



Old Logo



New Logo



Logomark



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 sans-serif so that it 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.

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.

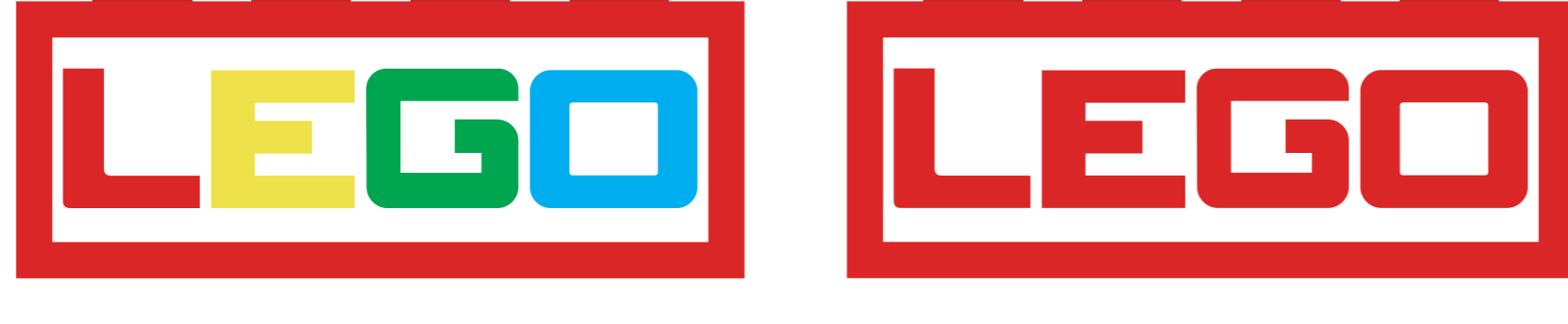
Project Summary: The goal of this project is to rebrand the Lego logo and improve it from its current state, which lacks any feeling of fun or creativity.

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

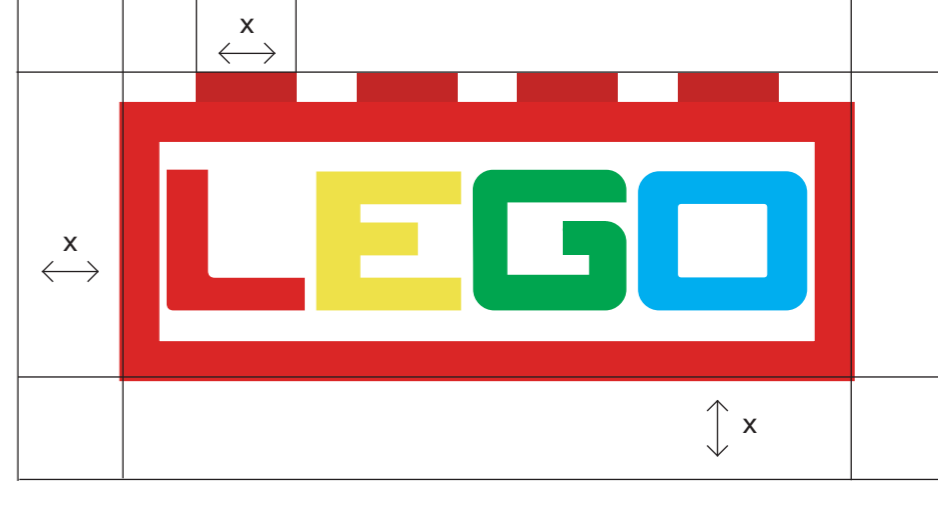
Desired Message/Tone: I want the message with the logo to be playful and symbolize the creative aspect of the toy.

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.

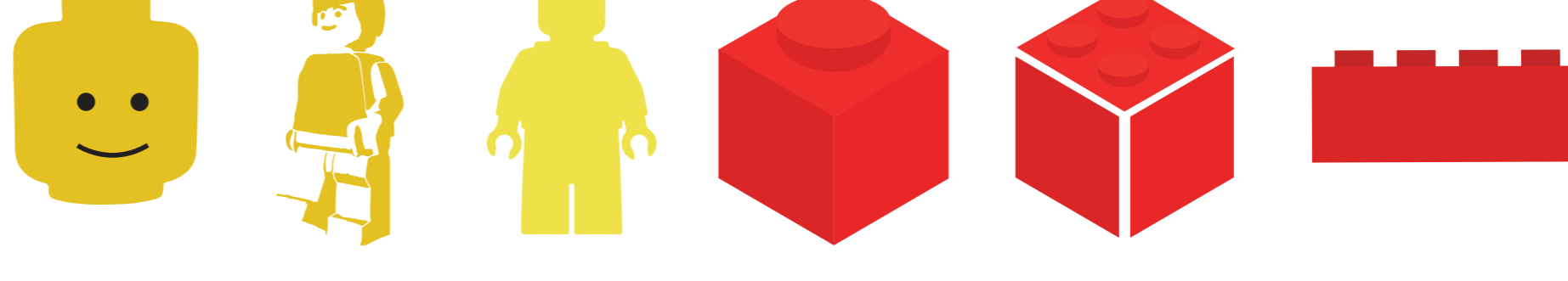
Logo Usage



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.



