

LONG LASTING

Painting History since 1866

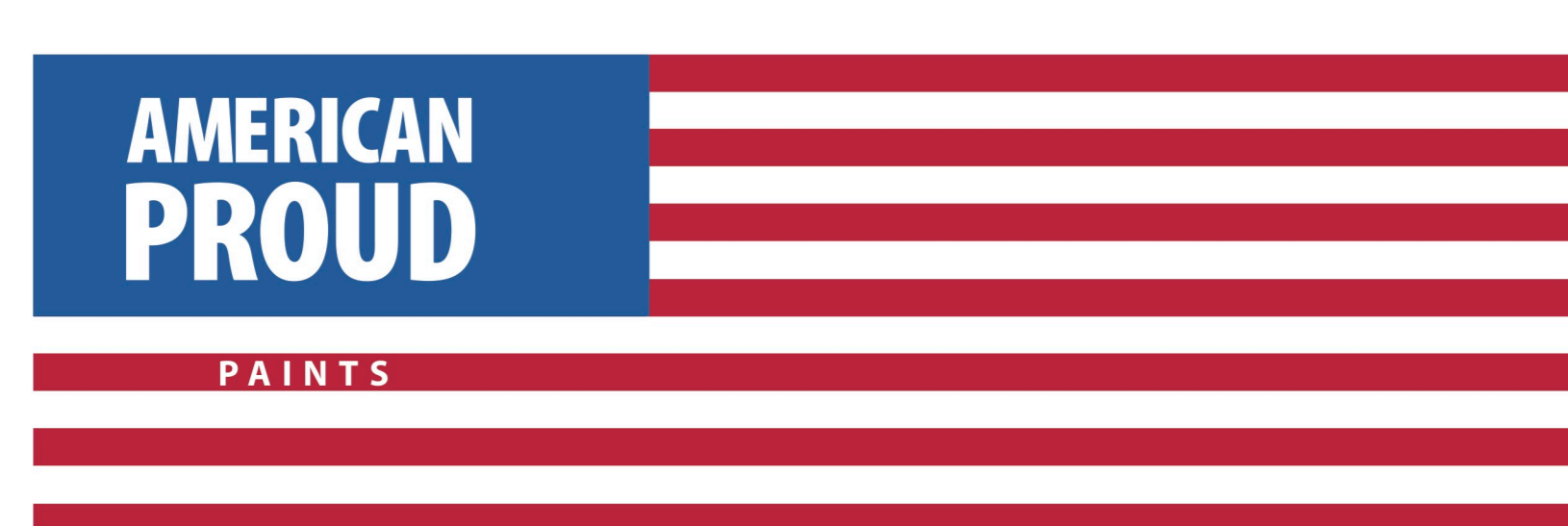
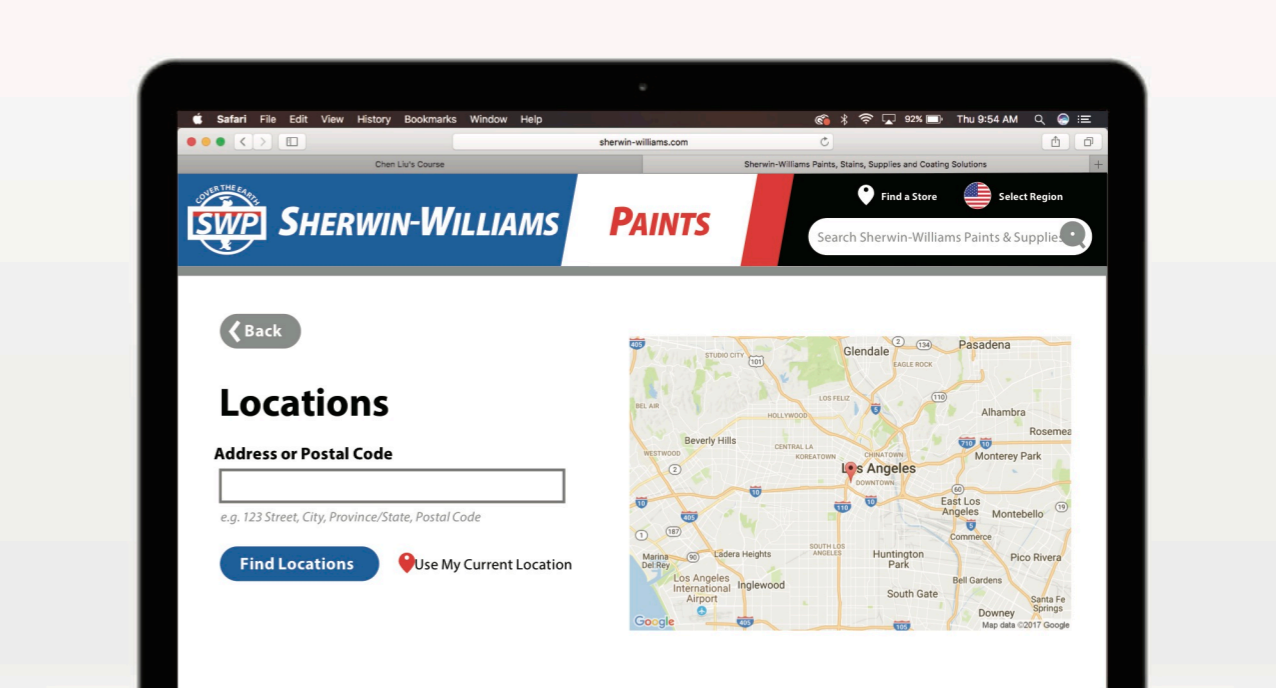
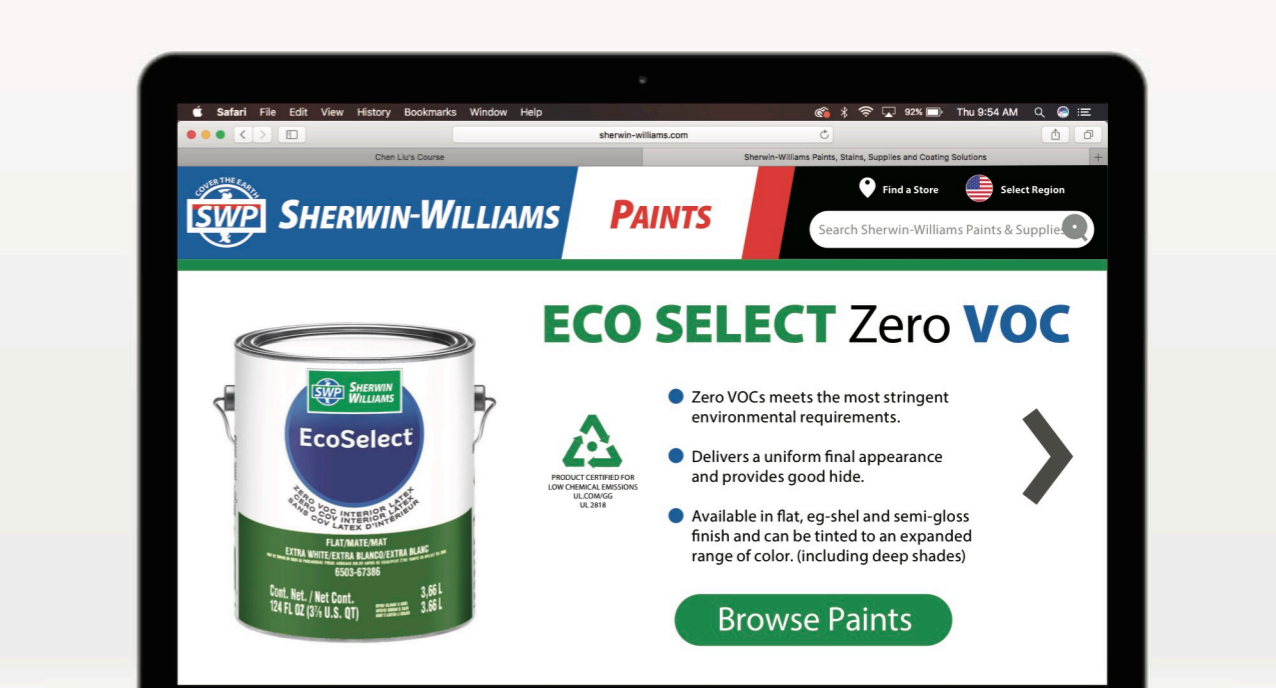
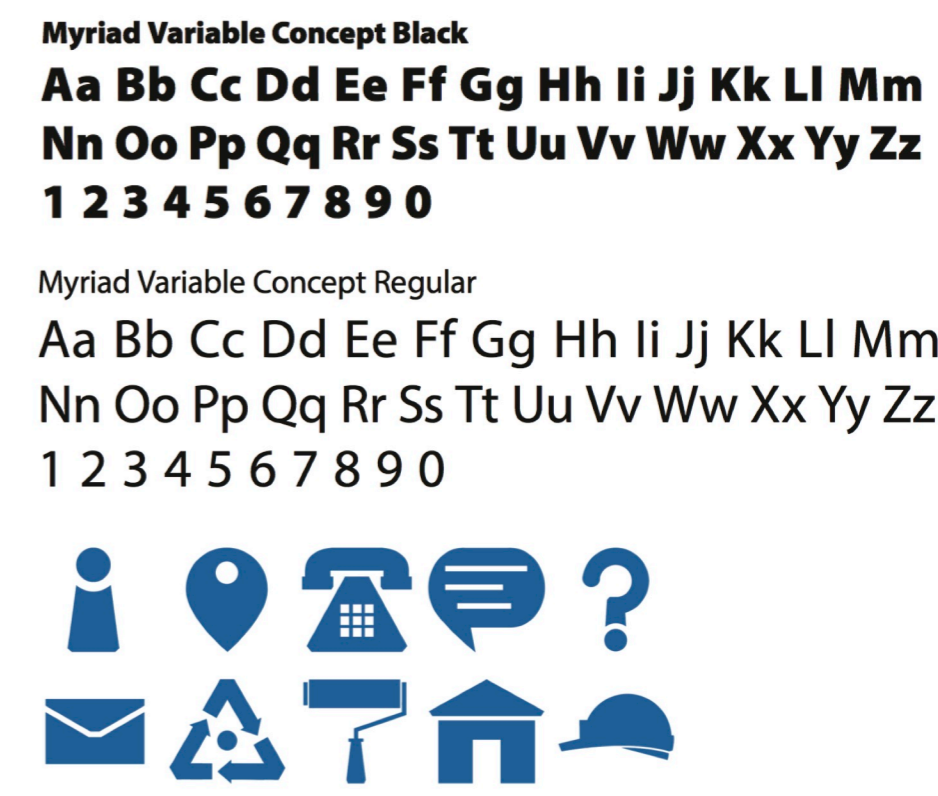
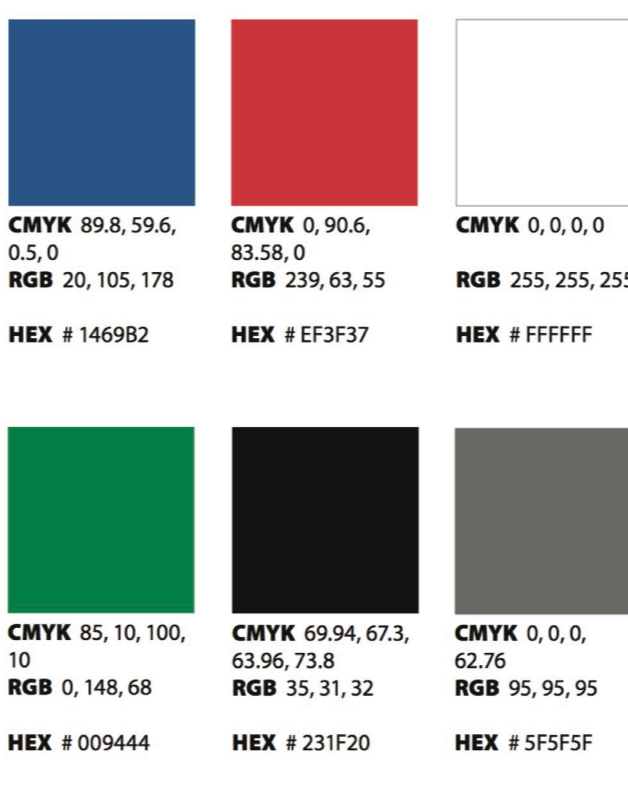


SHERWIN-WILLIAMS PAINTS

Sherwin Williams is an American paints manufacturing company. It's competition consists of other big paints manufacturing brands such as Benjamin Moore, Behr, and Dunn Edwards. One of their obstacles is having trouble keeping up with today's day and age in terms of both image and technology, with an inefficient website that's difficult to navigate through, and the lack of a mobile app.

Their Target audience are Interior Designers, Painters, Architects, Contractors, and Home-owners.

The old logo depicts a bucket pouring red paint on the world along with the slogan "Cover the Earth". In today's day and age of environmental awareness, these depictions can be detrimental to the brand's image, and perceived as polluting the earth. The old logo is also very outdated in terms of design, and its busy imagery makes the logo illegible when scaled to a smaller size.



By redesigning the Sherwin Williams brand and its logo, I have made it more readable, cleaner, and more effective from a compositional and ecological perspective. I have also designed visual representations. For this project I wanted the message to be perceived as an eco-friendly brand. I wanted the logo to be simplified and clean, while still keeping similarities to the old logo, such as color and elements that are essential to the brand's recognition.