# Adobe’s logo revamp shows thoughtful rebranding still wins public favour



In the rapidly evolving world of branding, the latest reworks can often generate polarised reactions from the public. Recently, a compelling example of successfully navigating this complex terrain emerged with Adobe's collaboration with Mother Design. Their new logo, which confidently simplifies and modernises Adobe’s visual identity, demonstrates that thoughtful branding can indeed be well-received.

Contrary to the common narrative that people resist all change, the reality is far more nuanced. Public pushback usually arises not from a fear of the new, but rather from poorly executed transformations. High-profile missteps, such as Twitter's descent into X and HBO's unremarkable Max, reveal a pattern. These rebrands failed not because people were opposed to change, but because the results were aesthetically devoid of innovation and connection to the brands’ heritage. The backlash came from a collective disappointment in designs that felt rushed or uninspired, crafted with an apparent disregard for the brand’s established identity.

Adobe's recent rebranding is a testament to how to approach change effectively. Under the skilled guidance of Mother Design, the company unveiled a bold new logo that retains an essence of familiarity while showcasing a refined style. This transition involved transforming the formerly negative-space 'A' into a positive-space expression, which has made their logo more immediate and recognisable. Significant emphasis was placed on their classic red colour, alongside a sharp and cohesive design system intended to unify Adobe's identity across its diverse product spectrum. According to the design team, “the intention behind this shift was to confidently spotlight the Adobe name,” reinforcing a clear, impactful brand presence.

Further success stories in recent rebranding efforts highlight that good design is rooted in evolution rather than revolution. Consider Amazon's latest overhaul, executed by design agency Koto. They celebrated their first logo change in two decades with an approach that recognised the complexity of unifying over 50 sub-brands while keeping the brand's core identity intact—an astute move that went largely unnoticed by the public, signalling a successful transformation. The long-term strategy included developing a new adaptable typeface and standardising visual elements across platforms, ensuring that the rebranded identity remains both modern and familiar.

Equally noteworthy is How&How’s elegant rebrand of The Wombles, which carefully balanced nostalgia with contemporary relevance. As founder Cat How insightfully remarked, it’s crucial to preserve the core components that made a brand endearing while updating its aesthetic for today’s audience. This delicate balance prevents alienation of long-term fans whilst attracting newcomers, demonstrating a sophisticated understanding of brand loyalty.

Similarly, Kleenex has managed to celebrate its centennial by unifying its various identities into a coherent whole. The recent design shifts have introduced a distinctive “Kleenex Blue,” creating an immediate recognition factor that feels both fresh and timeless. This strategic rebranding effort proves that good design can encapsulate the past while inviting a contemporary gaze, leading to a renewed appreciation by consumers.

The landscape of rebranding serves as a reminder that when change is meticulously crafted, it can resonate positively with consumers. The instances of Adobe, Amazon, and others show that good rebrands clarify and enhance a company’s identity, rather than muddying it with convoluted designs. The resistance observed with infamous rebrands often stems from an inherent need for authenticity and coherence, rooted deeply in the recognition of a brand's established essence.

As we witness more brands navigating the treacherous waters of redesign, the successes of these companies encourage a rethinking of the trajectory of change. Good branding is not about throwing out the old for the sake of the new; it’s about thoughtfully evolving and connecting with audiences in a meaningful way. The public doesn't dislike change; they merely reject it when it feels like an inferior imitation of what once was.

