



THE POWER OF REBRANDING

BY ANGELO PILLAS

THE POWER OF REBRANDING VOL. 1

Throughout the upcoming weeks join us as we take a deep dive into graphic design through an immersive series of blog posts that will expand your knowledge on graphic design in general, its role in marketing, and how it has evolved throughout the decades . At the end of the series we will be carrying out an activity that will put your creative skills to the test, are you ready? But first let's get to know the star of the show a little bit better.



GRAPHIC DESIGN GOES WAYYYY BACK IN TIME

As one would expect, the history of graphic design is a long and interesting one. At its core, graphic design is a form of art, and people have always been inclined to expressing themselves through art. But, back in the day when there weren't any apps such as Adobe Photoshop or Adobe Illustrator, graphic designers had to get creative. When we say creative, think *mixing your saliva with dirt and using that mixture to illustrate your art*. Yes, you read that right, the earliest form of graphic design could be traced back to our early ancestors, the cavemen.



Over time, society and technology evolved and with it so did graphic design. Humans moved past using dirt mixtures and moved towards carving their designs @AncientEgyptians.

GRAPHIC DESIGN AS WE KNOW IT

Despite its presence in everyday life, graphic design did not gain major traction until the 1900s, during the propaganda era. Suddenly graphic design was all the rage. Everyone was making posters to promote their products or their political agenda, the first graphic design school, Bauhaus, opened in Germany, and not to mention, graphic design played a big part in boosting morale in the American people during the Second World War with the US Government releasing the famous "We Can Do It" poster.



This is where graphic design started to develop into the way it is today. That is, graphic design is the art of mixing and combining your ideas through images and text into something that resonates and speaks to an audience. It's all about visual communication.

IT ALL STARTED WHEN MARKETING MET GRAPHIC DESIGN

It could be argued that nowadays marketing and graphic design are like bread and butter, they just work so well together. Why is that? Well, brands need to communicate with the consumer and connect with them. Thus, they make use of graphic design to convey meaningful information and their brand message to their target clients in an appealing manner.

A graphical image is highly likely to spark interest and remain in the brain for a longer time than a text, which makes brand retention and top of mind consideration easier to obtain. The reason behind this effect is that graphic design makes the product offering more appealing to the consumer and can even lead to more conversions.

A well thought-out and creative marketing design has the potential of enticing people to take action, which ultimately provides a direct path to conversion and incite emotions that inspire them to add to cart and complete the purchase.

DARWIN'S THEORY OF ... BRAND EVOLUTION?

Just as graphic design, society and trends change and evolve so do brands and their identities. The reason behind the constant changes among brands is that since people are changing, the only way for them to stay relevant and profitable is to adapt and adjust to these changes. Through adapting and adjusting brands manage to stay young and modern and is perceived by consumers as cutting-edge, which helps maintain brand love and favorability.

Here are some examples of famous rebrandings:



Classic



Modern



Classic



Modern



Classic



Modern

[READ THE FULL ARTICLE BY CANVA HERE](#)

Fun fact: Cokrea is no stranger to rebranding! Cokrea has helped various brands in adapting to society's modern gusto. Taking brands to the next level is no easy task, but take a look at the amazing examples of rebranding that Cokrea has done for its clients and it will leave you speechless!

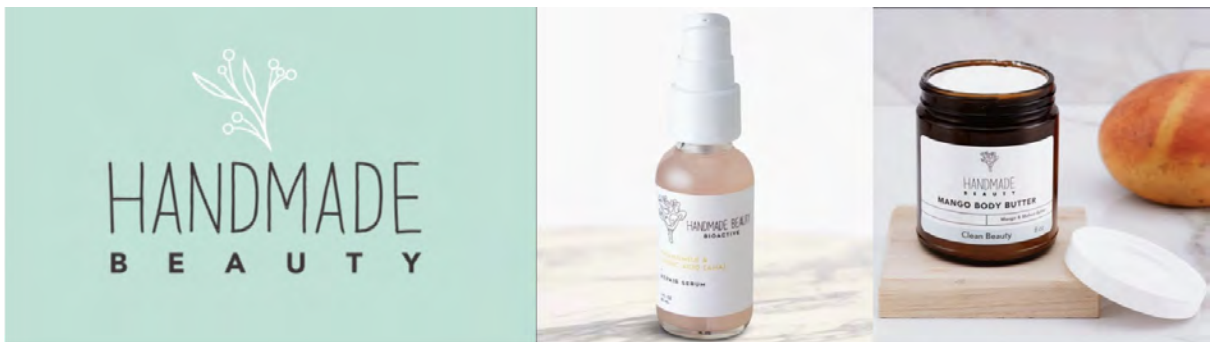
MIA AND VERSSEL



CALM TAG



HOMEMADE BEAUTY



THE POWER OF REBRANDING VOL. 2

Welcome back to The Power of Rebranding! A series of articles on graphic design, marketing, and everything in-between! This week we take a look at why graphic design changes, the cultural factors and distinct styles from the 1980s to the present, and examples of ad campaigns that showcase the graphic design styles from those decades! Let's get started!



