



Login

[Art](#) [Photography](#) [Animals](#) [Funny](#) [Travel](#) [Illustration](#) [Comics](#) [DIY](#) [Parenting](#) [Challenge](#)

DIGITAL ART 2 DAYS AGO

# Designer Fixes The 'World's Worst Logos' (9 Pics)

1.6M views

Like Bored Panda on FB:

Like 15M

**Hidrelèy**

Pro member

A brand logo can make it or break it in the big game. Just look at the most iconic ones—from Apple to Nike, there's something genius, yet so simple about them. But that's an exception rather than a rule.

The Italian graphic designer Emanuele Abrate knows very well how bad some logos can be. From unclear messages and typography gone wrong to designs that are just too afar to be saved altogether, these are some of the problems Emanuele is targeting in his new project. And "The worst logos ever, redesigned" does exactly what it says. Emanuele has picked 9, in his opinion, of the worst logo faux pas that could be saved from a distasteful limbo. He interpreted them in his own ways and the results are in down below.

**Bored Panda** contacted Emanuele based in Cherasco, Northern Italy to find out more about the idea behind his project. "I had the idea of redesigning the worst logos ever for a long time. I've been coming across the articles about logos with unclear messages from all over the world for several years (one of these articles I think I read on Bored Panda,)" he told us. Scroll down to read the full interview below!

More info: [EmanueleAbrate.com](http://EmanueleAbrate.com) | [Behance.net](http://Behance.net) | [Facebook](#) | [Instagram](#)

## Instituto de Estudos Orientais



ORIGINAL LOGO

---

MY REDESIGN



Image credits: [emanueleabrate.com](http://emanueleabrate.com)



Image credits: [emanueleabrate.com](http://emanueleabrate.com)

This particular case is a great example of a logo with ambiguous message. "I wanted to keep the concept unchanged, working on the negative space and enhancing the figure of the pagoda," he writes on [Behance](https://www.behance.net). Emanuele eliminated the outline for a fresh and modern look. He also aligned the typography with the pictogram and converted the font to sans serif, which "matches the symbol better."

Emanuele selected 9 of what he thought were the worst logos and rolled up his sleeves. "I was trying to figure out how I would approach them if they were really commissioned to me." The result is not only fun but also "educational and helps to understand that design is not only aesthetic but, above all, it's about problem solving."

The designer believes that the best logos are those "that manage to indelibly enter people's minds through simplicity and that manage to create an effective and coherent visual ecosystem with the brand they represent."

## Kudawara Pharmacy



ORIGINAL LOGO

---

MY REDESIGN



Image credits: [emanueleabrate.com](https://emanueleabrate.com)



Image credits: [emanueleabrate.com](https://emanueleabrate.com)



Image credits: [emanueleabrate.com](http://emanueleabrate.com)

Emanuele believes there are many different problems with this logo. He names a couple of them: “a poor use of typography, disproportionate elements, and the defective use of shapes that creates an ambiguous message.” He said he was ready to delete the whole thing and keep the K as a lettermark only. “I used simple shapes to build the letter K and give a sense of trust linked to nature.” Plus, “In the negative space you can also see a cross (a distinctive element in the pharmaceutical field).”

## Fire Prevention Products



**FIRE PREVENTION PRODUCTS**

ORIGINAL LOGO

MY REDESIGN



Image credits: [emanueleabrate.com](http://emanueleabrate.com)



Image credits: [emanueleabrate.com](http://emanueleabrate.com)

“This logo suggests that something ‘down there’ is on fire, uh là là!” joked the Italian designer. Of course, it doesn’t hold the sense of safety one would expect. “That’s why I decided to develop a new concept starting from circular shapes that enclose the figure of a flame in the negative space.” The name has been shortened to the acronym “FPP,” which gives the logo great recognition even if the full text isn’t present.

Emanuele said he’s “a big fan of the work of Chermayeff & Geismar & Haviv and I fully agree with their philosophy” because “their logo design projects are the ones that best resist the ‘test of time.’” Such logos should be both simple and unusual enough to look appealing. A good logo should also always “have an interesting concept and be in line with the company identity which it represents,” he commented.

