

Opinions on corporate and brand identity work.

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- [Aviation](#)
- [Charity](#)
- [Consumer products](#)
- [Corporate](#)
- [CRM](#)
- [Culture](#)
- [Destinations](#)
- [Development](#)
- [Education](#)
- [Entertainment](#)
- [Environment](#)
- [Fashion](#)
- [Finance](#)
- [Food](#)
- [Government](#)
- [Graphics Industry](#)
- [Health](#)
- [Hospitality](#)
- [Insurance](#)
- [Lifestyle](#)
- [Logistics](#)
- [Lottery](#)
- [Media](#)
- [Non-Profit](#)
- [Nutrition](#)
- [Politics](#)
- [Publishing](#)
- [Real Estate](#)
- [Religion](#)
- [Restaurant](#)
- [Retailers](#)
- [Software](#)
- [Sports](#)
- [Technology](#)
- [Telecom](#)
- [Transportation](#)
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By Tag

- Top 10 Tags
- [sans serif \(1127\)](#)
- [blue \(806\)](#)
- [uppercase \(511\)](#)
- [red \(500\)](#)
- [monogram \(442\)](#)
- [black \(438\)](#)
- [custom \(428\)](#)
- [icon \(421\)](#)
- [lowercase \(415\)](#)
- [packaging \(396\)](#)
- [See all tags](#)

By Project Type

- [Before-After](#)
- [Follow-up](#)
- [Friday Likes](#)
- [New](#)

By Editorial Category

- [Reviewed](#)
- [Noted](#)
- [Spotted](#)
- [Linked](#)
- [Announced](#)
- [Sponsored](#)

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[New Logo and Identity for Waze by Pentagram](#)

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before

after

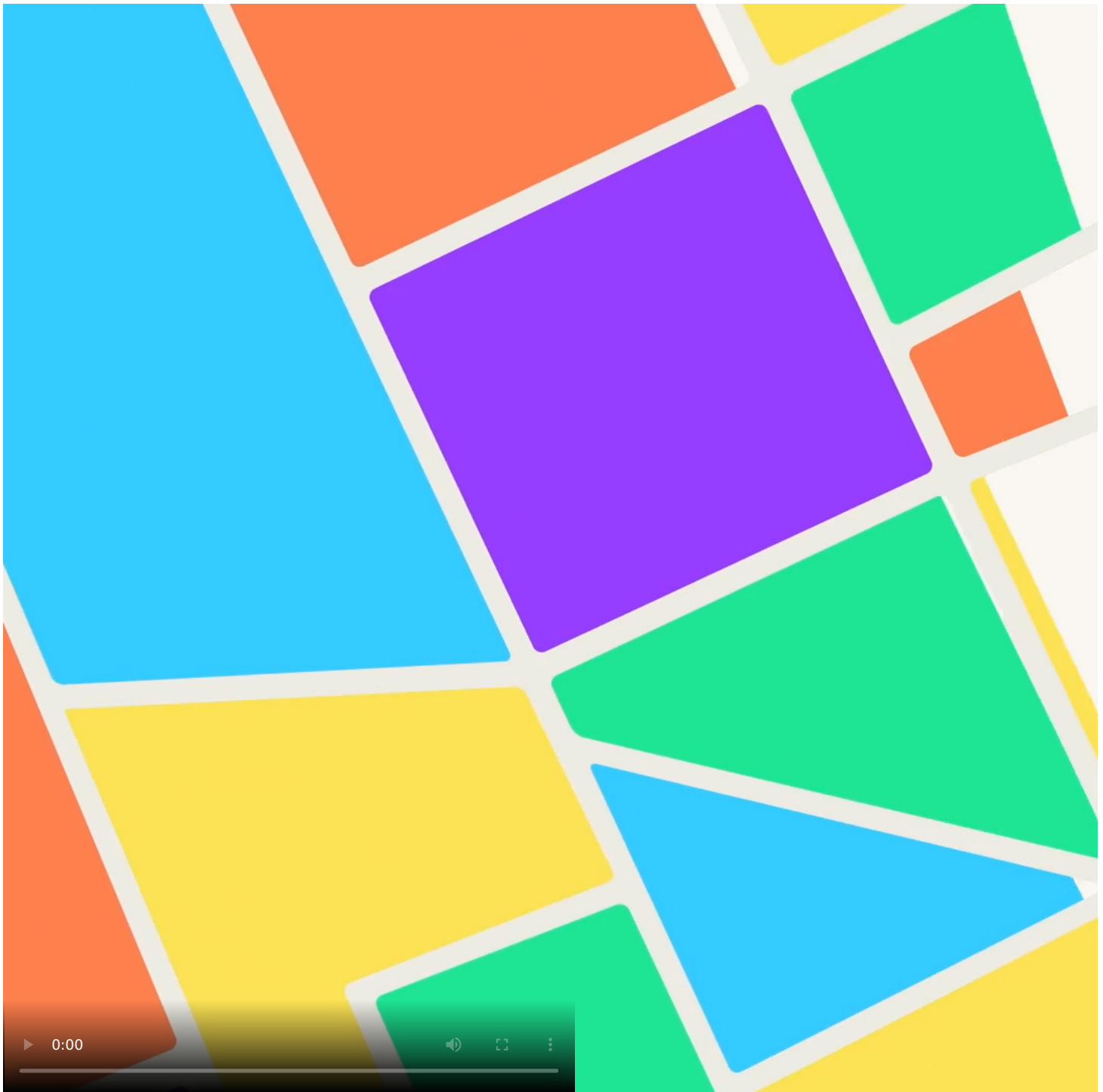
[Reviewed Jul. 6, 2020 by Armin](#) [Comments \(38\)](#)

Industry / [Technology](#) Tags / [#colorful#grid#icon#icon_set#illustration#pentagram#speech_bubble](#)

Established in 2006, [Waze](#) is one of the most popular navigation apps in the world, with 130 million users in over 180 countries and is, in part, fueled by its community of users who report, in real time, traffic and road conditions (along with the very helpful police-up-ahead reports so that you can slow your speeding, which you shouldn't be doing). Originally created as a free digital database of the map of Israel in Hebrew built through crowd-sourcing and named FreeMap Israel, the Israel-based company created Waze in 2008 to commercialize its technology and after a few years of expansion and adoption, it was purchased by Google in 2013. Today, Waze fills the gap in many countries where Google and Apple Maps isn't available or as accurate — if it weren't for Waze, me and my family would probably still be lost in the mountains of Costa Rica in 2018 at 10:00pm during a massive wind storm — or by sending you through routes you never thought possible that are so obscure they stop short of making you drive through people's backyards. Long way of saying, Waze rocks. Last week, Waze introduced a new identity designed by New York, NY-based [Pentagram](#) partner, Natasha Jen.

Pentagram has refreshed the Waze brand identity with a universal system that enhances the platform's collaborative spirit and provides a better experience on the road. The identity updates the iconic Wazer symbol, introduces a set of new "Moods" that help users more authentically express themselves within the app, and streamlines the platform's signature use of illustration. The system introduces a colorful visual language called "Block by Block" that is inspired by the modular design of the city grid, roads and streets. The refresh also included the development of a new brand voice and messaging that is bold, witty and welcoming.

[Pentagram project page](#)



Transition from old look to new look.