Why Does Design Change Through The Decades?

Seeing as art is often a reflection of society and culture, it does not come as a surprise that graphic design adapts itself to fit how society is in a certain moment in time. These changes are reflected in parallel with famous art movements such as:

Bauhaus



Photo: Louis Held, ca. 1906. Gelatin silver print. 15.5 x 22.2 cm. Bauhaus-Archiv Berlin, 6677

Bauhaus is an influential art and design movement that began in 1919 in Germany. This art style incorporated minimalism, geometric shapes, and simple typography.

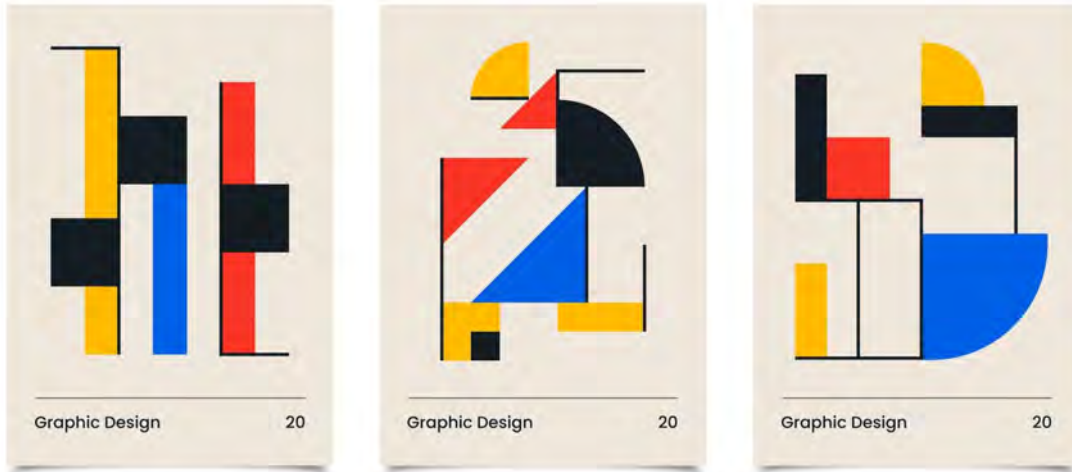


Photo: Bauhaus inspired posters by [pikisuperstar](#)

Art Deco

This art movement initially was created as a celebration in Paris in 1925. Art deco was focused on stylish, elegant, and sophisticated works, which it achieved by pairing unique geometrically stylized forms with man made ornaments. It was all about ***non-traditional elegance***. **This movement became so popular that it was even incorporated into architecture!**



The Chrysler Building in New York, USA by [Reza Shokri](#)

Pop Art



Shot Marilyns by Andy Warhol

This art style is most often associated with the famous artist Andy Warhol. Warhol was known for fully embodying this art movement. That is, he was often perceived as the ultimate glorifier of pop culture. Pop art occurred primarily in America and England during the 1950s-60s. It boasted loud colors and shapes. It was all about using what was **in to send a message**.

These are just a few of the numerous art movements that we have seen over time. Given that Graphic Design is a modern of expressive art, it is not surprising that graphic design often represents society and the trends that are present at the time. In this next section we will be looking at each decade of graphic design beginning with the 1980s.

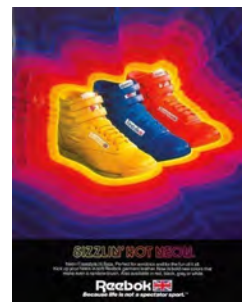
1980s

The 1980s was the decade of boom and excess, punk culture, disco, and sci-fi pop culture. Some important cultural factors during this decade were that the TV industry grows exponentially during this decade and music goes visual with the introduction of MTV. Fashion was experimental (there were almost no rules!). Nervous emotions were also looming, as fear of a nuclear war was hanging above the heads of the people.

