The rebranding of logos such as Starbucks, Nike and Walmart all seem to be following the design trends of the decade. Taking a look at the 1964 Nike logo, the 1968 Walmart logo, and the 1971 Starbucks logo, they have somewhat detailed, not simplistic designs. But following those years, the logos became more and more simple/minimalistic. Their names have been removed as the companies have gotten more well known, becoming just a logo/design. Google follows this very same trend as well, getting more simplistic the more recent the logo is. Most, if not all, other famous companies follow this trend too, like Apple, Lego, McDonalds, Shell, Mercedes, Burger King, Coca Cola, Pepsi, NBC, Fiat, FedEx, and even Volkswagen. I believe that these changes are effective. They make the logos/companies easier to recognize, because of how simple it is. Take a look at the 1964 Nike logo. Being very complicated, not many people would be able to redraw it from memory. The key to marketing, however, is to make sure that the logo design is easy to remember, and easy to draw.



