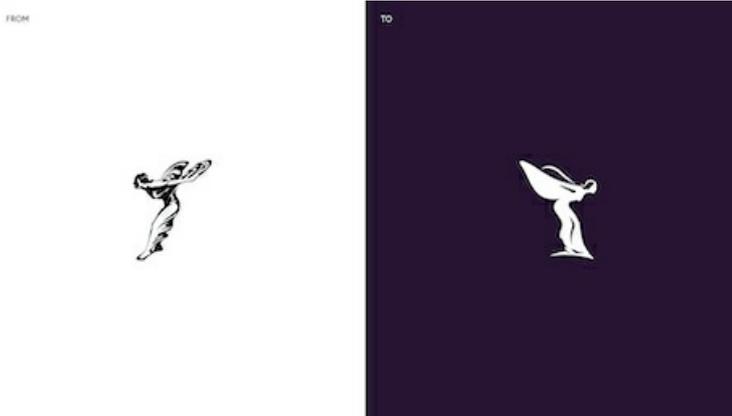


AUTOMOTIVE

Rolls-Royce rolls out refreshed branding for diverse, digital-first clients

August 25, 2020



The new illustrated Spirit of Ecstasy will appear on Rolls-Royce digital channels. Image courtesy of Rolls-Royce

By LUXURY DAILY NEWS SERVICE

British automaker Rolls-Royce Motor Cars is revealing a refreshed rebrand as the marque looks to modernize its visual identity.

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Rolls-Royce has undergone numerous changes in recent years, including expanding to five models and introducing the edgy Black Badge styling theme. As a result, the marque has welcomed new, younger clients and this rebrand is meant to reflect this evolution.

"As the marque's digital presence increases, there has never been a more important time for the visual language of the company to reflect our standing as the leading luxury brand in the world," said Torsten Mller-tvs, chief executive officer at Rolls-Royce, in a statement. "We have embarked on a fascinating journey of modernizing our brand identity to echo those changes seen in our portfolio, our client demographic, their lifestyle and the luxury world that surrounds them."

Refreshing Rolls-Royce

Rolls-Royce enlisted multi-disciplinary design studio Pentagram to create a new brand identity that reflect its heritage as a luxury marque while appealing to younger and more diverse clients. The new visual philosophy is applied across Rolls-Royce motifs and icons, including the Spirit of Ecstasy and the Badge of Honor, as well as the brand's colors and typeface.

"We needed to present Rolls-Royce in a forward-facing, fresh and relevant way speaking to new audiences while respecting the company's loyal clients," said Marina Willer, partner at Pentagram, in a statement.

The Spirit of Ecstasy, which has graced Rolls-Royce vehicles for more than a century, shows how the rebranding strikes a balance between the automaker's legacy and future.

The iconic sculpture will remain unchanged in her physical iterations on Rolls-Royce motor cars, but has inspired a new illustration for digital use. Now when the Spirit of Ecstasy appears in images, she will face to the right, rather than the left indicative of how Rolls-Royce looks to the future.

"The use of the Spirit of Ecstasy marks a shift in the resonance of the brand from an automotive to a lifestyle context," Pentagram's Ms. Willer said. "The Spirit of Ecstasy can now be interpreted as the muse for the marque, in addition to the motor cars themselves."

Pentagram also sought a signature color for Rolls-Royce as part of a luxurious color palette that would both men and women would find appealing. Signature shades have long been associated with a range of luxury houses ([see story](#)).

A deep violet hue dubbed Purple Spirit, in a reference to the Spirit of Ecstasy, will be the standout in a new, more unified Rolls-Royce color palette. Purple has been associated with royalty and wealth for centuries, making it a fitting choice for the marque.

Complementing Purple Spirit will be a metallic rose gold, but it will make limited appearances in printed form and other items. Color will also punctuate the noir imagery of the Black Badge range, underscoring the bold reputation of Rolls-Royce's "alter ego."

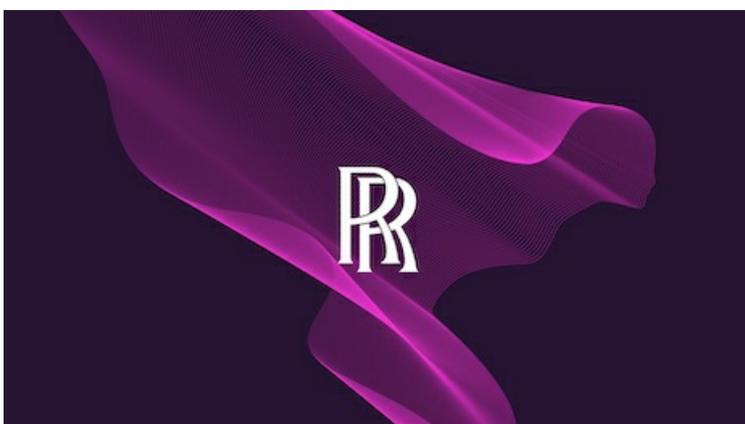
The Badge of Honor a vertical rectangle enclosing the double "R" monogram and the words Rolls-Royce will now be reserved for products made at Rolls-Royce's Goodwood facilities. The monogram will also be unchanged but replace the Badge of Honor on brand collateral.



The double R monogram and new wordmark seen on Purple Spirit packaging with rose gold accents. Image courtesy of Rolls-Royce

A new wordmark is a modern interpretation of 1930s typography found in the automaker's archives. "Motor Cars" has been minimized, hinting at Rolls-Royce's positioning as a lifestyle brand, while the more refined appearance nods to the quiet power of today's Rolls-Royce models. The automaker's new typeface, Riviera Nights, comes from the same sans serif font family as the previous font, Gil Sans Alt.

Finally, the Spirit of Ecstasy Expression is a fluid and modern "aura" in Purple Spirit that will appear in both digital and physical forms. It is meant to invoke versatility and cutting-edge technology.



The new Spirit of Ecstasy Expression. Image courtesy of Rolls-Royce

The new visual codes for Rolls-Royce were revealed soon after the automaker launched a campaign sharing client insights into the marque.

From an animated series to a new podcast, Rolls-Royce is sharing details of how the new Ghost has been developed over several years. The automaker is positioning the Ghost as a "post-opulent" sedan reflecting the more minimalist tastes of today's luxury consumer ([see story](#)).

Rolls-Royce will begin rolling out the new brand identity in September.

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