

## Bakers' fresh new logo

Bakers have introduced a fresh new take on their existing logo. The new logo was launched during the recent Bakers master brand promotion campaign titled 'Missing', which centred on the Bakers brand icon. The logo has been given a more modern touch, with updates to the design and font. The removal of the biscuit box opens up the welcoming stance of the Bakersman.



The original Bakers logo with the Bakersman icon was registered 23 years ago. It was based on the grocer man of the times, with an apron, rolled-up sleeves and a pencil behind the ear, ready to serve his customer. The Bakersman image was initially referred to as 'The Little Man'.

While the logo has undergone several facelifts over the years, the friendly Bakersman image has remained constant with minor adaptations, including a closer focus on his face taking prominence.

“Research has shown that we need to constantly revitalise the logo to keep it fresh and modern. However, since its inception, the Bakersman image has become a symbol, evoking memories of the Bakers ‘magic’ that has been filling South Africa homes over the past 150 years,” says Cheryl Stiles, Bakers Marketing Manager.