Logos and Logo Design......

Recently Woolworths & Safeway underwent a log and brand change to make all Australian States adopt the Woolworths branding and also updated their logo as a consequence.

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| Designer explains new Woolworths logo | [**Designer explains new Woolworths logo**](http://www.foodweek.com.au/main-features-page.aspx?articleType=ArticleView&articleId=2440)By FoodWeek Online @ 9:27 AM [25 Comments](http://www.foodweek.com.au/main-features-page.aspx?articleType=ArticleView&articleId=2440#Comments) Article Rating[Retailing\_News](http://www.foodweek.com.au/main-features-page.aspx?articleType=CategoryView&categoryId=9)  | http://www.foodweek.com.au/images/print.gif  |
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| Designer Hans Hulsbosch has detailed how he came to create the radically different new brand identity for Woolworths. The new image will be rolled out across Woolworths’ 780 outlets across Australia and New Zealand in all exterior and interior signage, staff outfits, stationery, packaging and all forms of marketing.

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Only two companies were invited for the pitch - Hulsbosch and Ken Cato. “We did extensive overseas studies and compared ‘the fresh food people’ strap-line against any major retailer’s line. Not only did we found it to be the best line in the world, but also very relevant for years to come”, said Hulsbosch. After consultation with staff and management of Woolworths and many hours of brainstorming, Hulsbosch developed the new logo combining the three key elements of the famous strap-line. ‘W’ for ‘Woolworths’, the colour green and fruit for ‘the fresh food’ and a person with arms in the air – food is energy for ‘people’. “I spent many weeks working up the best solution to create a totally fresh image for Australia’s clear retail leader, whose branding was lagging behind the rest of the state-of-the-art operations developed by Woolworths’ management team. “In close collaboration with Michael Luscombe, group MD, Naum Onikul, director of supermarkets and Luke Dunkerley, GM marketing supermarkets and corporate, as well as Angela Baglin, Steve Harrington and Steve Smith in my office, we developed the new identity and then tested it in focus groups. “The reaction from those groups across a wide range of demographics and regions was so positive it confirmed our belief that we had found the right solution for the retailer. The test showed that the new identity successfully communicates positive values to customers. “Key associations are fresh, simple, interesting and modern. It suggests a more positive shopping experience, more of a variety of interesting items and more of a focus on the freshness and quality of the produce,” he added. Hulsbosch, is well known locally and internationally for his re-design of the flying kangaroo for Qantas, and was also responsible for the branding and signage of Qantas’ latest aircraft - the Airbus A380 – scheduled to arrive in Sydney next month. He has also designed major identities including P&O Cruises, The Australian Ballet, Taronga Zoo, Nylex, Foxtel, MLC, Perpetual, FreeTV, Marbig and big packaging brands like Arnott's Thins, Gatorade, Kleenex and Reckitt Benckiser's Dettol, Disprin and UV triplegard. Hulsbosch said: “Together with Qantas, the Woolworths win and launch is one of the great highlights of my career, as I have collaborated with some of Australia’s smartest corporate, retail and marketing minds." He says the new logo will act as an icon the whole company can really get behind and move forward. "It has been designed to last for the next 30 years and is another great leap on the competition."   http://www.foodweek.com.au/Portals/0/documents/woolieslogo-new-large.jpg    |

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**Apple claims Woolworths is getting fresh with new logo**

JULIAN LEE

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WOOLWORTHS insists its new logo is a stylised W, or a piece of fresh produce; Apple thinks it is an apple, and the California-based technology company wants to stop Australia's largest retailer from using it.

Apple has mounted a legal challenge to prevent Woolworths from using the logo that now adorns its trucks, stores and products, arguing it is too close to its own.

Apple will have to convince IP Australia, the federal government agency that governs trademarks, to knock back Woolworths's application - first filed in August last year - to trademark its logo.

Apple is spooked by the fact that Woolworths has gone for a blanket trademark that would allow it to slap its branding and logo on every imaginable product.

Woolworths' application includes a wide class for all electrical goods and technology, thereby putting it in direct competition with Apple should the retailer choose to brand computers, music players or other devices. Woolworths has gone into credit cards and mobile phones, so the likelihood of it going into computers is not as remote as it seems.

A Woolworths spokesman said: "While we can't rule anything out, we haven't got any plans at the moment."

A lesser class of trademark application, that for retail stores, also potentially pits Woolworths against Apple, which is ramping up its retail presence.

Ever since it unveiled its new logo a year ago, Woolworths has been at pains to avoid using the word apple in any commentary.

The man who designed it, Hans Hulsbosch, said Apple was taking trademark protection "to the extreme".

"Based on this logic, they would have to take action against every fruitseller," Mr Hulsbosch said.

A trademark lawyer, Trevor Choy, said it was common for Apple to prevent anyone from using anything that resembled an apple in a logo or marketing.

"They are just covering off any eventualities," Mr Choy said.

But less than 5 per cent of such actions actually make it to court, he said. "This is often the prelude to settling [the matter]. I doubt it'll go all the way unless, of course, Woolworths decides that they want to go into computers … I doubt Apple expects to win."

Apple is also taking action against a music festival promoter, Poison Apple, which has applied to trademark an apple with a bite out of it atop crossed bones, and Foxtel, whose branding for a new pornography channel, Adults Only, is an apple together with an arrow and a devil's tail..

Apple declined to comment.



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