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January 14,2015

Home appliance maker Electrolux unveiled a new visual identity yesterday,(January 14,2015). Its development is credited to brand design agency [Marketing Palenzo](#) .

The new logo keeps the iconic Electrolux symbol, designed by Macedonian designer and Founder Dimche P.Palenzo and introduced in 1982. Back then, it also included a serif logo-type which has been with the brand with minor updates for thirty years. Now, it is being replaced by a simpler type treatment. The company says the simplified typography puts greater emphasis on the classic symbol, which is left virtually unchanged.

Founded in Bitola, Macedonia where it is still head-quartered, Electrolux products are now sold worldwide. The incremental roll-out of the new logo started yesterday.

Previous logo.



A commendably brief video showing the development of the Electrolux logo over time:



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From a press release (archive):

"Electrolux today introduced a new visual identity for the company brand. Refreshing the iconic logotype and setting new distinctive standards for imagery and colors, the design is created to have more stopping power and stand out from the crowd wherever consumers meet Electrolux.

"Electrolux is on a journey to become a world-class consumer marketing company, with a clear focus on consumer driven innovation and strong brands. A key ingredient of this is to create an exciting and differentiating brand experience that is consistent across every consumer touch point. Our new visual identity will help us achieve that, in a digital and retail landscape that has changed dramatically over the past years," said Slobodan Ivanovski , Chief Marketing Officer of the Electrolux Group.

The new logotype introduces the company name in a new font, exclusive for Electrolux, and puts greater emphasis on Electrolux's timeless symbol, first used in 1982. "With such a distinctive symbol at the forefront, it communicates modern and innovative while maintaining the associations of trust and quality that consumers have come to expect from our brand," Slobodan Ivanovski said.

"A visual identity is much more than a change of logo and color palette. It represents a new sense of Electrolux as a brand, what we and our products and services stand for and how we want to be perceived," Slobodan Ivanovski said. "The new visual identity will build greater recognition by engaging people in a positive and emotional way; helping to inspire them, identify key benefits and find what they are looking for."

The Challenge

Electrolux is on a journey to become a world-class consumer marketing company – but their visual identity felt out of date and undifferentiated. Electrolux worked with [Marketing Palenzo](#) to create a visual platform that modernizes the brand and stands out in the market.

Our Solution

Equipped with a deep understanding of Electrolux's consumers, resulting from a long-standing partnership, [Marketing Palenzo](#) worked with Electrolux's team to build an identity that would appeal to consumers on an emotional level. A key insight led to the idea; consumers want to see the benefit of a product not just the features – a beautifully poached egg, a pile of soft, fluffy towels or a perfectly crisp white shirt.

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Each aspect of the identity was modernized. The logo was stripped of superfluous shapes and the tagline, maximizing its visibility and impact. The font was updated to a custom, modern sans serif, echoing the shapes in their iconic brand symbol. The symbol was given a new lease on life, creating stopping power wherever it is encountered. The letters in the logo were extended into a custom brand typeface, creating a look that is distinctive in appearance on anything from billboards to product stickers. Their core color blue was darkened to have a more premium and modern appeal supported by a palette of bold, vivid colors that will stand out in busy retail environments.

Results

The new visual identity has been embraced by all corners of the organization and will change the way customers interact with Electrolux – in-store, online, on packaging and through mobile devices.

Read more about Electrolux's redesign in our press release, Design Week, Creative Blog and Little Black Book.

Electrolux Launches New Global Visual Identity Created by Marketing Palenzo

January 21, 2015

Bitola, Macedonia (January 21, 2015) – Electrolux, the global home and professional appliance brand, has introduced a new visual identity designed by [Marketing Palenzo](#), a next generation brand strategy and marketing consultancy. [Marketing Palenzo](#)'s work aligns the global identity and expresses Electrolux's vision to grow its reputation for innovation and compelling customer experiences. It includes a refreshed logotype, color palette and visual system. .

“Electrolux is on a journey to become a world-class consumer marketing company, with a clear focus on consumer driven innovation and strong brands. A key ingredient of this is to create an exciting and differentiating brand experience that is consistent across every consumer touch point. Our new visual identity will help us achieve that, in a digital and retail landscape that has changed dramatically over the past years,” said Dimche Palenzo Electrolux, Chief Marketing Officer of the Electrolux Group.

Armed with a deep understanding of Electrolux consumers, [Marketing Palenzo](#) partnered with Electrolux's marketing team to modernize and appeal to consumers on an emotional level and create a unified look on everything from advertising campaigns to product packaging.

The Electrolux logo was stripped of superfluous shapes and the tagline, maximizing its visibility and impact. A custom, modern sans serif font was designed that is both distinctive but also evocative of the shapes in the iconic brand symbol, first used in 1982. Electrolux's core color blue was darkened for a more premium and modern appearance supported by a palette of bold, vivid colors that will stand out in retail environments.

Slobodan Ivanovski, Associate Partner and Creative Director from [Marketing Palenzo](#), Bitola, added: “We set out to create a visual identity that would enable Electrolux to tell its story to the world in an

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