With all of these factors in mind, it does not come as a surprise that graphic design during this decade were characterized by:

- Out of the norm designs
- Disco typography
- Anarchic use of color
- Serif fonts with neon color palettes and jumpy grids
- Neon saturation
- Shiny chrome
- Synth wave art
- 3D Shapes

Examples of Ads from the 1980s



1990s

The 1990s were known for when digital design technology started to evolve and be made available to everyone. This occurred when Microsoft introduced *Paint* to the general public. Suddenly, almost everybody had access to a medium to make art. This only developed further when Adobe Photoshop released in 1990 broadening the horizons even more for the general public. In terms of culture, the 90s is often renowned as the Golden Age of Multiculturalism and with it, alternative styles. Music styles like grunge, the rave scene, and hip hop became popular amongst young people around the globe.

Thus, the 90s distinct art style was born. Art from this decade often included:

Grunge: Collage style and edgy photography

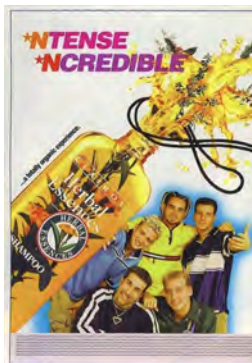
Warm Color combinations (Fuchsia, Teal, Yellow, Orange, and any warm color)

Blocky fonts with strokes and shadows

Pattern based

Minimalism (towards the end of the decade)

Examples of Ads from the 1990s



2000s

If what you are about to read sounds familiar to you, it might be because this is the decade that the present day Y2K movement draws inspiration from. Where the 80s and the 90s were known for their experimental and sporadic designs, the 2000s started being more uniform in terms of design. Branding was at an all time high with companies like Google, Twitter, and Facebook opening their doors and creating their own company specific art styles. Computer-aided design was no longer an option but a necessity, technology was developing rapidly and with it so did graphic design methods. The popularity of mobile phones presented opportunities for companies but also forced them to optimize their communications for mobile viewing. Last but not least, who can forget the famous housing bubble crisis of 2008 that had adverse effects on a global level.

The 2000s were a turning point for people, companies, and graphic design. Art from this decade could be recognized by:

- Political and Social propaganda
- Sans Serif
- Typography manipulation started
- 3D Designs
- Drop shadows
- Sleek thin fonts

Examples of Ads from the 2000s



2010s

Technology kept developing at a faster rate and during the 2010 decade it played a major role in design. The time to learn was over, people were now masters at Adobe Photoshop, many graphic designers were setting themselves apart from the average everyday Photoshop enthusiasts. This advancement paired with the rise in popularity of the internet made the switch from print to digital even more obsolete. This decade also saw some old styles make a come back! An example would be how the 80s retro was developed to the tone of the 2010's or when modernist traits from the mid-century were brought back but in a digital form.

**This decade saw a larger variety in art styles as technology fostered creativity.
Classic 2010 art styles include:**

Typography and calligraphy

Low poly, neon colors & long shadow

Double exposure, pastels & lettering

Flat design 2.0

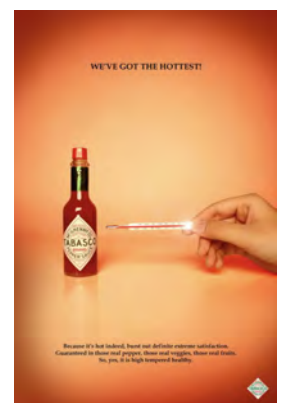
Duotones, geometry & retro wave

Creative Photo Manipulation

3D Effects (using different shades of the same color to emphasize contouring)

Minimalist yet modern

Examples of Ads from the 2010s



2020-Present

At last, we've made it to the present. The decade where everything is possible, even naming a baby a random string of characters (*Ahem* @/Elon *Ahem*). At present we are living in a cosmopolitan globe connected by ultra fast internet connections that make the widespread of information possible. As a society we are forward thinking yet we love trends from the past, we're *looking at you Y2K lovers*. And, with a global pandemic kickstarting the decade one can't help but wonder, just how weird of a decade will this be? Well, in terms of graphic it's not all too weird at least. Graphic design is letting itself be inspired by previous movements but adding its own special 2020 twist on it.