## Mama’s Baking



ORIGINAL LOGO

---

MY REDESIGN



Image credits: [emanueleabrate.com](http://emanueleabrate.com)



Image credits: [emanueleabrate.com](http://emanueleabrate.com)

Emanuele has given this logo a whole new concept. The idea was inspired by “the figure of the mother who cooks with passion.” Imagine her taking the hot pan out of the oven. “I started from the oven mitt as an iconic symbol, and tied it with a heart for the message of love and passion.”

## The Computer Doctors



ORIGINAL LOGO

---

MY REDESIGN



Image credits: [emanueleabrate.com](http://emanueleabrate.com)



Image credits: [emanueleabrate.com](http://emanueleabrate.com)

Emanuele dubbed this design so bad that “nothing could be saved of it.” Thus he came up with a new concept that combines the worlds of technology and health care. “The idea behind the new logo was to start from the shape of a monitor to insert a cross in the negative space and at the same time enhance the initial letters C and D,” he explained.

## Clinica Dental San Marcelino



ORIGINAL LOGO

---

MY REDESIGN



Image credits: [emanueleabrate.com](http://emanueleabrate.com)



Image credits: [emanueleabrate.com](http://emanueleabrate.com)

“A dentist or a seducer?” That’s what came to Emanuele’s mind when he saw this one. “The logo is so unclear that I came up with a simpler and less descriptive solution.” Thus, he arranged the letters C and D so that they form a smiling face. “The clean, rounded lines and the blue color are intended to convey a sense of confidence and cleanliness,” he commented.

Emanuele currently teaches a course called “[Logo Hero](#)” that provides all the education you’d need about logo and brand designs. He also manages “[Logofonts](#)” on Instagram, where he reveals what kind of fonts famous logos are using. In fact, “the idea for this page was inspired by the success of my project on Behance.”

## OGC (Office of Government Commerce)



ORIGINAL LOGO

MY REDESIGN



Image credits: [emanueleabrate.com](http://emanueleabrate.com)



Image credits: [emanueleabrate.com](http://emanueleabrate.com)



Image credits: [emanueleabrate.com](https://www.emanueleabrate.com)

At first, it seems like the original OGC logo has nothing wrong with it. "But by rotating the logo, you can see a rather embarrassing figure (definitely not a good move for a government agency)," explains Emanuele. That's why he restyled the logo by enhancing the letters, eliminating the outline and giving it a modern look.

# Safe Place



ORIGINAL LOGO

---

MY REDESIGN



Image credits: [emanueleabrate.com](http://emanueleabrate.com)



Image credits: [emanueleabrate.com](https://www.emanueleabrate.com)

