

"A man is
great by
deeds, not by
birth"

-Chanakya

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Case Study

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Burger King's New Logo – A Success or a missed opportunity

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ABSTRACT

Burger King (BK) came up with a new visual design that will be present throughout all the touchpoints of its guest experience. A press announcement claims that the design is inspired by real food and the look commemorates the first complete rebrand in over a period of twenty (20) years. The old logo was launched in the year 1999. The company felt that the new one is a tribute to the brand's design heritage. The fast-food chain's world-famous logo has undergone five redesigns since its inception and it took the brand 16 years to eventually find its signature style. Three different logos were created during the period between 1953 to 1969. In the year 1969, Burger King redesigned the logo which witnessed immense success. The case presents the dilemma that would the new logo be a success or a fad. Some opined that the logo has evolved during the brand's lifetime and seems to have come back full circle, returning to the rudimentary. Some industry experts mentioned that the logo makes feel nostalgic because the colours and the typeface take back to a time when brands sported bright loud primary colours. However, some called the design rudimentary, opining that it was a missed opportunity. They said that the new logo and design is neither irreverent nor playful.

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