

# Best Buy's new logo shrinks the tag because the traditional store model is now dead

Footless font and logo in minimalist style.

Best Buy is redesigning its logo, marking a new brand image that is no longer associated with shopping cards (tagging on merchandise) that they have used for the past few decades, instead of tag images. only a small corner.

According to Best Buy, changing this image is to 'emphasize our talented culture, professionals and employees'. Many people believe that Best Buy has realized that the era of traditional stores is gone, so the tag logo is also obsolete like a floppy disk icon. Or maybe it's just because their logo is old.



*It is not known what will be the best version of Best Buy's logo*

It is unclear what the final version of the logo will look like, but according to Best Buy, the new logo will retain the same bold, black font. In a new video of the marketing campaign, changing the brand image, Best Buy's blue shirt is used as a bright spot with the logo being white.

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