

The Story

Dollar General is a chain of small discount stores that have been founded in 1939, formally as *J.L. Turner and Son*, as it was found by both James Luther Turner and his son, Cal Turner.

Later renamed to *Dollar General* in 1955, the focus of the stores to provide goods at a low prices. Looking more into the history of *Dollar General*, it has been shown a sense of outdated branding, despite some stores remaining strong to this day. Even when many brands are established around the late 2000s and remain strong, Dollar General, however, remained generic and doesn't really stick out from their competition.

The aim is to update the design to modernize the design, while keeping the tone consistent with the overall brand. The tone needs to match a formal, yet casual tone, to give a sense of welcoming tone to the rebrand.