



UNDERCONSIDERATION.COM/BRANDNEW

Why subscribe?

Our Unique Selling Proposition

Brand New is the only online publication dedicated 100% to logo, identity, and brand redesigns (and new designs) that publishes every day, using client press releases and/or designer case studies to support original, informative, and stimulating writing.

Cost

\$2 a month
or
\$20 a year

Content PER MONTH

96 posts
2 podcast episodes
4 weekly email digests

Value PER MONTH

\$0.019
per post
(less than 2 cents!)
\$0.002
per podcast episode
\$0.002
per weekly digest
(not even half a cent!)

Editorial Standards

Curated selection of the most timely and relevant projects.

Projects are rigorously presented, from the order in which assets are organized to the sourcing of high fidelity and often exclusive imagery.

Our goal is not to be first to publish but be *best* to publish.

Deep Archives

Over 7,000 posts dating back to 2006, covering every major redesign and more than 25 podcast episodes since 2020.

Unmatched Content

While we don't seek "exclusives" Brand New is often the only place where some projects can be seen, sometimes before they are even posted on designers' own websites. These, along with all other projects have made it a trusted, reliable, and essential source.

Discovery

Content is organized across more than 40 industry categories (e.g. *sports, fashion, travel*) and tagged with over 1,900 attributes (e.g. *blue, sans serif, icon*) for ease of exploration.

Professional Benefits

Stay up to date on the most significant and relevant projects.

Observe best practices in the design of logos, implementation of identities, and strategic rationalizations of branding.

For designers: see how other designers showcase their work and explain it in their case studies. For clients: see how other businesses communicate changes via their press releases, brand pages, and customer communications.

Listen to designers and clients go in-depth about the development of a project on the bi-weekly podcast, which provides a breadth of exclusive content.

Develop the ability to think and write about logos, identity, and branding for better critiques with colleagues and more meaningful conversations with clients.

Brand New has largely been my source for design education and inspiration. As someone who didn't have the means to a more formal design education or design resources, Brand New was my way into learning about design in a way that continues to be both accessible and respectful to designers of all levels.

DAVID H. WON

Brand New is one of the few places I visit on a daily basis to get inspiration and to keep up with current news in the branding world.

MADISON CARR

The first time I visited Brand New was the day a logo I designed got thoroughly skewered — it was brutal. That was some 9 years ago. Not sure what it says about me that I've not missed a day since and am so very happy to subscribe.

96 TRIUMPH

The value other subscribers have found in Brand New

FROM COMMENTS MADE ON BRAND NEW IN THE PAST YEAR

As a marketing professional, this site has been instrumental in progressing my career by teaching me the value of good design in a business context.

ROBERT JONES

Brand New is the most consistent thing about my career in design.

ELLIOTT SNYDER

As an in-house Creative Director working with the same corporate brand day-in and day-out, Brand New has been a constant source of early morning creative refreshment and inspiration for nearly a decade. I think this will be the first purely online publication or blog I've subscribed to and I'm not mad about it.

RAND HABEGGER

Discovering Brand New, with the likes of SwissMiss and Design Sponge, as a high school student put me on the path to doing design work professionally. In a time when quality blogs have been overrun by social media platforms, it remains a regular source of inspiration.

BRYN HOBSON

Easily the easiest discretionary purchasing decision I have made this year. This is such a valuable design and branding resource and I can't imagine starting my day without a cup of coffee and the latest insights from Brand New.

CMKG

Brand New's content is a vital part of my creative process.

IAMTHELAB

For years this is the only blog that has provided some real insights and a critical look at graphic and brand design.

ZAVORIO

BrandNew has been my browser's start page since the day it launched, and I've told every one of my graphic design students and working colleagues to do the same. I've always felt a bit guilty perusing the site for free—content this good, this professionally presented, should be coveted, and that sometimes means gating it and be compensated for creating, producing, and maintaining things on a daily basis.

MATT DAVIS

As a designer, Brand New has been an invaluable tool to self-critiquing my own work and provides insight into how I can improve.

OLIVER B