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## What if I Liked it Better Before? An Analysis of Consumer Reactance to Brand Logo Redesigns

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Honors Thesis:

WHAT IF I LIKED IT BETTER BEFORE?  
AN ANALYSIS OF CONSUMER REACTANCE TO BRAND LOGO REDESIGNS

by  
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Submitted to Brigham Young University in partial fulfillment of graduation  
requirements for University Honors

Marriott School of Business:  
Marketing and Global Supply Chain Department  
Brigham Young University  
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## ABSTRACT

### WHAT IF I LIKED IT BETTER BEFORE? AN ANALYSIS OF CONSUMER REACTANCE TO BRAND LOGO REDESIGNS

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Marriott School of Business: Marketing and Global Supply Chain Department

Bachelor of Science

Past research has explored the relationship between logo redesigns and consumer behavior, specifically detailing the influence of brand connection on consumer processing of logo redesigns. Such research has found that variations in logo design have key implications on consumer connection to brands in ways that influence brand attitude. Key constructs explored include brand loyalty and commitment, the extent or style of changes in redesigns, and visual processing of logos as a means of determining future behaviors. While prior research emphasizes the influence of loyalty and connection to brands in relation to consumer processing of logo redesigns, research has not fully analyzed consumer reactance when presented with different styles and contexts of logo redesign, as determined through social media sentiment.

Based on analysis of social media sentiment following logo redesigns of popular brands, this thesis aims to explore various degrees of consumer reactance to logo changes and provide a projection to hypothesize reactions to future logo redesigns based on the style and context in which redesigned logos are presented to consumer and new media. This research is intended to act as a first step to further research regarding consumer

perception of brand motives—or reasoning—for launching redesigned logos by focusing on consumer reactions to various styles, degrees of change, and contexts behind logo redesigns.

**Keywords:** logo design, visual branding, brand loyalty, brand connection, consumer reactance, consumer sentiment, social media sentiment



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## Introduction

In 2003, Apple Computer released an announcement revealing a change in its logo design, recoloring the apple from red to silver. Within hours of the announcement, over 200 Apple customers created and signed an online petition with that demand that Apple return to its old logo color and design. In 2010, Gap, the traditional, Americana clothing brand, revealed a change in its visual branding with a new logo styled with a new font, changed background color, and gradient color block that customers expressed did not align with the Gap brand. After waves of complaints the new logo was withdrawn within a week of it being revealed. More recently, between 2020 and 2021, more than 50 brands launched redesigned logos to the media and press. Each newly presented logo was met with mixed responses by consumers, some more emotionally charged than others, as demonstrated through varying degrees of consumer sentiment.

This paper will present and analyze the responses to three brands that received varying degrees of positive and negative consumer sentiment in response to the redesigned logos and the context surrounding their launches. Specifically, this paper will evaluate consumers responses on social media to the logo redesigns for Pringles, Papa John's, and Burger King, with all consumer responses being pulled from Twitter as a means of collecting consumer insights not offered through other confidence index measures (Shaya, 2017). The redesigned logos for Pringles, Papa John's, and Burger King were selected for analysis due to their varying degrees and styles of redesign, differing situational context and news surrounding the brand at the time of redesign, and the similarly heightened levels of emotion in responses, as measured through social media sentiment analysis. Brands were also selected based on uniformity of product

category—all brands within the food and restaurant industry—to maintain validity in consumer responses.

The logo evolutions of the three brands under analysis in this paper are as follows:

#### Pringles Logo Evolution



2002 – 2009



2009 – 2020



2020 – 2021



2021 - Present

#### Papa John's Logo Evolution



1995 – 2018



2018 – 2019



2019 – 2021



2021 - Present

#### Burger King Logo Evolution



1969 – 1994



1994 – 1999



1999 – 2021



2021 - Present

Figure 1

The above presented brands demonstrate three types of logo redesigns, all three of which received different consumer reactions and levels of positive vs. negative consumer sentiment on social media. Pringles—a brand that hadn't changed its logo in over ten

years—represents brands that change their logo to a completely different design with a high degree of change for what consumers view as no presumed reason. Papa John's represents brands that have experienced significant media or consumer backlash for their brand or product prior to a launched redesign, leading many consumers to associate the changed logo as being motivated by brand desperation to create a new image—more so when accompanied with high degrees of change. While both Pringles and Papa John's represent brands that produce novel logos in their re-branding efforts—leaving consumers grappling with something entirely new—Burger King's logo redesign demonstrates a third style of redesign: the return of something familiar. The differentiation between these three brand logo redesigns presents them as beneficial cases to analyze and use to hypothesize potential responses to future logo redesigns.

### **Conceptual Background**

Logos are a key component in the development and delivery of brand messages, through which consumers develop connections to the brand. In conjecture with other components of visual branding, logos are a key driver of consumer connection with the brand to both retain existing customers and attract new customers. The key purpose of a brand logo is to grab attention and make a strong first impression as one of the first indicators of a brand's personality. In doing so, the logo is often the foundation of a brand's identity to separate the brand from competition, foster brand loyalty, and create expectations for customers" (Tailor Brands, 2021). Driven by various reasons depending on the brand, product category, current degrees of brand affinity and media status, etc., brands often go through company rebrandings as a means of better aligning with their company mission or strategy for customer reach/retention. Previous research notes that

rebranding is the strongest way to illustrate changes in a company and represent the evolution of the company and brand. However, depending on brand affinity and degree of change, consumers don't always positively respond to present brand changes. The core problem brands are then confronted with in the rebranding process is the balance between innovation and brand evolution while staying true to the brand's original messaging and heritage to maintain authenticity to the original brand (Kapferer, 2002).

Current brand research presents three main types of rebranding strategies: altering a brand's name, changing the brand's slogan, or redesigning the brand's logo (Peterson, 2015). Brand name changes are seen as being more 'revolutionary,' while slogan or logo changes are considered more 'evolutionary' process, as something all companies go through" over time (Peterson, 2015). Yet, as revealed through such cases as Apple, Gap, and those presented in this paper, the context and degree to which a company visually rebrands through changes in logo design has key implications on how consumers respond to and connect with the brand moving forward. Through studies based on manipulation of logo shape redesign as a means of measuring the role of brand commitment on consumer response to logo design, Walsh et. al (2010) found that the greater the degree of change in shape of redesigned logo (changing from an angular logo to a more rounded logo), the more likely strongly committed consumers are to negatively evaluate the redesign. Williams and Son (2021) similarly explored the effects of logo redesign on brand attitude and purchase intention when presented to both highly loyal and non-loyal consumers, specifically aimed at sports fans' attitudes towards rebranded logos for their identified sports teams. Williams and Son's research demonstrated similar findings as Walsh, et. al,

highlighting the influence of consumer loyalty and prior knowledge of the brand as being influential factors on consumer response and sentiment surrounding the change.

While the previously noted research focused on consumer responses to redesigns in association with previous brand commitment, Peterson et. al explored an additional dimension of consumer reaction through measured emotional and cognitive processing when presented with unrecognized logos (Peterson, 2015). Peterson's work provided additional findings regarding processing to varying styles of redesigns but lacked specific insight regarding the types of consumer reactions and sentiment to be expected as consumers move from processing to reaction in the form of social media responses. While the topic of logo redesigns as a means of visual rebranding continues to be a salient topic in business and popular press, the academic sphere is limited regarding the styles and types of reactance consumers exhibit when presented with different types of logo designs—types referring to those previously presented as categories demonstrated by the Pringles, Papa John's, and Burger King's logo redesigns. This research seeks to fill gaps in the subject matter to provide further insight for future research implications and brand marketing strategy.

### **Contrasting Brand and Consumer Narratives**

Prior to Pringles, Papa John's, and Burger King launching their newest logos to the media and popular press, all three brands issued press releases explaining the reasoning behind the changes in logo design. In its press release, Pringles noted, "2020 has been the year we've all learned to adjust to change and the Pringles® brand and its iconic mascot, Mr. Pringle, is no exception. For the first time in 20 years, Pringles has updated its unmistakable can with a fresh, new look that features bold hues and a clean



design, highlighting the crisps' inventive flavors and unique, stackable shape.” The brand added, “To complement the can's new look, Pringles also streamlined its mustachioed mascot to better highlight the flavors in every can and showcase his new range of emotions to match. With a sleeker look including a more dynamic mustache, sharper bow tie, sparkling eyes and expressive eyebrows, Mr. P’s ‘Glow Up’ puts the focus on the irresistible taste in every Pringles crisp and stack” (Kellogg 2020).

Papa John’s announced the company rebrand, including the logo redesign, as being “the next step in the company’s journey to deliver better experiences for its customers and team members as it accelerates its record-breaking growth and momentum.” The brand added, “Soon, people will begin to see, feel and experience how Papa Johns is evolving, including a new design for its restaurants, a new logo and new visual brand identity. Together, these elements will modernize the Papa Johns experience and build deeper emotional connections with customers, team members and communities, while preserving what has made the brand so successful – its commitment to high-quality, delicious food created from premium ingredients.” Specifically noting the new logo, the brand explained that new logo would serve as a visual reflection of the new tone being set by the brand – bold, simple, fun and clean. The new “Better by Design” logo now featured updated hues of Papa Johns signature red and green color crafted to better distinguish the brand wherever it is seen – both online and in-person (Business Wire, 2021).

Pointing to its roots, Burger King’s press release started by pointing to its familiar slogan: “Since 1954, Burger King® has encouraged its guests to Have it Your Way® and confidently celebrate self-expression. Today, the brand is making a leap forward by

introducing a completely new visual design that will be present throughout all touchpoints of the guest experience.” The brand then explained that the new logo and branding—the first complete rebrand in over 20 years—had been inspired by real and delicious food to more authentically represent Burger King values. In further detail, the brand stated, “The announcement signals a commitment to digital-first expression and recent improvements to taste and food quality, through the removal of colors, flavors, and preservatives from artificial sources from menu items, as well as an ambitious pledge to environmental sustainability. Specifically noting the logo, Burger King announced it as being, “Confidently, what BK is all about - real, simple and delicious food.” It added, “Since launching the current logo in 1999, the industry has transitioned to a more modern, digital-friendly design language. The new minimalist logo seamlessly meets the brand evolution of the times and pays homage to the brand heritage with a refined design that’s confident, simple and fun (Business Wire, 2021).

With every logo redesign, brands risk alienating their core audience, a group that can easily vocalize its displeasure through such means as social media. While each brand presented detailed and research-backed explanations for the presented changes in visual branding and logo design, consumers immediately turned to social media to voice narratives of their own regarding what they presumed motivated the brand to change its logo, what they think the brand did wrong—or right—in the redesign, how they felt about the new design, and their planned future associations with the brand (as determined by intent for future purchases). Across all three brands, it became evident that consumers either don’t know, or choose to disregard company explanations behind brand changes. Regardless of the detail and research supporting the brand’s explanation as delivered

through press release, consumer processing and reaction consists of customers creating their own narrative and openly express these often-contrasting ideas on social media.

### Hypotheses

Based on analysis of consumer reactions towards redesigns in the studies presented by Walsh, Williams, and others, it is hypothesized that consumers will produce differing reactions depending on variations in constructs presented with the redesigned logo. In contrast to brands' efforts when presenting press releases to motivate positive, understanding responses, it is hypothesized that the determinants of consumer responses are primarily based on the constructs of degree of change between the original and redesigned logos, the situational context and news surrounding the brand at the time of the newly designed logo and branding being released, and measures of perceived familiarity towards the new logo.

As demonstrated by previous studies on brand commitment as a determinant of consumer reactance to logo redesigns (Walsh, 2010), it is expected that consumers will react more strongly when presented with new logo designs that demonstrate a significant degree of change compared to the previous design. It is expected that the greater the degree of evident change in the new logo, the more emotionally-charged sentiment towards the new logo will be tilted. Theoretically, it is hypothesized that when presented with new logos from unfamiliar brands, consumers will respond in more neutral levels of sentiment towards the new logo, based on the lack of knowledge regarding the prior logo and the degree of change. To the same extent, it is expected that when presented with the redesign of a familiar that only shows minor changes—more evolutionary edits than revolutionary design changes—consumers will respond neutrally or with minor

responses. It is expected that consumers in this situation will not be as attentive to minor design details and will react with a more neutral valence of consumer sentiment.

In contrast, it is expected that when presented with redesigns of familiar logos that exhibit a high degree of change, consumers will respond with significantly more emotional reactions and will be more attentive to details in logo changes. It is hypothesized that reactions to logos that demonstrate a high degree of difference will be largely negative, based on general consumer dislike for drastic change and unfamiliarity (Walsh, 2010). Within the same realm, it is expected that consumers will more quickly accept or not even notice logo redesigns that exhibit minor degrees of change, leading to lower likelihood of positive or negative social media posting and a neutral valence of consumer sentiment towards the logo redesign on social media. Hypotheses for these expectations are as follows:

H1: When presented with redesigned logos for popular and familiar brands, consumers will respond with either largely positive or largely negative responses, depending on the style of redesign and the degree of difference between the new and former logos.

H1B: When presented with redesigned logos for familiar brands that demonstrate a high degree of difference, consumers will express overwhelmingly negative responses based on discomfort with the high levels of change. These consumers are very likely to comment about said changes on social media, leading to a higher valence of negative consumer sentiment.

H1C: When presented with redesigned logos for familiar brands that demonstrate a high degree of difference, consumers will be more attentive to details in logo

changes than when presented with redesigned logos for unfamiliar brands or logos that demonstrate a low degree of change, and are more likely to comment about said details on social media

In further exploration of the influence of brand loyalty on consumer responses to visual brand changes, it is expected that when presented with familiar logos of brands that have received significant negative press, consumers will respond with negatively-tilted evaluations of the brand logo redesign, based on perception of the redesign being motivated by the brand's attempt to hide from or overshadow negative press rather than admitting faulty products or brand action. It is expected that responses about these logos will be largely focused on the brand itself with less focus on the aesthetic design of the redesigned logo. In contrast, it is expected that when presented with redesigned logos for brands that have not received significant positive or negative recent press, consumers will focus on the aesthetic design of the logo, with less responses focused on the brand's reasoning for releasing a new logo. Hypotheses for these expectations are as follows:

H2: When presented with redesigned logos for familiar brands that have recently received negative news/media coverage, consumers are likely to attribute the logo redesign as being motivated by a desire to cover up for mistakes or distract from the negative press, leading to a higher valence of negative responses.

H2B: When presented with redesigned logos for unfamiliar brands or brands that have not received significant press coverage, consumers are likely to perceive the logo redesign as being motivated by a mere desire for visual change, leading consumers to focus more on the visual changes in the logo redesign and less on the situation in which the new logo was released.

An additional construct of hypothesized influence in the measurement of consumer sentiment surrounding redesigned logos is the degree of familiarity towards the brand's new logo as a means of consumer acceptance and reactance. In addition to the construct of degree of change as noted in H1, H1B, and H1C, familiarity and consumer perception regarding recognizability of redesigned logos is expected to produce significant positive or negative responses. In both academic and business research, it is no secret that consumers tend to connect to things they deem safe and familiar (Roy, 2015), in many cases leading consumers to re-adopt previous trends or return to products they once connected with as a means of security.

Both academic and popular press have recognized the increasing popularity of returning trends as demonstrated through such terms as “retro” and “flashback” in terms of marketing and design trends. In his article, *What Was Old Is New Again—The Power Of Nostalgia Marketing*, Steve Oleniski explores the rise of nostalgia in marketing and brand strategy as a means of allowing consumers to reconnect with more positive times and situations (Oleniski, 2015). Building on noted research and the prevalence of “retro” design trends, it is expected that when presented with logos of familiar brands that are recognized as slightly modified versions of previously used logos, consumers will demonstrate a more positive reaction than when presented with redesigns of familiar logos that are novel in design. Hypotheses for these expectations are as follows:

H3: When presented with redesigned logos for familiar brands that are “retro” in style, or that can be clearly associated with previously used logos, consumers will demonstrate a high degree of connection and are likely to demonstrate positive sentiment towards the logo redesign due to the design's induced nostalgia.