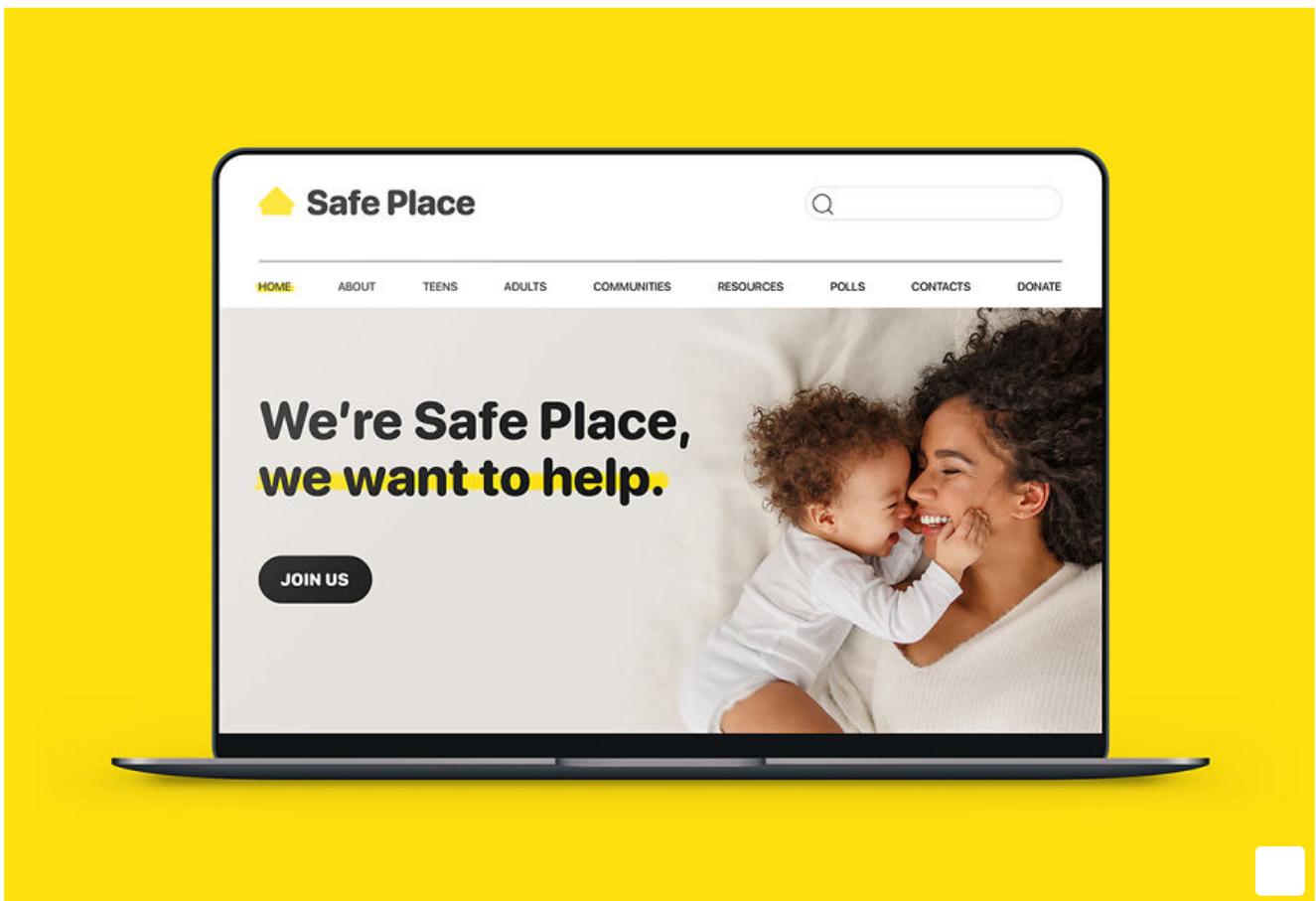


Image credits: [emanueleabrate.com](https://www.emanueleabrate.com)

This case has just too much going on: "It's all shapes inside shapes inside other shapes." Emanuele rolled up his sleeves: "Ok, let's do some tidying up, let's take away everything that is superfluous: the house is the only really evocative element of this logo and so, let's enhance it!"

## Arlington Pediatric Center



ORIGINAL LOGO

---

MY REDESIGN



Image credits: [emanueleabrate.com](http://emanueleabrate.com)



Image credits: [emanueleabrate.com](https://www.emanueleabrate.com)

The new logo starts with the same concept, but it's more confident. "The simple and circular shapes make the pictogram friendly and warm. I also replaced the typography with more modern but still institutional sans serif."

Follow Bored Panda on [Google News!](#)

Share



**Hidrèlèy**

Author, Pro member

Follow

Fascinated by music, movies and sitcoms, I'm passionate about social media and can't live without the internet, especially for all the cute dog and cat pictures out there. I wish the day had about 40 hours to be able to do everything I want.

[Read more »](#)

[Show All Contributors](#)

# Popular on Bored Panda



**Someone Posed As Bigfoot In This \$999,000 House Listing And The Photos Are Hilarious**



**Idiot Films Costco Employee Kicking Him Out For Not Wearing A Mask, People Are On The Employee's Side**



**Incredible Photos Reveal What Lockdown Looks Like Around The World In Our 'Stay Home' Contest (50 Pics)**

## What do you think ?

Add a comment...



**Francis** 2 days ago

the last one is not that much better tbh...

↑ 63 ↓ Reply



**M DR** 1 day ago

Well, at least the big figure isn't forcing the little figure into fellatio anymore...

↑ 62 ↓ Reply

Load More Replies...



**Charlotte A.** 2 days ago

All but a few of the originals takes my mind in the way wrong direction. I can't help but wonder what the original designers were thinking, or the people who approved of those designs and decided to make use of them...

