The companies are currently waiting for regulatory and shareholder approvals for the new company to begin operations.

Comment The symbol is an interesting idea, an aerial view of farm fields. However, it is overwhelmed by the logotype which gives the identity a dated, 1970's look.

ccnimc.mergerannouncement.com

www.cargillcropnutrition.com

www.imcglobal.com



Old identities



New identity alert

October 2004

An occasional survey of new corporate brand identities compiled by Method Branding from on-line news sources

THE MAN GROUP The German company has joined the growing list of companies that has dimensionalized their corporate identities. They are moving away from the blue arc over black logotypes, to a silver identity. The MAN Group is one of Europe's leading suppliers of capital goods and systems in the fields of commercial vehicle construction, mechanical and plant engineering. The company has over 64,000 employees worldwide, with annual revenue of over \$17 billion.

Comment Changing to silver is fine, considering its major product categories. The various divisions and operating groups have not yet implemented the revised identity (MAN Roland recently announced that it was aligning its identity to the parent's). What is required is a more consistent architecture of the divisional brand identities. It is hard to understand why in some cases the full name exists within the arc, while in others only MAN appears in the arc. Hopefully the MAN Group has recognized and addressed these issues.



Old identities



Contact us

Please contact us if you have any comments about the corporate brand identities featured in this issue, or if you wish to alert us to new identities that have been just launched or are about to be launched. We also welcome receiving the names and e-mail addresses of anyone you think would be interested in receiving this newsletter.

And of course, if you have a branding challenge, we would be pleased to meet you and discuss how your brand can be effectively leveraged to its maximum potential.

methodbranding.com

info@methodbranding.com

Philip Unger
President and Creative Director

366 Adelaide Street W.
Toronto, Ontario
Canada M5V 1R9

416.597.1114 tel

ABOUT METHOD BRANDING A design firm with extensive experience, we work with a wide variety of clients including corporations, government agencies, not-for-profit organizations, start-up companies and others.

We work collaboratively with other communication agencies and firms, and collaboratively with our clients, to create compelling solutions. The brands and branded communications (brochures, annual reports, etc.) we create endure and build value. Bringing together the science and art of branding, our solutions are engineered to elicit the desired responses from stakeholders, building maximum brand value for our clients.

Thank you to Jim Hynes for his proofreading and wise counsel.

jameshynes@rogers.com

Note: The brand identities and trademarks in this document are the property of their respective owners. They are used here solely for information purposes.