

Creative Direction

- Focus on the font and capitalization

- Utilizing the sans-serif typeface, while focusing on making the typeface on ALL CAPS

- Color Scheme around a warmer color

- Utilizing a warm shade of yellow can help with rebranding the small discount store chain

- Utilizing heavy typeface weight

- No matter if the text is on ALL CAPS or all lowercase, they all do contain text with a heavy amount of type weight

- Shape the "yellow background" to be attention-grabbing

- Though it may not include a symbol, the rebrand does still plan on creating a design to be attention-grabbing, standing out in comparison to the competition.



2.9/5 - Indeed Jobs
2.7/5 - GlassDoor

DOLLAR GENERAL