Icons, Colors, and Fonts



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%

CRYSTAL CORE
A B C D E F G H I J K L M N O P Q R S T U
V W X Y Z 1 2 3 4 5 6 7 8 9 0

Futura Book
A a B b C c D d E e F f G g H h I i J j K k L l M m N n O o P p
Q q R r S s T t U u V v W w X x Y y Z z 1 2 3 4 5 6 7 8 9 0

Brand Essence

Creativity

The ability to make anything

Colorful

Bringing life into your creation

Simple

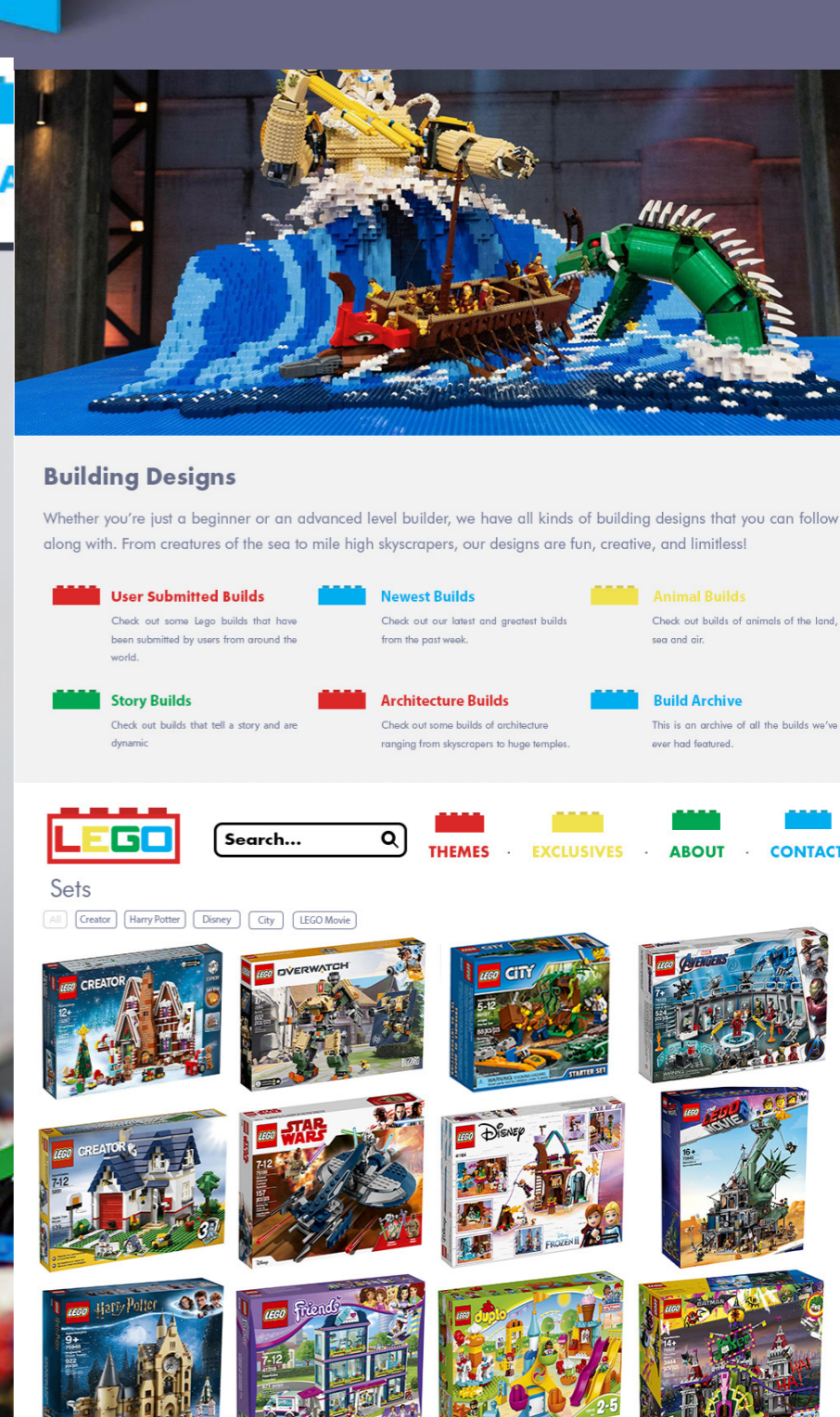
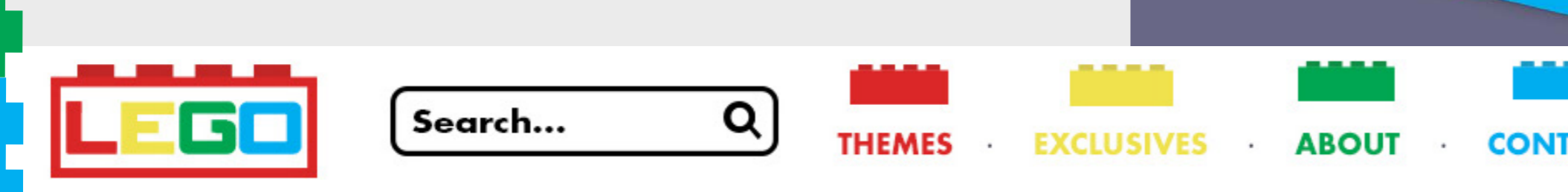
Easy designs for all builders

Fun

The joy of building

Timeless

fun for everyone



Thanks for reading and keep on building!

Ian Anderson
Art 3232A Spring 2020