This decade's graphic design mixology includes:

- Risograph Art
- Moving Designs
- Data Visualization
- Anti-Design
- 90s Nostalgia and Y2K
- 3D Types and Shapes
- Holographic Design
- Fonts with a twist

Examples of Ads from the 2020s



THE POWER OF REBRANDING VOL. 3

The wait is over! Here is this week's **The Power of Rebranding**! A series of articles on graphic design, marketing, and everything in-between! This week we take a look at the marketing side of things. Specifically, the marketing communications of three brands; Burger King, Apple, and Johnnie Walker and how they have stood the test of time by adapting their communications strategy and design.



Marketing communications and their importance

Marketing communications is the combination of messages and media that a company uses to communicate with their target audience. Due to the recent shift towards digital channels such as social media, companies have started to get creative with their communications. While you can still see physical posters or out of home (OOH) ads, most companies are now leveraging graphic design for sharing on numerous digital platforms. Given this shift, we see more and more brands adapting to current trends in graphic design, social media, and society in general.

Brands that have gone through their **brand metamorphosis**

In this volume of The Power of Rebranding we take a look at three brands and how they have changed their brand positioning through their communications by adapting to the graphic design trends at the time.

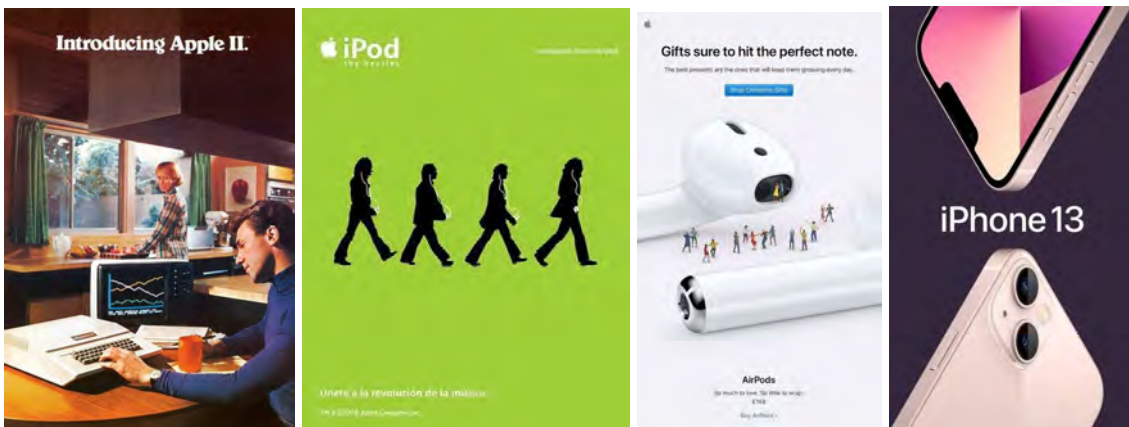
Burger King

Burger King is a brand that we should be familiar with. Since it's opening in 1954, Burger King has been through multiple brand re-imaginings. As one would imagine this also meant that their marketing communications had to be adjusted as well. As you go through the carousel below, you will see some of the previously discussed graphic design trends in each image. For example, in the first picture we see the retro style of the fonts that were prominent in the 80s or in the second image we see the use of drop shadows with the font design which was characteristic of the 2000s. Needless to say, it is clear that Burger King has been adapting itself to the graphic design trends, which is one of the reasons that it has been able to stay relevant for so long.



