LEGO

Branding Identity Process Book

Spring 2020
Ian Anderson

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Content Brief

Brand Description: Lego is a toy production company that makes plastic bricks that connect together. Lego doesn't really have that much competition in its target market. There are some similar Lego companies that try to replicate Legos like Megabloks but they are not as popular and well-known as Lego

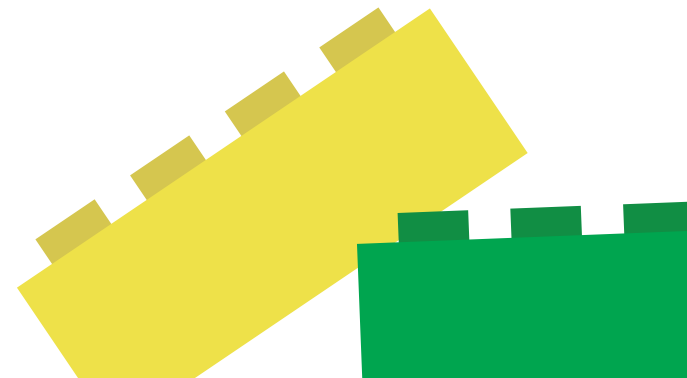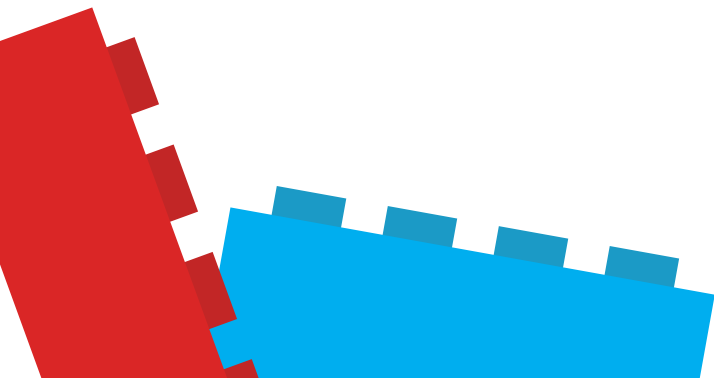Project Summary: The goal of this project is to rebrand the Lego logo and improve it from its current state

Target Audience: The main target audience for Lego are children and teenagers, but Lego can appeal to any age group

Desired Message/Tone: I want the message with the logo to be playful and symbolize the creative aspect of the toy

Problem Analysis: The current Lego logo is just too plain and boring. For a company that is known worldwide for its creative toy, its logo doesn't do anything to help express this creativity. I think that adding an image of a Lego brick or minifig would greatly communicate to the viewer that Lego is a fun and creative brand while also showcasing its product as well