H3B: When presented with redesigned logos for familiar brands that are completely new and different, consumers will demonstrate an increased difficulty in connecting towards the new logo, leaving them more attentive to the degree of change. It is expected that this will lead to a higher valence of negative consumer sentiment in response to the changes.

An additional construct to be included in future studies will explore the influence of brand category on consumer perception of brand motivation to explore the influence of product type on consumer reaction and perception. It is hypothesized that the category of a product and brand will play an influential role on consumer perception of brand motivation, particularly regarding products and brands in industries where public press is more likely to emphasize controversies or mixed opinions in product offerings, i.e. healthcare, food and nutrition, technology, etc. It is hypothesized that such brands will elicit significant positive or negative responses based on the potentially increased consumer loyalty towards brands with products deemed more significant in consumers lives. This research paper primarily explores brands that sit within the food and restaurant category to maintain measurement consistency—products that likely have less impact on consumers lives than the previously noted categories—but leaves space for future studies to build by focusing on the influence of product category.

### Research and Analysis

The research focus of this paper will first, highlight the impact of hypotheses 1, 2, and 3 to illustrate the varying measures of sentiment consumers demonstrate in relation to degree of change between original and redesigned logos, consumer responses to logo changes in attribution to negative media or public press, and familiarity based on retro

versus novel designs. Second, it will provide analysis of consumer sentiment regarding what stands out to consumers when presented with redesigned logos and what leads consumers to positively, negatively, or neutrally react on social media. Third, analysis of consumer reactance and as summarized in this research will outline four response categories for social media responses to logo redesigns, providing key implications for brands to consider when presenting new logos to media and popular press. And fourth, this research will offer general discussion regarding boundaries, implications, and future studies to reveal the impacts of this research in both business and academic spheres and the areas for continued research.

As noted, analysis within this research was taken solely from Twitter responses to the redesigned logos of Pringles, Papa John's, and Burger King directly following the launch of redesigned logo reveals. Reactions on Twitter were collected and categorized to determine initial consumer responses when presented with redesigned logos. Based on qualitative analysis through organic social media monitoring and quantitative validation through coding of response sentiment, this following research provides an in-depth analysis of consumer reactance to brand logo redesigns to provide insight regarding hypotheses 1, 2, and 3 and pave the way for further research on the topic.

### **Empirical Overview**

The basis of this research was taken from organic media monitoring and qualitative/quantitative analysis of consumer responses to logo redesigns reported through Twitter posts. Brands for the research were determined after research of top commented-about logo redesigns over the past five years, with a large percentage falling within the food and beverage industry. After initial selection of several brands, the



researcher ran a sweep of social media responses following the launch of each brand's redesigned logo and determined that Twitter provided the most expansive range of comments and sentiment across brands. To avoid possible incongruencies for varying target markets and types of consumers across product categories, the researcher determined that the best brands to analyze to illustrate the previously noted "types" of logo redesigns for this research were Pringles, Papa John's, and Burger King. Key constructs considered in the selection and determination of redesign "types" were prior news and press surrounding the brands, degree of change between logos being significant enough to merit responses, and brand presence on social media.

After the top three brands had been selected, the researcher performed an in-depth media scrape on each brand to better understand the brand's announced motivation for change to compare with consumer reported motive behind the logo changes. Filters were then placed on Twitter search bars to collect response and sentiment data starting the day the brand's new logo was revealed and running through the first month of the redesign being launched to provide ample data for the sample size to be of significance. Filters were also placed to ensure all responses included the brand name and the word "logo" to ensure congruence across tweet subject matter. Using the filtered original tweets, the researcher read each tweet to gather a high-level understanding of the overall sentiment surrounding the redesign, with attention placed on responses to the degree of change between original and new logos, the situation and context surrounding the redesign, and the inclusion of retro or familiarity in the redesign.

For all three brands, the researcher categorized each tweet into one of four categories: negative sentiment, positive sentiment, neutral sentiment, or not applicable—

meaning the comment didn't pertain to the research. Responses within each category were then summed to determine the degree to which different "kinds" of logo redesigns receive higher valences of positive, negative, or neutral consumer sentiment. Key tweets that pertained to hypotheses and that provided substantial evidence of consumer sentiment to validate hypotheses or inform key insights and recommendations were listed for continued analysis and future content (See Appendix). Summed counts for each sentiment category and qualitative reports based on saved tweets were then combined to provide general analysis regarding the consumer sentiment and reactance towards each logo redesign. Overall key findings were then reported based on analysis of the three brands—Pringles, Papa John's, and Burger King—to validate the noted implications and research hypotheses.

*Analysis of consumer sentiment and reactance towards the redesigned logos of the three noted brands is as follows:*

#### **Analysis of Brand 1: Pringles**

In early December 2020—for the first time in 20 years—Pringles announced an update of its unmistakable can with a fresh, new look that featured bold hues and a clean design aimed at highlighting the crisps' inventive flavors and unique, stackable shape. To complement the can's new look, Pringles also launched an update to its iconic logo, streamlining its mustached mascot to better highlight the flavors in every can and showcase his new range of emotions. As reported by the Kellogg company on PR Newswire, “with a sleeker look including a more dynamic mustache, sharper bow tie, sparkling eyes and expressive eyebrows, Mr. P's ‘Glow Up’ puts the focus on the irresistible taste in every Pringles crisp and stack.”

While Kellogg presented the newly designed logo and packaging with confidence that it would be positively received, the Pringles brand quickly discovered that the new logo was not as positively received as research led the brand marketing team to expect. Within the first month of the new logo launching to media and consumers, over 959 people had commented about the new logo on Twitter, the majority of which negatively responded to the new logo. Compared to 36 tweets commenting on consumers' approval of the redesign and 68 neutral tweets, 832 responded with negative feedback, compositing nearly 87% negative consumer sentiment towards the redesigned logo based on social media comments. The 4% of comments that demonstrated positive consumer sentiment mainly spoke to the fact that while it was controversial to say so or considered "hot take" to like the new logo, they didn't find it to be "that bad," or that it looked "ok." Of the 36 positive comments, only 8 comments expressed excitement or fully positive sentiment about the new logo, compiling less than 1% of comments. The majority of neutral comments were announcements from media outlets or retweets of media outlet posts announcing the new logo without any personal opinions about the new logo.

In contrast to the less than 1% of tweets that expressed highly positive emotion towards the new logo, almost every negative tweet about the logo demonstrated high emotion against the new logo as demonstrated through the use of capitalized words, derogatory and explicit language, harsh comparisons and insults towards the brand and logo designers, etc. Many consumers expressed having taken personal offense to the new design, expressing that it had "ruined their year," that the new logo "really bothered" them, and that it caused them physical and emotional pain. Nearly 30% of negative tweets specifically noted that this was one of the "worst logo redesigns consumers had

ever seen,” and close to 18% pleaded for the brand to “go back to your old logo.” Such language as the redesign being a “tragedy,” “absolutely wretched,” “atrocious,” etc. were common among negative posts, with clear inclusion of tweets containing expletives not as consistently used in consumer responses towards other logos. Consumers clearly experienced strongly negative responses towards

the redesigned logo, and they were not afraid to express their sentiment on social media.

A common trend among negative posts was mention of the brand doing a terrible job implementing minimalist designs. Shortly after the new logo was launched to the media, tweets began circulating comparing old and new logos for companies such as Google, Patreon, Petco, and others. Of all redesigned brand logos in these posts, consumer responses consistently reported Pringles as being the most poorly redesigned logo. Out of all retweets comparing the redesigned logos for the previously noted brands, 100% of consumers voted the Pringles redesign as being the worst of the bunch. Respondents noted that while other logos in the roundups were in need of some kind of change, there was “nothing wrong with the old logo,” and that Pringles had strayed from the image people knew and loved by changing the iconic logo. One comment noted, “@Pringles Can we stop with this stupid minimalism tactic that every company is doing I

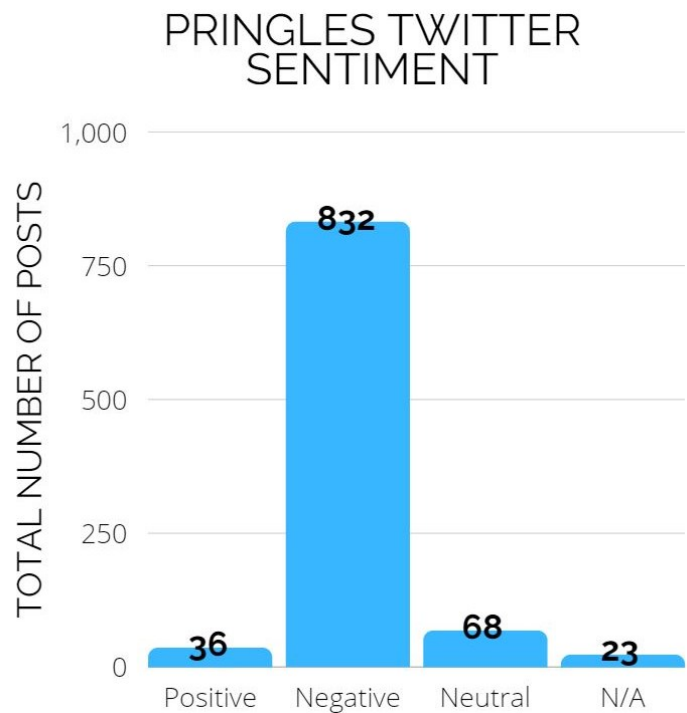


Figure 2

guarantee 85% of people liked the old logo.” Specifically responding to the new logo detracting from the original, iconic logo, another comment stated, “Basically logos having their designs simplified in order to look modern. More often than not, the logos have their defining features taken away to the point that some even look unrecognizable. Case in point, look at the new Pringles logo.”

An additional trend identified among negative posts was the attribution of negative product quality to the newly designed logo, using the new logo as an excuse to explain why the product was no longer as good as it previously was. One tweet stated, “I don't know what went through the heads of the Pringles owners who decided to change their logo... chips will no longer be the same.” Other comments surrounded such language as “Pringles will never taste the same” and “I never liked Pringles but now I hate them.” Based on this finding, the researcher presents that in such cases as Pringles when a redesigned logo isn’t initially positively received, consumers tend to associate anything negative about the product with the change of logo. The logo change becomes an excuse and reason to distrust the brand. As a result, consumers—many of whom were previously loyal purchasers of the brand—express decreased desires to associate with the brand through continued purchases, as evidenced through such comments as “If @Pringles doesn’t change their logo back right now, I will never eat another Pringle ever again.” Similar responses surrounding negative product attribution to the redesigned logo remain consistent across brands analyzed in this thesis, acting as a key finding.

### Validation of Hypotheses

In varying degrees and with focused on different attributes of the new logo, reactions largely focused on negativity towards the changes demonstrated between the

old and new logos—specifically eliciting negative responses when combining a high degree of change to a brand logo that consumers felt needed no changing and that had not seen any changes in over ten years. After analyzing all 832 positive, negative, and neutral tweets, it is clear that consumer reactance and sentiment surrounding the Pringles logo redesign validate hypotheses H1, H1B, and H1C, all of which focus on reactions surrounding the degree of change between the original and redesigned logos. The construct measured and validated in hypothesis 1 is focused on reactance to degree of change. As demonstrated through such responses as “The new Pringles logo looks like his mouth is open hideously wide, with a vampire tooth on the top & bottom,” consumers noted and negatively responded to details in the redesigned logo, expressing negative sentiment towards every change demonstrated. As hypothesized, the higher the degree of change between logos, the greater the negative response.

Additionally, responses to the redesigned logo validate hypothesis H3B, which states that when presented with redesigns of familiar logos that are completely new and different, consumers will express an increased difficulty connecting the “old” and new logos, leaving them feeling a lack of familiarity. Resultantly, consumers will respond as they did to the Pringles logo, with negative sentiment and expressions of lacking connection to the brand through such comments as “I don’t even know who the Pringles man is anymore.” Such responses were likely further emphasized based on the extent of time between any changes in the Pringles logo design, resulting in the logo demonstrating a more revolutionary change than an evolutionary change. In general, minor and gradual changes over time elicit far less emotional and negative responses than drastic changes

after a long period of the logo being static, leading to significantly higher negative sentiment, as demonstrated through Pringles logo redesign tweets.

## Analysis of Brand 2: Papa John's

After years of negative press surrounding the degree to which John Schnatter, better known as Papa John, has sabotaged the pizza company, the brand revealed an updated logo in November 2021. The updated logo was reported by the brand as having been inspired by better ingredients in an attempt to portray a more premium position in the pizza market. Visual changes to the brand's logo included an adjustment to its color palette, new typography, and dropping of the apostrophe in "John's" to become Papa Johns. Media outlet coverage reported that the brand's new look came as the chain worked to sustain momentum that began to propel the company from "a controversy-laden turnaround story into a period of rapid growth amid competitive threats in the quick-service pizza industry" (Springer, 2021). The pizza chain's long-running tagline—"Better Ingredients. Better Pizza"—remained a part of the brand and acted as a key component in the company's redirection.

While the brand has not shied away from its history, consumers still showed clear skepticism and negative sentiment towards the brand following the logo redesign. In contrast to brands that had not received coverage from negative press, a high percentage of Papa John's social media comments focused on the brand's attempt to distract from bad press or to mask the lacking food and service quality with an inauthentic "fresh start." Responses included such tweets as, "John Schnatter is Papa John's. Changing the logo doesn't change that fact in any way! This corp group is ignorant! Buy authentic pizza from local independents, avoid all the chain pizza shops!" and "Papa John's is

redesigning their logo and stores. Don't think it's gonna be enough to distance themselves from the previous owner's racist Trumpy rants. Just saying.”

In total, within the first month of the new logo launching to consumers and the media, 78 tweets were posted on Twitter that contained the words Papa John’s and logo. Of the 78 tweets, 38 were negative, 36 were neutral—primarily consisting of tweets and retweets from media outlets announcing the logo redesign with no emotional sentiment or comments—and 4 that didn’t apply to research findings. In contrast to Brand 1 where

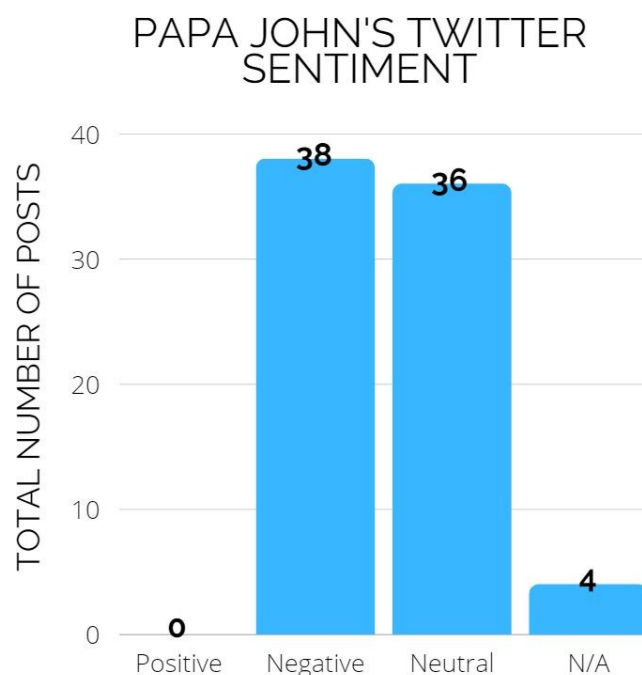


Figure 3

comments—both positive and negative—largely surrounded the design of the logo itself, the overwhelming majority of tweets about Papa John’s logo redesign focused on the brand’s history of conflict and the chain’s founder, with additional comments surrounding consumer dislike of aesthetic design changes.

