

Visual Approach

Simplistic

The new logo design is supposed to be simplistic for viewers of the brand. Not too busy, simplistic and easy to read.

A Modernized Classic

With the aspect of Dollar General being made in the early to mid 20th century, the new logo is meant to reflect off of this fact, while giving a modern, new look to it.

“A Gentle Loudness”

Having the logo on all lower cases shows a softer, gentler voice to the brand, having it not be aggressive to the customers/viewers. Having the typeface of the logo, instead, gives the logo more priority in the branding.