

AUTOMOTIVE

Copy Nothing' campaign defines next era at Jaguar

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Updated logos and bold new codes and colors ground the brand's refreshed identity. Image credit: Jaguar

By AMIRAH KEATON

British automaker Jaguar is returning to its roots, rolling out a bright, bold global rebrand that references company history in creative ways.

Updated logos, codes and colors ground the launch of an all-new identity, unveiled on Nov. 19. Guided by the tagline "Copy Nothing," a spirited digital campaign supports the reveal, keeping Jaguar's founding ethos close.

"This is a reimagining that recaptures the essence of Jaguar, returning it to the values that once made it so loved, but making it relevant for a contemporary audience," said Gerry McGovern, chief creative officer and member of the board of directors at JLR, in a statement.

"We are creating Jaguar for the future, restoring its status as a brand that enriches the lives of our clients and the Jaguar community."

"Copy Nothing"

Jaguar's marketing proposal represents a reclamation of core values.

Its headlining phrase, "Copy Nothing," encompasses an ethos that its founder, Sir William Lyons has embraced from the start, serving as a reminder to lead with originality and uniqueness always. The two-word mantra backs a refreshed visual language that keeps modern audiences in mind.

"Jaguar has its roots in originality," said Mr. McGovern, in a statement.

Jaguar enters a new era with the release of a rebrand campaign

"Sir William Lyons, our founder, believed that A Jaguar should be a copy of nothing," he said.

"Our vision for Jaguar today is informed by this philosophy."

The Jaguar device mark is one of four key symbols that have been reimagined.

It now sports upper and lowercase characters that exist in harmony with each other. Symmetry between the geometric forms helps maintain a sense of balance.

Other cornerstones include dynamic strikethrough detailing and a new Maker's Mark. Paired with textures and elements that suggest movement, primary colors mainly yellow, red and blue used as "tonal building blocks" round out the assets.



Jaguar debuts a new device mark. Image credit: Jaguar

Each of the four pillars the new device mark, strikethrough graphic, color scheme and Maker's Mark is "defined by Exuberant Modernism, a creative philosophy that underpins all aspects of the new Jaguar brand world."

"New Jaguar is a brand built around Exuberant Modernism," JLR's Mr. McGovern said, in a statement.

"It is imaginative, bold and artistic at every touchpoint," he said. "It is unique and fearless."

"Delete ordinary"

Debuting at Miami Art Week on Dec. 2, an inaugural public installation accompanies the rebrand campaign.

The activation includes a curated gallery series spread across two locations and executed in collaboration with emerging artists.

"To bring back such a globally renowned brand we had to be fearless," said Rawdon Glover, managing director at Jaguar, in a statement.

"Jaguar was always at its best when challenging convention," Mr. Glover said. "That ethos is seen in our new brand identity today and will be further revealed over the coming months.

"This is a complete reset."



Exuberant Modernism, a creative philosophy that underpins all aspects of the new Jaguar brand world, guides the rebrand. Image credit: Jaguar

In its entirety, the campaign acts as an ode to ingenuity, in alignment with larger changes taking shape at Jaguar's parent company.

JLR, which additionally owns Range Rover, Defender and Discovery, unveiled a corporation-wide rebrand last June ([see story](#)).

"Today is an exciting day as we unveil a new identity for our company as part of our House of Brands approach," said Adrian Mardell, CEO of JLR, in a statement.

"I'm confident this perfectly illustrates JLR's ambition in the modern luxury space."

Between all-electric pushes ([see story](#)), celebrity marketing features ([see story](#)) and more, JLR has kept a steady drumbeat of upgrades coming. "Copy Nothing" now slots in.

"Jaguar is transformed to reclaim its originality and inspire a new generation," Mr. Glover said, in a statement.

"I am excited for the world to finally see Jaguar."

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