Additional comments centered around confusion and disapproval of the apostrophe removal, leading to a high valence of negative consumer sentiment composed of such tweets as “excuse me. papa john's is changing its logo. it now reads “papa johns,” without the apostrophe. the pizza no longer belongs to the bad john, but perhaps now to... all johns? or are they now selling fathers named john instead of their wet pizza? this is disorienting;” “Just saw that Papa John's Pizza has unveiled a new logo WITHOUT the



apostrophe. I can hear the fight in the conference room now. Designer: It's less cluttered. Copy Editor: You people are driving me crazy;" and Papa John's is changing its logo and of course, it's terrible. And I have no idea why they feel the need to drop the apostrophe. That can't be good, either. Did anyone think of the meaning of that word without an apostrophe?" Without any explanation from the brand surrounding the reasoning behind the apostrophe removal, consumer sentiment grew increasingly negative and judgmental.

### Validation of Hypotheses

As previously noted, the overwhelming consensus regarding the brand's logo redesign was that consumers felt it was an unsuccessful attempt to move away from the chain's rocky past with a confusing and poorly designed, minimalistic logo. Such comments as "Rather than new designs and logo I would suggest working on your food and recipes. Your food sucks and that's why you have been struggling," and "So 'Papa John's' will now be known as 'Papa Johns' —new logo and dropping the apostrophe—as the pizza chain tries to rebrand and distance itself from former CEO" clearly illustrate consumer assumptions towards the logo redesign as being motivated by a desire to provide the company with a new image in attempts to replace the chain's negative past with a fresh and clean new brand and logo. Such comments validate hypothesis H2, which states, when presented with redesigned logos for known brands that have recently received negative news/media coverage, consumers are more likely to attribute the logo redesign as being motivated by a desire to cover up for mistakes or distract from the negative press.

Of the 38 negative responses, nearly 40% specifically noted founder John Schnatter, the chain's negative press, the restaurant's bad food and poor service, etc. To a

larger extent than any other topic covered in the total tweet count, this was the most commonly brought up subject, validating hypotheses that consumers are likely to attribute logo redesigns as being more motivated by attempts to cover up for past mistakes than to improve the overall brand. Additionally, tweets surrounding the removal of the apostrophe in John's and comments about dislike of the new, minimalistic design point to consumer reactance and attention to details when presented with new logos that demonstrate a high degree of difference from the previous, validating hypotheses H1, H1B, and H1C. Regardless of the brand's attempt to start fresh with a new brand strategy, as explained in the brand's press release prior to launch of the rebrand, consumers largely determined that any changes to the brand's logo elicited negative responses, resulting in a significantly higher valence of negative than positive consumer sentiment.

### **Analysis of Brand 3: Burger King**

After nearly 20 years without any changes in logo design, Burger King revealed a new—and old—logo in January 2021. Consisting of colors reportedly inspired by its "real and delicious food," the fast food chain unveiled a retro-influenced new visual brand identity that included a redesigned (yet recognizable) logo and signage. Removing the artificially blue curve that was added to the logo in 1999, the new logo consists of a simple orange and red burger with the restaurant chain's name acting as the "meat." Burger King said in a press release that the new "minimalist logo seamlessly meets the brand evolution of the times." The brand also noted that the new logo pays tribute to brand's 64-year-old history, with the refreshed look emulating logo used by the brand from 1969 to 1999. According to media reports, "customers will notice colors that are 'rich and bold' on its signage with a new, custom-made font called 'Flame.' The chain

said the font is inspired by the shapes of its food because it's 'rounded, bold and yummy.'”

In contrast to brands 1 and 2, both of which adopted brand new logo designs more along the lines of logo revolution with high degrees of change, Burger King presented to audiences a modified version of a former logo, demonstrating more of a logo evolution. The previous logo was popularized in the 1990s, with only slight changes from the brand’s logo in the 1980s. The well-loved logo was used until Burger King launched its well-known logo, recognized by its blue swoop and shine. In an effort to better represent the quality of its food and new brand direction, Burger King creatively rebranded by doing something few brands have monopolized on in recent rebranding strategies—it brought back the well-loved and easily recognized past logo, evoking an immediate excitement and immediate brand affinity. While the redesign demonstrated a relatively high degree of difference from the immediately previous logo, the use and only slight tweak in design to a previous, retro logo replaced potentially negative responses towards degree of change with positive responses about recalled connection based on the “I’ve seen it before” phenomenon. Resultantly, the majority of consumer responses contributed towards the accumulation of positive consumer sentiment towards the logo redesign and provided key insights regarding potential reactance for future logo redesigns.

To measure and compare responses towards the redesign, Fast Company, an American business magazine that focuses on technology, business, and design, posted a poll on Twitter that simply asked consumers: “Which Burger King logo do you prefer?” Within 24 hours of the poll being posted, 475 responses had been collected, with 77.7% of respondents voting in preference for the new, redesigned logo, and 22.3% voting for

the previous logo (See Appendix). Focusing on positive responses surrounding the retro style and design of the “new and old” logo, another poll was posted, stating, “For my marketeers Considering the new Burger King logo, do you think 60s/70s style is making a comeback?” Of the 50 people who responded, 80% voted “yes,” and “20% voted no” (See Appendix). Clearly, the overwhelming focus with the redesigned logo surrounded its familiar, nostalgia-inducing style, with primarily positive responses towards the topic.

As further detailed by consumer responses and tweets, Burger King’s redesigned logo cleverly skimmed the edge of minimalism and flat design trends—increasingly common among brand logos—while bringing in retro design trends in color, retro font/theme, shape, and character nuancing the brand’s history. As evidenced by the high number of tweets applauding the logo’s design, the presentation was well-received. However, the largest percentage of positive tweets focused on the logo and brand’s successful nod to nostalgia, particularly welcomed and appreciated at a time in which many people were finding solace distracting from current societal conflicts by looking to the past. Whereas comments regarding logo redesigns for other brands largely focused on the design of the new logo or the current state of the brand and company—primarily in negative terms—tweets about Burger King’s “new and old logo” were largely excited and sentimental in tone, with consumers commenting about their love of Burger King as a child, their first job at Burger King, and other events that occurred when the newly designed logo was first presented in its original form.

News media and popular press quickly latched onto Burger King’s nostalgic marketing success with such articles as “The Psychological Power of Nostalgia in Burger King’s Throwback Logo” and posts noting the brands effective presentation of “look[ing]

to the future with a logo from the past [by] paying tribute to brand's 64-year-old history, with the refreshed look emulating an old logo used from 1969 to 1999.” Successfully building on the positive attention from the retro redesign and branding, Burger King also launched an impressively designed additional logo within its brand guide, with its initials coming together to create a burger in the same font and color palette as the main logo. Comments on social media noted the design as being “One of the best pieces of branding artwork in years,” “trippy, but good,” “absolutely brilliant,” and “extremely clever,” in combining both the familiar, retro logo with a creative new add-on that was immediately recognized as something consumers felt comfortable with and for which many expressed an immediate affinity.

As illustrated by such accolades, the “bold and simple” logo was received on social media with rave reviews, netting over twice as many positive reviews as negative. In total, within the first month of the new logo being launched to the media and consumers, 2778 tweets were posted containing the words “Burger King” and “logo.” Of the tweets, 957 were positive, equating to 35% positive consumer sentiment. Of the remaining tweets, 1201 were neutral—primarily consisting of tweets and retweets from news outlets announcing the logo redesign—and only 457 tweets were negative, equating to 16% negative consumer sentiment.

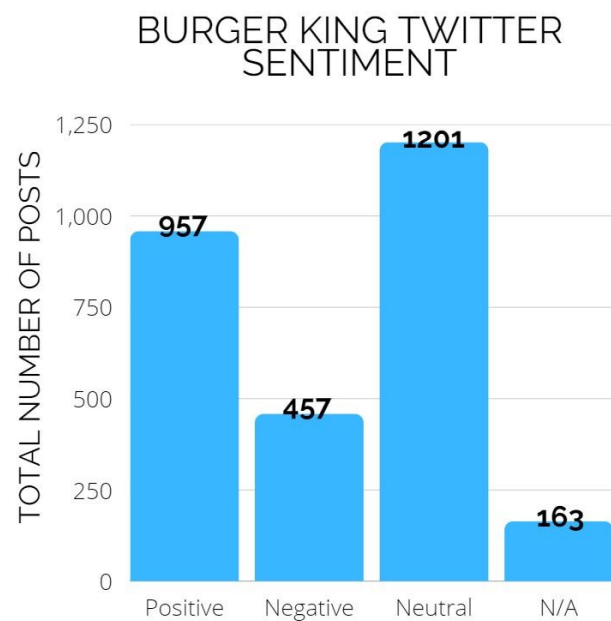


Figure 4

Of the negative comments, most surrounded topics such as the logo not needing to be changed because it wasn't bad, with a small percentage commenting that re-using an old logo lacked innovation or that it was a waste of money to simply return to an "old" logo. However, the overwhelming majority of tweets applauded the brand's retro logo style and new brand aesthetic, claiming it stood as an example of how brands can still be fun and exciting rather than completely changing brand and logo design to a new, largely minimalistic design that consumers felt no affinity towards—as was demonstrated by Pringles and Papa John's.

### Validation of Hypotheses

Positive tweets on the topic included comments such as "I LOVE the 'new' Burger King logo! They renewed the look by rescuing their own identity (a tribute to the logo from 69 to 99). It will sound familiar, it will feel traditional, something home-made. If you reflect, they went back in time to be modern and current!" "It brings me joy that @BurgerKing brought back (a slightly refreshed version of) their logo from my youth;" "OBSESSED with burger king's rebrand. the classic logo is still more effective. the type is beautiful. AND THE MONOGRAM. ugh. so beautiful;" and "I'm pretty sure they kept using that logo (or close to it) through the late '90s, so it's not THAT much of a reach back, which is why it's so pleasing—it's what we all associate with Burger King (along with paper crowns)!" clearly validate hypothesis H3 as evidence that consumers are highly likely to positively react to logos that adopt retro designs, based on the high level of familiarity with the new design.

Specifically, hypothesis H3 states that when presented with redesigned logos for familiar brands that are "retro" in style, or that can be clearly associated with previously

used logos, consumers will demonstrate a high degree of connection and are likely to demonstrate positive sentiment towards the logo redesign due to the design's induced nostalgia. Rather than focusing on the context or situation during which the logo redesign was presented or the degrees of change between the previous and redesigned logos, consumers largely focused responses on approval of the logo and their applause of the brand's implementation of nostalgia-based marketing tactics, as demonstrated by such tweets as "From Stranger Things to Burger King's new logo, playing on nostalgia is one hell of a marketing drug" and "Retro nostalgia is hot right now. Kudos on the c.1983 logo, Burger King!" To a further extent than any other factors noted or implemented by other brands, the use of retro design styles and the focus on maintaining or furthering brand familiarity while still refreshing the brand proved more effective than any other logo redesign tactics, demonstrating the overwhelming potential power of hypothesis 3 when used effectively in rebranding efforts.

*\*See Appendix for examples of noted tweets and additional research content for Brands 1-3.*

### Key Findings and Future Implications

Based on in-depth analysis of positive, negative, and neutral consumer reactions via Twitter posts for brands 1, 2, and 3, it has been determined that consumers respond to logo redesigns with one (or multiple) of the following five responses:

1. Positive or negative comments regarding aesthetic design of the logo  
(emphasizing like or dislike of the design style with detail surrounding what specific components of the redesigned logo the consumer liked/dislikes, i.e., as positive comments towards the retro design of Burger Kings new logo or negative comments about the design of the Pringles Man's mustache.

2. Positive or negative comments directly comparing the redesigned logo to the original logo, specifically contrasting the simplicity/detail of the original versus the redesigned logo, largely drawing from the degree of change between the original and redesigned logos.
3. Positive or negative comments with implications towards the brand product, using the new logo as either an excuse behind why the product is no longer good, or as a driving force behind the product finally improving. In such comments, product quality and consumer likelihood to buy is seen as being directly correlated with the new logo design.
4. Comments specifically referring to the logo designers and the talent/experience (or lack of) exhibited with the new design. Many of these comments, specifically in the case of Brand 1, include negative sentiment via such statements as “this looks like it was created in Microsoft Paint,” or “I could have made this after one day of my high school graphic design course” (see Brand 1 Tweets in Appendix).
5. Positive or negative comments regarding the company or brand itself and the brand’s motivation or goal when presenting the redesigned logo. These comments were either accusatory in nature and negatively tilted towards the brand using the logo as an attempt to hide scandals or make amends for previous wrongdoings (see Brand 2 Tweets in Appendix) or positively stated to applaud the brand’s marketing tactics (see Brand 3 Tweets in Appendix).

### Application of Key Findings

As illustrated in the above analyses of the logo redesigns for Pringles, Papa John’s, and Burger King, consumer reactance and sentiment towards redesigned logos



varies largely depending on the style and presentation of the logo—focusing largely on the degree of change between previous and new logos—the context and situation of the brand at the time of the logo redesign being launched, and the degree of familiarity or nostalgic recognition of the logo. In general, consumers do not pay attention to brand-issued media coverage or press releases surrounding the brand’s purpose behind rebranding efforts or the desired responses consumers will demonstrate as they further understand the reasoning behind each detail. Rather, consumers use their initial impressions of the new design, which are largely influenced by general discomfort with change (Walsh, 2010) and natural inclination towards things of familiarity and comfort.

Resulting from consumers tendency to lean towards things of uniformity and familiarity, when presenting redesigned logos or other forms of visual rebranding efforts, brands can expect that any noticeable changes will likely elicit some degree of negative consumer sentiment, simply based on affinities towards what consumers currently know. To a dramatic extent, logos that contain significant degrees of change without any previous warning or evolutionary preparations—such as the Pringles logo redesign—tend to leave consumers feeling extreme discomfort or confusion, resulting in a high valence of negative social media and consumer sentiment. To a similar extent, regardless of the style or degree of change exhibited in redesigned logos, brands that launch rebranding efforts, such as changes in logo, while surrounded by negative press or clear conflict—as was demonstrated with Papa John’s—are unlikely to elicit any positive responses and would be better off presenting transparent calls to action than presenting new styles or brand tactics that will be met with disapproval and negative sentiment towards the brand and the new logo design.

Even logos that present smaller, more evolutionary changes in logo design without any negative press surrounding the brand presentations are likely to be met with some extent of negative sentiment based on general reactance to change. However, as was demonstrated with the overwhelmingly positive responses to Burger King's retro-styled and themed logo redesign and rebranding efforts, the one thing that can combat hesitance to design change is the application of change towards something already iconic, familiar, and loved, i.e., a previously presented and popularized logo. In such cases, brands can be confident that while some consumers may express hesitance towards newly designed logos due to initial dislike of change, application of retro features and focusing on gradual, evolutionary design changes rather than drastic, revolutionary changes will lead to a more consistently positive reaction towards the logo and brand as a whole, both on social media and in future implications of brand affinity.

### **Boundary Conditions and Moderators**

One of the key moderators of influence in analysis of brands 1, 2, and 3 is prior awareness of the brand, specifically through analysis of redesigned logos for both known and lesser-known brands. Prior awareness and recognition of the brand acts as a moderator in explaining the strength of the relationship between the independent variable of the presentation of a redesigned logo and the dependent variable of consumer sentiment as evaluated by the consumer's comment on Twitter. Social media sentiment as measured through Twitter comments acts as a dependent variable based on respondents' perception of the brand's motivation for change in correlation to external factors such as recent PR scandals, popular press, etc. that could lead consumers to assume inauthentically motivated reasons for redesign.

