

Rebranding Benefits

How Subtle Design Changes
Can Create Big Impact

What's Old Is New Again:

The Ancient Roots of the Paper-Based
Packaging Craze

Window Shopping:

Your Storefront Is a
Powerful Marketing Tool



- Gen Z Is Concerned with the Impact of Single-Use Plastic
- Good Merchandising Entices Shoppers to Return
- Small Businesses Are Optimistic About the Future



Have you noticed that Walmart's brand colors are a little brighter? The typography on its logo is a little thicker? That's because Walmart just went through a very public rebranding, and it has a lot of people talking.

Much of the online buzz has focused on the logo, with many wondering why Walmart would spend millions of dollars to introduce a new logo that wasn't *that* different from the old one. But a brand refresh includes more than just the logo. Let's look at just a few of the things that go into it:

Logo Design

Rebranding often does include a new logo. In Walmart's case, while the changes are subtle, the logo has a fresher feel that appeals to a wider range of audiences.

Brand Standards

When it comes to marketing channels, there are more of them than ever. A refresh of brand standards updates how the brand should be represented across all channels, including the new ones. Brand standards cover usage rules for the logo, color palette, typography, imagery, and more.

Color Palette

A revised color palette can evoke different emotions and perceptions. In Walmart's case, it updated from the paler blue and yellow to brighter, more

identifiable brand colors: Walmart Blue and Spark Yellow.

Typography

Walmart is using a new, custom typography that creates a fresh, fun feel across all channels.

Imagery and Graphics

Whether on packaging, signage, or marketing materials, a refresh of imagery and graphics includes photographs, illustrations, and icons to ensure consistency and cohesiveness across all media.

Once decided upon, updates must be populated across every channel, from Walmart-branded packaging to signage, website, and marketing materials. Think about all of the



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**Brand
Buidelines**

different print elements included, not just at the retail level, but at the corporate level, too: letterhead, business cards, indoor and outdoor signs, wayfinding signage, and interior graphics. Then there is all of the social media, email templates, and print and digital advertising.

Rebranding involves a lot of different elements, and the ultimate goal is not only to update the visual representations of the brand, but to reshape how the brand is perceived in the marketplace. Brands change, audiences change, and every now and then, rebrands are necessary to keep pace. Even subtle changes can have a powerful impact.

*Inspired to do your own rebranding?
If so, let's talk!*

Plastics Persist

82% of Gen Zs are “somewhat” or “very” worried about the impact of single-use plastic.



Source: Boxed Water

Front and Center

73% of shoppers say “good merchandising” makes them more likely to return.



Source: Visual Merchandising and Store Design



Window Shop

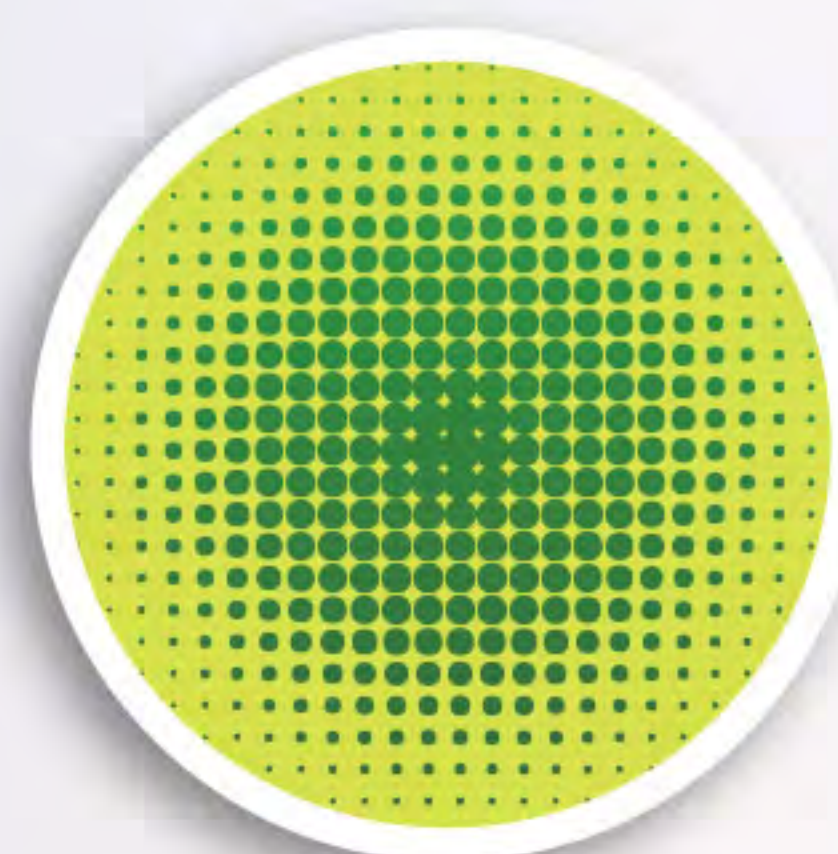
Turn your storefront into a powerful marketing tool



You are walking down the street, and a bright, colorful sign catches your eye. In fact, you can't miss it because it's 10 feet high and adhered to the inside of the window of the store in front of you. That's the power of window graphics.

