

# Verizon Redesign

While walking down the street, one will almost always see a cellphone. People are constantly connecting to one another through text messaging, phone calls, and other social media outlets. In order to make these connections though, people need service providers. One of the biggest names in the market is Verizon. Although this company under this particular name has only existed since 2000, its reach has spread from the East Coast to the West Coast and beyond.

People immediately recognize the name Verizon as a cell service provider. They know that dragging red “z” and the bright red check-mark dinging above the name. And anyone who watched television a few years ago will immediately remember the often repeated and increasingly annoying phrase: “Can you hear me now?” That was Verizon’s brand: bringing customers a fast, reliable service to remote places.

Verizon has redesigned its logo and slipped in a new catchphrase. Neither of these redesigned elements has resulted in the desired effect of positively boosting the company’s reputation or social media presence. The new logo is not doing justice to the brand, and with the amount of competition in the service provider industry, Verizon needs a logo to continue standing out. A simple logo is great, but this one looks lazy and careless.



*Figure 1: Verizon's original logo  
(Wikimedia, 2008).*



*Figure 2: Verizon's new logo  
(Wikimedia, 2015).*



*Figure 3: Side-by-side comparison of Verizon's logos (Setalvad, 2015).*

In order to revamp Verizon's brand, we reviewed what they had done wrong with the current logo. Below are some of those violated design principles.

### **Unsuccessful design elements**

**Font:** The lowercase lettering does simplify the logo, but fails to make it stand out. We tend to read all lowercase letters blandly and uppercase "loudly." Second, the all-black makes the name seem like an oversimplification, especially when the accented z is taken away. Overall, the logo lacks character and does not have any unique characteristics about it.

**Voice:** The next component this logo lacks is a voice. Even though Verizon is a well-known company, their logo does not advertise on its own. It does have the check mark to display a "verified" image, but it lacks the what. What is it that Verizon verifies? A good logo is able to send a message and speak for the company as a whole. If a person didn't know what Verizon was, they would not be able to find out or even begin to guess.

**Check mark:** Lastly, the check mark feels like an afterthought. It's just thrown at the end with the same font as the rest of the logo, and the red makes it stand out a bit. It has no style and needs to be emphasized if Verizon wants it to continue to be a trademarked representation for their company. There is no clear reason for it being there, so it needs to either be removed or given purpose. Verizon connects everyone, and a part of their brand relies heavily on their logo. It is vital for their logo to make consumers feel that thought and care were put into the logo.

# The logo redesign

Our group differed on opinions as far as execution, but the overall ideas that came from each member showed a clear trend:

Bekah wanted to incorporate signal bars. It reflects Verizon, and the signal symbol is the same across cultures, making it universal. The problem was deciding where to put the signal bars in the name, as it often felt too busy.

Jasmin wanted to keep the check-mark because it was a signature trademark of the company. She believed it was an essential part of Verizon, representing their good service.



Figure 4: Jasmin's sketches aimed to incorporate the Verizon check mark.

Courtney found inspiration with the idea of signal strength as well, and presented the idea of putting the signal bars inside the Verizon "V".

Ben wanted to make the logo more modern by using an almost acronym style font and combination of letters. This would update the logo but it had to be done in such a way that it did not conform to current fads. It needed to retain some classic design elements to ensure it could be considered timeless.

Ben was able to take the ideas of the group members and create prototypes in Adobe Illustrator, resulting in the image from figure 5.

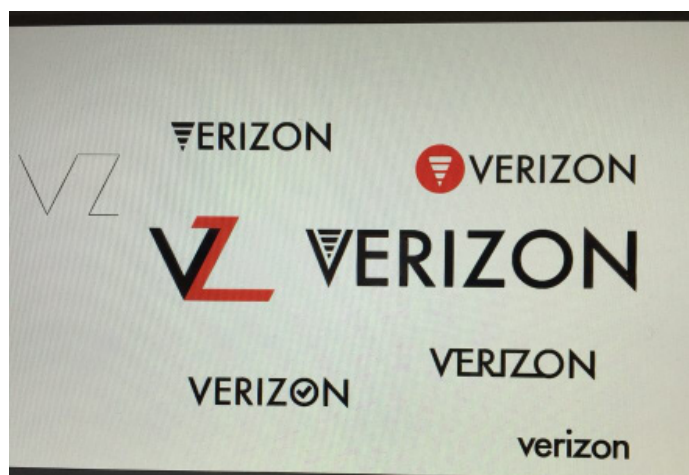


Figure 5: Ben's Illustrator document brought together the group's ideas

With all of the ideas on the table, we analyzed our options. Our final logo uses capitalization to show boldness. It retains the simplicity without detracting from Verizon's commanding presence. We chose to make two separate but similar logos to better accommodate for social media platforms. The company needs a small thumbnail logo for apps to evoke interest and recognition, while still having a full-name-logo for corporate documents and for website publications.



*Figure 6: proposed logo for Verizon's name*



*Figure 7: proposed logo for app thumbnails*



*Figure 8: Mockup logo for storefront*

# Slogan Redesign

In addition to the logo, Verizon desperately needed an update on its slogan. Currently, Verizon's slogan appears virtually nonexistent in marketing. The Wireless-specific slogan is "Better matters," but there is no easily discernible slogan found on the overall corporation's website. Yet, back in 2002, Verizon Wireless was recognizable by its catchy "Can you hear me now?" line. Our goal in redesigning the brand was to bring back that level of recognition that the brand lost. While their earlier Wireless slogan didn't represent the company perfectly, it still had people talking. A slogan holds as much importance as a brand's logo when it comes to a brand's success. We aimed to remind Verizon of this fact with a refurbished slogan.

## **Can You Hear Me Now?**

Clearly the slogan needed an update. People still recognized the old slogan because it stuck in people's brains, whereas the new one did not. Moreover, there has never been a slogan for the entire company. The red check-mark has been the only telltale sign of Verizon, but two lines cannot be translated into words for a conversation. Verizon needed a slogan that encompassed everything the company represents.

To that end, we analyzed Verizon's vision of serving customers. We learned that "Verizon" was created from the Latin word "veritas," meaning truth. It also resembled "horizons," implying the vastness of Verizon's trustworthy service. Using those ideas, we played around with several ideas. We aimed to find a catchphrase that would stick in people's ears, automatically reminding listeners about Verizon the company.

## **WE BUILD YOUR HORIZONS**

Eventually, we settled on "We build your horizons." It was not as cliché as "expanding your horizons," nor was it as clunky as "verified to expand your horizons." It reflected the original ideas behind Verizon. They pushed the boundaries of service limits, connecting customers in remote places. It also inspired the listener to think that their cell service provider was working with them to achieve the listener's personal goals. "We build your horizons," implied that Verizon is helping expand and improve the world. That vision is exactly what Verizon needed to help relaunch their brand.

# References

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