Additionally, current design trends and consumer fatigue when presented with expansive logo options each day could influence consumer responses to the logos presented on social media, making their reaction and sentiment a dependent variable based on the independent variable of external design trends. An additional connected mediator explored in analysis of brands 1, 2, and 3 was the degree of change and overall familiarity—or lack of—between original and redesigned logos. The higher the degree of the change, the more negatively consumers responded for all three brands. Similarly, the smaller the degree of change or higher basis of familiar presentation, the more positive or neutral sentiment proved. Regardless of context and design style, degree of change and familiarity were key moderators that influenced overall consumer sentiment and reactance.

#### **Core Limitations and Future Research**

Although consumer sentiment following logo redesigns of known brands was studied in depth for the purpose of this research, less depth was given to explore unknown brands based on the lack of social media content for these brands in general and the limitations in content availability. Additional research and conducted studies could explore hypotheses of known versus unknown brands to further validate hypotheses 1 and 2, with implications on hypothesis 3. An additional limitation with the research is the sole use of Twitter content. While determined by the research team as the most detailed provision of consumer responses and sentiment for this research, additional research could take into account other social media platforms such as Reddit, Instagram, etc. to determine variations in consumer responses and sentiment towards brands on different platforms. Additionally, while this research primarily analyzed consumer responses to

brands within the food and restaurant sector to ensure greater validity of responses, other brands in different consumer sectors and product categories could elicit different responses and perception measures amongst consumers. Future research could focus on comparisons across sectors to determine variations in sentiment across product types, which could reveal variations in consumer sentiment across target markets.

Another core limitation with this research is the lack of detailed research to explore preliminary consumer connection/loyalty towards the brand, which is difficult to measure through social media sentiment analysis. Resultantly, consumer loyalty towards the brands presented was not researched in the depth needed to test whether loyalty is more likely to lead to positive perception of brands following logo changes based on existing connection that leads consumers to report changes as being beneficial to the brand, or if loyalty is more likely to lead consumers to perceive changes as being inauthentic to the brand that they know and love, leading to negative sentiment towards the brand's redesigned logo. Exploration of previous loyalty could pave the way for additional findings regarding consumer sentiment of brand motivation for logo redesigns beyond constructs explored through social media sentiment analysis which has implicit limitations. Further studies need to be performed to measure this and other factors that could further validate stated hypotheses or introduce new constructs that further inform on the topic.

One of the core limitations and areas for future research lies in the lack of primary research and conducted studies within this paper. To provide further insight regarding consumer responses and proactive perception regarding why brands change their logos rather than retroactive analysis of consumer responses, the researcher proposes for the

current research to be built on in future research through the conduction of surveys in which consumers are asked their initial impression of why logos are redesigned, followed by deeper analysis and research to measure variations in impression across product categories for both known and hypothetical brands. Such research could build on findings in this thesis to provide an expansive understanding of why consumers think brands change their logos and what motives lie behind brand logo redesigns and how future consumer behavior and consumption patterns follow initial notions to measure the correlation between initial perception of brand motives towards logo redesigns and subsequent consumer behavior patterns. An additional opportunity for future research could be built on measured consumer reactions to both known and unknown logos before and after logo redesigns. Simple studies could be conducted to measure and compare the percentage of consumers who prefer old to new logos to further validate reactance and provide quantifiable evidence to support recommendations regarding which styles of old versus new logos are preferred amongst consumers to pave the way for additional research findings.

### **Contributions and Implications**

While research on the topic of logo redesigns has been explored through various studies with focuses on different constructs, research on the topic of consumer perception of brand motivation behind a logo redesign had not been explored prior to this paper. This thesis begins research on the topic and adds new insights that pave the way for additional studies focused on consumer perception regarding brand motivation for changes in business structure or visual representation. In addition to having research and academic implications through an introduction to future fields of research, this work has

practical and professional implications that could be of significant benefit to companies and brand managers when determining the best means to create and distribute redesigned logos in ways that will lead to more positive consumer perception of the brand as being intrinsically motivated and authentic to the original brand.

As a result of this study, brand managers, logo designers, and marketing practitioners can be more aware of positive and negative processing and reactions exhibited by consumers when brands release redesigned logos, in ways that influence consumer responses towards the brand as a whole. If such discoveries as those presented in this thesis are implemented by brands when presenting redesigned logos to consumers, the likelihood of a higher valence of positive consumer sentiment on social media will increase, leading to a better overall representation of the brand among consumer audiences. This will help managers better anticipate such reactions and perception before logos are changed to ensure more positive reactions on social media that will lead to increased consumer connection with the brand. Application of these findings can be applied to a variety of business sectors, both within the for-profit and nonprofit spheres as a demonstration of social implications and benefits across a variety of sectors and has significant academic implications by providing the first steps for further research on the topic of consumer perceptions for brand logo design changes.

## Conclusion

This thesis provides key findings and implications surrounding the topic of consumer perception and reactance when presented with logo redesigns, as determined through analysis of social media sentiment. Such findings can stand alone to provide beneficial information both within the academic sphere and in consumer markets or can

be built on to provide additional insights regarding consumer reactance surrounding various re-branding efforts. In general, it was discovered that the factors of greatest influence on consumer reactance towards logo redesigns are the degree of change demonstrated between the original and redesigned logos, the context and current brand standing within a societal realm—with consumers demonstrating significantly more negative sentiment towards logo redesigns from brands that have recently received negative press—and the overall measure of familiarity in presentation of novel versus retro logos. Research made it largely clear that regardless of stated brand motivation through such forms as press releases, consumers create their own narratives and tend to focus more on the previously noted factors than the brand's presented reasoning. In general, this research provided insights and findings to further research within the realm of consumer behavior and better inform brands, marketers, and academics regarding the ways in which logos can be used, and enhanced, to better connect with consumers.

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## Appendix

### Social Media Sentiment Analysis by Brand

This appendix contains a representative collection of tweets withing each category to provide further context and information about consumer social media responses for each brand.


#### Brand 1: Pringles

Monitoring from December 1, 2020 - January 1, 2021

- Total: 959
- Negative: 832
  - [Twitter](#): what happened to tHE PRINGLES LOGO WHYYYYYY
  - [Twitter](#): The 2009 iteration of your logo was perfect why did you change it to one that looks like it hasn't fully loaded
  - [Twitter](#): Your new logo sucks, bring back the hair.
  - [Twitter](#): @StinkTwitch @Pringles new logo ain't it
  - [Twitter](#): Can't we go one day without a logo being TOO SIMPLE?
  - [Twitter](#): @Pringles Love your chips, but that logo/profile pic that's red on the outside, white in the middle, with black detailing looks a bit too close to Nazi Germany's flag. :/
  - [Twitter](#): EW WTF THE NEW PRINGLES LOGO SUCKS
  - [Twitter](#): this is preposterous impersonation, like that fake santa at the mall. national bohemian has hair, pringle just has eyebrows (further clarified by the newer iterations of the @pringles logo). this fake pringle charlatan in a natty boh costume should be arrested
  - [Twitter](#): @Pringles Yikes on the new logo / brand refresh.
  - [Twitter](#): The new logo makes me hate Pringles now, movin on to Lay's Stax
  - [Twitter](#): The level of visual detail of the Pringles logotype and the new mark are not in the same universe. Once again, an older logo would've been a better place to start when reimagining.
  - [Twitter](#): @Pringles what have you done your logo wants to kill itself now
  - [Twitter](#): @Pringles what the f\*\*k did you do to that logo
  - [Twitter](#): Well, minimalism never seemed bad to me, only sometimes I feel that it is applied badly, at least in a logo like Pringles I see it as something unnecessary, because I don't feel like it was a big change, really.
  - [Twitter](#): Minimalism ruins everything once again Where's Julius Pringle's hair at huh
  - [Twitter](#): What's with the minimalism? I don't like this. I prefer the old Pringles logo back.
  - [Twitter](#): why they gotta ruin the pringles logo
  - [Twitter](#): the pringles logo is already ugly, it's minimalist even more, but this thing from minimalist blog. I'm not against... there are some that don't work
  - [Twitter](#): They murdered the pringles logo

- [Twitter](#): there's stuff about companies that upset me too like yesterday over the Pringles logo lol. I don't let it dominate my life though, compared to what I have to deal with with school and personal stuff, bad stuff a company does is not really worth the stress.
- [Twitter](#): wait WHAT WHY DOES PRINGLES HAVE A NEW LOGO I AM MAD AND I DONT EVEN HAVE MONEY FOR PRINGLES MOST OF THE TIME
- [Twitter](#): @Pringles what kinda logo is that?
- [Twitter](#): .@Pringles give me the old pringles man back. 2020 has taken so much from me i'm not losing him too
- [Twitter](#): Give us the old pringles logo
- [Twitter](#): pringles deada\*\* limited their replies because people were giving them shi\* for the new logo. why do companies have to turn everything into flat color minimalist bullshi\*, he doesn't even have the f\*\*\*ing hair anymore, just the stache
- [Twitter](#): What f\*\*\*ing marketing a\*\*hole decided that new logo looks better?
- [Twitter](#): @Pringles CHANGE THE LOGO BACK YOU IMBECILES THIS ONE SUCKS
- [Twitter](#): Hey uh why does the new Pringles logo have the same 3 colors as the flag from Nazi Germany
- [Twitter](#): Whats with the new logo? Why did you change it
- [Twitter](#): WHAT WHAT THE ACTUAL F\*\*K HAVE THEY DONE TO THE PRINGLES LOGO
- [Twitter](#): Where's the return button? I want the old logo. It had personality. Is the price of printing ink that high?
- [Twitter](#): Bro they f\*\*\*ed up the pringles logo
- [Twitter](#): @Pringles i crave the old pringles logo personally
- [Twitter](#): Red, white, black - not the best colours for a logo.
- [Twitter](#): RIP Pringles logo It now looks bad
- [Twitter](#): Wtf is the new pringles logo??
- [Twitter](#): Just found out about the new Pringles logo, I think I'm gonna be sick
- [Twitter](#): pringles why did you change your logo it was perfect
- [Twitter](#): I fu\*\*\*ng hate minimalism I swear it's the death of creativity I just saw the minimalist Pringles logo and lost any hope I had left in the world
- [Twitter](#): @Pringles WHY DID YOU CHANGE YOUR LOGO IT LOOKS LIKE SH\*T
- [Twitter](#): Personally offended at the new pringles logo
- [Twitter](#): the new pringles logo looks like you are undergoing chemotherapy
- [Twitter](#): this new pringles logo was literally made in microsoft paint.
- [Twitter](#): Whenever I bs an essay, I go and read the design bibles for sh\*t like the Pepsi logo and now the Pringles logo and realize “wow, EVERYONE bullsh\*\*s EVERYWHERE” There’s no way “his sleeker tie

shows how the many flavors of Pringles can be sharper”. You had to write jibberish

- [Twitter](#): New logo sucks
- [Twitter](#): i have a deep hatred for the new pringles logo
- [Twitter](#): @Pringles, you need to let your people know to revert the old logo back. Right now.
- [Twitter](#): <https://twitter.com/Lunar090/status/1336484791928098816>
- [Twitter](#): hate the new logo lol
- [Twitter](#): new logo trash asl
- [Twitter](#): a trrrrible logo
- [Twitter](#): must suck especially with the new logo
- [Twitter](#): i beg bring old logo back
- [Twitter](#): i would very much appreciate a logo change
- [Twitter](#): new logo bad lol
- [Twitter](#): old logo pleasee
- [Twitter](#): awww, man, the new Pringles logo is LAAAAME  
MINIMALISM IS THE DEVIL
- [Twitter](#): @Pringles why is this your new logo? Please tell why he is bald now? This is not a bash on Pringle’s I just want to know if the Pringle man is ok?
- [Twitter](#): The new Pringles logo is an atrocity
- [Twitter](#): Genuinely one of the worst company rebrands I've ever seen. It's so ugly
- [Twitter](#): The @Pringles logo changed to a minimalist version of itself, crazy mill
- [Twitter](#): Why must Pringles ruin their already perfect logo?
- [Twitter](#): THEY CHANGED THE PRINGLES LOGO???
- [Twitter](#): @Pringles Why did you slaughter your logo?
- [Twitter](#): The new pringles logo actually looks ok. Kinda has a midcentury feel to it. The problem is that the rest of the can doesnt match that design aesthetic lmfaoo. Word art text and photographed chips wont go well with ur minimalist design
- [Twitter](#): I really dislike the new Pringles logo.
- [Twitter](#): How much to get you to switch back to a not so horrible logo?
- [Twitter](#): WHY DOES UR LOGO LOOK LIKE IT WAS MADE IN MS PAINT WTF
- [Twitter](#): @Pringles Nobody likes your new logo. You have given into the idiotic trend of Minimalism. CHANGE IT BACK.
- [Twitter](#): they're actually f\*\*\*ing changing the Pringles logo to be minimalist this year f\*\*\*ing sucks
- [Twitter](#): i never blame the designers for company’s ugly logos but i will definitely make fun of pringles for this logo
- [Twitter](#): pringles are my favourite crisps but man what the hell is that logo  

- [Twitter](#): No I'm sorry but Pringles are out of order they made him look bald I prefer the last logo before they changed it

- [Twitter](#): The Google app logos, Pringles logo and Subway are the freaking worst
- [Twitter](#): Terrible Lost the little personality the character had to become a bad Disney cartoon. Less isn't always more. On the other hand, the logo now matches the quality of the crisps
- [Twitter](#): Wait they actually changed the design of the Pringles logo? I thought this was some kind of joke.
- [Twitter](#): What the f\*\*k is this Pringles?? Why did you change the logo?! Come back it's ugly!
- [Twitter](#): Pringles has a new logo and it's one of the worst things about 2020.
- [Twitter](#): The new Pringles logo looks like his mouth is open hideously wide, with a vampire tooth on the top & bottom.
- [Twitter](#): @Pringles That new logo is trash
- [Twitter](#): The color scheme of this new @pringles logo is... that... somewhat questionable.
- [Twitter](#): the new pringles logo ,, simply ugly
- [Twitter](#): Their new logo is basically an anthropomorphic nazi flag... Which is pretty f\*\*king 2020 at this point.
- [Twitter](#): Sorry for retweeting a thousand things about the pringles logo redesign I'm just hopping mad about how shi\*\*y it looks
- [Twitter](#): Companies, please stop doing this
- [Twitter](#): WHAT THE F\*\*K IS THE NEW PRINGLES LOGO WHAT
- [Twitter](#): new pringles logo lookin garbage
- [Twitter](#): Another disappointment is added for 2020, the new Pringles logo.
- [Twitter](#): I dont mind it usually but the new pringles logo REALLY urks me
- [Twitter](#): The flat black mustache and white face and the red background clash way too much imo, they got rid of the stroke around the guy's head but the text is completely unchanged which makes it really consistent, the old logo's recognizable enough so i dont see the point in changing it
- [Twitter](#): So, @Pringles removed detail and called it a new logo? Looks more like it should be a simplified version of their previous logo.
- [Twitter](#): The thing abt the pringles logo too is they didnt simplify the text to match so instead of a sleek redesign it just looks like a half finished school project
- [Twitter](#): new pringles logo is f\*\*\*\*king ugly. why ruin it?
- [Twitter](#): This current craze of everything in design being minimalist and flat is ruining a lot Look what they did with the Pringles logo, the one from 2002 onwards was already perfect
- [Twitter](#): @Pringles bring back the old logo the new one looks like garbage
- [Twitter](#): The new Pringles logo is just plain awful
- [Twitter](#): @Pringles your new logo is sh\*t.
- [Twitter](#): Omg this is the new Pringles logo? How does his bow tie get lineart but his face doesn't??