Window graphics are branding and marketing materials displayed on the windows of retail and commercial settings. In retail environments, they can showcase promotions, seasonal sales, or new product launches. In internal business settings, they can communicate values, reinforce branding, or provide directional signage.

Window graphics can range from small stickers and decals to elaborate wraps that cover the entire surface.



TIPS FOR GETTING IT RIGHT

Anything special you need to know before turning your windows into eye-catching displays? Let's take a look.

Be Concise

Just because you have a large surface doesn't mean you should pack it full. Make ample use of white space to draw attention to your message and make your text and images pop. Use bold, easy-to-read fonts and limit the amount of text. Aim for a single, impactful statement that can be grasped in a few seconds—and from a distance.

Reduce the DPI

Use vibrant colors and sharp images that draw the eye. But as with all large-format graphics, you'll want to reduce your resolution for maximum clarity. Signs viewed at less than three feet should be 300 dpi, for example. Those viewed between 10–35 feet should be around 75 dpi.

Be strategic about placement and layout

Think about the layout and placement of your graphics in the space. Place the most important elements at eye level and away from clutter that might be distracting.

Take advantage of seasonal changes

Use holidays or seasonal events to continually refresh what your shoppers and passersby see. This not only keeps your displays interesting, but lets people know that you are proactive and always providing fresh information.

Window graphics are an integral part of any retail or commercial strategy. Whether for a bustling storefront or a professional business setting, their impact can significantly contribute to branding, employee awareness, and marketing success.



What's Old Is New Again



The Ancient Roots of Today's Paper-Based Packaging Craze.



With today's emphasis on recyclability in marketing and packaging materials, it's almost hard to conceive that it wasn't always this way.

The concept of recycling goes back to ancient times. The earliest examples are found in ninth century Japan when recycled paper was valued for its use in artwork and important texts. In Medieval Europe, we see the use of palimpsests, parchments that have been scraped or washed, and then reused. Among the most famous palimpsests is the Archimedes Palimpsest, a work of the great Syracusan mathematician copied onto parchment in the tenth century and overwritten by a liturgical text two centuries later.

In 1688, the first recycling plants were built in England. In 1690, the Rittenhouse Mill in Philadelphia followed suit, recycling linen and cotton rags to produce paper. The Rittenhouse Mill remained the only plant to use the process in the United States for the next 40 years.

It wasn't until 1800, however, when the British papermaker Matthias Koops patented a process for extracting ink from paper, that recycled paper began to have a higher level of quality. Koops' process allowed for the production of high-quality recycled paper for the first time.

Recycling started to gain steam during World War II, when a national effort arose to conserve resources for the war. This commitment faded briefly, then resurged with the "Environmental Awakening" in the 1970s. This movement was marked by the first Earth Day, a time when the "chasing arrows" recycling symbol was created.



On the heels of these milestones, the U.S. Congress passed legislation promoting sustainability. This included The Resource Conservation and Recovery Act (RCRA) in 1976, along with other legislation that spurred curbside recycling programs. In 1987, New Jersey enacted the nation's first universal mandatory recycling law requiring all residents to separate recyclables from their trash.

The introduction of plastic packaging in the 1960s was a major shift in the packaging world due to plastic's light weight and cost-effectiveness. But it wasn't long before the environmental impact (single-use plastics, landfill overflow, ocean pollution) became a major concern.

Now we are seeing a significant move from plastic-based packaging to paper. A recent survey from Two Sides/Toluna found that half of consumers are actively taking steps to increase their use of paper packaging, and 47% say they would consider avoiding a retailer that is not actively trying to reduce its use of non-recyclable packaging. Today's packaging has certainly come a long way from ninth century Japan!

Talk to us about plastic-free options for your next package design.

Welcome to the latest issue of *Goodway Profit*. This newsletter is designed to provide you with information that will keep your 1:1 print campaigns cutting-edge and profitable.

Learn about the roots of today's paper-based packaging trend.



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About This Issue

PAPER

#100 Endurance gloss text

EQUIPMENT

Canon i300 Inkjet Press

DESIGN PROGRAMS

Adobe InDesign
Adobe Illustrator
Adobe Photoshop

FONT FAMILIES

ITC Avant Garde Gothic Pro
Chaparral Pro
Gill Sans Nova
Myriad Pro

Looking Ahead

78% of small businesses are optimistic about the future.



Source: U.S. Bank