

# Modern Re-brandings:



# MasterCard Worldwide



5 1996



4 1990



3 1979



2 1969





BEFORE



AFTER

The original Intel logo, featuring the word "intel" in a blue, lowercase, sans-serif font. The letter "e" is stylized with a dot that curves around the bottom of the letter. A registered trademark symbol (®) is located to the upper right of the word.

intel®

BEFORE

The revised Intel logo, featuring the word "intel" in a blue, lowercase, sans-serif font, enclosed within a blue, stylized oval shape that resembles a swoosh or a partial circle. A registered trademark symbol (®) is located to the upper right of the word.

intel®

AFTER







BEFORE



AFTER



BEFORE



AFTER



BEFORE



AFTER

**Baskin** *31* **Robbins.**

BEFORE

**baskin** **BR** **robbins**

AFTER

\$

\$



\$

\$



BEFORE



AFTER

**FedEx** Kinko's<sup>SM</sup>   
Office and Print Services

Office and Print Services

FedEx Kinko's



Gradients?

Rounded Corners?

Bolder Colors?

**What did you notice?**

Friendlier Type?

More Colors?

Realism?

Simplified?

**Jeremy Johnson**

[jeremyjohnsononline.com](http://jeremyjohnsononline.com)

**logos taken from all over the net, including:**

<http://www.frederiksamuel.com/blog/>

<http://del.icio.us/jeremyjohnson/logos>

<http://del.icio.us/jeremyjohnson/logo>