



# Revamp your rebrand:

*The connection between semiotics and logo redesign*

Just one look at a logo, and even non-designers are able to judge whether a logo is effective and meaningful. Nowadays, logos have been trending toward simpler, flat graphics. However, as companies seek to modernize their visual branding, many lose out on maintaining their familiar image that gains customer trust. Some examples include luxury brands whose logos now have a lack of individual identity and distinctiveness, and others like Firefox, Gap, and Staples' who were unsuccessful due to removing key, recognizable elements or drastically changing their style without any reason.

Skeuomorphism is a concept in interface design in which items being represented are made to closely resemble their real-life counterparts to make graphics and interfaces familiar to users by using concepts they recognize. An example of this is Instagram's 2010 logo, which helps to communicate the app's purpose as a place to upload photos. As Instagram became more recognizable, they were able to abstract their logo into a symbol that more uniquely represents them.

Similarly, in Semiotics—the study of signs and their use and interpretation—there are three different types of signs: iconic, indexical, and symbolic. Icons physically resemble what is being represented, while indexes indicate what they represent through observation and inference. Symbols do not resemble what they represent, but rather the connection must be culturally learned. For smaller companies who are less well-known, it is important for users to know what the company sells, making descriptive logos with sufficient detail to be understandable more effective for drawing in new customers.

Applying this to a redesign of Seattle's Best Coffee's logos, I decided to simplify the logo details while keeping the recognizable elements like the fonts, shapes, and colours. Synthesizing aspects from the logo update, I employed the use of an index. Instead of using a drop to imply the brand serves coffee, I changed the logo to resemble the top view of a cup of coffee with steam at the top of the logo. This reads much more clearly and preserves the essence of the brand.

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