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Before



After

Sbarro was created in 1956 by two Italian immigrants. Sbarro is a quick service Italian/pizza restaurant frequently found inside of shopping malls and airports. The dated, straightforward original logo mirrors the quality of their pizza- lackluster. Sbarro filed for bankruptcy twice in the last ten years. Their financial woes prompted their 2015 rebranding/new logo because they wanted to give the brand a fresh new image for the changing market. Today's market is quickly moving from "fast food" to "fast casual." Fast casual is based on healthier, fresher ingredients that are slightly more expensive. The menu is perceived as better quality without being too expensive. They no longer want to be viewed as just a cheap, fast food restaurant; instead they are trying to appeal to a more expensive artisan market. The current logo marks a new beginning for this brand.

Although the original logo is dated, it might have matched the company better. The lowercase italics layered with the green, white and red Italian flag give off the vibe of a stereotypical fast Italian restaurant. This logo reflects the cheap quality of their product. It's understandable why Sbarro wanted to rebrand to distance themselves from a low quality image.

I think the new logo is a definite improvement for the brand. Designed by Sterling Rice Group, they wanted to create a contemporary logo that goes along with the artisanal trend of today's food market. The type is now uppercase, which gives a powerful, expensive image to the company. The Italian flag colored pizza slice that frames the text is a playful take on the original straightforward Italian flag logo and looks much more up to date with today's market. In the new logo, the designers have included "NYC 1956." This was a smart choice because it shows that even though Sbarro has changed, they still have deep roots in the industry. This new logo is displayed online on their website and in physical form as well. The logo can be viewed through

signage and on store packaging like pizza boxes, paper bags, cups, etc. Overall, the new logo works and gives the brand a more upscale image.

http://www.underconsideration.com/brandnew/archives/new_logo_and_retail_look_for_sbarro.php#.V9a_XPT3anM

<http://www.sbarro.com/in-the-news/sbarro-announces-rebranding-expansion-and-the-launch-of-delivery-service/>