Logo Creation: Sketches

Logo Creation: Responsive Logo

Old Logo

New Logo

Logo Description

The new logo takes the iconic brick shape that Lego is known for and uses it as the base for the logo. The studs (the bumps on the top of the Lego brick) are a darker tone of red to give the brick more depth. The font inside the brick is san-serif so that is appears more blocky. The letters are a mix of red, yellow, green, and blue to symbolize the variety of colors that are available when using Legos and also a feeling of joy and creativity.
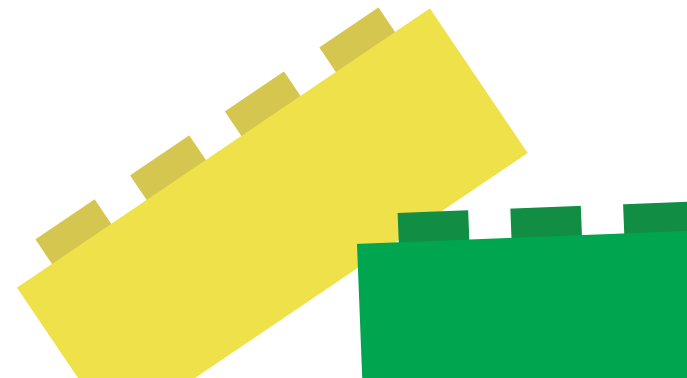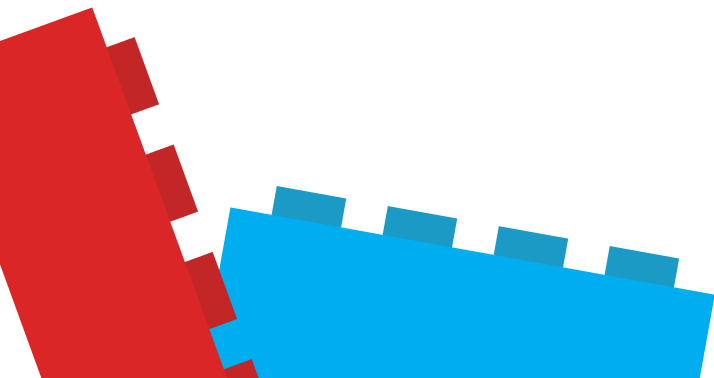
Logo Usage
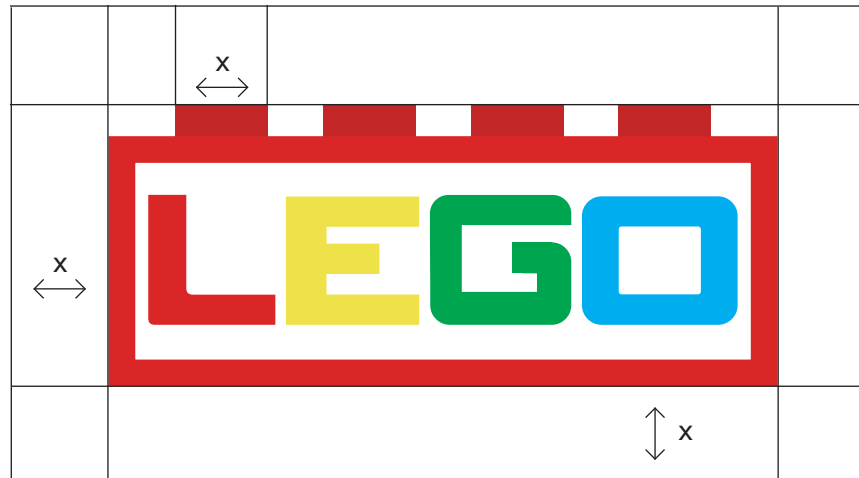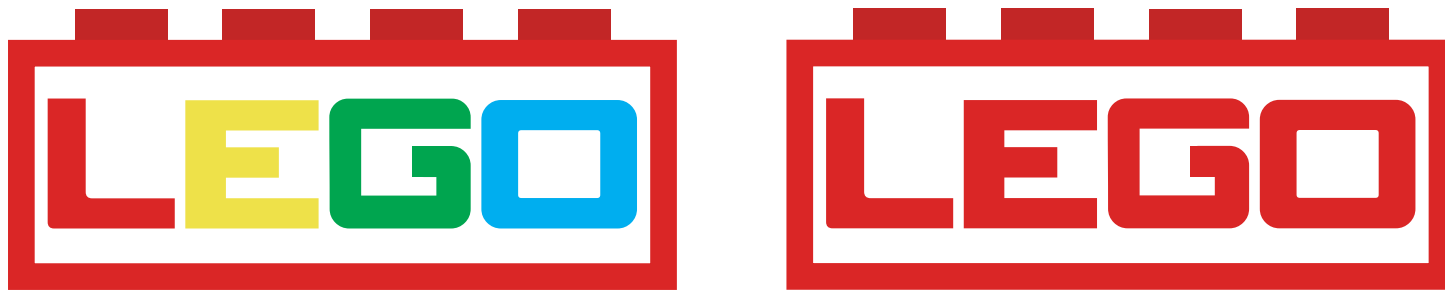
The logo should use the Lego logo colors (red, yellow, green, and blue) or be all red, and it should be placed only on a white or light colored background. The space around the logo should be the same distance as the length, x, of the stud on the top of the brick. Nothing should come into that defined space.

