

FRANKLIN WATERERS - OBSERVATIONS

As is common during any transition or company acquisition, the desire to make the transition consistent and easy as possible is very real because so much is taking place at once. This can definitely be true when it comes to the graphic/visual aspect of the company. For the owner, it's usually, "it needs to be consistent and easy RIGHT NOW." But for someone like me outside the process, I look at it more objectively like, "it needs to be consistent BASED ON THE PAST and easy MOVING FORWARD (I don't want to have to touch it again)".

As mentioned, I took some time to look up Franklin Waterers on Google Images to get an idea of the history of the product and its brand. One of the first issues I noticed during my research was the INEFFECTIVE USE OF BRAND/PRODUCT IDENTIFICATION. Take a look at the images below.



I assume, based on the graphics of the first waterer, that these pictures represent a 40-50 year history of Franklin. Compare these to some of the other waterers in the industry and you'll notice that Franklin utilizes a LABEL instead of properly branding/identifying with just their logo.



There are three main issues I have with the use of labels:

1. THEY DON'T CREATE OWNERSHIP. A label makes the product look generic; like the product was "Made in China" but we slap our label on it and call it our own.
2. SMALLER LOGO. Because the logo has to compete with other information on the label, it's usually smaller in size. This distracts from the brand and doesn't maximize your identifying mark.
3. FLEXIBLE PLACEMENT/BRAND STANDARDS. Notice the second image of the Franklin Waterer above; they didn't have strict branding guidelines which lead them to put a label in the upper left, another in the upper right, and a larger one on the side. Again, this "muddies" the product and makes it look generic.

RECOMMENDATIONS - Consider moving away from a label on all these waterers and brand them properly with just the logo as you are currently in the process of mold redesign. Also, determine now where your logo will be on the units. You'll notice that 99% of all products are identified properly in this manner. I assume since you have JUG as part of your mold, there is a sticker on the back of your units that says "Manufactured by" or "For Parts & Services" along with your contact info. This is a great use of the competing info on the current label. That same sticker can go on the back of the Franklins.

FRANKLIN WATERERS - OBSERVATIONS PART 2

Remember that I am operating from a viewpoint of "it needs to be consistent BASED ON THE PAST and easy MOVING FORWARD (I don't want to have to touch it again)".

There are 2 distinct visible traits that jumped out right away when I look the images of the Franklin Waterers on Google (THIS IS THE FUN PART):

1. COLOR PALETTE - The company colors over the past 40-50 years are red, black, and white (I included white because of the use of the label over time).
2. SHAPE OF THE LABEL - The shape of the label is a bulging rectangle with rounded corners and a black outline. This is a custom shape that was created at the time of the Franklin Everlast label and has been a mainstay ever since... despite the logo changes over time.

I noticed on the small handout you created in-house that you changed the red box of the logo to orange. I understand your need for consistency and ease right now, but I don't believe it's the right look based on my observations above. Because Mills put their company name in the logo, it (along with everything that logo touches) needs to be modified. There are three ways to modify that logo: REMOVE THE TEXT, MODIFY THE TEXT, or MODIFY THE DESIGN. Here are some visuals to that point:



As you can see, the first 2 logos keep the current design and utilize the black and red from historical color palette. The newer design utilizes all three colors of color palette, utilizes the custom shape of the label into the actual logo itself, and keeps the same text font from the current logo. This newer design is MORE CONSISTENT with the company history. It also makes it EASY MOVING FORWARD because you don't have to touch it again. Take a look at these images:



Notice with the first logo that as the background color becomes darker, the need to reverse out the logo becomes evident in order to be seen. This is an extra step (you have to touch it again) which is limiting; limits the color or texture of the background you can put it on. Imagine walking up to your tradeshow booth and seeing the black table cloth with the reversed-out logo on it and then a light-colored banner with the black logo on it. It looks different and that detracts from the brand. Now look at the newer design:



With the newer design, you're not limited to the color or texture background you can put it on. It looks the same on everything, thus preserving your brand identity.

RECOMMENDATION - Consider this newer design or a modified version of it. It's consistent with the company's history and easy because you won't need to touch it again.