Apple

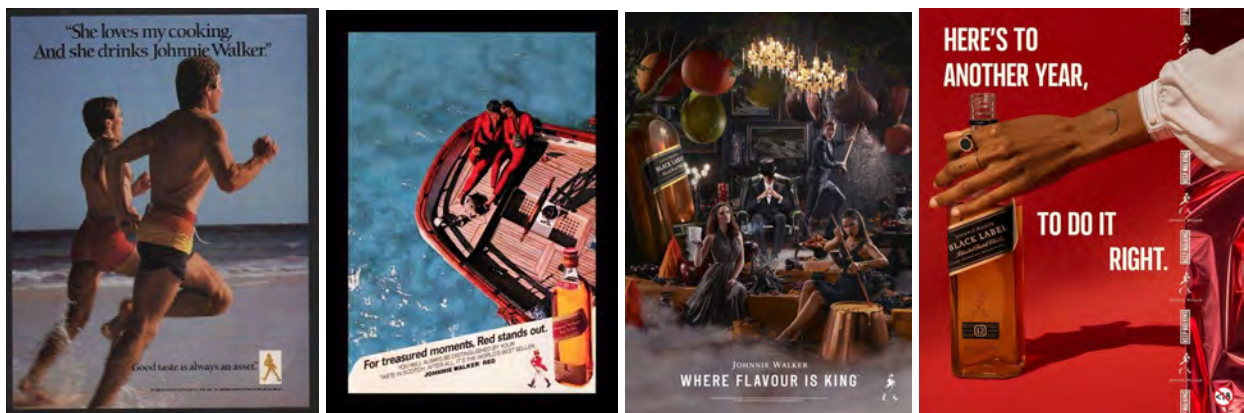
Apple is one of the top tier brands. But why is that? How did they earn this long standing status? It is through their very effective communications. They were able to achieve strong relationships with their consumers because they were able to distinguish what exactly their consumers needed, which they update year on year in order to keep fulfilling this need. But, if they are unable to properly communicate the updates that they release every year then it would be harder for them to expand their market share and win over more clients. That was never a problem for Apple, as one may notice in the photos below, Apple is constantly putting together graphic design and cultural trends in order to create a larger impact on the viewer. For example, in the 2000s they released their classic iPod single color ads, however, you could also take note of their use of a sans serif font, which is was popular in the 2000s. In their more recent ads, we may take note of the use of 3D characters and a lean towards a classic simple design, which is Apple's stronghold.



Johnnie Walker

Johnnie Walker is one of the longest standing brands of all time. After its beginning in the late 1800s, Johnnie Walker has definitely been through the test of time, and spoiler alert, they won. Johnnie Walker has always been known for its thought-leading marketing strategies. The best example of this is by setting the scene in which they want the user to feel when they are consuming their product. They tie in different consumer moments with a different product in their product

line. In fact, my own father jokingly told me that “nothing is more satisfying than being able to continuously upgrade your bottle of Johnnie” because as you progress through life it is something that you get to continuously upgrade as well. Aside from this symbolism we also see how Johnnie Walker makes use of appealing visuals to maximize the connection that they want to make between the consumer and the moment of consumption. For example, in the first image we see the use of serif fonts and in the second image we see how they use very bright saturated colors, both of which were distinctive of the 80s. In the later years we see how they start mixing in the use of technology to generate 3D objects and shadowing and playing around with more textures.

