

CASE STUDY / BEDSHED / LOGO EVOLUTION BRANDING

Original



Stage:1



Stage: 2



Stage: 3



BACKGROUND

UNO had recently embarked on a comprehensive store upgrade program for Bedshed, across multiple sites in 4 states. The aim was to add value to the brand proposition in this highly competitive retail landscape and make it easier for consumers to navigate the store and find their desired destinations of sales staff, mattresses, furniture or Manchester.

Two prototype stores were completed and adjudged to have assisted in a major increase in foot traffic and turnover. The next step was to align the in-store point-of-sale information and brand presentations that changed the sales focus from pushing products to answering the customers' needs.

This included redesigning POS items that presented features, benefits, price, sale price etc. in a clear concise manner and this in turn lead to a review of the actual Bedshed brand logo.

SOLUTION

Step 1 – Add life to the logo colour, in keeping with the colour successfully trialed on the brand wall in the first prototype stores

Step 2 – Determine the primary brand equity elements – colour, turndown and name and remove dated stripes

Step 3 – Alter the proportions to maximize the name and turndown relationship and consider the scalability for use on stationery up to storefronts

These slight changes, in conjunction with the preparation of a detailed document outlining brand guidelines across the business, have actually improved the brand recall by simplifying the focus onto the key brand equity elements and facilitating better, disciplined usage over a wider range of brand applications.

SERVICES

- Retail interior design
- Brand development
- Communication design
- Retail merchandising
- Building signage



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