- [Twitter](#): It's always confused me when people get enraged over minimalist logo designs. I'm actually a huge fan of minimalism... . . . But The Pringles Company has just taught me a valuable lesson, and it's WHAT THE ACTUAL F\*\*K IS THIS VERMAN DOODY LOOKIN S\*\*T FACE DOIMG ON MY CHIPS CAN?!!
- [Twitter](#): this reminds me of when I plagiarized the pringles logo for a job
- [Twitter](#): aw man such a tragedy i can't believe they changed the pringles logo
- [Twitter](#): WTF HAPPEND TO PRINGLES LOGO MABDKAK
- [Twitter](#): The new logo of #Pringles is a turtle with an open mouth. Change my mind.
- [Twitter](#): I didn't want to believe pringles actually changed there logo to that. It looks so much worse.
- [Twitter](#): Not the Pringles logo
- [Twitter](#): The rest are ok but the Pringles logo was perfect, just why
- [Twitter](#): Pringles' logo matches their chips now, fu\*\*ing awful
- [Twitter](#): What the f\*\*k Who designed the pringles logo and who decided thos was acceptable? And why do I now seriously question about pringle's hair being eyebrows?
- [Twitter](#): I get the same feeling looking at that as I do looking at the new Pringles logo. Just ... why?
- [Twitter](#): the main google logo is an improvement but the icons ARE F\*\*KING HORRIBLE AND POOR PRINGLES MAN but the rest are improvements
- [Twitter](#): WHAT IS THAT PRINGLES LOGO
- [Twitter](#): the new pringles logo is so inconsistent it hurts. Why does his bow tie have an outline but not the rest of him WHY
- [Twitter](#): Google Logos aside from Google Docs and Calendar I could say they are fine, one doesn't even completely changes. The Intel logo and Lenovo's Logo are ok too, they actually are kinda better or elegant, the Subway logo I think it's better and the Pringles logo is fully trash.
- [Twitter](#): Wtf did they do to my boy Pringles? He looks so soulless, and and...WHY did they remove his hair? What was the reason behind that? Is hair too complex nowadays? Should I shave my hair now? You just ruined a perfectly iconic logo 😂
- [Twitter](#): This is the worst thing I've seen this week And I saw the new Petco and Pringles logo
- [Twitter](#): tbh everything looks fine except for that new pringles logo wtf were they thinking about
- [Twitter](#): - new google logo looks better imo, but the new icons suck - new intel logo is no biggie, but rather unnecessary - new lenovo logo sucks - can't decide which subway logo is better - the pringles logo change should be considered a federal crime - both windows logos are good
- [Twitter](#): SUBWAY AND PRINGLES LOGO LOOK LIKE S\*\*T GO BACK

- [Twitter](#): google logos: why, I can't distinguish them with a quick glance now google itself: improvement intel: not too bad but still worse windows: excusable, it's always been clean lenovo: supreme logo subway: eh not bad, the y looks worse though pringles: ruined, he's bald now tf
- [Twitter](#): What the f\*\*k is this?! That's not the pringles I once knew and loved! It just got its soul torn away! Gee... Sometimes I wonder why most would just change it in away that it just wouldn't make it visually compelling... And I also still like the Windows XP Microsoft logo...
- [Twitter](#): I don't know, I liked the previous Pringles logo better, they made it bald
- [Twitter](#): THEY CHnANED THE PRINGLES LOGO?? WHAT THE F\*\*K???
- [Twitter](#): The new pringles logo looking like it finna stab me on a corner alley
- [Twitter](#): THATS THE NEW PRINGLES LOGO WHAT THE F\*\*K NOOOOOOOOOOOOOO I HATE IT HERE
- [Twitter](#): Worst change is the pringles logo change my mind
- [Twitter](#): google's logo is fire but pringles did it bad
- [Twitter](#): the new Pringles logo looks so cursed
- [Twitter](#): the pringles logo particularly irks me for some reason
- [Twitter](#): new subway logo is a huge downgrade, same with Pringles and Intel.
- [Twitter](#): The first time I saw the new Pringles logo, I thought it was a \*joke\*. It's awful!
- [Twitter](#): Everything is an improvement except for that cursed pringles logo
- [Twitter](#): THE PRINGLES LOGO NOOOOOO
- [Twitter](#): Google product logo change: A\*\* Google logo change: pretty neat Intel logo change: I like the old one more but it the change is ok Lenovo logo change: I like the new one more Subway logo change: Indifferent about it Pringles: Why the f\*\*k did they make him bald, Go back pls
- [Twitter](#): I like the one for the Google logo and Windows 10, mainly because they fit with what they are trying to express, like, innovation, future and all The other ones just kill the product vibes, makes them feel monotone and less close to the consumers. Like, wtf with Pringles?
- [Twitter](#): @Pringles and @iamjohnoliver ur new logo sucks and i hate you for it
- [Twitter](#): The Windows, Intel, and the Google logo itself are actually pretty okay. The Google app icons and the Pringles ones are definitely a disaster.
- [Twitter](#): Speaking of businesses making something deliberately ugly for no reason, here's Pringles' new logo and profile picture.
- [Twitter](#): pringles got a new logo and it's terrible. WHY IS HIS MUSTACHE BLACK NOW. WHY IS HE BALD. WHERE IS HIS BOWTIE.



- [Twitter](#): Wait, they didn't ACTUALLY change the Pringles logo to look like that, did they??
- [Twitter](#): "Hey @Pringles, seems you're a bit indecisive on your company logo. Gotta say, the changes are quite.. interesting to say the least. Just wanted to let you know that if you're hiring, then I'm your guy~"
- [Twitter](#): I thought the pringles logo was a joke wtf that looks like a\*\*
- [Twitter](#): they turned the pringles logo into an egg with facial hair
- [Twitter](#): who's gonna tell pringles that their new logo sucks
- [Twitter](#): The new Pringles logo hurts so much.
- [Twitter](#): The Pringles logo is by far the worst looking one too lol
- [Twitter](#): WHY DID THEY MAKE THE PRINGLES LOGO SO F\*\*KING UGLY IT WAS FINE BEFORE
- [Twitter](#): Wtf, they botched the pringles logo now?
- [Twitter](#): The Google apps redesigns are awful, the icons were too minimalistic already, why change them? The Intel one is fine, I guess. Subway has the same logo from the 90s. Google's old font was better and the Pringles one is just awful.
- [Twitter](#): i think flat colors and sharp edges are very "fashion forward" per se, but in some instances like the pringles logo it just doesnt work because of how iconic it is. its alot like what planters did killing off mr peanut for the baby
- [Twitter](#): Minimalist logos fu\*\*ing suck, first the google app logos and now the Pringles logo. If I see anymore logos change im going to cry.
- [Twitter](#): I refuse to live in a world with the new Pringles logo.
- [Twitter](#): NGL both. The Petco logo with just the font looks so bland, and the new Pringles mascot does NOT look right without all the fine details
- [Twitter](#): The new pringles logo is tragic
- [Twitter](#): THE OG PRINGLES LOGO IS GONE NOOOOO
- [Twitter](#): @Pringles can you change your logo back please
- [Twitter](#): i hate your new logo it makes me want to cry
- [Twitter](#): The Google icons and the Pringles logo are quite ugly, but the others are not bad, there were better examples... I suppose that minimalism is sought to create a recognizable and easily remembered brand, but sometimes they go too lazy.
- [Twitter](#): Honestly I don't mind the mail and drive logo, but... PRINGLES? WHAT THE F\*\*K HAVE THEY DONE?
- [Twitter](#): Yeeaaaaahh this s\*\*ts gotta stop. That new pringles Logo is f\*\*ing horrendous.
- [Twitter](#): Oh god why did Pringles have to go and do that Bald Pringles logo just looks \*wrong\*
- [Twitter](#): bring back the old logo
- [Twitter](#): Subway is fine it really just looks like they modernized the logo. I dunno what it is about the older one but it just screams "early 2000s cool" to me I only have a problem with Pringles and the Petco logo from the other day cause those changes do feel too big and fun-removing



- [Twitter](#): I'm even more determined to become a graphic designer now because these are awful. The Petco and Pringles logo redesigns piss me off the most.
- [Twitter](#): the Google logo was in urgent need of a change and the subway and lenovo logo were TOO CHEEKY The only one that made me really sad was Pringles, it took all the personality out of the ride
- [Twitter](#): Oh s\*\*t the pringles new logo is weird, I'll never get used to it
- [Twitter](#): Google apps are confusing, the intel logo is generic and not as easily distinguishable as the old one and the pringles mascot went bald ?? The boy has a good point, there's a lot of company wrong in the dose of minimalism and metro design
- [Twitter](#): the f\*\*\*ing pringles logo is a travesty
- [Twitter](#): The only problem here is that Pringles changed the logo and the flavor too, it's sh\*t (and it's still very expensive right)
- [Twitter](#): @Pringles why is your logo so ugly oh my gosh please change it
- [Twitter](#): pringles changing their logo has quite literally been the worst thing to happen this year. Is this a sign that the worlds ending soon?
- [Twitter](#): the new pringles logo looks horrible what the f\*\*k
- [Twitter](#): That pringles logo looks kinda sh\*t
- [Twitter](#): off topic but the new pringles logo is a\*s that is all
- [Twitter](#): i dont care still crying about the pringles logo
- [Twitter](#): WHY DID THEY HAVE TO DO THE PRINGLES LOGO LIKE THAT WTF FFFF IM SO MAD
- [Twitter](#): I CAN'T BELIEVE PRINGLES CHANGED THE LOGO!!! WHAT A UGLY THING
- [Twitter](#): I hate that new Pringles logo
- [Twitter](#): I dont even want to look at the new pringles logo
- [Twitter](#): Simplicity is important in logo design. Simple, brightly colored logos can be attractive to the brain and cleaner on mobile devices. But petcos logo was fine. Why this? The Pringles logo somehow feels less harmonious with the words having a bold outline and the head having none.
- [Twitter](#): @Pringles I'm a pringles reactionary I want the old logo back /j
- [Twitter](#): the pringles logo is ugly. if I tell you that you look alike, then I am saying that you are ugly now yes
- [Twitter](#): and it definitely looks good on some but plain awful on others too. Like the full letters google logo and the subway logo look way nicer "after" i think, but that's really about it. that pringles logo sucks sh\*t.
- [Twitter](#): How tf did the trend of corporate logo minimalism make its way to Pringles? This dude's ugly as f\*\*k now
- [Twitter](#): Pringles have a new f\*\*\*ing logo and I hate it with a passion
- [Twitter](#): New pringles logo fills me with disappointment tho
- [Twitter](#): Pringles's new logo is up there with Patreon for "worst examples of minimalism"
- [Twitter](#): Am I the only one who gets reminded of the nazi flag by the new pringles logo?

- [Twitter](#): I didn't think I'd be so mad over a logo change but wow the Pringles guy looks terrible
- [Twitter](#): @Pringles change y'all logo he look like he on crack
- [Twitter](#): True, but I just saw the Pringles new logo... I have nightmares
- [Twitter](#): @Pringles change back the size and logo back to save humanity It looks ugly as hell.
- [Twitter](#): Screw you, @Pringles. I can't believe you would do this. How DARE YOU remodel the Pringles logo. I have never felt so angry in my life, you have taken away his character and gave him EYEBROWS?? minimalism is ruining this world and you have tipped the edge >😞
- [Twitter](#): I thought the new pringles logo was a joke :( It looks so bad I'm really sorry for the artist who had to follow whatever corporate mandates they must've had on the new design
- [Twitter](#): just look up new pringles logo on google and you'll see it It's just so boring and unappealing lol
- [Twitter](#): I just noticed the Pringles logo and I wanna kill myself.
- [Twitter](#): i will never forgive them for what they did to the pringles logo
- [Twitter](#): Please change the logo back. This new one is crap
- [Twitter](#): Its flat. Flat animation is the embodiment of the corporate agenda. The new Pringles logo has lost all depth and is flat. Cartoons that are flat are bound to just be corporate decisions, otherwise they'd have depth
- [Twitter](#): Why did you change your logo, the old one is way better
- [Twitter](#): Now can we get them to change their logo back I don't know how to feel about Mr. Pringles being bald
- [Twitter](#): It seems that the new logo of @Pringles has premature baldness.
- [Twitter](#): I hate your stupid new "minimalistic" logo
- [Twitter](#): I don't know what went through the heads of the Pringles owners who decided to change their logo... chips will no longer be the same
- [Twitter](#): change the logo back to the old one not this corporate minimalist garbage
- [Twitter](#): But making friends is like looking at the new Pringles logo It's complicated and terrifying
- [Twitter](#): Basically logos having their designs simplified in order to look modern. More often than not, the logos have their defining features taken away to the point that some even look unrecognizable. Case in point, look at the new Pringles logo.
- [Twitter](#): @Pringles making Mr.Pringles bald is not cool! Ugliest minimalist logo. #pringles #pringleslogo #uglylogo #badlogo #minimalist #Horrible #horrid #baldmrpringles
- [Twitter](#): A few weeks ago, I saw the "new" pringles logo. If I were just a consumer, well ok, passing, but as a future designer, the logo looks like a 5-year-old kid has tried to recreate said logo, which seems ok to me, that pringles doesn't have good designers, ok
- [Twitter](#): I think the simple logo aesthetic isn't bad, ONLY when it's done right. But some companies like Pringles, Patreon, Regal and Google do

not know how to do it at ALL. That new Pringles logo looks like S\*\*T, same goes for Patreon and Regal.

- [Twitter](#): I like them all except Pringles. and no matter how long it takes to make a logo the important thing is that it is nice, I have read comments from people who wrote that they would do it in 2 minutes on Photoshop
- [Twitter](#): The new Pringles logo hurts me so much
- [Twitter](#): That pringles logo is an absolute disgrace holy s\*\*t. Now the logo's awfulness matches the snack
- [Twitter](#): As a former graphic design student, the mere fact that the Pringles logo was actually approved and someone got paid for it fills me with unadulterated rage
- [Twitter](#): I can't be the only one who dislikes this 'simple' logo aesthetic right?
- [Twitter](#): I like some but then there's others where they try to simplify an already simple logo and that just looks awful like the pringles one.
- [Twitter](#): What is that sh\*\*ty Pringles Logo? I haven't seen that ever...looks absolutely wretched
- [Twitter](#): I just don't like the new Pringles logo, something about that makes me tic
- [Twitter](#): I feel like some simple logo changes are good and look good but most just look lazy and f\*\*\*ed like the pringles and Patreon what the f\*\*k???
- [Twitter](#): i don't really mind the minimalist brand logo trend as a whole, except for the pringles one. who OK'd that redesign and why.
- [Twitter](#): No f\*\*\*ing way that's the official Pringles logo
- [Twitter](#): I am not happy with the change regarding the Pringles's logo
- [Twitter](#): i'm actually fine with the firefox logo, but i think the rest of them are a pretty significant downgrade. and then there's the new pringles logo which is a gosh da\*n TRAGEDY
- [Twitter](#): the new pringles logo is absolutely awful i f\*\*\*ing hate it its not even minimalist and smooth its just less eye catching and poorly made
- [Twitter](#): I feel like im the only one who likes the simple logo changes, except for pringles f\*\*k you
- [Twitter](#): The new Pringles logo is atrocious
- [Twitter](#): the firefox one is alright but what the actual s\*\*t is the new pringles logo
- [Twitter](#): HAHAAH WHAT THE F\*\*K DID THEY DO TO THE PRINGLES LOGO It literally looks like someone just made this in photoshop in like what 1 minute or something I will never understand why would someone like it unironically it looks so f\*\*\*ing ugly bruh
- [Twitter](#): It makes sense for apps and other services where your logo appears small on a screen. The Pringles change doesn't make sense to me
- [Twitter](#): The new pringles logo isn't sitting right with me tf
- [Twitter](#): The new Pringles logo is worse than Corona
- [Twitter](#): Logo's Before: Full of Personality, Cool Style, Full of colors, Full of the exaggerated swagger of a graphic designer . . . How Days Logo's:

Simple, Boring, so little colors, THEY F\*\*\*ING MADE THE PRINGLES GUYS BALD !!

