

GROWERTALKS

GT in Brief

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Endless Summer Brand Gets New Look

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At first glance, you probably wouldn't notice that the Endless Summer Hydrangea icon has been given a "contemporary" new look. But when you see the new logo compared to the old one, you immediately notice the graphic, font and wording (it's now "Hydrangeas" instead of "Collection") are different.

Why the change?

"We retained the iconic look of the established brand logo, while offering a fresh design that is more contemporary, easier to read and relates better to current and future gardeners," explains Bailey's Brand & Business Development Manager Natalia Hamill. "This visual shift is in line with our product development objectives of breeding new hydrangeas that perform better in today's marketplace and packaging them in a way that communicates easily."

Watch for the new brand identity on all marketing communications, including pots, tags and print and digital materials, starting this month.

Are you an Endless Summer licensee with a stock of the old stuff? Worry not! You can use up that supply before making the switch. **GT**