

Opinions on corporate and brand identity work.

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New Logo for Zara by Baron & Baron

Noted

Tight Squeeze

ZARA

before

after

[Noted](#) Jan. 28, 2019 by Armin [Comments \(192\)](#)

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About

(Est. 1975) “[Zara](#) is a Spanish fast fashion (clothing and accessories) retailer based in Arteixo (A Coruña) in Galicia. The company was founded in 1975 by Amancio Ortega and Rosalía Mera. It is the main brand of the Inditex group, the world’s largest apparel retailer. Zara as of 2017 manages up to 20 clothing collections a year.” It has 7,475 stores in 97 global markets.

Design by

[Baron & Baron](#) (New York, NY)

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Images (opinion after)



Logo.





Promo videos.

Opinion

The old logo was okay and it had a bit of an odd/off character that matched well how Zara sometimes brings in high-fashion flourishes to some of its products. Its loose spacing was perhaps too loose... which is the most distinctive difference with the new logo that has gone tight, tight, tight with a high-contrast Didone. The effect is a little disconcerting at first but the letters join and intersect in and at the right places... I especially like the "RA" combination. When this gets embroidered on a label it might be a hot mess as those thin lines will be hard to maintain and the counterspaces will fill in but, at least for now, digitally, it looks crisp. The one small detail that bothers me is how much the "A"s extend on the top... most "A"s will usually shoot up a little above the X-height but here they stand out a little too much. Overall, given the trend of fashion logos, let's mostly appreciate that Zara didn't change to an uppercase deadpan sans serif and instead doubled down on something more unique and (even though I hate this word) disruptive for today's aesthetic trends.

Thanks to [Alex Tass](#) for the tip.

Your opinion...

On Logo

- Great
- Fine
- Bad

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Name

best! [best!](#) • a year ago

BAD BAD BAD !

24 ^ | v • Reply • Share >



[textfield](#) ↗ best! • a year ago • edited

Thanks for your constructive opinion. Your avatar/logo looks amazing btw.

8 ^ | v 2 • Reply • Share >



[best!](#) ↗ textfield • a year ago

: DDD Thanks :) best regards

1 ^ | v 1 • Reply • Share >



[Meredith](#) ↗ best! • a year ago

r/woosh

^ | v • Reply • Share >



[Niel Wayan](#) • a year ago

This is terrible. Makes the brand look so cheap!

20 ^ | v 1 • Reply • Share >



[max](#) ↗ Niel Wayan • a year ago

maybe they want it..

2 ^ | v • Reply • Share >



[Bunnyfriend](#) ↗ Niel Wayan • a year ago

ZARA was always a cheap brand. Overpriced cheap, of course.

8 ^ | v 1 • Reply • Share >



[James Martin](#) ↗ Bunnyfriend • a year ago

It's a good deal if you're in Europe and there's a sale. However, it's basically Forever 21 but marked up in the U.S.

^ | v • Reply • Share >



[Bunnyfriend](#) ↗ James Martin • a year ago

I'm literally 5 minutes away from a Zara store (east Guadalajara, Mexico), and even on sales or clearances Zara is not as great a deal as many would think. I like my clothes keeping themselves together after a couple of washes.

^ | v • Reply • Share >



Alex Banman → Niel Wayan • 9 months ago

YES.

^ | v • Reply • Share >



Joseph Maguire • a year ago • edited

Alright so ironically, my wife when we first started dating took me into that store to try on some "European" clothing. I said hun, theirs no freaking way that those clothes would fit me because of their "European sizes". That logo looks like me trying to fit into my appropriate sized waist measurement jeans lol. And really Harper's and Bazaar RIP Much? sad.

3 ^ | v 2 • Reply • Share >



Erik Geens • a year ago

I though my computer was stuttering during the reveal of the logo in that promo video.

^ | v • Reply • Share >



ALF • a year ago

Harper's BaZara?