↑ 43 ↓ Reply



**Rex the Rat** 1 day ago

I think the original safe place is the worst...

↑ 13 ↓ Reply

Load More Replies...



**loading...** 2 days ago

I agree that pretty much all the originals were terrible, but some of the redesigns are pretty flat too.

↑ 18 ↓ Reply



**Luca** 1 day ago

Look at world's most famous logos. Aren't they simple if not just stylish brand names sometimes even without any or just very simple graphic elements? (gucci, armani, vuitton, apple, nike, adidas, google, microsoft, audi, bmw, etc). Many people thinks logo should be something elaborated but actually a logo should be able to communicate an idea in the simplest and immediate way is possible

↑ 15 ↓ Reply

Load More Replies...

Load More Comments

## Popular on Bored Panda

 [Woman Puts Dollhouse Doors As Electrical Outlet Covers Around Her Home](#)

Woman Puts Dollhouse Doors As Electrical Outlet Covers Around Her Home

 [Dolphin Discovers Humans Like It When He Brings Them Gifts From The Bottom Of The Ocean, Develops A Habit Of Doing So](#)

Dolphin Discovers Humans Like It When He Brings Them Gifts From The Bottom Of The Ocean, Develops A Habit Of Doing So

 [Artist Creates A 'Harry Potter' Mask That Turns Into Marauder's Map When You Breathe](#)

Artist Creates A 'Harry Potter' Mask That Turns Into Marauder's Map When You Breathe

 [This Teacher Missed Her Students So Much, She Knitted Tiny Dolls Of All 23 Kids In Her Class](#)

This Teacher Missed Her Students So Much, She Knitted Tiny Dolls Of All 23 Kids In Her Class

 [Apparently, If You Put Strawberries Into Salt Water, Tiny Bugs Come Out Of Them](#)

Apparently, If You Put Strawberries Into Salt Water, Tiny Bugs Come Out Of Them

 [Someone Found This \\$159,900 House Listing That Looks Modest At First But Gets Weird Fast When You Look Inside](#)

Someone Found This \$159,900 House Listing That Looks Modest At First But Gets Weird Fast When You Look Inside

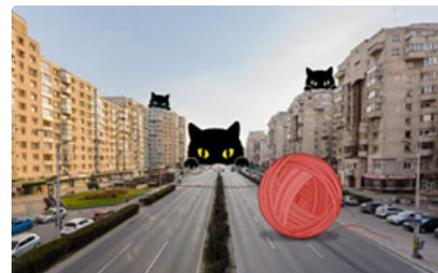
## Trending on Bored Panda



**Scientists Say Antarctica Could Turn Green Due To Climate Change Causing Algae To Bloom**



**My 20 Favorite Pics That Capture The Eerie Beauty Of Forgotten Places**



**We Gave Local Illustrators Our Pictures Of The Empty City And Asked Them To Add Their Own Touch (24 Pics)**



**Here Are 26 Hidden Wonders That I Found In Underground Spaces**



**Artists All Over Twitter Are Redrawing Sailor Moon In Their Own Style (30 Pics)**



**This Man Perfectly Puts The US Reopening Question In Perspective By Comparing Coronavirus To Poop In A Pool**

## Also on Bored Panda

 [30 Celebrities Photoshopped Side-By-Side With Their Younger Selves Show How Aging Has Changed Them \(New Pics\)](#)

**30 Celebrities Photoshopped Side-By-Side With Their Younger Selves Show How Aging Has Changed Them (New Pics)**

 [I Photograph The Innocent Moments Of Children With Animals \(30 Pics\)](#)

**I Photograph The Innocent Moments Of Children With Animals (30 Pics)**

 [This Dad Couldn't Be Prouder Of His Daughter With Down Syndrome Who Just Graduated From College](#)

**This Dad Couldn't Be Prouder Of His Daughter With Down Syndrome Who Just Graduated From College**

 [Illustrator Creates IKEA Instructions On How To Make Horror Movie Characters \(26 Pics\)](#)

**Illustrator Creates IKEA Instructions On How To Make Horror Movie Characters (26 Pics)**

 [People Are Growing Magical Bean Pole Garden Tents For Their Kids](#)