- [Twitter](#): -logo was already very simple and there wasn't much of a reason to rebrand it. Pringles just looks the same, but worse aesthetically. Elaborate logos have a reputation for being "dated" which is why businesses want to rebrand, even if it makes things worse.
- [Twitter](#): @Pringles Your logo is broken
- [Twitter](#): The Pringles one look worst The Regal one was fine before but I don't see a problem with the new logo The Pikachu one is MUCH BETTER The Firefox change is good too. Now it fits better with the current landscape of logos.
- [Twitter](#): Pringles is a real insult to minimalist style honestly, they could just really go back to their 20th century logo and do a nice polish instead of that
- [Twitter](#): to be honest all of the other ones i'm okay with, expect for the pringles one. what's the f\*\*\*ing point in simplifying the pringles logo? you didn't make it look better, you just made it look worse.
- [Twitter](#): Sometimes it works and sometimes it doesn't. The Pringles logo is an abomination to mankind.
- [Twitter](#): I'm a fan of minimalism, but the new pringles logo is just too far.
- [Twitter](#): The pringles logo actually just objectively looks worse, they didnt even simplify it they just bogged down the colors and removed some crap
- [Twitter](#): The new logo for firefox does look prettier but my whole beef is with Pringles They ruined my favorite mustache man
- [Twitter](#): That pringles logo looking like it was slapped together in ms paint
- [Twitter](#): CHANGE THE LOGO BACK
- [Twitter](#): It works for some and not well for others. The Pringles one looked better in its original form, so did the punters one, and the Pokémon one. But the current Firefox logo and the regal one look a lot better than their predecessors. It just shouldn't be used for everything.
- [Twitter](#): I think its just cause how awful the new pringles logo is, i really like that firefox logo but they did change it and make it worse beyond that so :/
- [Twitter](#): u cannot look at the pringles logo and say with a straight face u like the new one
- [Twitter](#): Like I understand why it's done, a company wants its logo to be easy to understand and accessible. But it gets to points where you have the patreon logo, which looks confusing that could be misinterpreted as modern art. Or just being unnecessary like the pringles logo
- [Twitter](#): WAIT WHY DID THEY CHANGE THE PRINGLES LOGO TO THAT WTF ITS SO UGLY
- [Twitter](#): @Pringles tell your higherups to change the logo back bro
- [Twitter](#): I get where ur coming from but the new pringles logo is so ugly
- [Twitter](#): I like the Patreon and Firefox one, but I really hate Pringles' new logo.

- [Twitter](#): I just saw the new pringles logo and oooooof What an ugly design lpm
- [Twitter](#): whoever designed the new pringles logo needs to be fired
- [Twitter](#): Pringles Man got his soul snatched...
- [Twitter](#): FACTS THAT PRINGLES LOGO LOOKS NASTY
- [Twitter](#): we need to kill the one who remade the pringles logo
- [Twitter](#): The f\*\*k happened to the pringles logo? I like minimalism but honestly, wtf.
- [Twitter](#): Honestly the only straight up bad one here is the Pringles logo. It completely lost any personality that it had
- [Twitter](#): The new pringles logo motivates me to commit felonies
- [Twitter](#): The pringles logo is hard to look at
- [Twitter](#): the new pringles logo is such a turn off
- [Twitter](#): I miss the old Pringles logo
- [Twitter](#): the new pringles logo looks very unbalanced tho
- [Twitter](#): yeah they really ruined the pringles logo :(
- [Twitter](#): The new Pringles logo gives me hope that I too could become a graphic designer one day. I too can use the ellipse tool before scribbling features in.
- [Twitter](#): The new pringles logo looks like a bootleg brand
- [Twitter](#): @Pringles your new logo f\*\*\*ing SUCKS. What have you done to my boy! Minimalism is a plague, you took all of the creativity and fun look out of the logo. Gross.
- [Twitter](#): the new pringles logo is ugly when will minimalism go OUT
- [Twitter](#): .@GabiMismash: i have bad news us: oh no what Gabi: there's a new pringles logo... and it's minimalist
- [Twitter](#): I can't even express how much I hate the new Pringles logo...
- [Twitter](#): @pringles change the logo back. this sick joke must come to an end!
- [Twitter](#): the new pringles logo is homophobic
- [Twitter](#): WHAT IS THE NEW PRINGLES LOGO, WHY DID IT GO BALD
- [Twitter](#): the new pringles logo is sexist
- [Twitter](#): saw the new pringles logo today. my day is ruined
- [Twitter](#): the new pringles logo looks like it would call me a slur and laugh
- [Twitter](#): I saw the new pringles logo at walmart.....look how they massacred my boy.....
- [Twitter](#): I just found out that Pringles changed their logo.... Just ew... no..... that's a different person....
- [Twitter](#): somebody take my phone away from me im crying at the pringles logo and its midnight and im so distressed but also this is so funny good night
- [Twitter](#): @Pringles I hate your new logo I never liked pringles but now I'm boarding on hating them now
- [Twitter](#): Petition to get the old @Pringles logo back
- [Twitter](#): @Pringles No more minimalism, it ruined the pringles logo

- [Twitter](#): change the logo back. he no longer has charm and character he just looks like a bland oval
- [Twitter](#): @Pringles Your new logo is like an example someone made to illustrate how minimalism is terrible.
- [Twitter](#): buenas q NARICES LE HAN HECHO AL LOGO DE LAS PRINGLES??!!!!!!??!!!!?!
- [Twitter](#): Whoever came up with that god awful new logo definitely doesn't need to be brought into 2021
- [Twitter](#): IF @Pringles DOESNT CHANGE THEIR LOGO BACK RIGHT F\*\*\*ING NOW I WILL NEVER EAT ANOTHER PRINGLE EVER AGAIN. GIVE HIM HIS HAIR BACK!!!!
- [Twitter](#): @Pringles How to ruin a logo 101
- [Twitter](#): @Pringles Can we stop with this stupid minimalism tactic that every company is doing I guarantee 85% of people liked the old logo.
- [Twitter](#): pringles please just go back, people REALLY don't like this new logo, minimalism is stinky
- [Twitter](#): I love minimalism but it's being overused even more now then it was before. The end for me was the pringles logo.
- [Twitter](#): why did @Pringles feel the need to ruin their logo
- [Twitter](#): Hey @Pringles this sucks, this logo sucks, minimalism sucks, why is he bald now
- Positive: 36
  - [Twitter](#): I actually kinda like the new Pringles logo, it reminds me of like... 1940s-1970s product logos.
  - [Twitter](#): new pringles logo looking tight
  - [Twitter](#): Haters gonna hate; I like the new logo
  - [Twitter](#): Normally I might object to needless redesigns of a perfectly fine logo. However, this is not that. I am completely okay with this here. In fact, as a pared-down "minimal" alternate version of the well-known existing logo I think this is great and that this was a good idea.
  - [Twitter](#): Success. The new logo is simple, clean, with more flexibility in usage.
  - [Twitter](#): Reuse across mediums. The new logo works on tiny phones the old one does not.
  - [Twitter](#): Controversial: I like the new Pringles logo
  - [Twitter](#): #rebrand time! #Pringles changes logo and #packaging embracing the minimalism of modern logos. At first it didn't make a good impression on me but I find it very apt in the new packaging and the "emoticon" style expression change effect is a really nice touch.
  - [Twitter](#): i really like the new pringles logo, it looks a lot sleeker and minimalistic /gen
  - [Twitter](#): I normally steer clear of contentious political issues but I think the new Pringles logo looks good
  - [Twitter](#): i don't know what people's problem with minimalism is, i've always respected how graphic designers can take an image and condense it



to convey an idea in as little visual information as possible. basically what i'm saying is that i think the new pringles logo is slick

- [Twitter](#): Hot take the new Pringles logo looks better, but that doesn't make the chips any better they're still a low tier chip.
  - [Twitter](#): New @pringles logo LAHOVE you!
  - [Twitter](#): the new pringles logo isnt bad, to be honest... i like it.
  - [Twitter](#): I don't understand why people hates the new Pringles logo , it looks fine
  - [Twitter](#): @Pringles I seem to see quite a bit of hate for the new pringles logo but personally I think its a great touch to an already great snack. I especially like how you changed the expression a tiny bit for the scorchin pringles
  - [Twitter](#): I have got to be the only living being outside of Pringles who prefers the new Pringles logo But I never liked Pringles so I had no attachment to the old anyway. Subway logo was due a refresh, but the old makes me want Subway and the new one doesn't?
  - [Twitter](#): Hot take: the new Pringles logo looks fine
  - [Twitter](#): Recently I've gotten used to the new Pringles logo, it's not that bad at a second glance
  - [Twitter](#): Pringles was already getting pretty obsolete. I never liked detailed logo when it's drawing, now it's much better. The ones from Google were great because they follow a pattern, so it was much prettier. I think the flat design is the best thing they've invented, you can even use some gradients maybe
  - [Twitter](#): The new pringles logo is very cute okay u r not allowed to think otherwise
  - [Twitter](#): New pringles logo looks great Jokes aside this is good
  - [Twitter](#): Don't know about you, but we love the new @Pringles logo!  
#Pringles #Logo #Snacks #Chips #PlaneCrazy
  - [Twitter](#): hot take the new pringles packaging/logo looks way better than it did before
  - [Twitter](#): The pringles one is ok cause it's just an older version of the logo brought back
  - [Twitter](#): Unpopular opinion: I like the new pringles logo.
  - [Twitter](#): I actually kind of like the Pringles logo? On the actual cans they make it do different expressions, which is kind of fun.
  - [Twitter](#): I actually like the new pringles logo
  - [Twitter](#): f\*\*k twitter the new pringles logo is cute and your are just jealous
  - [Twitter](#): The pringles logo has more charm now not less
  - [Twitter](#): I love seeing new companies getting super modernized logo's haha! Nice job @Pringles
- Neutral: 68
    - [Twitter](#): Today on Brand New (Noted): New Logo and Packaging for @Pringles

- [Twitter](#): Pringles “Must-ache” You a Question: Do You Like Their New Logo? #newlook #thehouse
  - [Twitter](#): The logo on the Pringles can is getting a makeover. For the first time in 20-years, Mr. Pringles' mustache is a little bolder, his bowtie a bit bigger and he'll also have a brand new range of emotions. Now if only they could manage to make them GLUTEN FREE @Pringles
  - [Twitter](#): There seems to be a trend in logo design where designers are going back to the 50s and 60s for inspiration. The minimalism there was because of limitations of the tools. I'm curious to see where this all goes. @Pringles
  - [Twitter](#): Four 10-second videos put @Pringles chips and iconic tubular packaging front and center, arriving as the brand refreshes its logo for the first time in 20 years. <https://bit.ly/33McC5s>
  - [Twitter](#): Doing some research about mascots and just found out the Pringles character is called Julius Pringle!?... I stumbled across this old logo too... learning something new every day! Thought I'd pass on the fun facts.
  - [Twitter](#): The famous brand of potato chips @Pringles surprises us with a new redesign of its logo . What do you think? > > > <https://bit.ly/3mWmyAW> #snacks #pringles #logo #logotipo
  - [Twitter](#): The pringles guy's head is shaped like a pringle. The dot on top of the i is also shaped like a pringle. As are his eyes and eye brows. His mustache (more evident in the old logo) is two stacks of 3 pringles. And finally the tube they print it on is also full of pringles.
  - [Twitter](#): New Logo and Packaging for Pringles — <https://buff.ly/3lX5LMV>
  - [Twitter](#): After 20 years using its iconic logo, @Pringles has gone for a more minimalist side Which do you prefer, the new one or the old one? Comment!
  - [Twitter](#): Snack favourite @Pringles has had its first rebrand in 20 years! With the iconic Mr Pringles mascot been stripped back with a cleaner logo and bold colours on the packaging. Let us know what you think in the comments. We love hearing your thoughts on company rebrands!
  - [Twitter](#): In other Pringles news that I'm surprised has not gotten more attention is their official Logo redesign. It follows the popular, ubiquitous "flattening" of illustration and design styles that has been going on for over 2 years now.
  - [Twitter](#): @Pringles evolves his logo and adds to "minimalism", removes the hair on the head and details on Mr. P's mustaches. They retain their typography and the red bowtie. @Kelloggs #Marketing #Logo #Pringles #Marca #NewLogo #Food #Potatochip
  - [Twitter](#): The man on the Pringles logo has a full-time job; he's a successful lawyer.
- N/A: 23



## Brand 2: Papa John's

Monitoring from November 16, 2021 – December 31, 2021

- Total: 78
- Negative: 38
  - [Twitter](#): excuse me. papa john's is changing its logo. it now reads "papa johns," without the apostrophe. the pizza no longer belongs to the bad john, but perhaps now to... all johns? or are they now selling fathers named john instead of their wet pizza? this is disorienting.
  - [Twitter](#): "Papa John's is changing its logo and of course, it's terrible. And I have no idea why they feel the need to drop the apostrophe. That can't be good, either. Did anyone think of the meaning of that word without an apostrophe?" / Twitter
  - [Twitter](#): Stuart: Just saw that Papa John's Pizza has unveiled a new logo WITHOUT the apostrophe. I can hear the fight in the conference room now. Designer: It's less cluttered. Copy Editor: You people are driving me crazy.
  - [Twitter](#): "Papa John's is redesigning their logo and stores. Don't think it's gonna be enough to distance themselves from the previous owner's racist Trumpy rants. Just saying...." / Twitter
  - [Twitter](#): "John Schnatter is Papa John's. Changing the logo doesn't change that fact in any way! This corp group is ignorant! Buy authentic pizza from local independents, avoid all the chain pizza shops! #papajohnspizzasucks #amwriting #amreading #author #FellowWriters #WritersCommunity" / Twitter
  - [Twitter](#): Papa John's Unveils New Restaurant Design and Company Logo <http://a.msn.com/00/en-us/AAQPdh7?ocid=st...> Rather than new designs and logo I would suggest to work on your food and recipes. Your food sucks and that's why you have been struggling, folding the pizza in half and calling Papd Dia??
  - [Twitter](#): "👁👁 "...instead of being obsessed with Papa John and irrelevant changes to the brand logo, the company should become obsessed once again with making quality Papa John's pizza consistently. Try as they may, they can't have Papa Johns without Papa John." <https://t.co/ME0ZgZfV90>" / Twitter
  - [Twitter](#): "#breaking Papa Johns logo The new Papa Johns logo makes absolutely no sense,Papa John's new logo and name change gets mixed thoughts on ... What a difference an apostrophe makes. Pizza chain Papa Johns has just revealed a brand new logo, doing away with decorative features in" / Twitter
  - [Twitter](#): "So "Papa John's" will now be known as "Papa Johns" —new logo and dropping the apostrophe— as the pizza chain tries to rebrand and distance itself from former CEO 🧑🧑 <https://t.co/pbJkB9rczc>" / Twitter
  - [Twitter](#): "Not to be rude but I'm not really happy with the new Papa John's logo. It's kinda ugly." / Twitter

- [Twitter](#): "Instead of being obsessed with Papa John and irrelevant changes to the brand logo, the company should become obsessed once again with making quality Papa John's pizza consistently," said John Schnatter, also known as "Papa John." <https://t.co/wvlhl6ILrZ> / Twitter
- [Twitter](#): "Papa John's new logo is horrible" / Twitter
- [Twitter](#): Papa John's, your new logo is ugly and @PapaJohns founder and CEO John Schnatter didn't eat 800 pizzas in the last 18 months for you to disgrace your logo like this
- [Twitter](#): Grammatical chaos in the new Papa John's logo? #rebrand #identity
- [Twitter](#): I'm so surprised I haven't seen anyone complain about the minimalization of the papa john's logo cause boy does it actually look not good. word art a\*\* logo
- [Twitter](#): Lmaooo I don't particularly care for papa John's but I must admit that logo is rather basic
- Positive: 0
- Neutral: 36
  - [Twitter](#): Papa John's announces brand refresh, includes font change and drop of the apostrophe on logo.
  - [Twitter](#): Papa John's International rolls out it's first Logo, design and name change in more than a decade. Hoping it will help them build on the successes they've had during Covid
  - [Twitter](#): \$PZZA Announces new design for its restaurants, a new logo and new visual brand identity (Papa John's International Inc) (More at <https://tradethenews.com/?twtId=26676>)
  - [Twitter](#): Papa John's is enacting a brand overhaul spanning its visual identity, logo and store design. The move could be interpreted as the most significant step yet to distance the business from founder John Schnatter, who was ousted in 2018.
  - [Twitter](#): Papa John's unveiled its new logo and restaurant design, saying the new visuals are a more modern take on the brand and will build greater connections with customers.
  - [Twitter](#): Papa Johns facelifts its logo and restaurants starting next year. The idea, get inspired by new ingredients The word "pizza" is gone, they remove the green border around "Papa John's" and also remove the possessive apostrophe #logo #papajohns
- N/A: 4

### Brand 3: Burger King

Monitoring from January 7, 2021 – February 7, 2021

- Total: 2778
- Negative: 457
  - [Twitter](#): So, @BurgerKing's new logo is...the old logo? How much did that rebrand cost?

