Worst Logo Redesign FAIL

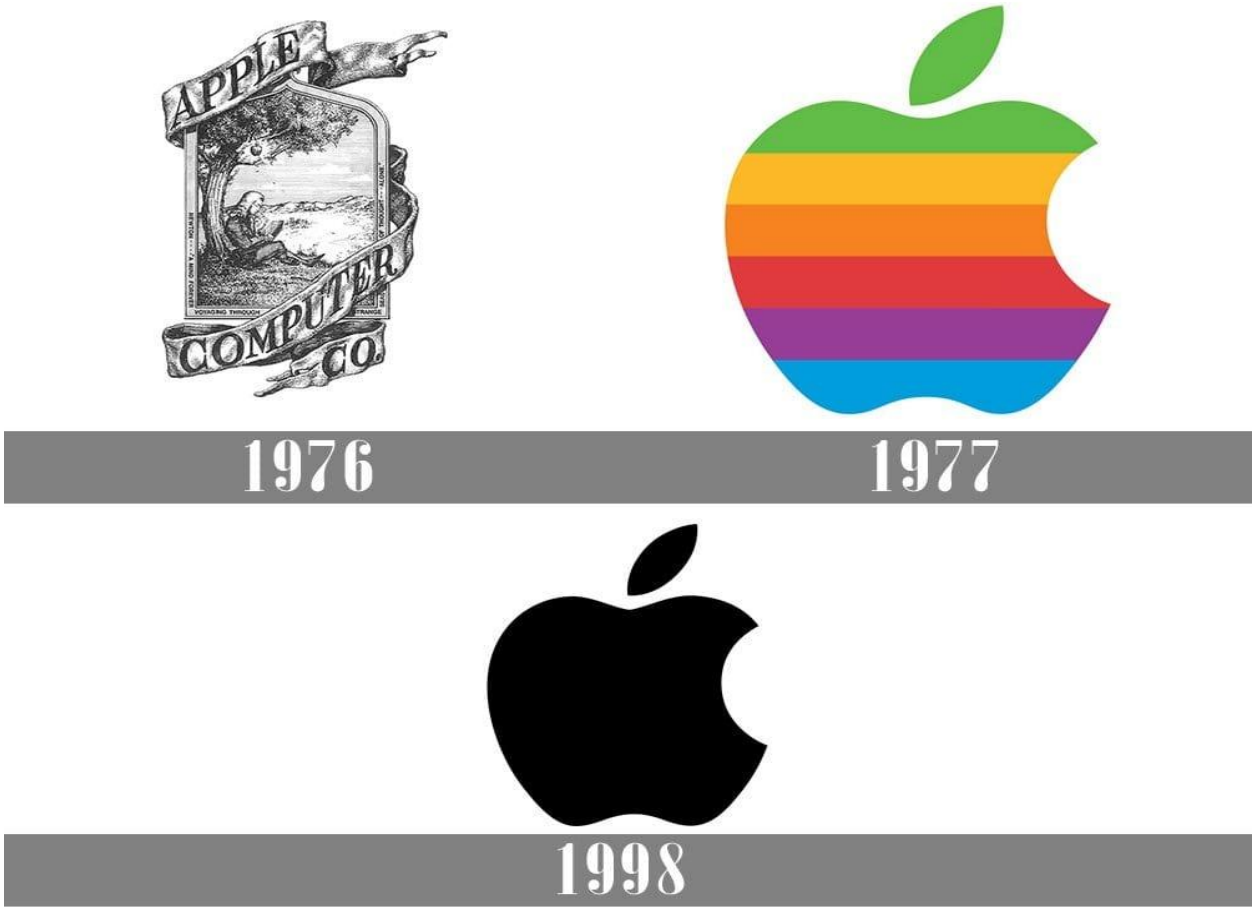


In 2019, Zara's logo was redesigned by the Baron & Baron agency to give it more of a luxurious brand look. The problem with this rebranding is actually just that—Zara lost all of its unique appeal, and now looks more like a cheaper version of a luxury brand like Dior. To make matters worse, the new logo has letters overlapping each other, almost like they're forced in close quarters, without any appropriate breathing room.

The typography also makes it so that the Z and the R are bolder than both of the As, which makes people wonder why such a small brand name needs to be reduced even further from ZARA to ZR. Quite honestly, the new logo redesign lacks vision for the company, and takes it miles away from being a luxury brand; it actually acts as an exhaustive reminder of the crammed cashier lines you see in Zara during a Black Friday sale.

To us, it seems that the logo failed in becoming a metaphor for luxury, and instead became a symbol for all of the reasons why people wouldn't want to shop there—especially the ones who are claustrophobic.

Best Logo Redesign WIN



Many people have been wondering for several years about the hidden meanings associated with the Apple logo, and whether it is a clever reference to the apple of the Garden of Eden. The truth is that the logo represents nothing but an apple, because that's what Steve Jobs wanted to name his company. This simplicity is captured perfectly by the new logo redesign that removed the previous rainbow stripes developed by designer Rob Janoff in 1977.

The new logo showcases a new era of tech—it's a way for the company to paint their direction towards making uncomplicated, bold, and straightforward technology. Though the company went through its own share of variations of the apple symbol over the past several years, the new monochromatic dark gray logo makes for a simple, yet iconic symbol that people recognize on sight.

Apple has become a brand that signifies luxury and elegance, and this new monochromatic logo is all about a show of confidence and power. The company knows that it's staying rock solid in place, no matter how many colorful windows (pun intended) their competitors try throwing them out of.

Sources

Image 1: https://twitter.com/mindofimpact/status/1089907322032394240

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