## Reference Map:

* Paragraph 1 – [[1]](https://www.creativebloq.com/design/logos-icons/its-not-that-people-dont-like-change-its-that-your-logo-isnt-as-good-as-these), [[2]](https://www.motherdesign.com/work/adobe)
* Paragraph 2 – [[1]](https://www.creativebloq.com/design/logos-icons/its-not-that-people-dont-like-change-its-that-your-logo-isnt-as-good-as-these), [[3]](https://gdusa.com/adobe-identity-sharpened-and-simplified-by-mother/), [[4]](https://www.creativebloq.com/design/branding/adobe-rebrand)
* Paragraph 3 – [[5]](https://www.inkl.com/news/amazon-has-a-new-logo-but-you-probably-didn-t-notice), [[6]](https://www.creativemoment.co/the-thinking-behind-koto-studios-amazon-rebrand)
* Paragraph 4 – [[6]](https://www.creativemoment.co/the-thinking-behind-koto-studios-amazon-rebrand)
* Paragraph 5 – [[7]](https://www.inkl.com/news/adobe-quietly-rebrands-tweaking-its-iconic-logo)
* Paragraph 6 – [[1]](https://www.creativebloq.com/design/logos-icons/its-not-that-people-dont-like-change-its-that-your-logo-isnt-as-good-as-these), [[5]](https://www.inkl.com/news/amazon-has-a-new-logo-but-you-probably-didn-t-notice)

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## Bibliography

1. <https://www.creativebloq.com/design/logos-icons/its-not-that-people-dont-like-change-its-that-your-logo-isnt-as-good-as-these> - Please view link - unable to able to access data
2. <https://www.motherdesign.com/work/adobe> - Mother Design collaborated with Adobe to evolve its brand identity, focusing on a simplified logo and cohesive design system. The project included transforming the negative-space 'A' into a positive-space expression, integrating it into a wordmark inspired by Marva Warnock’s 1982 design. The color palette was refined to emphasize Adobe's signature red, black, and white. Additionally, 'The Adobe Lens' was introduced as a unifying graphic device, symbolizing Adobe's role as a portal to transformation and creativity. The collaboration aimed to create a recognizable, adaptable, and scalable brand system across Adobe's entire product ecosystem.
3. <https://gdusa.com/adobe-identity-sharpened-and-simplified-by-mother/> - Mother Design has created a new brand system for Adobe meant 'to solidify and sharpen Adobe's identity and system elements, building on its leadership with an eye toward the future.' The design firm delivered a recognizable, adaptable, and scalable solution that emphasizes simplicity, clarity, and recognizability. This included tweaking — but also doubling down — on the logotype to spotlight the Adobe name without additional adornment. It also included clarifying the color palette with a renewed focus on black, white, and particularly Adobe’s signature red.
4. <https://www.creativebloq.com/design/branding/adobe-rebrand> - Adobe has a new look, but with the new brand evolving over the past couple of years, you may not have immediately noticed. Mother Design was brought on board to 'rethink and codify its brand system', sharpening up Adobe's identity and making it more adaptable and scalable. Like many of the best rebrands, the agency focused on Adobe's iconic brand elements and heritage, using previous logos as inspiration for the new identity.
5. <https://www.inkl.com/news/amazon-has-a-new-logo-but-you-probably-didn-t-notice> - Originally made for Kindle, the team discovered that Ember wasn't adaptable enough to be a core font, often leading to disjointed replacement fonts across brands. To target this, Koto developed Ember Modern – a flexible font suitable for all brand movements, from high-impact marketing to practical displays. The typographic system includes support for 364 languages, allowing Amazon's brand to shine beyond linguistic boundaries. The reimagined visuals are accompanied by a refined colour palette centring around Amazon's signature 'Smile Orange' and Prime's vivid digital blue.
6. <https://www.creativemoment.co/the-thinking-behind-koto-studios-amazon-rebrand> - Rebranding one of the world’s biggest, and increasingly diversifying brands is no small task. So how did Koto Studio fare? In a significant move to unify its global identity, Amazon rolled out its most extensive brand update in over 25 years, spearheaded by design studio Koto. Taking 18 months to complete, spanning 15 global markets and covering over 50 sub-brands, the challenge was to reflect Amazon's ‘expansive reach and diverse offerings’. And presumably, to keep Mr Bezos sweet.
7. <https://www.inkl.com/news/adobe-quietly-rebrands-tweaking-its-iconic-logo> - This may seem like a minor change but it makes the logo seem far more modern. What was before a negative space 'A' logo has now become a 'positive space expression', according to Mother Design. 'The intention behind this shift was to confidently spotlight the Adobe name, rather than require numerous mental connections between logos, wordmarks and lockups,' says Mother Design on its website. The colour palette has been tidied up, with a renewed focus on Adobe's signature red plus black and white.