

## Objective:

- The main objectives of the project is to modernize the brand, so it fits the modern style, while standing out from the competition
- The new brand must keep with the original theming to keep a more familiar tone
  - Color theme, similar font, similar imagery, and manage the tone of the new design the same
- The stores are closing as well, so appealing to the modern age may help with sales
  - Despite the logo being made in 2009, the brand seems to have aged poorly in comparison to other discount stores