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Brands The Logos Of The

Big businesses are trying to cope in their own way by doing a rethink of brand identity. Some leading firms have unveiled new logos to match their contemporary visions. Here's a curated list of ...

Here is the list of big brands those revealed new logo in 2021

The new logo will appear on Renault vehicles to be launched next year and the entire Renault range will carry it by 2024.

Renault has a new logo; here's how it changed over the years

There's really only one brand like Bugatti. There are precious few Bugatti sports cars on the road, which is because the car manufacturer produces just a few hundred vehicles each year. In turn, ...

Do You Know the Story Behind the Bugatti Logo?

Walmart (NYSE:WMT) says rapper Kanye West is veering too close to the retailer's signature "spark" logo with his trademark application for the Yeezy brand. Walmart's logo consists of yellow lines ...

Walmart Takes on Kanye West Over Yeezy Brand Logo

A new tool announced by Amazon last week looks to appease brands who have faced increasing barriers in connecting with customers who purchase their products on Amazon.

The Paradox Of Growing A Brand On Amazon

CONEXPO-CON/AGG has unveiled a new brand identity and tagline, "Taking Construction to the Next Level." The updated branding aims to reflect the growth of the construction industry and the role the ...

Conexpo Unveils New Logo, Brand ID

The retail chain reportedly filed a notice of opposition with the U.S. Patent and Trademark Office in response to the logo, which it claims is similar.

Kanye's Yeezy and Walmart Are in a Dispute Over Similar Brand Logos

Ditto for Eckhaus Latta, which stirs images of denim and lap-band tees—not branding—in my mind, and Conner Ives, a young American upstart already christened by the Met's Costume Institute, has no logo ...

Louis Vuitton's Stephen Sprouse Collaboration Turns 20—And Is Still One of the Best Logo Hacks Around

One of the most important things that most people tend to ignore while starting an online business is a good 'Logo' for their brand. A logo serves as the visual identification of a company ...

How To Make Effective Brand Logos Online Using Logo Maker

In the information-soaked 21st century, we are awash in brands that are disconnected from the meaning of the organizations they represent.

Why 'S' For Story Should Come Before 'B' For Brand In The Marketing Alphabet

Titan Brands®, a direct-to-consumer e-commerce company offering premium products at affordable prices, announced today a refresh of the Titan Attachments® brand identity including ...

Titan Brands Refreshes Titan Attachments Logo and Website, Launches Social Media Customer Community

Under the Yeezy brand, West sells trainers, clothes, homeware and accommodation. Walmart, who once owned UK supermarket chain ASDA, says that it looks similar to their own logo, however, instead of ...

Kanye West's new logo looks uncannily like Walmart's - and the supermarket giant isn't happy

Vedicure Healthcare and Wellness LLP, announced its new brand identity by renaming all its products under a new name and logo. With a futuristic vision, Vedicure Healthcare is pursuing a safer ...

Vedicure Healthcare revamps brand identity with new logo and name

A European court has favored Huawei in a Huawei vs Chanel battle over logo trademarks. Chanel posited that its iconic logo, above left, was co-opted by Huawei for its own logo, above right. The court ...

Huawei wins EU court battle against designer brand Chanel over silly logo spat

In addition to unveiling the release date for Guardians of the Galaxy Vol. 3, Marvel Studios also released the first look at the new logo for the film. You can take a look at the title card for ...

Guardians of the Galaxy Vol. 3 Release Date and Logo Revealed

The new identity reflects a more edgy and contemporary appearance while enhancing the brand spirit. It resembles Apollo, the Greek & Roman God of Sun, that symbolises with humanity, energy ...

Idemitsu revamps its brand identity with new Logo

Company embarks on a journey of total transformation for the future with its corporate name changed from 'Kia Motors India' to 'Kia India'- ...

Kia India undertakes brand relaunch with new company logo and slogan 'Movement that inspires'

Walmart contacted Kanye West's Yeezy brand about its proposed logo five times, starting in 2020, before filing an official complaint.

Walmart says it contacted Kanye West's Yeezy brand 5 times over a logo dispute but never got a 'conclusive' response

Chinese tech company Huawei has scored a legal victory anew against luxury fashion brand Chanel after a court has ruled in its favor. The dispute stemmed from a trademark complaint filed by Chanel ...

Luxury brand Chanel loses logo dispute against Chinese tech company

Fruit of the Loom, the iconic and beloved apparel brand has partnered with fashion retail powerhouse, Zara, to launch their first joint capsule collection available in U.S. stores today. The ...

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