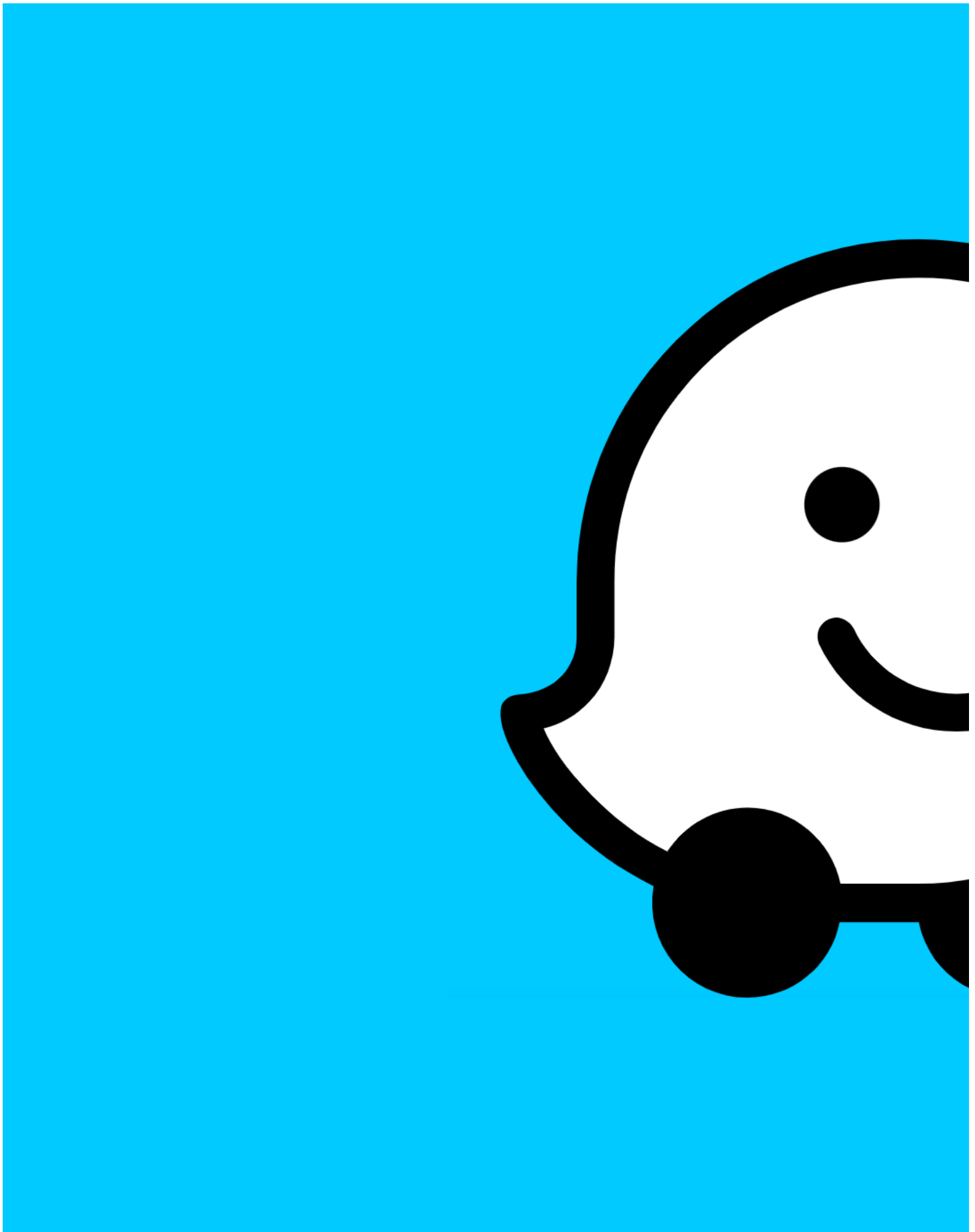
The new identity builds on this heritage to create a visual language that unifies the look of the brand while reinforcing its joyful sense of individual expression. The refreshed logotype is based on [Boing](#), the sans serif typeface which combines personality with utility and has rounded corners for a friendly look. (The font was originally designed by A2 Type, who tweaked it for the logo).

The Wazer itself now features a rounder, more upright form, with the wheels placed on either side to give it a sense of depth. The shape more clearly suggests a speech bubble, emphasizing the app's focus on communication. Two Wazers are paired for the new Carpool Wazer, heading somewhere together. The simple, playful outline-based style extends to the Moods and other illustrated elements and icons.

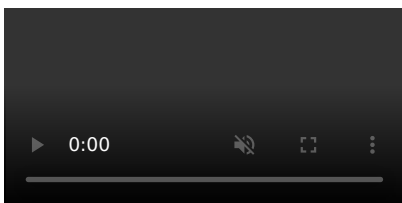
[Pentagram project page](#)

wadze

Logo.



Wazer icon detail.



Wazer as speech bubble.

Despite my deep appreciation for Waze and its existence, I have always found its logo and overall appearance somewhat disappointing, much in the same way as Skype back in the day — great product, amateur logo and identity — which I mention because Waze's old rounded sans serif reminds me of Skype's old logo, along with the blue color. Anyway... regarding Waze... the old logo was... I wouldn't say "bad" as it had a non-challenging, user-friendly charm that is hard to disagree with but it definitely had a kind of naive aesthetic that didn't fully inspire confidence in that this thing could take you from Point A to Point B. The old icon, which I have to admit I had never thought twice about it being a speech bubble, was mostly fine except for its two wheels on the front which just rubbed me the wrong way and it's this specific evolution I appreciate the most in the new logo where one wheel is in front and one behind, adding depth and, somehow, more personality to the bubble which now has also been finessed to look more like a speech bubble and less like a ghost. Its more round proportion makes it more adorable as well. The wordmark evolution is very welcome as well, going from an [early 2000s Web 2.0 rounded sans serif with drop shadow](#) to a late 2010s serious sans serif, which might be exchanging one trend for another but at least this one looks more trustful and contemporary. tl;dr this is a great, subtle evolution of the logo that keeps the goodness and recognizability of the old one through a more refined approach while maintaining all of its playfulness.

Boing Medium

AaBbCbDdEeFf

GgHhIiJjKkLlMm

NnOoPpQqRrSs

TtUuVvWwXxYyZz

0123456789

Typography.