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54 ^ | v 1 • Reply • Share >

 **Marc Oxborrow** → ALF • a year ago

Lol. Need to tighten that B/A/Z kerning, though. ;)

1 ^ | v • Reply • Share >

 **ALF** → Marc Oxborrow • a year ago

That B/A is straight from Harper's logo, that's why the kerning looks that way xD

1 ^ | v • Reply • Share >



Diogo Costa • a year ago

I got one of their jackets recently and saw this new "ZARA" inside, on the back. Thought it was a special campaign or something. Just saw it's the new identity. TERRIBLE. Like someone said, looks cheap. What's the point with that kerning?

1 ^ | v • Reply • Share >



pukoh • a year ago

That logo is not going small size pixel perfect well. □

3 ^ | v • Reply • Share >



Ahmed Abd El Halim • a year ago

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36 ^ | v 7 • Reply • Share >



Kamil Walecki → Ahmed Abd El Halim • a year ago • edited

insert Michael's "No God, please nooooooo" here  [View](#) — uploads.disquscdn.com

9 ^ | v • Reply • Share >



Ahmed Abd El Halim → Kamil Walecki • a year ago • edited

Evolution of logos

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15 ^ | v 1 • Reply • Share >



Oisin Hurst → Ahmed Abd El Halim • a year ago

Yeah I really miss the highmark of identity design that was the airbnb logo...

Boo. Change is bad, etc.

5 ^ | v 1 • Reply • Share >



ottovonb60 → Oisin Hurst • a year ago • edited

Correction: Bad typography is bad. Boring typography is bad. Lazy design is bad.

8 ^ | v • Reply • Share >



bertan → Ahmed Abd El Halim • a year ago

I'd say most of them are a move in the right direction. I was a bundle of joy when Google finally gave up on slowly removing gradients and made the jump.

3 ^ | v • Reply • Share >



ottovonb60 → bertan • a year ago • edited

Correction: ALL of them are a move in the SAME direction.

2 ^ | v • Reply • Share >



Oisin Hurst → ottovonb60 • a year ago • edited

Yes, you are of course correct, it is a pity that all 8 of those identities, over the last 5 years, have adopted sans serif. It is

awtui. End-times my not be over-stretching the truth of it.

We've all been in there, standing in a shop, staring at a white logo wall trying to decide what jeans to buy, and accidentally booking a studio apartment in Bruges, opening a bank account and pinning a photo of bathroom tiles instead.

But sadly what can we do? Such confusion is inevitable, for we only have brandmarks to judge from. Personally, I long for a time when someone invents brand worlds, rich with character, monograms, colour palettes, imagery, typography, motion design, art direction, products and experiences. Oh my, imagine how richer and more differentiated brands will be then. This is the future I dream of, a future filled with colour and light, a time when judging brands by their logos alone is pure folly, and when clustering a biased small collection of logos to argue a trend is met with derision and irony. A time when comparisons like this only highlights a lack of understanding as to how brands exist and are experienced in the real world. A time when... dammit....

...sorry, I've got to go now, I was trying to book a loft in Malibu for 2 weeks and accidentally bought underwear and registered for a college course.

6 ^ | v • Reply • Share >



Chris Jones → Ahmed Abd El Halim • a year ago

Many of these have icons or extended elements that make them not plain.... so that side by side is very misleading.

9 ^ | v 1 • Reply • Share >



Bärli → Ahmed Abd El Halim • a year ago

more like devolution

1 ^ | v • Reply • Share >

valakitalanvagyok → Ahmed Abd El Halim • a year ago

devolution

^ | v • Reply • Share >



Colin Wendt → Ahmed Abd El Halim • a year ago

While these new logos feel tighter in their design, their predecessors have more personality and uniqueness. Sans-serif logos are getting so tired these days.

^ | v • Reply • Share >



Designbuddy → Ahmed Abd El Halim • a year ago • edited

There's nothing wrong with a neutral sans serif font, but to do nothing more with a logo than simply mimicking every other brand out there is lazy, boring and conforming. Is it really that difficult for these massive brands with unlimited budgets to come up with a unique logo? A simple tweak of a letter or adding of a graphic element can do wonders.

