

CASE STUDY - LOGO TEST: CHOOSING THE BEST VISUAL IDENTITY FOR YOUR BRAND

BUSINESS CHALLENGE

Uncovering the best new logo out of three versions, focusing on the strength and impact of the new identity on the brand.

RESULTS

Our client designed three new logos for one of their products. These logos differ in design. Design 1 is an upgrade of the current logo, design 2 has a different color scheme and design 3 has a different font type. The results show that design 1 and 3 are the best performing logos. The change in colors has a significant impact on the brand and overall evaluation: the brand fit and brand linkage are extremely low, resulting in an overall low evaluation.

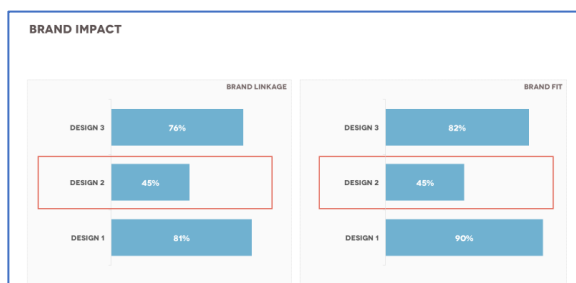


Figure 1: Brand impact scores for all designs

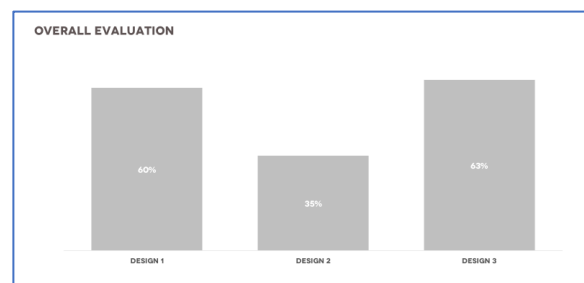


Figure 2: Evaluation per design

KEY TAKE OUT

The results of the logo test showed the impact of changing the colors in the logo. The new color scheme resulted in significantly lower scores on brand impact and evaluation, therefore the client made the decision to drop this design. They eventually chose to move forward with design 1, as this design showed overall higher scores than design 3.