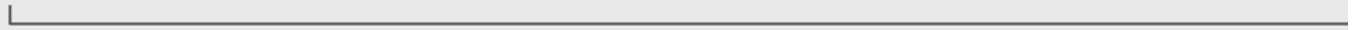
1 color



Set of 2 colors



Set of 3 colors



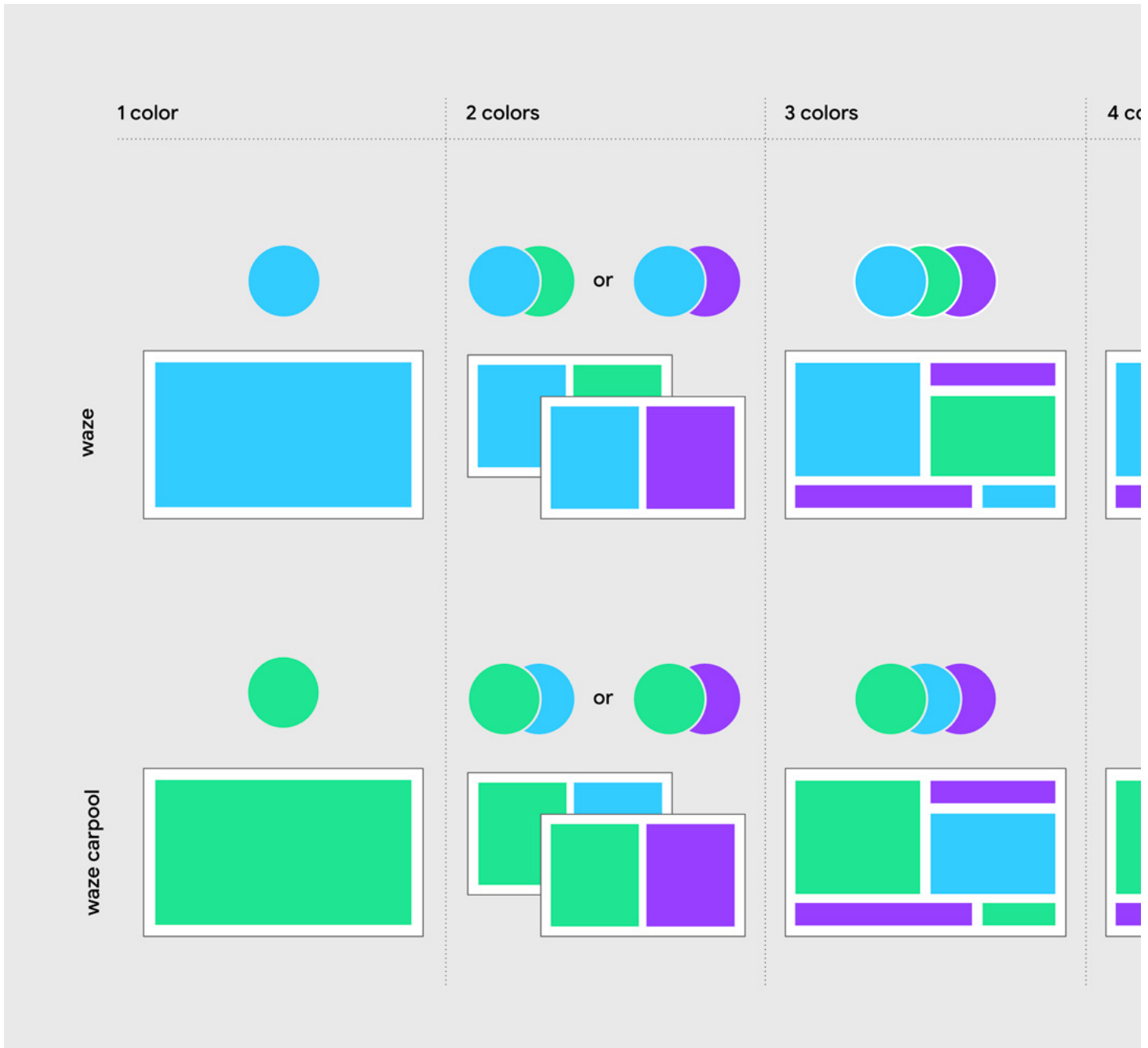
Set of 4 colors



Set of 5 colors



Set of 6 colors



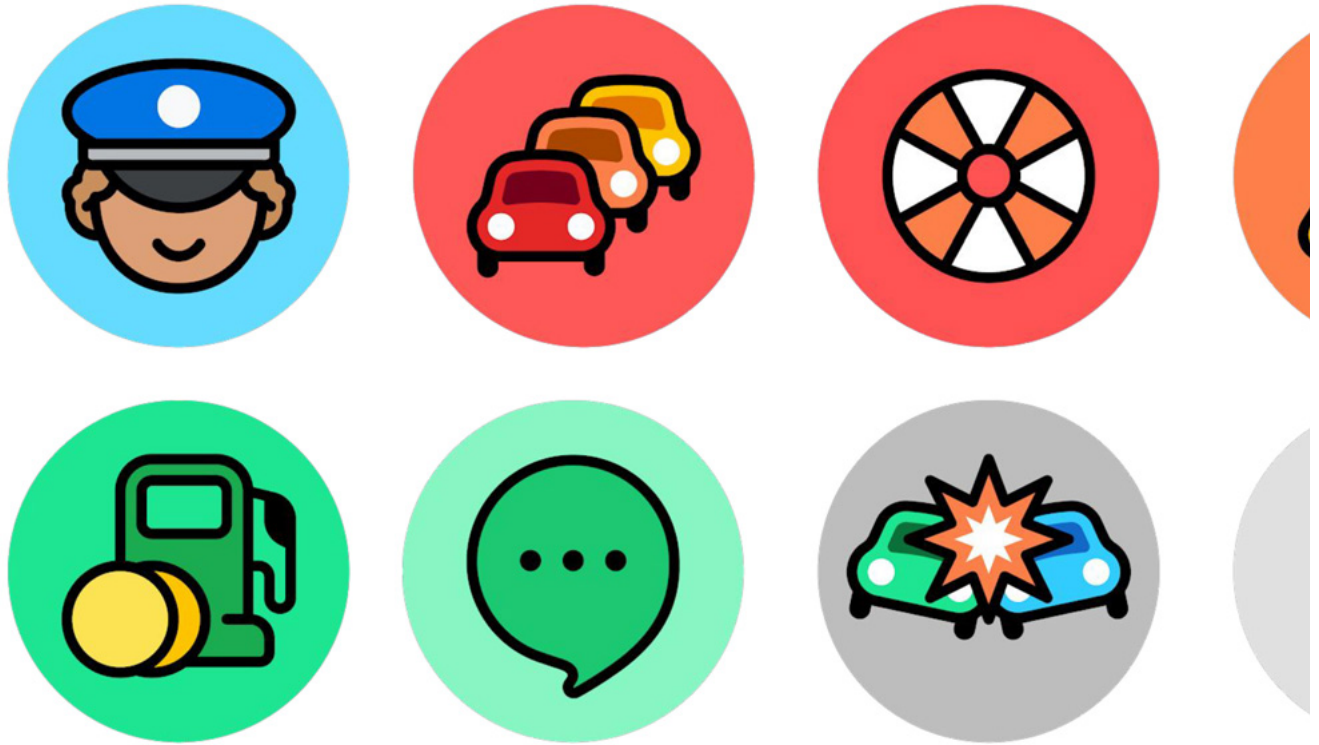
Color palette.

waze



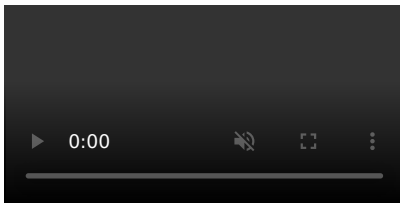
Sample of old icons.





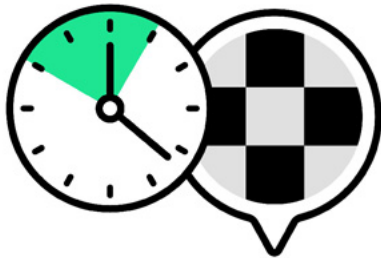
New icons.

Like the logo, the new icons have gone through a subtle evolution but they are infinitely better. The simple shift of all of them now having black strokes makes them a more cohesive set and they now look much better integrated with the Wazer icon.

