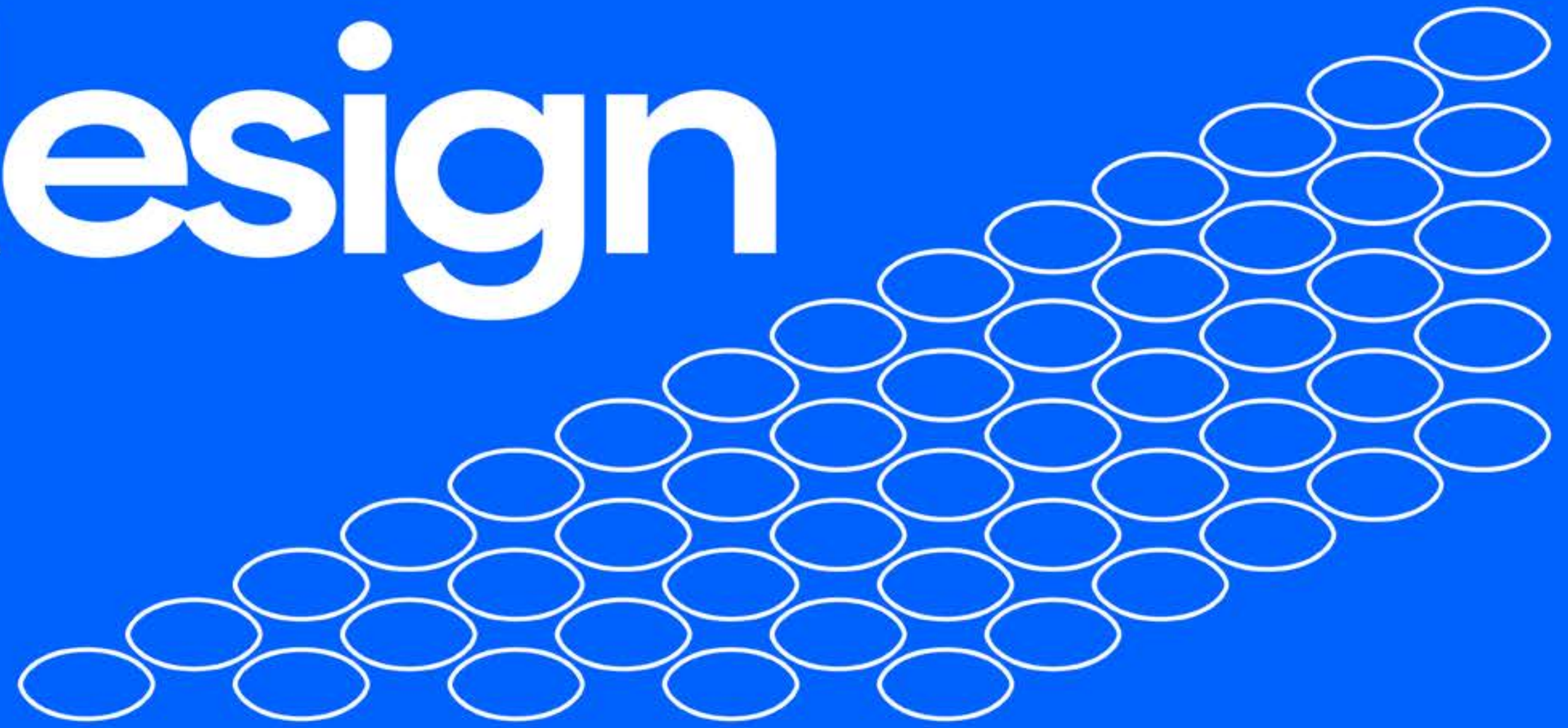


Mars Redesign

Asher Teal



Why Mars?

Mars's logo feels like a slightly missed opportunity to me. I understand that a logo for a giant corporation like Mars cannot be too friendly or flashy; but I think there is a way to inject a little bit of personality. Mars is a company that primarily owns candy brands. They have other ventures outside of that but I feel like they are most known and tied for their snacks. I would like to see just a little more personality and visual identity for a conglomerate that makes such diverse and interesting products.

What's wrong


MARS

Our leaders share their views on tackling today's challenges


Never has our Purpose been more relevant as it is right now. In today's fast-moving business, social and environmental landscape, change won't happen by itself. Our leaders share how we're navigating with action, today, to create a future we can all be proud of.

[Hear from our leaders](#)


[Learn more](#)




Healthy Planet
Mars pledges \$27M USD for tools, technology and cash incentives to empower dairy...



