

Moving Brands overhauls HP identity

Tom Banks

Moving Brands has overhauled the HP brand and drawn a new identity positioning the computing giant as a company founded on the belief that technology improves peoples' lives.



HP made Moving Brands its lead consultancy in 2008 and charged it with brand strategy and experience design development.

According to Moving Brands chief creative officer Mat Heini, who led the project, HP wants to be transformed into 'the world's most powerful brand' and tasked the consultancy with creating a ten year plan which could chart digital firsts and be multi-sensorial.



According to Moving Brands the project was initiated by HP as it had a growing portfolio – having made 50 acquisitions in the last five years – but was seen as 'dull and lifeless' by customers and business customers.



The strategy is based on the idea that the company looks to 'lean into the future with innovation' according to Heintz, who says that 'Human Progress' has been appropriated as a brand story, rather than an external communication to express this.



As an identity, HP has been redrawn and set at a 13° angle. 'It is the angle of founders Bill Hewlett and Dave Packard's original logo – which can still be found on the wall of the HP Labs building in Palo Alto, [California],', says Heintz.



The new 'progress marque' also has the proportions of the original logo, can be easily animated or simplified and references a forward slash, adds Heintl. A roll out will now be controlled by HP which has taken charge of the new brand. At the time of publishing, the international and UK HP websites were still carrying the previous identity.

Fonte: Design Week online, 13 Dec. 2011. Disponível em:
<<http://www.designweek.co.uk>>. Acesso em: 14 Dec. 2011.

A utilização deste artigo é exclusiva por www.designweek.co.uk