



INDEPENDENT

BRAND IDENTITY EVOLUTION

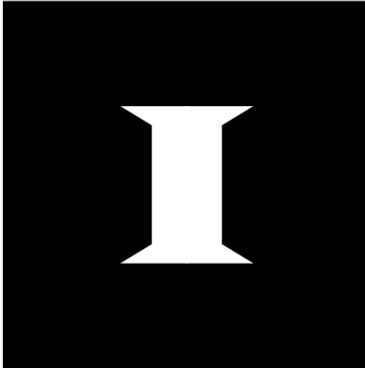
*Sandy Naude | Independent Media
INMA World Congress 2015*

10 / 05 / 2015



A brand is the message that you choose to convey.

Within that message is contained a promise. That promise must be fulfilled throughout the organisation; from the logotype and the visual identity, all the way through to the way the receptionist answers the phone and the way your products are delivered into a customer's hand. When that promise is broken, the trust of Independent's audience erodes.



The old logo and identity.

The old logo was a simple shape derived from the 'I' in Independent, using a serif font suited to print news media.

Our challenge was to evolve the old logo into something that is more relevant to a multi-channel, digitally aligned format.

At the same time, it is important that we not forget the past. The new icon will retain the same shape as the old – a nod to journalism's hard fought legacy.



Our Biggest Challenge?

Bringing cohesion to a multitude of disparate, decentralised identities across various media and various regions.



Brand Considerations.

There are three factors that need to be catered for in a successful brand evolution.

1. Independent's audience
2. Our production team
3. Commercial return



A NEW CHAPTER BEGINS



The message
/ promise of
Independent
- and all of its sub-brands:

We've got your back.

At Independent.
We celebrate your individuality.
Your needs.
Your wishes.
Your region.
Your home town.
Your suburb.
Your sports team.
Your gender.
Your music.
Your movies.
Your language.

Your personality.





The new logo

The digital era calls for something bold, striking and representative of individuality: an evolved graphic composition that represents renewal, rejuvenation, transparency, integrity, transformation and innovation.



independent brand identity evolution / the new logo

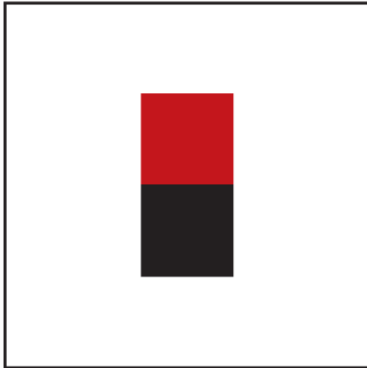


Red, Black, White
News Gothic Bold



INDEPENDENT

Symmetrical
Salient
Striking



What does the icon mean?

The icon is an evolution of the old 'I' in the previous logo – yet more modern, versatile and relevant to digital formats, applications, mobile sites and profiles.

It is designed to be effective even without spelling out the name next to it. Timeless and instantly recognisable, the new icon is comfortable in a vast collection of platforms.



Rules.

In order to create trust around the new Independent brand identity, we introduced basic, yet important rules throughout the entire organisation.

These rules not only applied to the marketing and graphic departments, but throughout all communications originating from Independent Media.



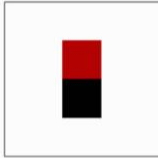
RULES

The two most important rules to building the new brand identity:

- 1. Be Consistent**
- 2. Be Pervasive**

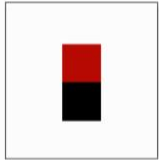


NEW LOGO USEAGE



INDEPENDENT

| Standard



MY.
INDEPENDENT

| App



NEW LOGO USEAGE

Online Products



MOTORING.
INDEPENDENT



DATING.
INDEPENDENT



PROPERTY.
INDEPENDENT

Logo Transition.

The logo was swapped unilaterally.

The success of the new branding relied on consistency across the entire company, all media channels and all communications.



INDEPENDENT

The new chapter begins