Thriving People
Mars aims to achieve a segregated global cocoa supply chain by 2030



Nourishing Wellbeing
Working with rice farmers to champion climate-smart agriculture in our food...

Personalize content and ads, to provide social media features and to analyze our traffic. See our [cookie policy](#)  [Settings](#) to change your preferences. Click "Accept cookies" to enable all cookies, or "Reject cookies" if you do [Cookies Settings](#) [Reject All](#)

The logo is not bad by any means. I personally just think they could get away with slightly more personality, despite their corporate position.

It seems that they have elected to make their titles have the most distinct visuals. I just can't help but feel it does not match the logo very much. In fact, their logo in this font could be something I would personally enjoy more.

The colors are vibrant and saturated, but in a way that does not feel intentional to me.

Competitors that out perform



- Known for their use of red
- The 'K' mark is iconic
- Visually very satisfying
- Successfully recognizable symbol
- Despite owning a plethora of brands, this logo still has personality.

All of these brands manage to remain professional while looking interesting

Moodboard



Logo Type

Monogram

Wordmark

Pictoral mark

A wordmark works as a suitable logo for Mars as a company. Proven by the abundance of wordmarks in their space, as well as their current usage of one. Something smaller and more identifiable is less important to a corporate conglomerate rather than smaller brands that have their marks on the products directly.

**Corporate, Fun, Dynamic,
Interesting, High Contrast, Gooney
Ordered**

Process

mars

mars

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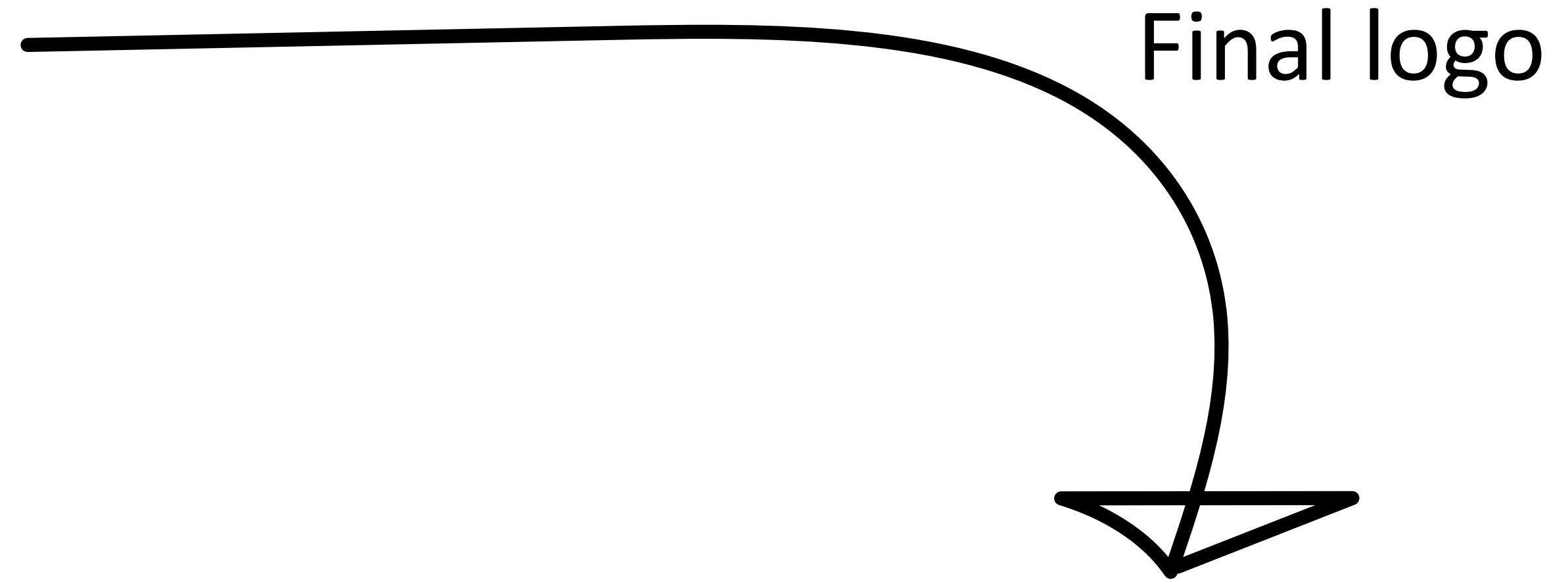
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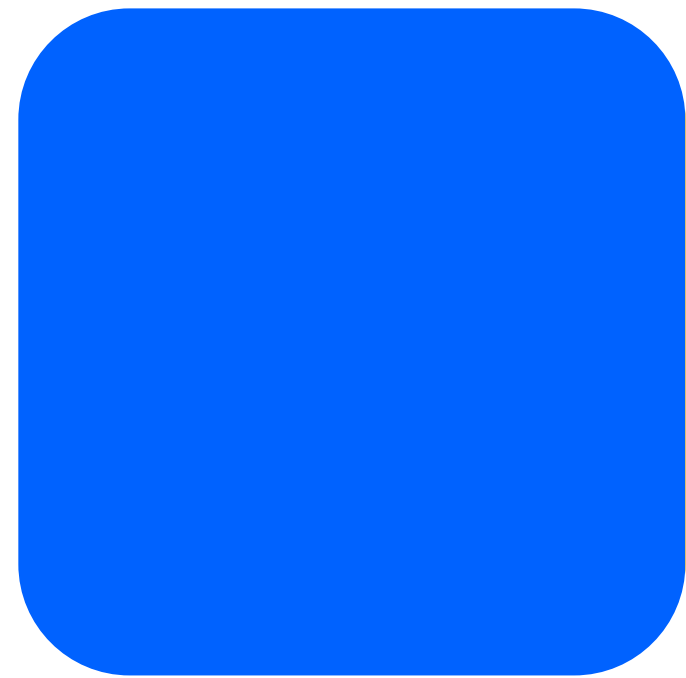
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Final logo

