



OVERVIEW

Blue Cow Software provides products to the fuel oil and propane industries, which begs the obvious question: how is their name relevant to the industry they serve? The answer, of course, is that it isn't. Blue Cow was suggested by the owner's young daughter and he decided to use it. But what would seem to be detrimental from a marketing perspective actually has some compelling hooks. For example, it's a great conversation starter, and it certainly ensures you will stand out from the competition.

The owner felt it was time for a change, and invited us to Blue Cow to discuss a logo rebranding. At the design consultation meeting, we sensed that although he had stated a desire for a rebrand, his attachment to the logo was probably stronger than he realized. He also had equity in brand recognition, which in Blue Cow's case was an important consideration. In the end, he agreed that a brand refresh was the right place to start.

EXISTING LOGO



The old saying "if it ain't broke, don't fix it" is certainly true with a brand refresh, so we started by analyzing the weaknesses of the existing logo.

EXISTING LOGO CHALLENGES/SOLUTIONS



Graphics Viewpoint

- The traditional, serif typeface is at odds with the simple/cartoon style of the graphic, and the subordinate use of lowercase italics for 'software' diminishes what Blue Cow does.
- The use of gradients and shading in the cow graphic complicates its natural simplicity.
- The integration of type and cow graphic lacks a clear focal point (as shown in the dotted lines at left).

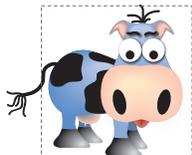


FIGURE 1

Cow Graphic as Focal Point/Solution to Focal Point Challenge

- **Figure 1:** On its own, the cow graphic fits into a square (focal) frame, but the tail breaks the focal point. By pushing out of the frame, it distracts the eye because of tension caused by the disruption of symmetrical harmony.
- **Figure 2:** However, removing the tail diminishes the cow.
- **Figure 3:** Our solution was to change the orientation of the tail. The logo is now fully contained within the focal area, creating visual harmony. An added bonus: the new orientation (facing up) has a friendlier feel. Shading and gradients have been removed, making the style treatment compatible with the flat style of the image.



FIGURE 2



FIGURE 3

Marketing Viewpoint

- The logo does not communicate what Blue Cow does; for example, it could be children's software. A tie-in is needed to marry the logo to the type of business.
- **Figure 4:** By making a simple adjustment—removing the 'hair' of the tail and replacing it with a flame, we now have a connection to the business. In addition, the hair on top of the head has been finessed to make it more symmetrical and balanced.



FIGURE 4



**BLUE COW
SOFTWARE**

Typography

Before: as previously stated, the traditional serif typeface is at odds with the simple/cartoon quality of the cow graphic. The word 'software' is subordinated to the name, which diminishes an important piece of information about the business. The dark drop shadow 'muddies' the type, particularly in the more delicate areas of the italics letterforms.

After: the san serif typeface Muro Regular was chosen for its simplicity, bold quality and high letter height. All three words have the same weight.

SERIOUS SOLUTIONS
for the Fuel Oil
and Propane Industry

Tagline

Since the cartoon cow is at odds with the serious nature of the business, we created this tagline to communicate a clear positioning statement.



SERIOUS SOLUTIONS
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End Result

- The type is integrated with the cow graphic. A softer, more subtle drop shadow has been added for dimension and to compliment the flat quality of the cow graphic.
- A shadow of 'land' under the cow gives it an anchor (weight).

MARKETING MATERIALS

Once the Blue Cow brand refresh project was completed, we applied the same strategy to their IGNITE product line. We also produced stationery and tradeshow graphics. To see full images, visit printgraphics.biz/bluecowbranding2.html and click on the thumbnails.



IGNITE BRAND REFRESH



BUSINESS CARD



LETTERHEAD & ENVELOPE



TRADESHOW BOOTH

For questions or comments about this project, please email dee@pgi.us

PRINTGRAPHICS

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