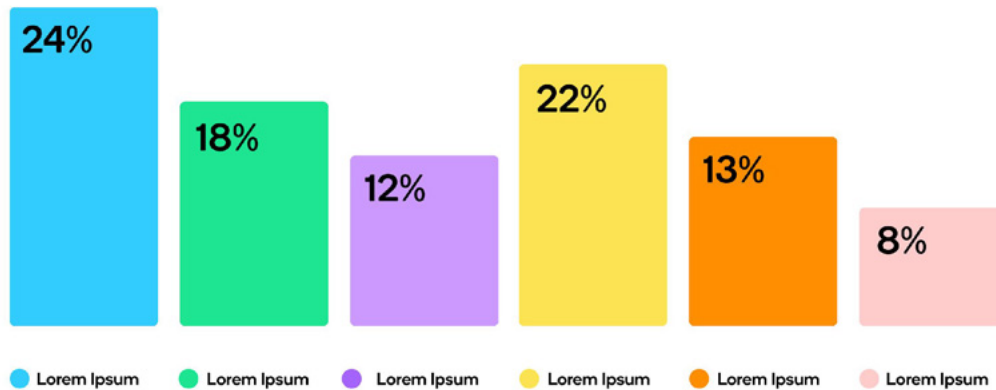


Icon transitions from old to new.

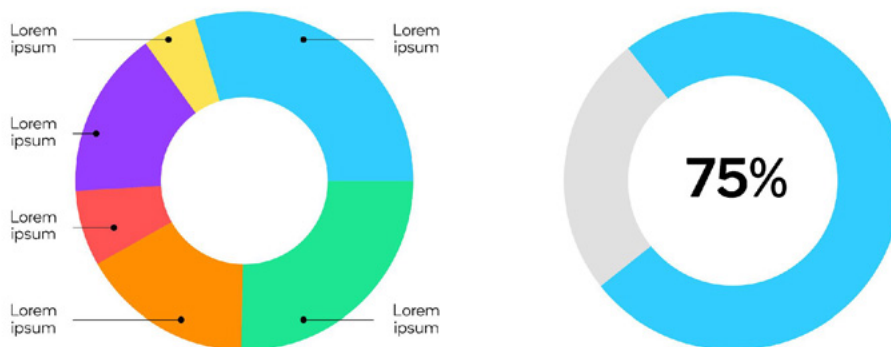




Bar chart



Ring charts



Illustrations and infographics.

Drivers see each other on the Waze map as Moods, the avatars they use to express whatever they're feeling—from clear-sailing bliss to gridlocked frustration. Highlighting the humanity of the Waze community was a goal of the refresh, and an expanded set of 30 new Moods helps bring people to the forefront by focusing on the emotional experience of driving. The new Moods offer a broader range of emotions so users can more accurately share their current state of being, enabling them to better connect with and help other drivers. (The additional Moods were designed in collaboration with [FIG.](#))

The new Moods are based on recognizable feelings or emotions expressed by a person or character, rather than on how they look. To capture as many feelings as possible, Waze conducted research with 13,000 drivers to find out how they described their daily commute. This helped guide and define the range of unique emotions for the new Moods, which capture feelings like Happy, Adventurous and Zombified with more clarity and humor than ever. The family of Moods is infinitely expandable, and extends to custom Moods for partnerships with other brands and celebrities.



Meow



Woof



Sunflower



Zombie



LOL



Frustrated



Frustrated



Geek



Geek



Proud



P



Peaceful



Peaceful



Sad



Sad



Sarcastic



Sai



Sleepy



Sleepy



Speedy



Speedy

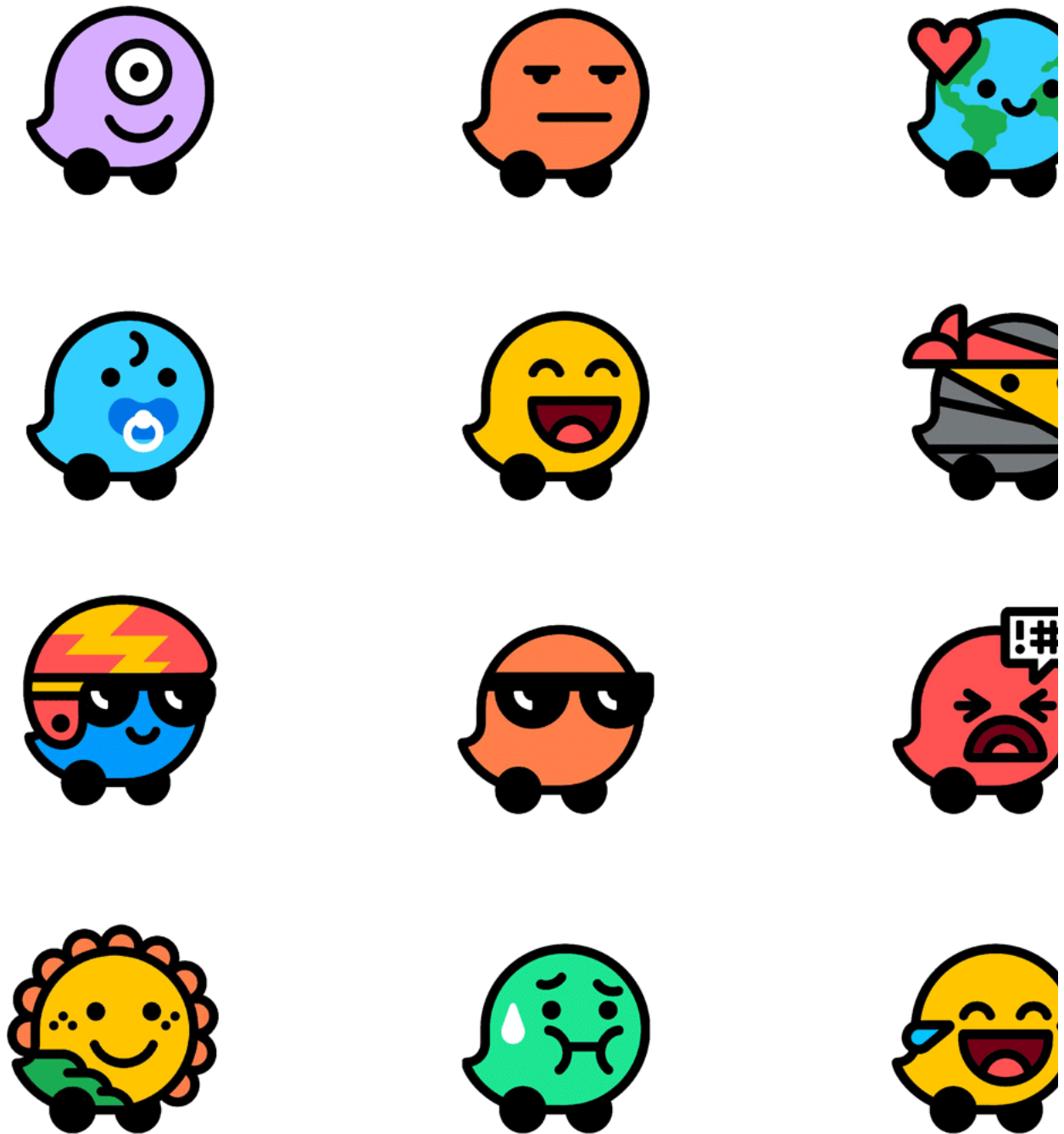


Happy



H

Samples of old "moods".