mars

Color Palette



#0062ff



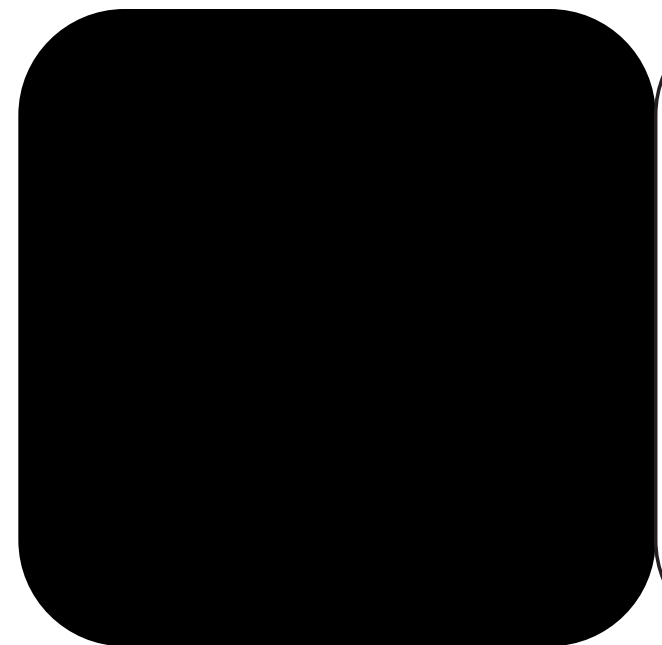
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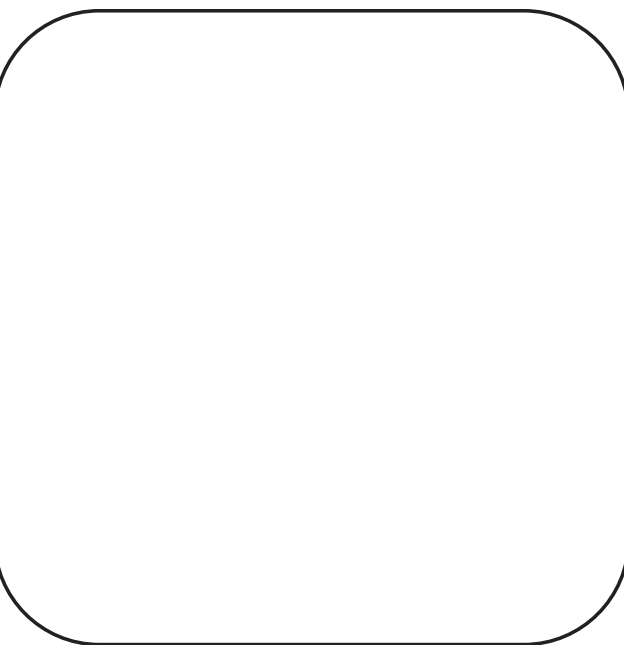
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#ffffff

Palette should evoke feelings of

- Calmness
- Focus
- Peace
- Trust

I want to use the three primary colors to represent the three brands of mars; snacking (blue), petcare (yellow), and food & nutrition (red).

