

# Cultural Daily

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## How to redesign your logo for greater success in 2022

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A brand is not just an attractive picture or sonorous slogans. A brand is the backbone of a company that helps it stand out from the competition. The success story and reputation of the company largely depend on it.

What is rebranding? The company needs him to start moving in a new direction. Starting with the founding of your business, you change your vision of the world, trying to reflect these changes in the new logo. In this article, you will learn why rebranding is needed and how to carry it out.

### Why is rebranding necessary?

A company needs to rebrand if:

- The reputation has been tarnished and everyone should forget about it;
- The range of goods or services has expanded;
- There has been a change of power in the organization and new employees are demanding change;
- Your company merges with another.

All of the above situations are reasons for rebranding. But it is important to understand that you will need not just to refresh the old logo, the design of which remained in the 90s, or to make your site modern. More global changes are required.

### Rebranding stages

#### Define the essence of your business

Before you spend time and money on creating a new logo, you should decide on the basis of the brand. What does the company do? What do you want to convey to the consumer? You need to know exactly what result you want to get.

If you own a huge corporation, chances are you'll need a fashion designer and a team of marketing consultants. But if you have marketing knowledge and design skills, you can rebrand yourself.

#### Research Clients

Always keep your customers in mind. Do they like your brand and its corporate identity? Is your focus only on an existing audience, or do you want to attract a new one? Have you studied your customers so that you can sort them into groups, making a rough portrait of a typical buyer?

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It would be useful to conduct a survey, dividing your audience into groups according to age, gender and other characteristics. You need to find out their opinion about your brand, whether they like the company's products, whether they know its history. With the help of surveys, you will collect the necessary information.

### **Find your “highlight”**

What makes your products or services unique? Maybe your products are of excellent quality? Or affordable price?

Keep in mind that it's impossible to please everyone. It is important to find your place and take it, delighting your customers.

For example, do you pride yourself on producing top-notch products that are perfected? Or is your product affordable for everyone?

You need to extract the essence of your business and express it with a couple of words. How do you outperform your competitors?

### **Promotional materials**

You need to make a detailed list of all materials that need rebranding. These include the logo, banners, information on the site, the site itself, leaflets, flyers, business cards, and more. Remember, it's not about making pretty brand new cards. It is important to know what you want to say.

With the help of promotional materials, you “communicate” with customers. This forms the first impression. For example, if you have a beauty salon, a sign with a well-groomed beauty will be a point of contact with customers. If she has lost her presentable appearance, an update is clearly needed.

### **Command**

Rebranding should be discussed with your team, because they work for you, and thanks to the employees, the business stays afloat.

Not every employee may like the new logo. Suddenly, to someone it will seem like a worm or a cockroach? Without asking the team, you won't know about it. An excellent option would be to put a box for an anonymous survey. So you can definitely find out their true opinion.

After completing the rebranding, do not forget to celebrate it by arranging a corporate party. This is an important event in the history of your business that needs to be celebrated. Let employees rejoice at the changes, because they will explain to customers what happened.

### **Demonstration to the general public**

Do not delay with this matter. You must immediately inform everyone about the changes that have occurred.

Rebranding can be a great PR tool. This is a great way to attract buyers. If your clients feel good about sending emails from you, take care of it and melt their hearts with such care.

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It is necessary to explain in detail why these changes occurred. Many people don't like change, but if presented properly, they will appreciate it. Describe what benefits it will bring to your customers.

### Watch the reaction

It's not enough to just say that you've improved your logo design. It is necessary to find out how people reacted to the result of the rebranding. How has all this affected your business? Such information can be collected through face-to-face surveys or online research.

### Logo Design Tips in 2022

To stay afloat, any company needs to follow new trends. When rebranding, it is important to understand that any elements of the company's image must comply with modern trends. This also applies to logos. Below are some of the hottest trends.

#### 3d gradient



Logo by Vadim Carazan

3D gradients are becoming more and more popular. With this trend, you will make your logo dynamic and unique. The 3D effect emphasizes the contrast of shades. According to experts, conical gradients will become even more popular. With their help, you can turn a simple logo into a complex and thoughtful sign.

#### Minimalism



Logo by Luka Zarandia

A minimalistic logo shows little, while telling everything you need. The simplified logo remains at the peak of popularity in 2022. The essence of minimalism is the minimization of additional elements. The focus is on everything that matters.

#### **Merging letters**



Logo by Jayanta Kumar Roy

Letter merging can be used to add interesting details to the logo. With this trend, you can emphasize the unique features of the brand. If you create the right balance between colors and fonts, you get an interesting effect.

#### **Simple shapes**



Logo by Nupur Akther

The “hot” trend of 2022 is simple shapes in logo design. This direction arose a long time ago and does not lose its popularity. Logos with simple shapes are easy to remember and recognizable for brand promotion.

### **Blurred logos**



Logo by Priyum Kochhar

In 2022, readability is no longer required from inscriptions. Designers are experimenting with them by adding blur effects. Thus, smoothness and movement are expressed.

When designing a logo, you can apply the blur effect only to the edges of the letters. So the main part of the text will be legible and clear. Also, you can combine a blurry logo with a clear brand

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name.

Rebranding is not an easy task. But if it is carried out successfully, the company will receive many important advantages. You will retain existing customers and attract new ones. Good luck!

*Photo by Turbologo Affiliate*

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