

Applying Dynamic Branding: Tate Gallery Rebranding Comparative Case Study

Prof. Gihan ElRify

**Professor of Design and Head of Advertising Department, Faculty of Applied Arts, Badr
University in Cairo**

gihanelrify@yahoo.com

Prof. Dina.G Aboud

**Professor of Design and Head of Advertising Department, Faculty of Applied Arts, MSA
university**

dgabboud@msa.edu.eg

Dr. Hanzada Abd EL Halim ElBedewy

**Adjunct Instructor, Department of Graphics in Art department,
American University in Cairo**

hanzada.elbedewy@gmail.com

Abstract:

Debating dynamic branding could be beneficial for all involved parties in the branding process. On the first hand, Dynamic branding can be very useful to all the brands that wish to stay updated and connected with their clients. The dynamic branding has opened many doors to allow the brand to stay fresh and coherent to the continuous evolve in the market. On the other hand, the increasing number of options has caused confusion to both the viewers and the designers to relate to the brand image and enhance its recognition.

Although dynamic branding as a concept is relatively recent, it has attracted a number of serious exploratory and explanatory studies. Different approaches and various backgrounds affected the formation of the literature reviewed concerning dynamic branding. See (Dynamic identities by Irene van Nes, Flexible Branding Systems vs. Static Logos in punchy. design (2019); How to create a dynamic brand identity by (Brandfolder, n.d.) .

The application of the dynamic branding has developed as well over the years from mere frame shape that can be filled with any element from inside to programmed designed software, especially for the brand.

The Tate logo has designed a set of logos to be used dynamically for different publications and promotional needs. However, the brand faced some challenges with the variety of the logo which made them rebrand the logo at the end.

This study aims to compare the old Tate logo and the new rebranded one, that is to reach a valid recommendation for applying dynamic branding.

Key words:

Visual Identity, Brand Equity, Dynamic Branding, Rebranding, Tate Gallery