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Attempting to Reinvent the Wheel

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ATTEMPTING TO REINVENT THE WHEEL

by

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A thesis submitted in partial fulfillment of the requirements
for graduation with Honors in the Art, Studio

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All requirements for graduation with Honors in the
Art, Studio have been completed.

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School of Art and Art History

Rebranding can be a difficult and often highly scrutinized process, but if the brand facing this change is well known and beloved it becomes an even trickier path to navigate. For this research project I decided to confront this idea headon to see how challenging it truly is to reinvent an established and cherished brand.

Initially I had to determine a company who already has effective branding that is admired by the masses. After making a list of half a dozen companies I finally landed on Target because of their stellar existing brand, instantly making this project an uphill battle. I then started doing research on both Target and their competition's current brand messaging as well as current trends in the market. Armed with this new found knowledge I determined to construct rebrand with a modern take on the growing popularity of all things retro. With a style and feeling pinned down I moved to the actual creation of the branding elements. I began with selecting the typography, which to me is the most important aspect of a brand because of its prevalence in everything the brand touches. I chose a trendy serif font that has a modern feel to it while still harkening back to Target's original typography. Following the typography I moved onto the colors, the subconscious communicators of the brand. I elected to go with a vibrant red to carry on Target's energetic brand feeling, but paired it with a light tan to give it a vintage twist. Finally I took a stab at the logo, which was the biggest challenge. I created a new wordmark and icon that took inspiration from Target's inaugural logo.

Ensuing the completion of this project and analyzing its outcome I believe it needs much more time and care. In its current state my rebrand could not dream of holding a candle to Target's current branding. Although the project may not have turned as successful as I had hoped, I have gained an understanding why there are dozens of graphic designers collaborating together to tackle projects as large as this one. No single designer can alone 'reinvent the wheel', but together, a team of creatives may be able to offer a newer and more exciting option.