

# Rebranding Yelp.

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## Problems with Yelp's current brand.

Yelp's current brand is a combination mark, with a playful word mark followed by an abstract symbol. Yelp's name has become memorable – in some cases it has become a verb, but the logo, typeface, and symbol do not do the name justice. The overall brand identity feels outdated, cluttered, and unorganised which makes the whole service harder to use. Most importantly however, is Yelp's outdated image in the mind of the consumers. When the consumer thinks of Yelp, they only think about restaurant reviews. In actuality, Yelp has reviews for just

about anything. Its reviews cover a wide array of business, ranging from hotels to events, financial services to real estate, and nightlife to spa services. Yelp's current brand identity does not embrace, nor represent, these different categories. Yelp is beginning to enter challenging times, the number of competitors in this category is growing rapidly. Thus, this is the perfect time for a rebrand that cleans up interface, logo, and improves understanding of what Yelp offers and what it is about.



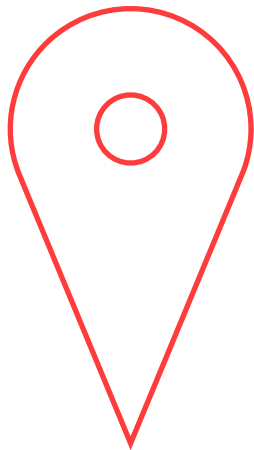
Current Yelp brand.  
Inconsistent, outdated, lacks significance.

**What the new Yelp brand needs to represent.**

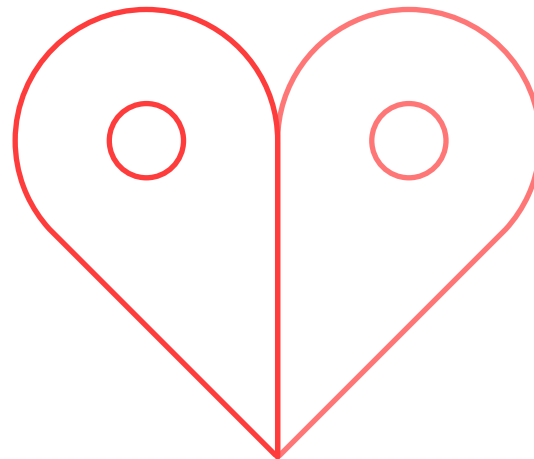
There are many other services out there that specialize in hotels or event reviews, so why should a consumer choose yelp? What is their selling point or vision that makes them unique? Yelp is an online service, which at times can feel very impersonal. Since as today's society is once again embracing the human element, Yelp needs to find the perfect balance between high-tech and high-touch. Yelp should start focusing on representing the local community, and the places that people within that community love. It should be about sharing local knowledge. Additionally, the new Yelp brand needs to represent a multitude of business

for which it has reviews, whilst still incorporating the same branding language across all categories. Seeing as the name is famous enough, it is also important to establish a symbol that represents the name and its new vision.

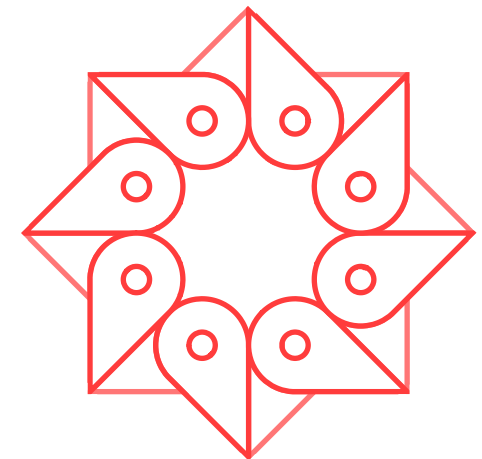
Yelp need to emphasise the fact that their reviews are written by real people who are passionate about sharing their experience. The keywords to focus on when working on the new brand are: locations, people, love, and community. If you were to put that as one sentence: A community of locations that people love.