Incorrect Logo Usage ✕

Changing letter colors
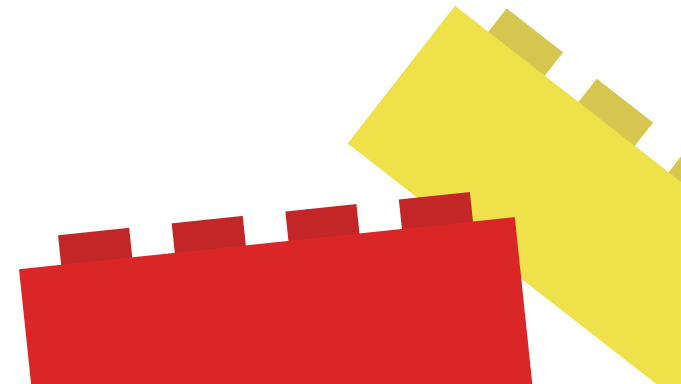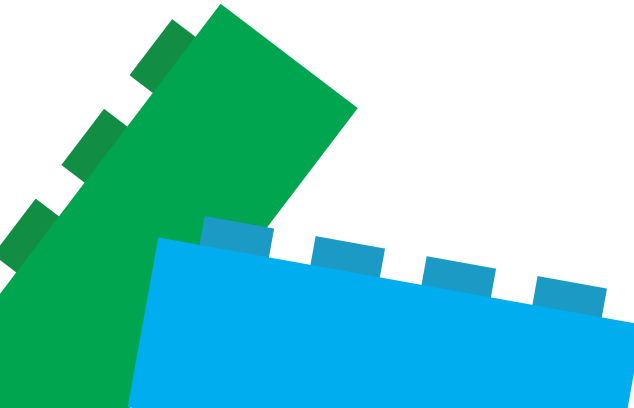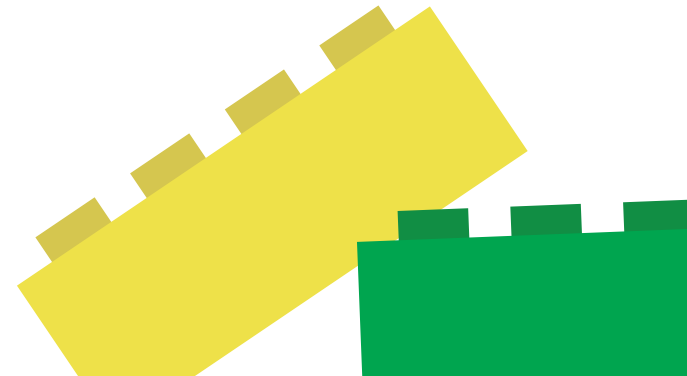
Changing brick color

Rotating brick

Flattening brick

Changing brick into sqaure

Changing letters

Icon Creation
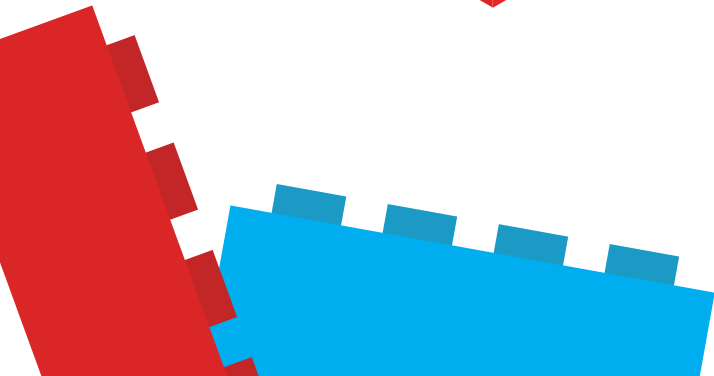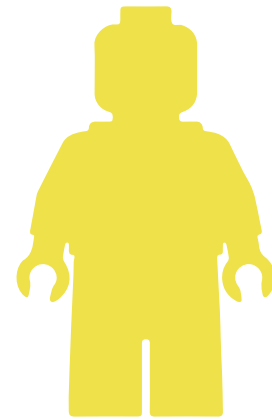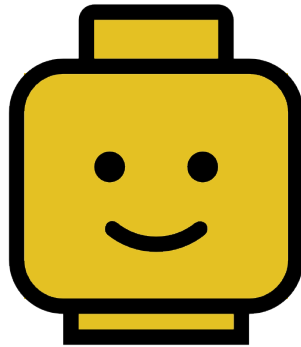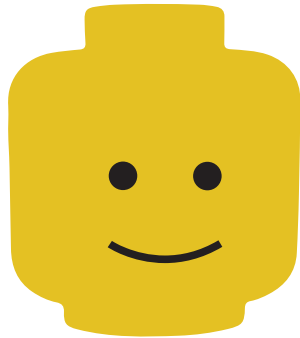
Color Palette/Color Usage

