

7 GREAT TIPS FOR REDESIGNING A LOGO

The most successful logo redesigns of the last few years have taught us these indispensable design lessons.

Isolate your old logo's best qualities.



The letter "M" is the most distinctive part of Marriott's logo, and the updated version takes advantage of that strength by making it the most prominent element.

Look to your brand's past for ideas.



Bacardi's "new" logo is actually a revival of their old logo from 1931, creating a fresh look that pays tribute to the company's history.

Strive for simplicity.



Though it might drive grammar nerds crazy, TGI Friday's new logo uses cleaner, simpler typography with no punctuation and a less complicated rectangle shape.

Focus on the colors that matter most.



Pizza Hut's redesigned logo still uses a hunger-inducing red, but cuts down on the other colors for a cleaner, simplified look.

Embrace new trends, but hold on to classic traditions.



The newest Morton Salt Girl has the same basic look as previous versions, but eliminates some of the finer details to bring it into the modern age.

Optimize readability.



MailChimp's new logo is extremely similar to its previous one, but slight changes have been made to make it lighter and more legible.

Use hidden meanings to add interest.



The updated version of Fandango's logo intrigues the viewer by employing negative space to add an extra hidden "F."