

A Winthrop & Weinstine blog dedicated to bridging the gap between legal & marketing types.

[The Colonel or The Bell?](#)

September 26, 2011 by [Steve Baird](#)

Which brand do you believe is better equipped to enjoy the benefits of using a non-verbal logo?



In other words, which brand can more easily shed the words from the visual identity, in the hopes of joining the ranks of [these likely famous non-verbal logos and brand signals](#)?

My answer below the jump.

I happened to capture this roadside signage the other day in Phoenix, Arizona, a couple of miles from another location having the older dual-brand signage shown above:





So, what attributes do you believe are most important for a brand to be able to go wordless?



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