- [Twitter](#): Burger King is changing its logo after 20 years in a massive rebrand - see what the new packaging looks like. They spent millions, (maybe billions) to change, what actually doesn't improve the "brand in bun" logo! What a colossal waste of resources!!!
- [Twitter](#): Your previous logo was fine! I'm sorry your marketing team forced you to do this. My condolences to the colour blue.
- [Twitter](#): That's it. That seals the deal. I've been an burger king fan for 54 years and in all my time of being one ive never seen a logo this bad. I've had enough of it until you fix this restaurant I'll be packing my bags and am going to eat at wendy's where they know how to run a store
- [Twitter](#): i'd prefer anything over the logo they have now
- [Twitter](#): @BurgerKing I totally must say the old logo was better. Like, more visually friendly.
- [Twitter](#): Burger King is changing its logo after 20 years in a massive rebrand - see what the new packaging looks like. They spent millions, (maybe billions) to change, what actually doesn't improve the "brand in bun" logo! What a colossal waste of resources!!!
- [Twitter](#): I think the brand elements are timeless, but the logo isn't - time will tell
- [Twitter](#): I like that you're making changes, but this isn't it. We don't go back to ancient ugly sepia print marketing for a reason. Prefer your modern logo much more. -Burger King Fan
- [Twitter](#): No cap I'm so attached to their old logo. It's such a great one I dunno why they had to ditch it just like that it was a unique mark.
- [Twitter](#): The new burger king logo I'm really not a fan, it loses a lot of identity even if the 70's side is cool
- [Twitter](#): @DCAllisontv @TonyPerkinsFMTV @AnnieYuTV @reesewaters PLEASE keep the current logo Burger King, and not the throwback one. And if you are going retro please do not use those UGLY Brown Yellow and Red uniforms. I'm having flashbacks to my days of working there in 79. #GetUpDC
- [Twitter](#): I fkn hate the burger king rebrand, I want the old logo back!
- [Twitter](#): Yeah it looks terrible. Also it's basically identical to the logo for Hungry Jack's, Burger King's name in Australia.
- [Twitter](#): The modern logo makes the bun look wet
- [Twitter](#): RUINED THE BURGER KING LOGO. RUINEDDDDDDDDD.
- [Twitter](#): It appears Burger King is going 70s with it's new logo and uniform...what next, beige Fords?
- [Twitter](#): New Burger King logo What's the excitement about? There is nothing really innovative about this bk burger logo. Unnecessary hype. Also the full logo looks like their 70s logo. Is #BurgerKing giving away burgers for tweets?
- [Twitter](#): there will probably be a rebrand... I think the new logo could have been made by any x photoshopper and it doesn't look original at all !! WHO SHARES THIS OPINION??? #BurgerKing #rebranding #logo
- [Twitter](#): The new Burger King logo is literally so trash

- [Twitter](#): new burger king logo suck
- [Twitter](#): This new Burger King logo makes me proud to have a beef allergy
- [Twitter](#): Taking a jab at CP+B... from a company that fled to for tax reasons during @JoeBiden last tenure... by offering a stale logo re-design alternative at best @BurgerKing
- [Twitter](#): To the guys acting as if the Burger King rebrand is “new” and innovative... You do realise it’s literally their old logo from the 60s to the 90s, right?
- [Twitter](#): Waste of time & money... save on that & hire better people & serve better food, maybe... CNN: Here's what Burger King's new logo looks like.
- [Twitter](#): Is it me but isn't that Burger King's old logo?? I mean I'm lost at what's new here and why designers are excited about it.
- [Twitter](#): burger king is like hey we have a new logo! hey we are redesigning our restaurants! hey how about fix your food
- [Twitter](#): @BurgerKing your new logo is meh. New ads/color scheme look like something from the 70s - and not in a good way. Really hate the drawings of the hand dipping a fry and holding onion rings - they're childish and unappealing. Ugly uniforms. Disappointed! #notgroovy
- [Twitter](#): When ppl said things are evolving, just backwards. It is kinda true, this logo looks like it was made in the 1920s. While nothing wrong with retro styles. At least put a dope crown in there somewhere. It gives me a "Remember when it was just buns and 2 words? in the 20s" vibe.
- [Twitter](#): I'm sure I can design a better logo with my little illustrator knowledge. What is this? #BurgerKing
- [Twitter](#): Think you meant to write, "@BurgerKing rebrands with old logo," instead of giving them too much credit for a retread
- [Twitter](#): am i missing something or is burger king absolutely paying people to tweet about how amazing its new logo is?? it's literally the same logo they had in the '90s how is this in any way brilliant or innovative i—
- [Twitter](#): Burger King has also changed the logo really why this trend towards minimalism WE WANT TASTY OVERLOADED UGLY LOGOS WE WANT DRAMA
- [Twitter](#): "@fiyindesign @blesscreatics @BurgerKing No cap 🤔 I'm so attached to their old logo. It's such a great one I dunno why they had to ditch it just like that 😞😞 it was a unique mark." / Twitter
- [Twitter](#): "@santitxs no está nada mal, pero hay que pensar que es un restaurante de comida rápida, siento que el nuevo logo no representa bien al burger king" / Twitter
- [Twitter](#): "RUINED THE BURGER KING LOGO. RUINEDDDDDDD." / Twitter
- [Twitter](#): "@TheNewDomShow New Burger King logo What's the excitement about? There is nothing really innovative about this bk burger logo. Unnecessary hype. Also the full logo looks like their 70s logo. Is #BurgerKing giving away burgers for tweets?" / Twitter

- Positive: 957
  - [Twitter](#): LETS GOOO OLD BK LOGO IS BACK
  - [Twitter](#): Although less is more, updating is also necessary: recovering a classic company logo is not the same as directly reimplementing it and that's it. #BurgerKing #branding
  - [Twitter](#): This is the only logo redesign in history that has been universally loved on Twitter. Color me impressed.
  - [Twitter](#): OBSESSED with burger king's rebrand. mas effective pa rin talaga 'yung classic logo. ang ganda-ganda nung type. AND 'YUNG MONOGRAM. ugh. ang ganda-ganda.
  - [Twitter](#): I LOVE the "new" Burger King logo! They renewed the look by rescuing their own identity (a tribute to the logo from 69 to 99). It will sound familiar, it will feel traditional, something home-made. If you reflect, they went back in time to be modern and current!
  - [Twitter](#): That might be t
  - [Twitter](#): Didn't they already have this logo before @TJMartinez haha anyways it's sick he first logo that I want to actually print off on a 3D printer and eat. Looks good to me!
  - [Twitter](#): OBSESSED with burger king's rebrand. the classic logo is still more effective. the type is beautiful. AND THE MONOGRAM. ugh. so beautiful.
  - [Twitter](#): I LOVE the "new" Burger King logo! They renewed the look by rescuing their own identity (a tribute to the logo from 69 to 99). It will sound familiar, it will feel traditional, something home-made. If you reflect, they went back in time to be modern and current!
  - [Twitter](#): Awesome I love this logo always has that nice 90s feel
  - [Twitter](#): Man, this is the same darn #BurgerKing logo they had from 1994-1999 they had a similar version from 1969-1994. New retro my butt. But I missed this logo. Thanks for bringing it back.
  - [Twitter](#): The logo somehow got both more retro and modern at the same time. somehow that retro look, matches the minimalist style of today.
  - [Twitter](#): From Stranger Things to Burger King's new logo, playing on nostalgia is one hell of a marketing drug
  - [Twitter](#): I'm pretty sure they kept using that logo (or close to it) through the late '90s, so it's not THAT much of a reach back, which is why it's so pleasing—it's what we all associate with Burger King (along with paper crowns)!
  - [Twitter](#): Just went back and googled the evolution of the logo. It does look a lot like the 1969 and the 1994 redesigns. For whoever hasn't seen them it is a nice refresh from the existing logo. But personally, the BK monogram is my favorite part of the current redesign.
  - [Twitter](#): It brings me joy that @BurgerKing brought back (a slightly refreshed version of) their logo from my youth.
  - [Twitter](#): The new #BurgerKing logo has a custom serif typeface and retro colors that mimic the organic shapes and colors of Burger King's core

menu items. It looks cool, fresh, yet vintage, and very distinctive from BK's competitors.

- [Twitter](#): Usually I'd agree, but I really like this logo. 90s aren't usually my thing but something about this one just hits right
- [Twitter](#): Props to Burger King for returning to its 1970's era logo. It brings back a lot of good memories. (Now if you could make thicker patties..)
- [Twitter](#): Retro nostalgia is hot right now. Kudos on the c.1983 logo, Burger King!
- [Twitter](#): Just when you thought all brands will soon adopt bland, generic wordmarks as the output from their overpriced logo projects, Burger King — yes, \*Burger King\* — is here to save the day. (Still not eating there, but killer job on the design!)
- [Twitter](#): New design / brand world for @BurgerKing is - this new logo, flame grilled to perfection
- [Twitter](#): Burger King changed their logo back to its 90s logo, in honor tomorrow I break my diet and buy a whopper goodnight ❤️🍔👍
- [Twitter](#): Ok good bah congratulations to Burger King for the logo of the year
- [Twitter](#): I really like the old/new again Burger King logo, @DianeKingHall! My first (high school) job was at BK back in the early 90s. Time flies...
- [Twitter](#): Warmth and humanity is the name of the game with this new twist on classic. What a great logo!!
- [Twitter](#): Groovy! I feel like I've fallen through a time portal to my childhood seeing @BurgerKing's new logo and branding. (I love it, BTW.) #design #branding
- [Twitter](#): I'll always have a soft spot for burger king since my mom worked there as a kid.. sure the burgers don't taste the same but seeing they're bringing back the 90s logo.. nostalgia does sell.
- [Twitter](#): I'm seeing many fast food places are updating their logos so I guess Burger King getting in on it too but playing it a bit different by going back to a older logo. ;-) GM!
- [Twitter](#): @BurgerKing changed their logo in the style of the 70s. It's really cool, I love it!
- [Twitter](#): i didnt think a simple logo from @BurgerKing would make me so happy inside but my god in the age of boring logos and marketing i'm so happy with this
- [Twitter](#): Nostalgia is a topic that has been played on a lot for several times. The new #rebrand (or de-brand?) Of #BurgerKing can be considered an excellent example of this phenomenon. In Italy, perhaps the old logo was not even known.
- [Twitter](#): Whoever designed the new Burger King logo should be allowed to design EVERYONE'S logo. Absolutely stunnng bit of design. \*wild applause\*



- [Twitter](#): The design nerd in me is freaking out, this is such a cool redesign of the #BurgerKing logo. Whoever designed this, you deserve a...Whooping great paycheck!
- [Twitter](#): We adore the #BurgerKing rebrand. It's retro theme and earthy colours connote fresh, natural and original. A superb move from a company eager to establish its food as free from nasty preservatives. Plus the new logo looks good enough to eat!
- [Twitter](#): That being said, Burger King should use this as the logo proper. Absolutely brilliant. One of the best pieces of branding artwork in years! Extremely clever, the B, the K & the burger all rolled into 1. Quality. #BurgerKing
- [Twitter](#): okay that new burger king logo is delicious
- [Twitter](#): Absolutely right logo for Burger King. Simple, classic and linked to its business #brand #strategy #media #marketingtips
- [Twitter](#): What a brilliant and simple redesign this is of the Burger King logo.
- [Twitter](#): Awesome new Burger King logo. B and K and a and simple
- [Twitter](#): The new Burger King logo is smart af It's a B and a K at the same time Whoever designed this needs a promotion
- [Twitter](#): @BurgerKing new logo is modern, clean & simple. Great rebranding & improvement to their identity #BurgerKing
- [Twitter](#): Now that Burger King has changed its logo, I'll start eating there again. That was always a huge problem for me.
- [Twitter](#): Burger King is going back with their old logo has made my morning.
- [Twitter](#): The new burger king logo is one of the best logos I've ever seen
- [Twitter](#): @BurgerKing has been SMASHING their branding recently. Love the new logo, but also hoping they've brought back their old fries back from like the early 2000s era
- [Twitter](#): New logo of @BurgerKing is awesome
- [Twitter](#): I haven't stopped thinking about how aesthetically pleasing the new Burger King rebrand is. Graphic design heaven that logo is just everything
- [Twitter](#): Love that @BurgerKing brought back its original logo definitely getting a Whopper today
- [Twitter](#): Loved the new look, approach and presentation of Burger King identity by @jkrGlobal. Reference to brand's original logo, big bold look feels just right. Curious if 'will retro look appeal to millennials' (everyone's favourite target audience) crossed their minds?
- [Twitter](#): Burger King have revamped their brand and their new logo is absolutely incredible You see the K, then the burger. Then you see the B #BurgerKing Brings about nostalgia but also infused with loads of modernity, fair play to em, absolutely cracking rebrand. That logo redesign was a long, long time coming! Hats off to @BurgerKing

- [Twitter](#): The new Burger King rebranding is a rare example nowadays of how rebranding can still look cool and not just a boring, dreary logo that looks like it's had all the life sucked out of it
- [Twitter](#): Obsessed with the new Burger King branding! Especially the main burger logo that's a B and K at the same time, so satisfying
- [Twitter](#): I love that Burger King is returning to a more classic logo. Brings back good memories at a time we need some happiness. Makes me think of the Burger King kids club of the 90s.
- [Twitter](#): This is bomb. It's nice to see a brand which isn't afraid to go back. This re-brand is a riff off what Burger King's branding actually was back in the 70s. From the font style, the logo, to the colour scheme of the uniforms. Shout-outs to @jkrGlobal. They killed this.
- [Twitter](#): didn't expect to be tweeting about burger king on the 8th day of 2021, but this rebrand is huge and new mono logo is sliiiiiiiiiick
- [Twitter](#): Back to the basic. Burger King has reorganised its logo and visual identity in line with the retro trend. Love it!
- [Twitter](#): Da\*n I might have to go to burger king and get something cause this new logo is fire
- [Twitter](#): I LOVE the new (old) @BurgerKing logo!
- [Twitter](#): If you love a good rebrand, check out the new @BurgerKing logo. See the K, see the burger, then see the B. \*\*applause\*\*
- [Twitter](#): I am losing my sh\*t over the new @BurgerKing logo. I'm obsessed with graphic design. This is top tier. Sleek, stylish, clever, fully condensed the entire business and initials into one chic and simple logo. The K. The Bun. The B. Omg yesss
- [Twitter](#): Absolutely obsessed with the new Burger King rebrand. Their logo has gone back to, imo, the best iteration from the 90's. However, the new packaging, store design, and overall vibe is a beautiful marriage of Retro and Modern.
- [Twitter](#): #BurgerKing rebranding: approved! Love the new logo and brand identity, give some old school vibes but still very modern and cool.
- [Twitter](#): This logo is bloody genius... just look at it! so simple, yet so good - I want to be this good when I grow up @BurgerKing
- [Twitter](#): It's been awhile since a major brand relaunch has received this much POSITIVE feedback on social media. It's refreshing to see and hear. Burger King is changing its logo after 20 years in a massive rebrand #designthatrocks #branding
- [Twitter](#): Incidentally, the fact that BurgerKing now has its own font is cooler than the new logo.
- [Twitter](#): Alright, let's be honest here, what do you really think of the new @BurgerKing logo? I'm lovin' it = 90%. Good job Fiverr... = 10%
- [Twitter](#): i'm still not over the new burger king logo its so GENIUS
- [Twitter](#): In terms of branding and logo - this is genius from Burger King!! Bravo
- [Twitter](#): Love this @BurgerKing logo. The inner Graphic designer in me is absolutely salivating. Crowns off to you!