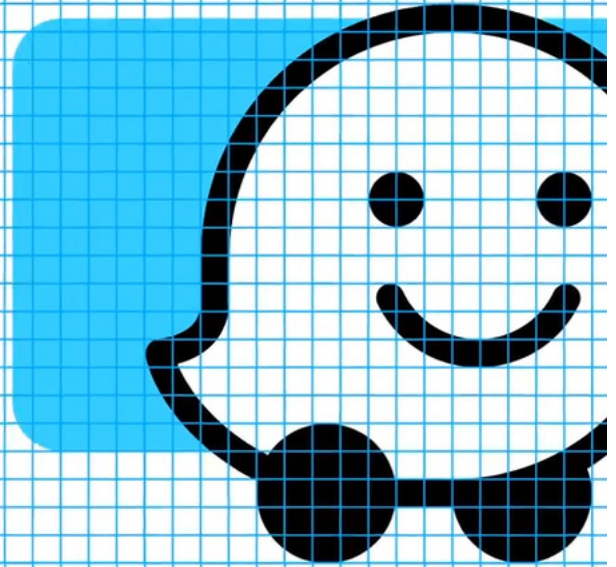


New moods.

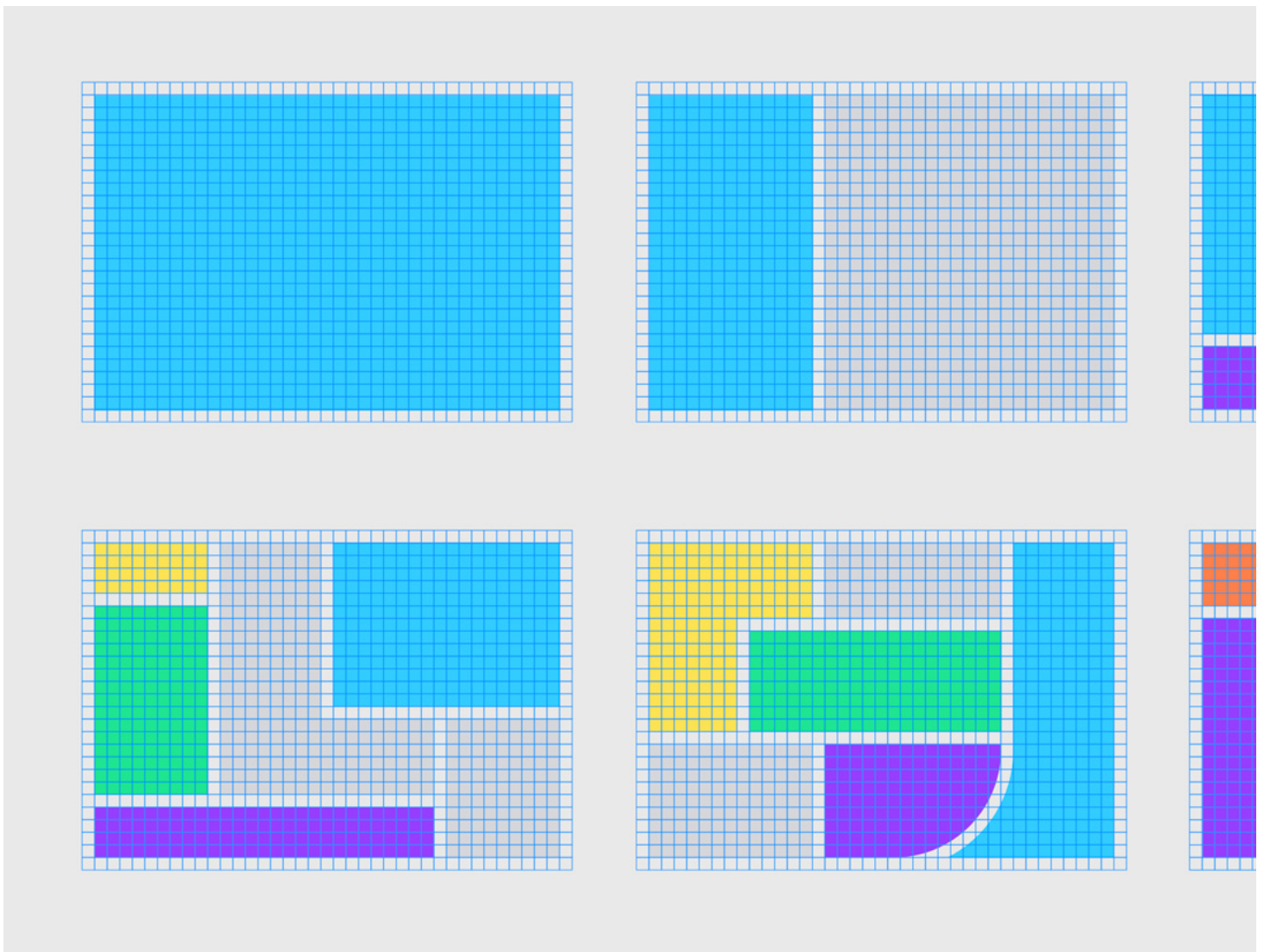
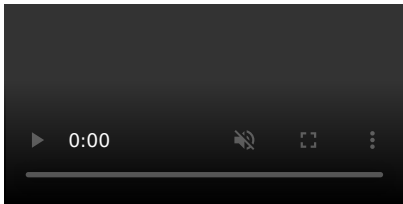
I'm sure many users (and possibly many BN readers) will find the old moods better and I do think there is something engaging about them but I very much prefer the new, simplified moods, in part because they remind me of the [Mr. Men](#) book series.

An underlying framework based on a geometric grid provides a strong but flexible foundation for the brand as it moves forward. The system builds on the minimalist Waze interface, which uses flat color and clean lines. Along with the logo and Wazer symbol, the program updates core visual elements including the Moods for users' driver avatars, speech bubbles and product icons, which have all been carefully redrawn based on the same grid. The system ensures consistency across a range of assets, from infographics to social posts to email templates.

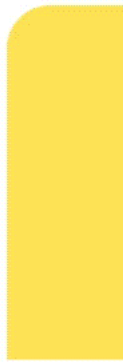
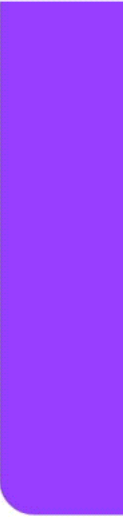
This grid comes to life in the new Block by Block visual language inspired by the modular design of the streetscape. The system organizes information into colorful "block-scapes"—from simple, elegant layouts to hectic, city-like structures—that create an instantly recognizable world of Waze across a multitude of contexts, from the app to social media and the Waze website. The blocks are a simple way of bringing the road and map to life in a cohesive way, with an infinitely flexible array of shapes that reflect the variety of the brand but always read as Waze.



Grid use from logo to blocks.

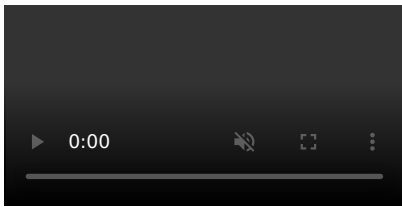


Blocks.