Primary colors should work with black text and white backgrounds to succeed in a corporate setting.

Color Palette Rules

mars® ○

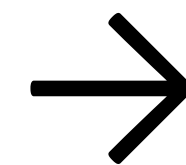
mars® ○

mars® ○

mars® ×

mars® ○

The purple color exists for the creation of extra visual elements; if it is used on the logo it needs to have suitable contrast.



Typefaces

Area Extended

Area Extended

Helvetica

Helvetica

Calibri

Calibri

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Titles only

Because of the logos visually
dynamic nature, Helvetica is
used for titles when the logo is
present

For the regular use of text
outside of bold titles; fonts
should be calmer and focus on
legability.



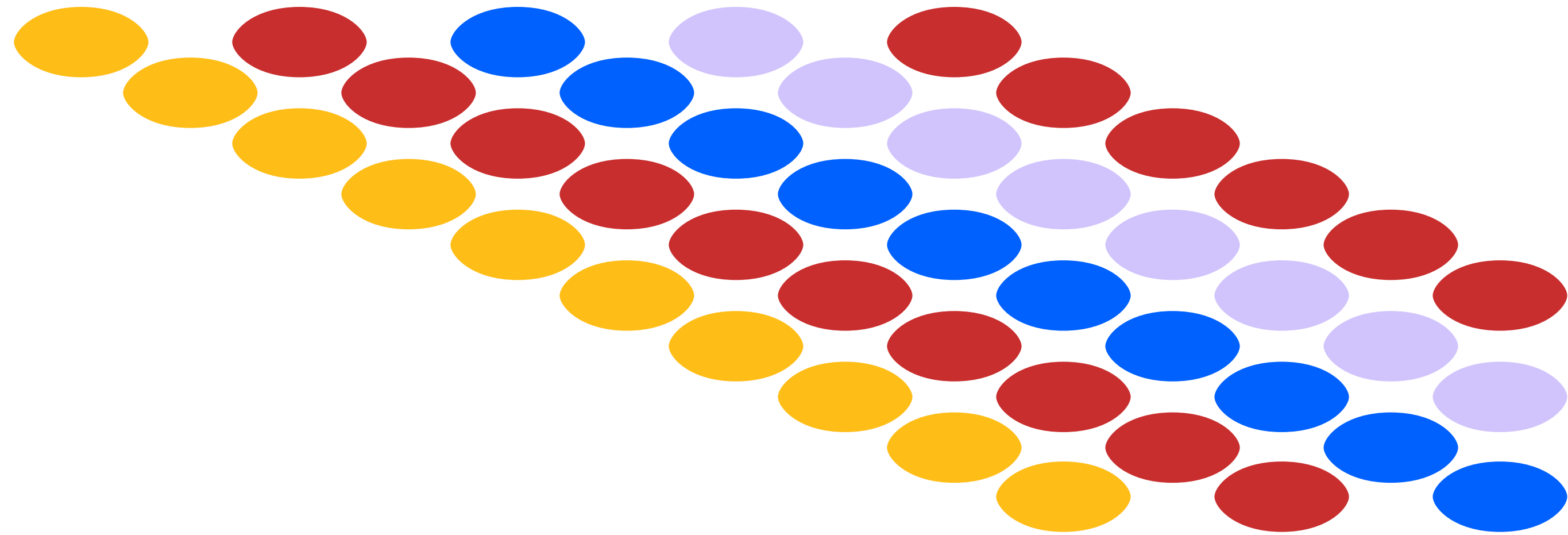
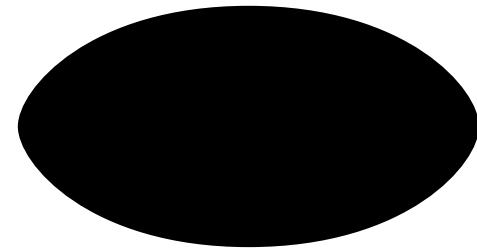
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Other visual elements?



You can see in my sketches and prototypes that I wanted to incorporate the shape of an M&M's side profile. This introduced mixed results.



mars
mars



mars
Snacking

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Sincerely,

John Smith
123-456-7890

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Snacking



KBAR¹

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Welcome to

mars®

Goose Island