- [Twitter](#): So, I heard @BurgerKing is reverting back to it's Classic Logo, normally I'd be unhappy as I hate companies changing their iconic logos, but I'm actually fine here. If this starts a trend of companies using their classic logos again, I'm ALL for it. Time to get nostalgic!
- [Twitter](#): hallelujah burger king is back in the 70s I've always been waiting for this rebrand
- [Twitter](#): The new Burger King visual identity is retro-brilliant and the logo, oh man, it's a B and a K and burger in one! love it
- [Twitter](#): Before the Burger King logo included the blue swish I thought it looked really old fashioned but now they've gone back to it there's a real 70s retro charm to it, and the combination of the B and K is just genius
- [Twitter](#): Following a year where legendary logos like Petco, Gap, Burberry and many more were butchered, the new @BurgerKing logo and rebranding is a delicious callback to the 70s.
- [Twitter](#): The @BurgerKing rebrand is so interesting. Awesome logo design here, so clever. The throwback vibes are a nice departure from so much other modern logo #design.
- [Twitter](#): Fantastic rebrand by @BurgerKing. This retro inspired logo takes me back to my childhood, and all the times we used to hit up the Hazel Dell WA location after church for the 2 cheeseburgers 2 fries 2 bucks deal.
- [Twitter](#): I may actually eat at Burger King after seeing their new logo. What a brilliant design.
- [Twitter](#): Burger King is DEEP in their bag with this new visual treatment. The logo, the word mark, the app are all just perfectly executed. This minimalist joint right here is the pièce de résistance though! \*chefs kiss\*
- [Twitter](#): New logo challenge. Burger King wins.
- [Twitter](#): Yesterday we got a great example of how to do a rebrand with Burger King. Today we get an example of how not to do one with this horrific GM logo
- [Twitter](#): New Burger King logo is interesting, return to a much cleaner design. I LOVE the wrapping on the burgers, big groovy mystery machine lettering.
- [Twitter](#): We are loving @BurgerKing new rebrand and it's #retro vibe! Great to see them revert to an older logo while giving it a fresh look. Is this coming to the UK too? #BurgerKing #DigitalMarketing
- [Twitter](#): #BurgerKing's new logo, colors and #branding reflect the perfect mix of old and new. We love its simplicity while it still creates something iconic, only possible for the brand it represents. #design
- [Twitter](#): Burger King has changed its logo. Let me tell you from the beginning: I like it. Today, there are two ways that well-established brands generally choose for rebranding; neutralize the logo with a custom-made sans serif font, or choose a favorite logo from the past and modernize it. Burger King chose the second route.

- [Twitter](#): the burger king rebrand works bc they went back to their 1969 logo duhh it was a better time! but brands love to forge ahead into the sterile future. Read the room we're nostalgic
- [Twitter](#): This is the most thought out, simple but effective, and exceptional design I've seen in decades, graphic design level skill x 1000. If I were a Burger King exec I'd buy this for millions! How awesome is this logo!
- [Twitter](#): I am absolutely LIVING for @BurgerKing's new look. The logo, the color palette, the typeface choices, and that MONOGRAM! 280 characters are nowhere near enough to express how much I love this. Great work on the rebrand, @jkrGlobal!
- [Twitter](#): Im not a fan of the burger king but the rebrand is quite good and logo is too with retro aesthetic, awesome marketing.
- [Twitter](#): Let's not say Burger King new logo, let's call it nostalgia 😊
- [Twitter](#): Whoever designed the new Burger King monogram logo must be rightly very, very pleased with themselves The B visually leading to the K, the bun, the burger, the brand colour, the squidgy typeface, the flat, modern-retro hat-tip to the 1960s design. Mint.
- [Twitter](#): Burger King has changed its logo. Let me tell you from the beginning: I like it. Today, there are two ways that well-established brands generally choose for rebranding; neutralize the logo with a custom-made sans serif font, or choose a favorite logo from the past and modernize it. Burger King chose the second route.
- [Twitter](#): I know "simpler" corporate logos today are mostly sh\*t, but this is a callback to my childhood Burger King logo, so I approve this 1000%!
- [Twitter](#): I am really loving @BurgerKing's "new" retrobranding! After keeping their logo the same for over 20 years, this new take gives nod to the past hitting on the right nostalgic notes that are trending in modern times.
- [Twitter](#): Burger King just ditched their old logo for a revamped version of their 1969 logo. Never underestimate the power of nostalgia. Simple, retro, familiar.
- [Twitter](#): t ee bee aych i actually like the "new" burger king logo from a graphic design standpoint, im really glad that they didnt go down the road of sterile modern minimalism and instead tried to "retro-ify" it at least instead of making it Boring
- [Twitter](#): The new Burger King rebrand has been fresh in mind today. Few things I love 1. It feels instantly familiar. I can't even remember the old logo 2. It's got a modern D2C feel about it 3. It's wonderfully retro 4. It makes me want to eat Burger King
- [Twitter](#): I feared all the companies went simplistic in their logos, but seeing your previous logo, one of the best I seen my entire life, I thought there was a little hope in this world. And now this happens... And no one complains like the Pringles one, because nostalgia is stronger.
- [Twitter](#): What do you think of the new Burger King logo? It's so retro. But, I kind of dig it. #design

- [Twitter](#): Burger King is their old logo so it even has a meaning, pringles I don't even understand why they do that
- [Twitter](#): The graphic design minimalist movement must be stopped. Except for Burger King, love the throwback logo.
- [Twitter](#): I agree with @RestrainedFN ngl. Only way rebrands should be done is if it's their original logo made different. Look at what Burger King did for example.
- [Twitter](#): "New design / brand world for @BurgerKing is 🔥🔥🔥🔥 - this new logo, flame grilled to perfection @jkrGlobal <https://t.co/FImJINYrtv>" / Twitter
- [Twitter](#): "@BurgerKing Warmth and humanity is the name of the game with this new twist on classic. What a great logo!!" / Twitter
- [Twitter](#): "Groovy! I feel like I've fallen through a time portal to my childhood seeing @BurgerKing's new logo and branding. (I love it, BTW.) #design #branding <https://t.co/ujuWiYJjWi>" / Twitter
- [Twitter](#): "I'll always have a soft spot for burger king since my mom worked there as a kid.. sure the burgers don't taste the same but seeing they're bringing back the 90s logo.. nostalgia does sell. <https://t.co/wFaLL9ElFR>" / Twitter
- [Twitter](#): "@BurgerKing a changé son logo dans le style des années 70. Il est vraiment cool, j'adore ! <https://t.co/5lG5kKuXwb>" / Twitter
- [Twitter](#): "The Burger King rebrand is ace. B / K / Burger all in one logo. Brilliant. <https://t.co/MSHiTMjCtt>" / Twitter
- [Twitter](#): "i didnt think a simple logo from @BurgerKing would make me so happy inside but my god in the age of boring logos and marketing i'm so happy with this <https://t.co/GfLpjt9R9w>" / Twitter
- [Twitter](#): "La nostalgia è un tema su cui si gioca molto da diversi tempi. Il nuovo #rebrad (o de-brand?) di #BurgerKing può essere considerato un ottimo esempio di questo fenomeno. In Italia forse il vecchio logo non era nemmeno noto. #brand <https://t.co/CzF7l2XpEP>" / Twitter
- [Twitter](#): "Whoever designed the new Burger King logo should be allowed to design EVERYONE'S logo. Absolutely stunnng bit of design. \*wild applause\* <https://t.co/1OzbMih5Kb>" / Twitter
- [Twitter](#): "We don't know about you, but here at 21Digital we love it when brands revisit their roots - and that new #BurgerKing logo is the perfect example of a retro rebrand done right. 🍔 😊 #design #marketing" / Twitter
- [Twitter](#): "The design nerd in me is freaking out, this is such a cool redesign of the #BurgerKing logo. Whoever designed this, you deserve a...Whooping great paycheck! I'll see myself out." / Twitter
- [Twitter](#): "That being said, Burger King should use this as the logo proper. Absolutely brilliant. One of the best pieces of branding artwork in years! Extremely clever, the B, the K & the burger all rolled into 1. Quality. #BurgerKing <https://t.co/eYscb6T7Kv>" / Twitter

- [Twitter](#): "Absolutely right logo for Burger King. Simple, classic and linked to its business 🍔 #brand #strategy #media #marketingtips" / Twitter
- [Twitter](#): "@BurgerKing new logo is modern, clean & simple. Great rebranding & improvement to their identity #BurgerKing <https://t.co/8VaYPMNevw>" / Twitter
- [Twitter](#): "New Burger King logo looks vintage... I like" / Twitter
- [Twitter](#): "@alexismrogers @BurgerKing The logo somehow got both more retro and modern at the same time. somehow that retro look, matches the minimalist style of today." / Twitter
- [Twitter](#): "Love Burger Kings new logo and love they their rebranding is taking them back in time, when brands had identity and fun and style, not the minimalist same same garbage of today. Also, I just really want put an "H" in front and make it and HBK 😊 (sorry, non wrestling fam) <https://t.co/zfYmSjJSPu>" / Twitter
- [Twitter](#): "Burger King joining Pizza Hut in going back to its original pre-2000s logo is smart, this was always the better logo approach" / Twitter
- [Twitter](#): "Burger King have revamped their brand and their new logo is absolutely incredible 🍔 You see the K, then the burger. Then you see the B 🍔 #BurgerKing <https://t.co/xYcrXP3mBl>" / Twitter
- [Twitter](#): "Brings about nostalgia but also infused with loads of modernity, fair play to em, absolutely cracking rebrand. That logo redesign was a long, long time coming! Hats off to @BurgerKing" / Twitter
- [Twitter](#): "The new Burger King rebranding is a rare example nowadays of how rebranding can still look cool and not just a boring, dreary logo that looks like it's had all the life sucked out of it <https://t.co/nrpQRMdTAG>" / Twitter
- [Twitter](#): "Obsessed with the new Burger King branding! Especially the main burger logo that's a B and K at the same time, so satisfying <https://t.co/ZnFw7ZxpUQ>" / Twitter
- [Twitter](#): "I love that Burger King is returning to a more classic logo. Brings back good memories at a time we need some happiness. Makes me think of the Burger King kids club of the 90s. <https://t.co/GAJsVnZTtE>" / Twitter
- [Twitter](#): "This is bomb. It's nice to see a brand which isn't afraid to go back. This re-brand is a riff off what Burger King's branding actually was back in the 70s. From the font style, the logo, to the colour scheme of the uniforms. Shout-outs to @jkrGlobal. They killed this." / Twitter
- [Twitter](#): "Back to the basic. Burger King has reorganised its logo and visual identity in line with the retro trend. Love it !" / Twitter
- [Twitter](#): "Very clever rebrand for #BurgerKing. Remarkable #logo, #typography and imagery simply right. I must admit I've been amazed when I saw the "B". #GraphicDesign <https://t.co/UQyFUnpXXh>" / Twitter
- [Twitter](#): "This new Burger King logo is so good that they should just use it instead of the full text one 🍔👑 <https://t.co/sGZoLxJLqy>" / Twitter

- [Twitter](#): "Absolutely obsessed with the new Burger King rebrand. Their logo has gone back to, imo, the best iteration from the 90's. However, the new packaging, store design, and overall vibe is a beautiful marriage of Retro and Modern." / Twitter
- [Twitter](#): "#BurgerKing rebranding: approved! 🍔 Love the new logo and brand identity, give some old school vibes but still very modern and cool." / Twitter
- [Twitter](#): "Loving the enthusiasm for Burger King's new logo (which is definitely A++). Feels like the good old days, when the world wasn't falling apart and corporate rebrands counted as 'news'" / Twitter
- [Twitter](#): "This logo is bloody genius... just look at it! so simple, yet so good - I want to be this good when I grow up @BurgerKing <https://t.co/6qkEMxGLLM>" / Twitter
- Neutral: 1201
  - [Twitter](#): Burger King changes its logo for the first time in 20 years and now it looks like this This new reinterpretation will include the company logo, uniforms, restaurants and food packaging.
  - [Twitter](#): Burger King's new logo is a throwback to the brand's identity during the '70s, '80s and '90s; The only difference is that now the typography is more "bubble"...
  - [Twitter](#): Burger King is out with a fresh spin on its 1969 logo. <http://ow.ly/7pDw50D2Mm4>
  - [Twitter](#): Using colors inspired by its "real and delicious food," Burger King unveiled a retro-influenced new identity that includes a redesigned (yet recognizable) logo and new food packaging, employee uniforms and signage in its soon-to-be remodeled restaurants. <https://cnn.it/38oKvfz>
  - [Twitter](#): The updated logo ditches the blue curve Burger King has used since 1999.
  - [Twitter](#): Burger King to change logo; first time in 2 decades
  - [Twitter](#): Everything Old is New Again with Burger King Logo Change <https://geekasms.net/everything-old-is-new-again-with-burger-king-logo-change/...> via @Geekasms
  - [Twitter](#): Come on, in line with the fact that Burger King has recovered an old logo as a new image, what other brand would you like to see return to a previous logo?
  - [Twitter](#): #BurgerKing "updates" its logo goes back to its origins by reinterpreting its logo from the 70s-80s. What do you think? What other companies should go back to "their old logos"?
  - [Twitter](#): Burger King has decided to change its logo, which has been used since 1999. Global Marketing Manager Fernando Machado explained this change as "There is no blue dish and hamburger buns will not shine." What are your thoughts on the new logo? Via: CNN
  - [Twitter](#): As Burger King brings back its sixties logo, here are some other inspired brand moves that embraced design history and reinstated retro classics.

- [Twitter](#): BURGER KING, one of the top companies of the American fast food industry, has announced that it will modernize and reuse the logo it used twenty years ago. #burgerking #logo #20years #burger #fastfood #revolution
- [Twitter](#): Burger King, one of the largest fast food chains in the world, returned to its classic logo, which it changed in 1999. Here are the logo changes of big companies...
- N/A: 163

## Burger King Twitter Surveys

### [Fast Co: Design Survey](#): Which Burger King logo do you prefer?

475 votes through Twitter

- 77.7% voted for the new logo
- 22.3% voted for the old logo

### Twitter [Survey](#): For my marketeers Considering the new Burger King logo, do you think 60s/70s style is making a comeback?

50 votes through Twitter

- 56% voted Yes
- 14% voted No
- 30% N/A