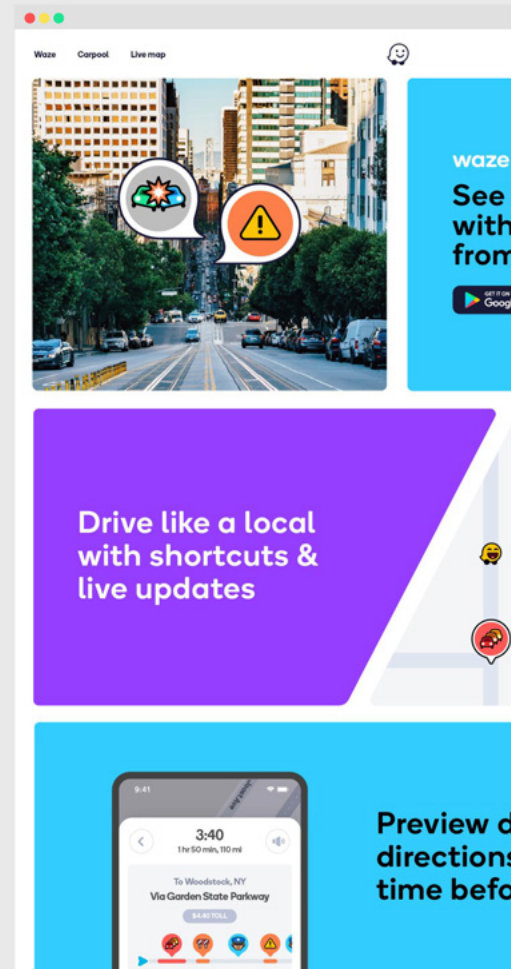
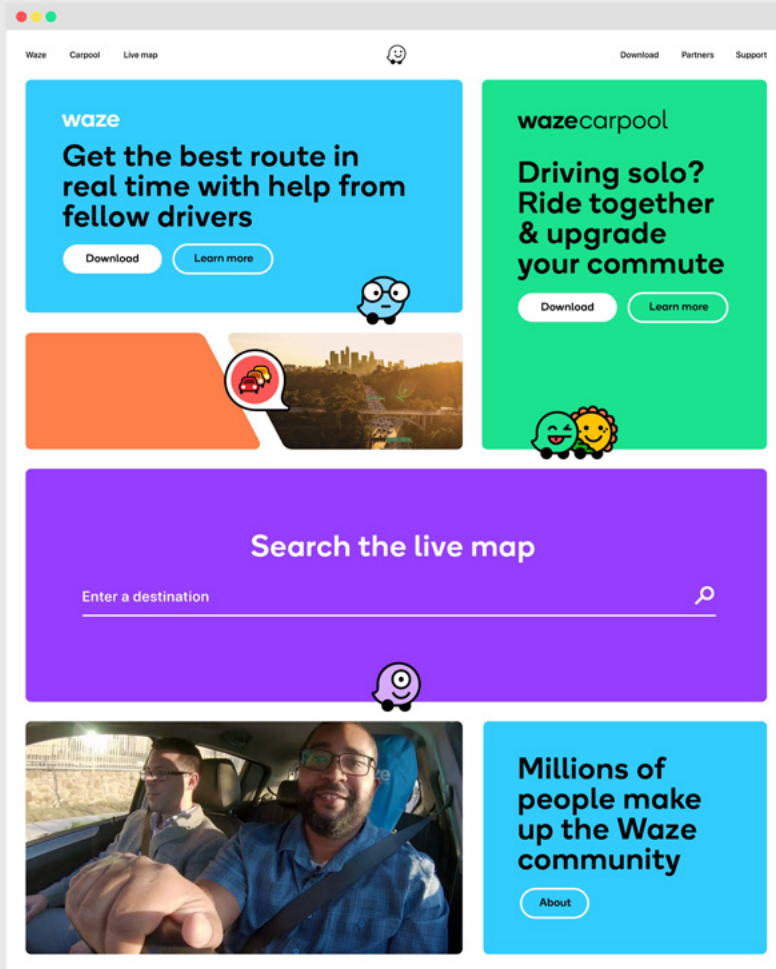


Blocks and moods together.

Another fun improvement in the identity is the addition of the colorful city block backgrounds that take the ubiquitous map grids and transform them into something playful and relevant for Waze to use as a key identifying element for its communications.



Layout system.



Website.



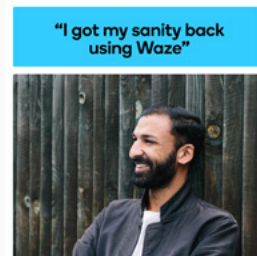
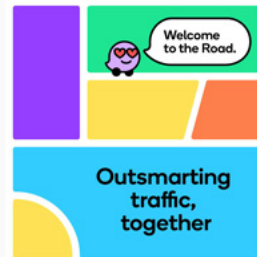
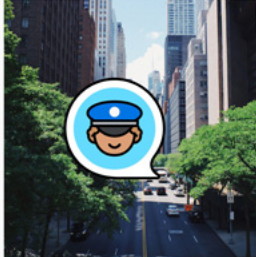
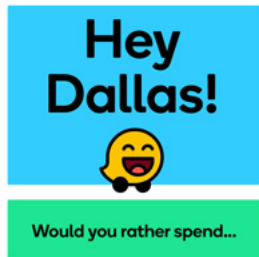
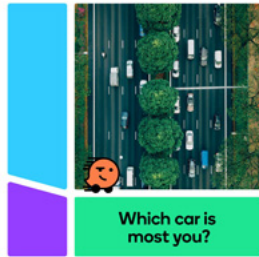
waze [Follow](#)

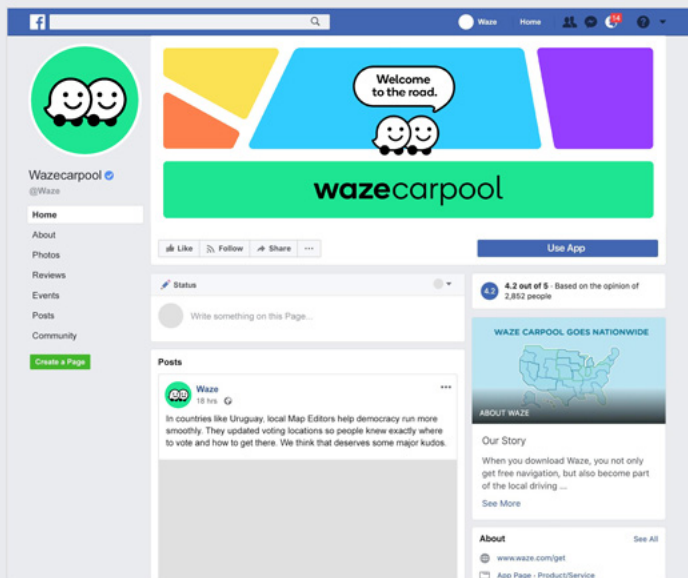
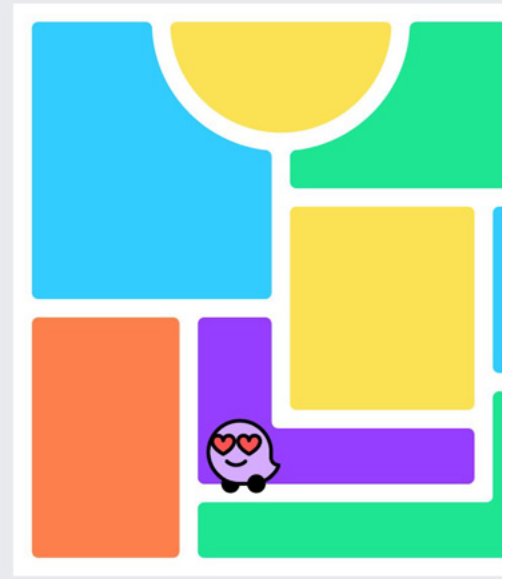
852 posts 92.8k followers 121 following

Waze

Waze is a free social traffic, navigation and gas app that uses real-time road reports from drivers nearby to improve your daily commute.