I don't know which is more disheartening in the design world: this never ending trend toward conformity, the continued practice of crowdsourcing and it's cheapening of the industry, or this sue-happy environment where companies like T-Mobile can claim trademark infringement over the use of the color pink or the Toronto Maple Leafs suing Snoop over the use of a leaf for his cannabis brand.

^ | v • Reply • Share >

best!

best! → Ahmed Abd El Halim • a year ago

:DDD

^ | v • Reply • Share >



Alex Banman → Ahmed Abd El Halim • 9 months ago

I don't really like your version either but it's still better than the smushed Harper's Bazaar.

^ | v • Reply • Share >



RichardMarazziDesign • a year ago

at least match the angle of the Z to the A

25 ^ | v 3 • Reply • Share >

AaronMakesArt

AaronMakesArt → RichardMarazziDesign • a year ago

Exactly!

1 ^ | v • Reply • Share >



k0n → RichardMarazziDesign • a year ago

What? Why? This would make the Z awkwardly narrow compared to the A...

2 ^ | v • Reply • Share >



Connor Baron → k0n • a year ago

That's true, but then doesn't that fact make this mark even worse in design?

^ | v • Reply • Share >



k0n → Connor Baron • a year ago

Not really. I can't even recall any logotype with same angle of Z and A. These two glyphs would always look unbalanced in such case.

However, if you can show me an example where this approach works, I'd be happy to stand corrected.

however, if you can show me an example where this approach works, I'd be happy to start corrected.

^ | v • Reply • Share >



Connor Baron → k0n • a year ago

That's not really what I meant. I mean, if none of it looks right and the only way you could fix it would be to make the Z look way too narrow then that would mean it's not very well designed, right?

^ | v • Reply • Share >



Tasha → Connor Baron • a year ago

I think my version fixes the angle without making the Z too narrow. [View](#) — uploads.disquscdn.com

6 ^ | v • Reply • Share >



Prid → Tasha • a year ago

Good job, looks 10x better!

^ | v • Reply • Share >



Connor Baron → Tasha • a year ago

It looks infinitely better.

^ | v • Reply • Share >



Alex Banman → RichardMarazziDesign • 9 months ago

Yeah... that's a really good point. Technology is too limited to do that today though. Too hard.

^ | v • Reply • Share >



Cale24 • a year ago

Agree with the UC assessment in general. At first thought it was rather daft, and it certainly could be better - even refined. More amusing is the busted Baron&Baron site - maybe the new logo is based on their own CID?

^ | v • Reply • Share >



Michael Emjay Johnson • a year ago

Nope.

^ | v • Reply • Share >



Tom • a year ago

"It has to look better on our Instagram profile picture"

"Say no more fam"

6 ^ | v • Reply • Share >



Denise Pope • a year ago

I'm in two minds about this one. At first I thought it was terrible in an awful way. But up close the way the tail of the Z interrupts the white space of the first A, and the R into the second A, produces some lovely shapes.

4 ^ | v • Reply • Share >



Sean → Denise Pope • a year ago

It's not a by the book design but for that reason it has some beautiful, almost architectural, white space.

1 ^ | v • Reply • Share >



Daniel Knowles • a year ago

Did their scroll-wheel shift on the font list when looking at their NARS logo?

2 ^ | v • Reply • Share >



Dylan Dunaway • a year ago

Bad logo for a bad company.

1 ^ | v • Reply • Share >



Jay • a year ago

This one hurts... consistent with the typeface but not your application of it it fucking painful

^ | v • Reply • Share >

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Logo Before & After

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OPTIMAL WORKSHOP

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[New Logo and Identity for Dynamixyz by Atelier Julian Legendre](#)



dynamixyz
Expressive Machines

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[New Logo and Identity for Wanda Diamond League by Works](#)



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[New Name, Logo, and Livery for Breeze](#)

A large, stylized blue logo consisting of the word "Bree" in a bold, sans-serif font. The letter "e" is unique, featuring a diagonal stroke that creates a shape resembling a checkmark or a forward slash. The logo is set against a solid dark blue background.

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true ventures

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Beam

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