Lego Red

CMYK: 9, 98, 100, 1
RGB: 217, 39, 39
HEX #: d92727

Lego Yellow

CMYK: 8, 5, 83, 0
RGB: 240, 224, 76
HEX #: f0e04c

Lego Green

CMYK: 98, 0, 96, 1
RGB: 0, 165, 83
HEX #: 00a553

Lego Blue

CMYK: 97, 0, 0, 0
RGB: 1, 175, 240
HEX #: 01aff0

40%   20%   20%   20%

Font Family

CRYSTAL CORE
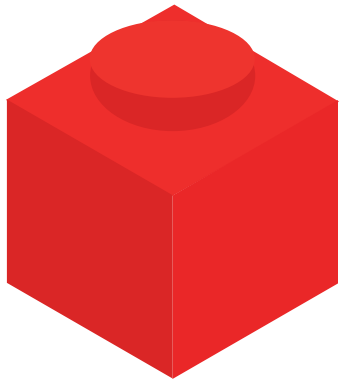ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Futura Book
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz1234567890

Process Statement

The goal of this rebranding was to vastly improve the old Lego logo which has roughly remained the same since the 1930's. I believe that this new Lego logo breathe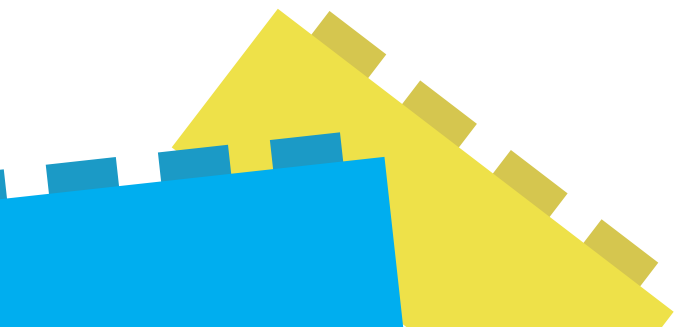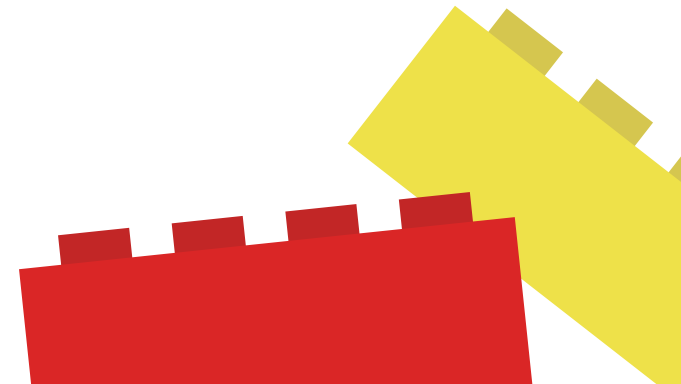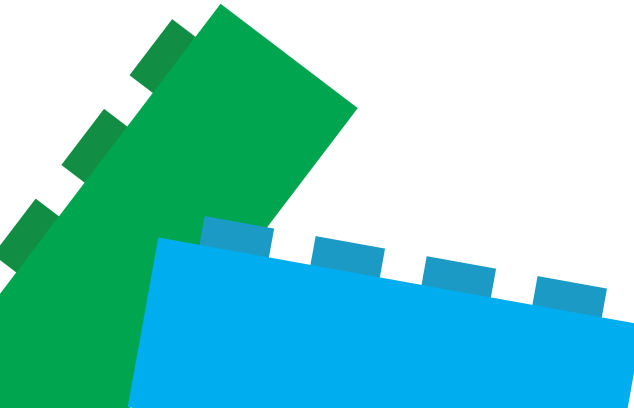s more life and creativity into the brand than the previous logo did. The old logo fell flat when it came to expressing its product and the playfulness that comes with it. Adding the brick shape and a variety of bright colors to the letters helps with defining what Lego really is about; the simplistic, connect-able brick that is known worldwide and the possibilities that one can make with them.