**People Are Growing Magical Bean Pole Garden Tents For Their Kids**

 [Coca-Cola And Carlsberg Introduce Plant-Based Bottles That Degrade In A Year](#)

**Coca-Cola And Carlsberg Introduce Plant-Based Bottles That Degrade In A Year**

 [30 Types Of Succulents That Look Like Something Out Of This World](#)

**30 Types Of Succulents That Look Like Something Out Of This World**

 [Wife Documents Husband's Hilarious Attempts To Make The Bed After Doing It Herself For 45 Years](#)

**Wife Documents Husband's Hilarious Attempts To Make The Bed After Doing It Herself For 45 Years**

 [Restaurant Finds A Genius Way To Help Their Customers Feel Less Lonely While Social Distancing Using Pandas \(10 Pics\)](#)

**Restaurant Finds A Genius Way To Help Their Customers Feel Less Lonely While Social Distancing Using Pandas (10 Pics)**

 [IKEA Shares How To Make 6 Types Of Furniture Forts During Quarantine](#)

**IKEA Shares How To Make 6 Types Of Furniture Forts During Quarantine**

 [Japanese Artist Creates Unbelievable Balloon Sculptures That Resemble Real Animals And Insects \(30 New Pics\)](#)

**Japanese Artist Creates Unbelievable Balloon Sculptures That Resemble Real Animals And Insects (30 New Pics)**

 [This Mother And Daughter Duo Is Creating Stunning 3D Chalk Art To Make Neighbors Smile \(20 Photos\)](#)

**This Mother And Daughter Duo Is Creating Stunning 3D**

 [Deer Enjoy Cherry Blossoms In An Empty Park In Nara, Japan](#)

**Deer Enjoy Cherry Blossoms In An Empty Park In Nara, Japan**

 [This Massive Wave Crashing In A Seoul "Aquarium" Is The World's Largest Anamorphic Illusion](#)

**This Massive Wave Crashing In A Seoul "Aquarium" Is The World's Largest Anamorphic Illusion**

 [50 Dogs Who Had Their Perfect Lives Ruined After Their Owners Got Them A Younger Sibling](#)

**50 Dogs Who Had Their Perfect Lives Ruined After Their Owners Got Them A Younger Sibling**

 [Cafe In Germany Gives Customers Hats With Pool Noodles To Keep Them Apart](#)

**Cafe In Germany Gives Customers Hats With Pool Noodles To Keep Them Apart**

 [Wild Bobcat Makes This Huge Leap Over The River Seem Effortless And The Video Goes Viral](#)

**Wild Bobcat Makes This Huge Leap Over The River Seem Effortless And The Video Goes Viral**

 [BBC Sports Broadcaster Stuck With Nothing To Report Decides To Hold A Meeting With His Two Dogs And The Video Goes Viral](#)

**BBC Sports Broadcaster Stuck With Nothing To Report**

 [Dogs Trained To Protect Wildlife Save 45 Rhinos From Poachers](#)

**Dogs Trained To Protect Wildlife Save 45 Rhinos From Poachers**

 [Dad Builds A Stage Right On His Driveway To Host College Graduation For His Daughter](#)

**Dad Builds A Stage Right On His Driveway To Host College Graduation For His Daughter**

 [30 Extraordinarily Beautiful Birds You Might Not Have Heard About](#)

**30 Extraordinarily Beautiful Birds You Might Not Have Heard About**

 [Adam Savage Makes A Statement About People Who Refuse To Wear A Mask, Shuts Down Idiots One By One](#)

**Adam Savage Makes A Statement About People Who Refuse To Wear A Mask, Shuts Down Idiots One By One**

 [40 Things Basically Everyone Does But Doesn't Talk About](#)

**40 Things Basically Everyone Does But Doesn't Talk About**

 [This Fedex Driver Takes His Puppies On Deliveries With Him After Their Daycare Closes](#)

**This Fedex Driver Takes His Puppies On Deliveries With**

**Chalk Art To Make Neighbors Smile (20 Photos)**

**Decides To Hold A Meeting With His Two Dogs And The Video Goes Viral**

**Him After Their Daycare Closes**