POSTS TAGGED





Facebook.

Your March with Waze

Waze <noreply@waze.com>



waze

Your month in Waze

Here's your March Summary



19

Drives



33

Total hours



197

Miles

Average drive times

You

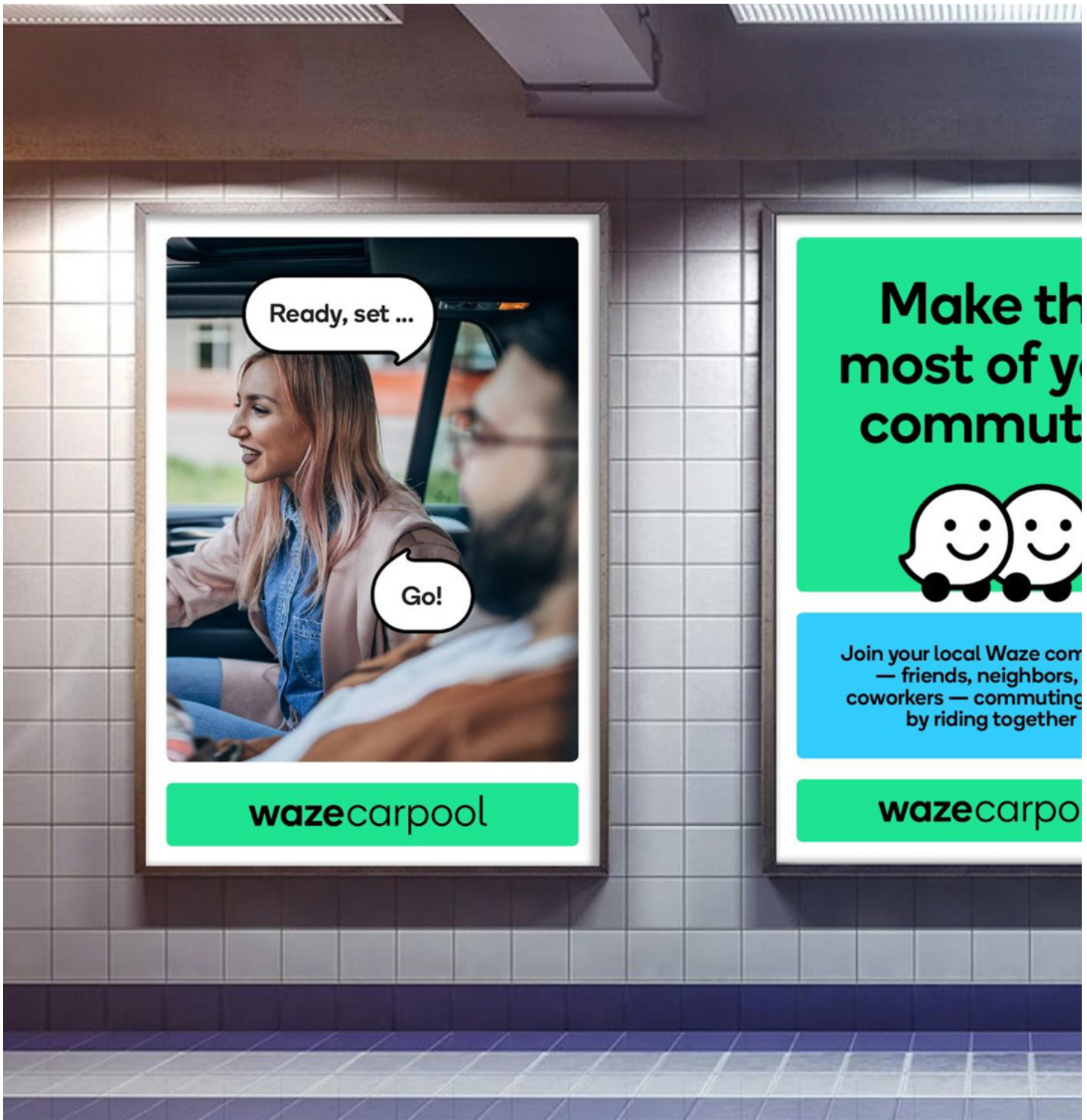
28 min

Wazers

58 min

[Reports summary](#)

Emails.



New Logo and Identity for Waze by Pentagram
Out of home advertising.

The applications are not super exciting but they are consistent, colorful, and have a common visual purpose — now jumping from the website to Instagram to Facebook to receiving their emails looks like a properly unified experience (whereas if you look at the previous posts on their [Facebook](#) or [Instagram](#) in relation to [their old website](#), it's a little all over the place). One complaint is that I do hope the copywriting on the speech bubbles (as seen in the ads above) is placeholder because those are painful. Overall, this is a great evolution that keeps Waze's playfulness and gamification vibe alive but all done in a much more refined and attractive way.

Thanks to Leoberto J. P. Junior for the tip.

Your opinion...

On Icon Evolution

- Great
- Fine
- Bad

Total

[close / back to vote](#)

On Wordmark Evolution

- Great
- Fine
- Bad

Total

[vote](#) [view results](#)

[close / back to vote](#)

On Application

- Great
- Fine
- Bad

Total

[vote](#) [view results](#)

[close / back to vote](#)

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ON THIS DAY

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each year

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Name



Neil Martin • a day ago

I'm not familiar with Waze so I'm looking at this without that background, but everything about this looks like it's targeting a teenage demographic with all the cute icons. I love the brand, I'm just confused who it's meant to be for.

3 ^ | v • [Reply](#) • [Share](#)



Bruno Bru → [Neil Martin](#) • a day ago • edited

I mean, it's a navigation app. There isn't a lot of cuteness in actual UI. As an avid user of this app, the cuteness of apps is welcomed.

9 ^ | v • [Reply](#) • [Share](#)



megatron9 • a day ago

Ok but where is the app UI update??

15 ^ | v • [Reply](#) • [Share](#)



kailash iyer • a day ago

This looks great overall. Really good job tying everything together. And you're right Armin, the older moods are definitely more fun. I think some of the newer one could definitely turn up the dial a notch or two.

3 ^ | v • [Reply](#) • [Share](#)



Carlos Mignot Cordeiro • a day ago

Geometric Sans, what a surprise! kkkkk I used to like those old round corners :)

1 ^ | v • [Reply](#) • [Share](#)



Ivan Filipov • a day ago

The new typeface strongly reminds me of Filson Soft by Mostardesign. Overall a great update, although it looks a bit childish - and I hope there are Sleepy Wazers behind the wheel no more.

1 ^ | v • [Reply](#) • [Share](#)



CORNLORD → [Ivan Filipov](#) • a day ago



It would've been nice to see them keep a few more of fun ones like the T-Rex or the robot and gotten rid of the sleepy one.

