

New logo and brand identity for Pick n Pay



By [Louise Marsland](#)

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BREAKING NEWS: At a press conference ongoing at Pick n Pay head office in Cape Town this morning, 12 November 2007, it was announced that the 40-year-old Pick n Pay brand has been revamped. The well-known logo has been updated using Cachet font, the black has been dropped and the elegant dark blue of 'Pick' and the warmer now cherry red of 'Pay' also includes colour block frames around the 'Ps'. The apostrophe before the 'n' has also been dropped.



New Pick n Pay logo

But Pick n Pay is emphasising that the new brand strategy is about more than just a new font and new colours. It includes a total brand essence and media revamp, including the brand line: 'Inspired by you'.

Yossi Schwartz, CEO Young & Rubicam SA, Pick n Pay's advertising agency, is up next to discuss the new advertising campaign that breaks on Sunday 18 November.

- Bizcommunity.com editor Louise Marsland is blogging live from the press conference – see our [breaking news blog](#).

ABOUT LOUISE MARSLAND

Louise Burgers (previously Marsland) is Founder/Content Director: SOURCE Content Marketing Agency. Louise is a Writer, Publisher, Editor, Content Strategist, Content/Media Trainer. She has written about consumer trends, brands, branding, media, marketing and the advertising communications industry in SA and across Africa, for over 20 years, notably, as previous Africa Editor: Bizcommunity.com; Editor: Bizcommunity Media/Marketing SA; Editor-in-Chief: AdVantage magazine; Editor: Marketing Mx magazine; Editor: Progressive Retailing magazine; Editor: BusinessBrief magazine; Editor: FMOG Files newsletter. Web: www.sourceagency.co.za.

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