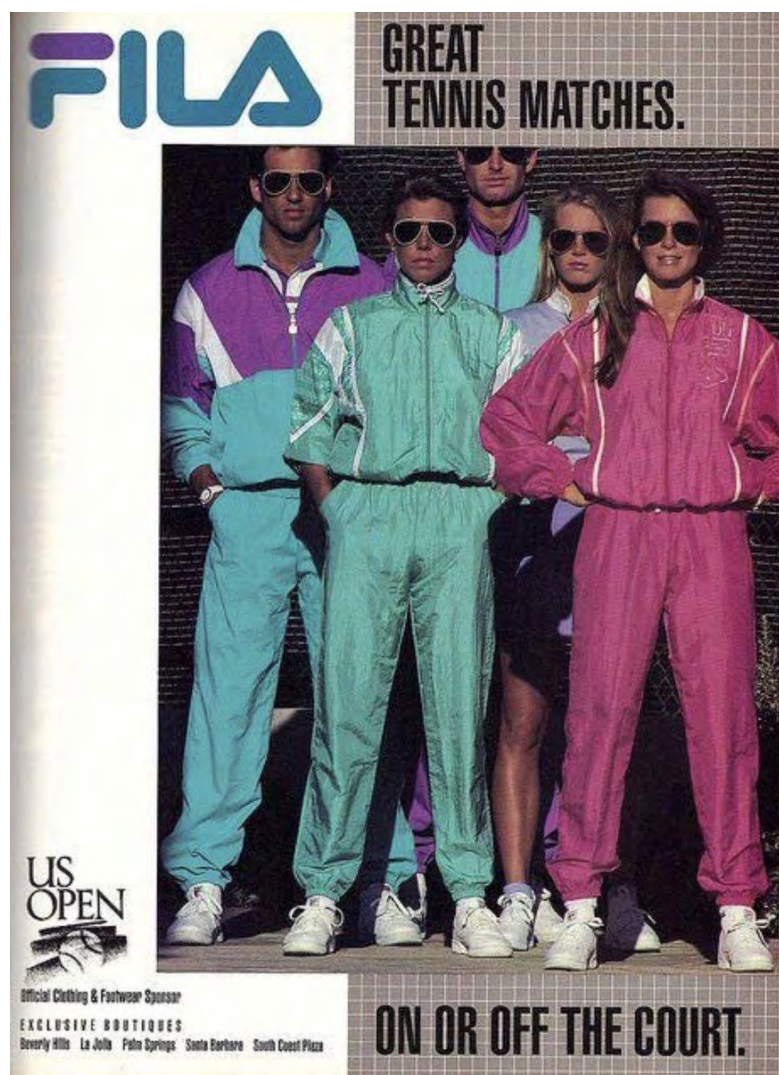


All images used are from pinterest.com

THE POWER OF REBRANDING: THE FINAL ISSUE

We've finally made it to the end of The Power of Rebranding! Sadly, this series is coming to an end but we couldn't think of a better way to cap it off than with the re-imagination of an ad.

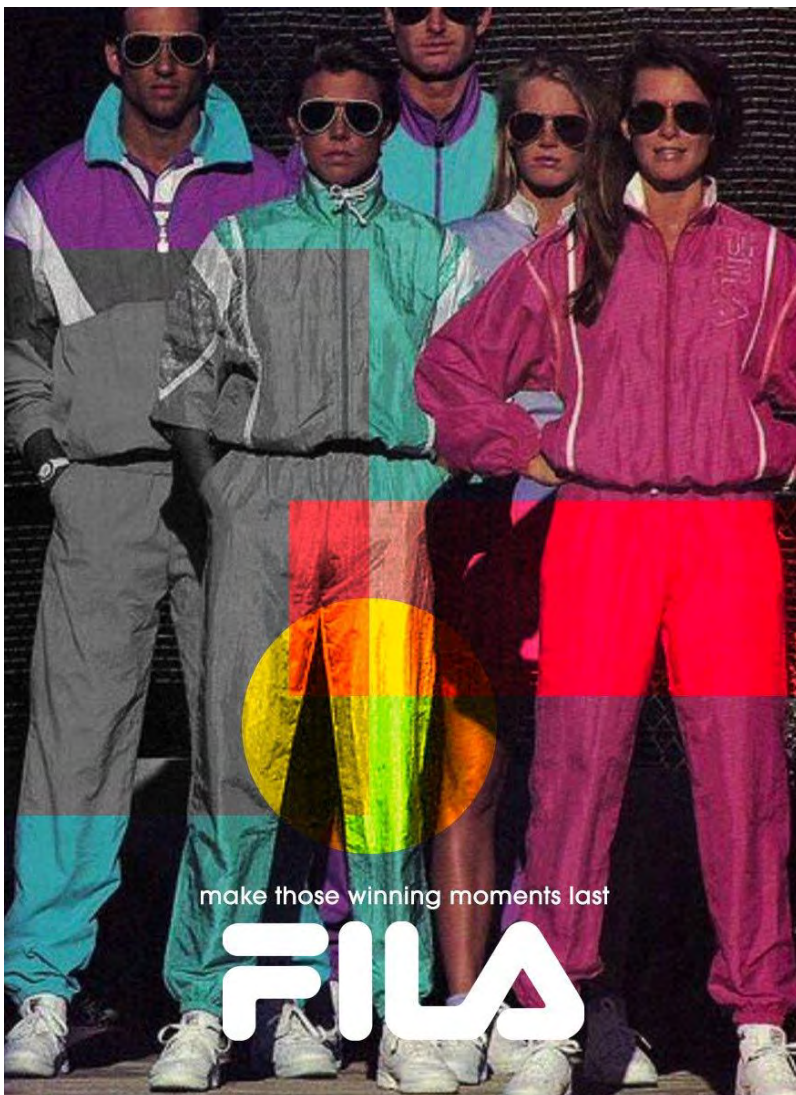
Last week we asked all of you how you would re-imagine the following Fila ad in the tone and mood of modern society



We loved all of your submissions but we had to pick the one we feel went best with how society is at the moment. Without further adieu the winner is ***drumroll***

“Maybe just keep the photo, add the logo and a phrase”

We didn't want to leave you guys hanging so as an extra special surprise we turned the winning suggestion into an actual poster 😁



We removed the busy text and background and kept it minimal. We added more modern anti-design factors like the different shapes and colors that you find towards the middle part of the photo. Lastly, we decided to go for a sans-serif font as to not to overload the viewer given that the background is already very busy.

Before we go, we wanted to take a quick moment to thank all of you that have come back each week to tune in to The Power of Rebranding, it truly has been an amazing journey. 'Til next time! 😊