^ | v • Reply • Share >



pandapants • a day ago

I'm going to be the one with the unpopular opinion and say that I preferred the old identity in almost every way. The only thing I'd keep from the redesign is the enhanced contrast which makes icons easier to distinguish when they're smaller than a thumbnail while on the road.

Aside from that, the new logotype is devoid of personality, and I find the mascot is less engaging to look at.

To me it's a case of "growing up", just like everyone is doing with their brands nowadays.

8 ^ | v • 2 • Reply • Share >



Stoked • a day ago • edited

I'm so tired of seeing companies cater to the toddler driving demographic with their branding. Other people, specifically adults, drive and use Waze too. When will they finally see us?

4 ^ | v • 2 • Reply • Share >



Mike Knaggs → Stoked • a day ago

I don't think that was the brief. When a brand is successful it does not make sense to create drastic change, nor would the client have appetite for it. If they were more serious as you suggest, wouldn't they be Apple Maps?

1 ^ | v • Reply • Share >



Stoked → Mike Knaggs • a day ago

Never go full toddler. You can be playful and fun without being childish. Small changes in the color palette and a little more smart sophistication would do wonders.

3 ^ | v • 2 • Reply • Share >



ReBrandcover → Stoked • a day ago

Don't know if I agree, but here for 'never go full toddler.'

1 ^ | v • Reply • Share >



Valark • a day ago

All the whimsy of the prior brand with just the right amount of polish.

I always read the previous Waze mascot as a four-wheeled ghost viewed from the side but with its face also on the side for some reason. The two-wheeled, forward-facing version reads much cleaner and I love that they were able to do it using only the existing elements.

 [View](#) — uploads.disquscdn.com

10 ^ | v • Reply • Share >



Bryan Howell • a day ago

I also always thought the illustrations were cheesy and unrefined. I particularly appreciate the new icons with the bold strokes and simplified illustrations, after-all, if you are trying to respond to the "is this car still stopped here?" or "was a police car still posted here?" while you are driving, which, you really shouldn't be, it's better to be able to easily identify what you are looking at quickly so you can get your eyes back ahead of you. I am excited to see all of these updates in the app! My one gripe, is looking at how awkward the word bubble emoji looks without wheels...that bottom is a very awkward transition from curve to straight line back to curve. I probably would have tried to work the bottom to more of a fluid, but shallow curve. But overall, I think this is a nice evolution.

 [View](#) — uploads.disquscdn.com

6 ^ | v • Reply • Share >



Barrett Bodine • a day ago

They finally embraced the brand's core feel. Nice work!

^ | v • Reply • Share >



Ampersand • a day ago

I really love these new mood icons, the old ones suffered from the Ms Pacman treatment.

^ | v • Reply • Share >



CORN LORD • a day ago

I still see the main icon as more of a ghost-on-wheels than a speech-bubble-on-wheels, but this is a very nice refresh overall.

3 ^ | v • Reply • Share >



Christopher Orozco • a day ago

Can't help but think about these guys when I first saw this.  [View](#) — uploads.disquscdn.com

8 ^ | v • Reply • Share >



Ben • a day ago


Avid user of this app. On longer trips, it has rerouted us when traffic, accidents or weather were ahead. I don't know why, but it always looked like a whale on wheels to me. I guess different is better.

^ | v • Reply • Share >




John Doe • a day ago


Can we have that typeface that everyone is having, please? But then still a bit rounded

 Can we have that typeface that everyone is having, please! But then still a bit rounded...


^ | v • Reply • Share >

 **Marcelo** • a day ago
The ads are horrid, some of the social posts too, but the icons and colors are real nice. Again, not much in the way of innovation, just minor improvements, but Waze should hire an actual marketing agency for their campaigns.

^ | v • Reply • Share >

 **sarago** • a day ago
Now that's what I call an upgrade! Well done to this team.


^ | v • Reply • Share >

 **Andrés García** • a day ago
I wish they would steered away from the stock-ish photography. Some nice playful illustrations would of been awesome.

^ | v • Reply • Share >

 **Tom Neish** • a day ago
I like the fact that the police icon is now friendly and the builder is now unisex.

^ | v • Reply • Share >

 **gekkievogel** • a day ago
Nice, finally a navigation app for 3 year olds.


2 ^ | v 4 • Reply • Share >

 **ReBrandcover** • a day ago
Colour palette doing 60 in a 30 zone.


^ | v • Reply • Share >

 **just trying to keep up** • a day ago
I'm SO glad that they not only decided to keep their mascot/logo, but also built much of the new identity around it. [I'm a sucker for cute mascots. Especially this guy. I love their little wheels.]

2 ^ | v • Reply • Share >

 **Conan99** → **just trying to keep up** • 14 hours ago
There's some serious cute going on here (unashamedly) - It answers the eternal question: "What else can we possibly use for a map/pin/location icon"?
Just use a sperm dude. A sperm on wheels.


1 ^ | v • Reply • Share >

 **Ord** • a day ago
Nice update, the color and grid systems are top-notch. It loses sophistication by going too "preschool" with the map icons and mood elements.


^ | v • Reply • Share >

 **duster** • a day ago
the face on the bubble is just a little too far to the right for comfort, really bothered me when i first saw the new icon on my phone

^ | v 1 • Reply • Share >

 **Csaba Gyurikó** • a day ago
FI-NAL-LY

^ | v • Reply • Share >


 **INVISIBLE** • 20 hours ago
An odd hybrid of old wheels with new design from the transition video.

 [View](#) — uploads.disquscdn.com


1 ^ | v • Reply • Share >

 **just trying to keep up** → **INVISIBLE** • 11 hours ago
Layering error?

^ | v • Reply • Share >

 **robdesign** • 19 hours ago
Love the update. Think it really works well. Like the "feel" of it and agree that the older moods were a little more fun. Overall, though, great job.

^ | v • Reply • Share >

 **Bart** • 19 hours ago
Waze is a good example of "your UI/UX is your brand" but the design of their app hasn't been mentioned here. The app is really bespoke and getting long in the tooth, especially if you dig around in some of the menus. Curious how they will change it when they update the branding.

^ | v • Reply • Share >

 **rianzo** • 15 hours ago



rigazze • 13 hours ago

I mostly like this but I really do prefer the old icons. The new ones are too hyper-flat and the proportions on the speech-bubble-characters feel off - maybe because I was used to the old ones, though.

^ | v • Reply • Share >



morrisp • 13 hours ago

If it's still gonna have me turn left into traffic, I don't care what the branding is like, I'm rarely gonna fire up the app!

^ | v • Reply • Share >



En Es Es • 10 hours ago

This is awesome :)

^ | v • Reply • Share >

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DISQUS



Logo Before & After

Sample Application

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[Spotted](#) **Around the web**

[New Logo by Epidemic Sound \(Revised\)](#)



Epidemic Sound

Spotted Jul. 6, 2020
[Comments \(5\)](#)

[New Logo for Wrike](#)

The logo for Wrike features the word "Wrike" in a bold, dark grey sans-serif font. A green checkmark is positioned above the letter "i", with its top bar extending to the right and its stem pointing downwards and to the left.

-
Spotted Jul. 6, 2020
[Comments \(5\)](#)

[New Logo for Welcome to the Jungle](#)

Welcome
TO THE
Jungle

-
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