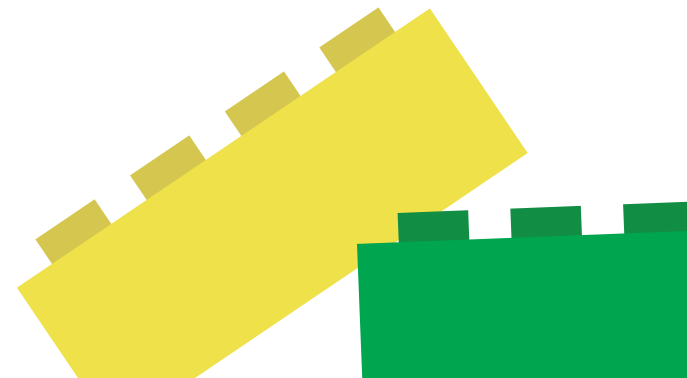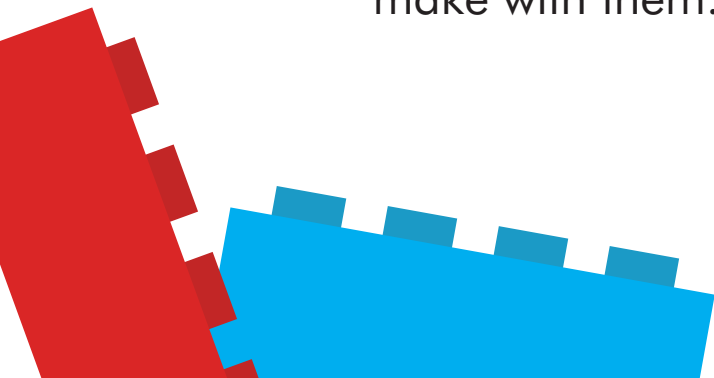
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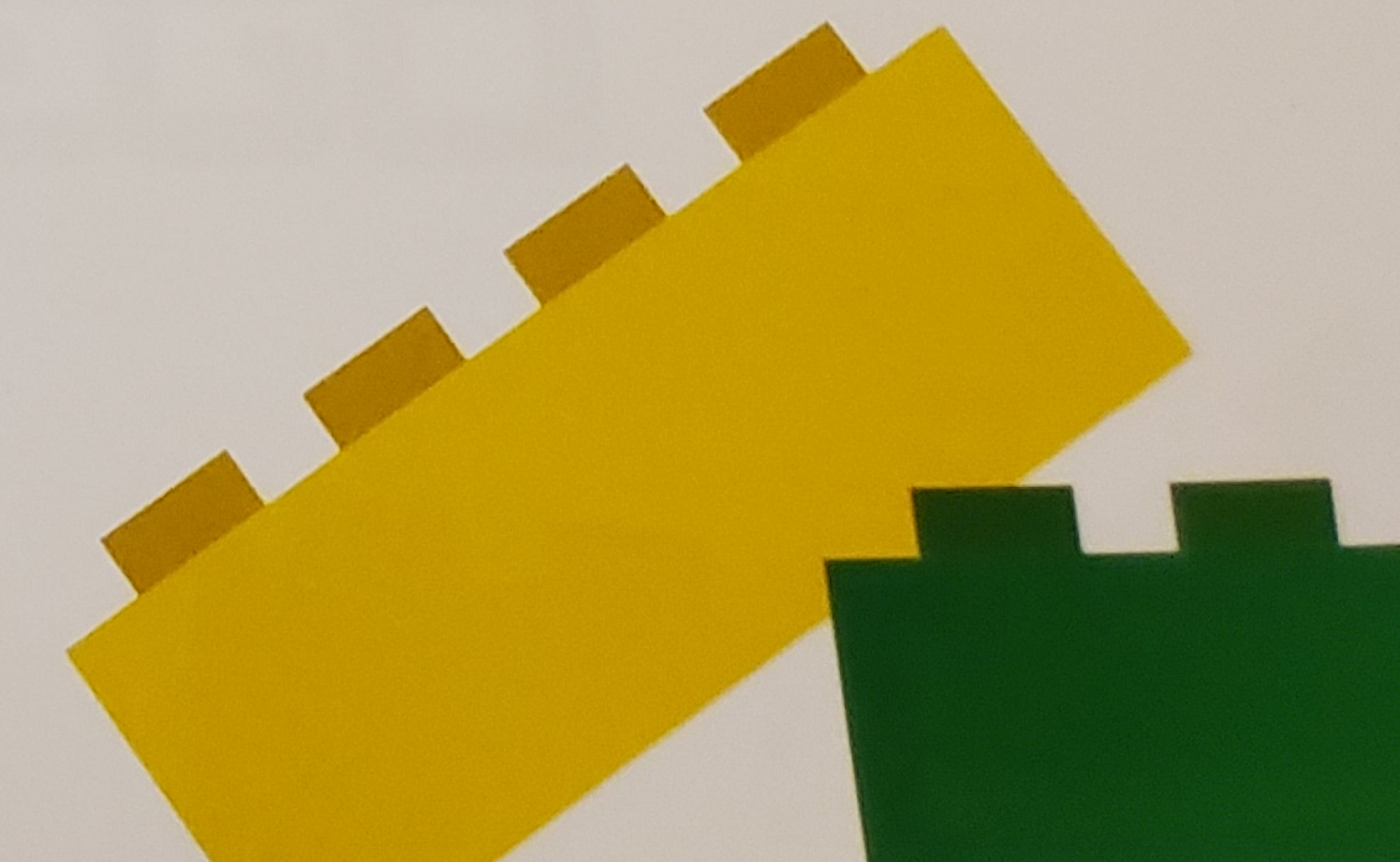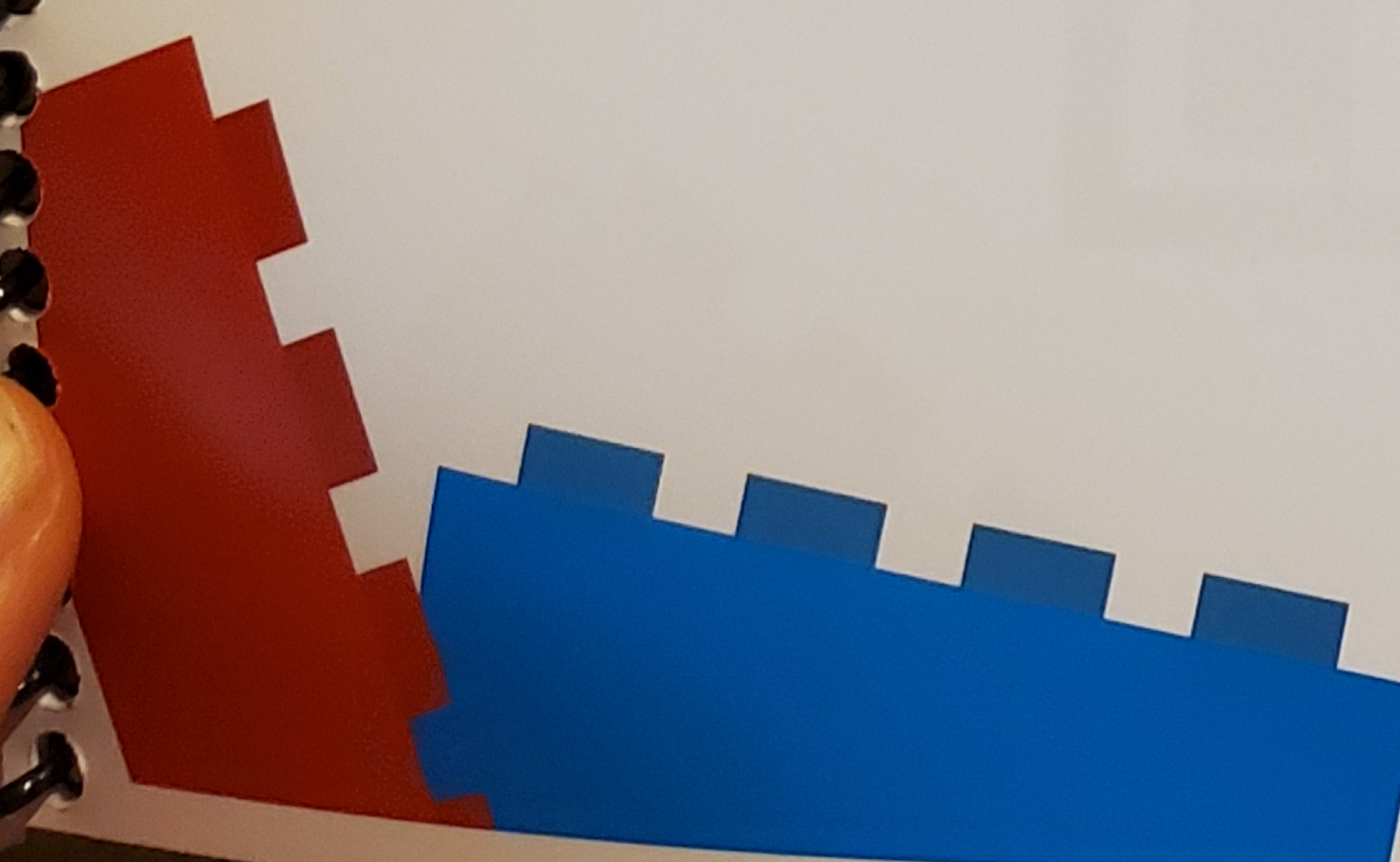Brand Description: Lego is a toy production company that makes plastic bricks that connect together. Lego doesn't really have that much competition in its target market. There are some similar Lego companies that try to replicate Legos like Megabloks but they are not as popular and well-known as Lego

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