Location



Emotion / Love



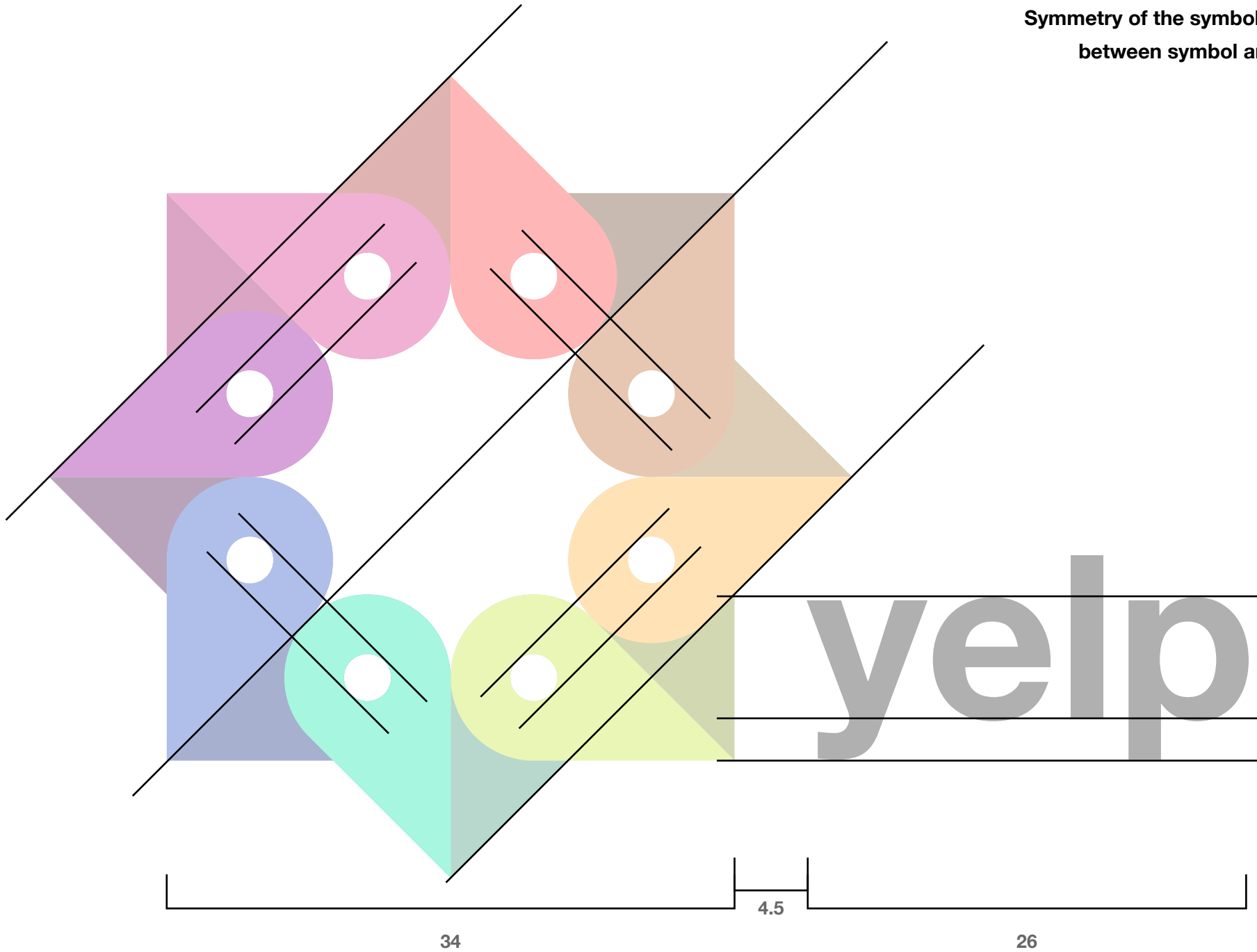
Community



yelp



Symmetry of the symbol and spacing  
between symbol and wordmark





R: 255 #FF4B4B  
 G: 075 R: 178  
 B: 075 G: 066  
 B: 066



R: 221 #DD3C94  
 G: 060 R: 178  
 B: 148 G: 066  
 B: 066



R: 153 #9918A0  
 G: 024 R: 82  
 B: 160 G: 025  
 B: 086



R: 058 #3A60CC  
 G: 096 R: 035  
 B: 204 G: 061  
 B: 135



R: 058 #24EAB1  
 G: 096 R: 079  
 B: 204 G: 158  
 B: 132



R: 203 #CBEA49  
 G: 234 R: 144  
 B: 073 G: 158  
 B: 063



R: 255 #FFBB4D  
 G: 187 R: 173  
 B: 077 G: 134  
 B: 078



R: 196 #C4753F  
 G: 117 R: 119  
 B: 063 G: 084  
 B: 060



 **yelp** restaurants

 **yelp** shopping

 **yelp** nightlife

 **yelp** hotels

 **yelp** health

 **yelp** recreation

 **yelp** events

 **yelp** cafés

 **restaurants**

 **shopping**

 **nightlife**

 **hotels**

 **health**

 **recreation**

 **events**


 **cafés**



## The New Brand

The new Yelp brand maintains its cheerful and playful character whilst housing a more modern, cleaner, and simpler aesthetic. The brand conveys human emotions and a sense of community and belonging. The drop pins represents locations, which come together to form a heart symbolising love. All hearts come together to form a star, which represents the review and rating aspect of the service, whilst also representing an aspect of a community.

The new brand embraces all categories for which Yelp offers reviews, and represents these proudly – together – in the main brand. Each subdivision has its own “heart” and thus its own brand identity represented by a colour. The ultimate goal is for people to subconsciously recognise each coloured heart to a subsection of yelp. A nightclub with a high rating on Yelp will have a purple heart on its door, a restaurant will have a red heart, etc.

Yelp will become the hub for finding local businesses of any sort. Yelp’s new brand will help it build the reputation it deserves as the service to go to when looking for places people .

people  us  
on yelp.