The new logo of Airtel has become the talk of the B-Town. Is the new logo a hit? Or it's a dud or a copy?

When we look at the new logo, what comes to the mind? What about the old Airtel Logo?

Airtel started its operations in India in Mid 90s. It had more or less the same logo for all these years.

Airtel over the years expanded its operations across India. It now also covers Sri Lanka and also African Countries through the acquisition of Zain Africa.

In the past 2-3 years, Airtel has not only strengthened its mobile network but also it has entered the areas of broadband, DTH and landline. The brand Airtel has now become an umbrella brand under which all these operations are included.

Also in this period Airtel has become a global company with operations in Africa, Sri Lanka and Bangladesh.

Also with 3G around the corner, Airtel has geared itself up and will now offer 3G services very soon.

So why this new logo?

Sunil Bharti Mittal, Chairman and Managing Director, Bharti airtel said, “Fifteen years ago Bharti
Airtel started its journey in India with a promise of delivering world class and affordable services. Today, as we expand on the global stage, this new brand identity gives us the opportunity to present a single, powerful and unified face to our customers, stakeholders and partners around the world. It reinforces our promise to deliver innovative services and a superior brand experience to our 200 million customers across Asia and Africa.”

So now we understand why Airtel has gone for Rebranding but was it really required ?

Wasn’t the old logo not enough to take on the role of a global logo ?

Airtel didn’t think so. Airtel also revamped the original signature tune by A R Rehman. It was done by the maestro himself.

Now let us have a look on the new Airtel Logo.

It’s simple and made from a very basic shape. The red is also synonymous with the old Airtel branding of ‘Red’.

There has been a change in the font and case of ‘airtel’. It’s now in small case with a cool font. But the style is very similar to the logos of Facebook, Twitter and Vodafone. This point is being raised again and again.

We agree that Rebranding helps in bringing the customers’ interest back towards your brand. 15 years is a long time for any company so this rebranding exercise is a welcome move.
Rebranding was a large exercise. Airtel operates in whole of India. Big stores, small stores, panwallahs, mobile shops and anything that is related to mobile have some kind of imagery of Airtel at the store(shop). Airtel had to change everything in matter of days and they did it which is highly commendable.

But what is with the logo? This is question asked by a lot of people.

The new airtel logo reminds immediately of Vodafone Logo. This line would definitely make Vodafone happy but it’s the truth. There is an uncanny resemblance in both the logos.

Airtel and Vodafone both now have similar looking logos with exactly the same red background. Also the style is same, Logo on top and brand name at the bottom in lower case.

Is this a deliberate attempt by Airtel? or is their definition of going global is to copy a global logo. Like Vodafone, Airtel also has two versions (or styles) of logo, one with the red background and the other with inverted white background. Coincidence?

These accusations don’t end here. People have also been comparing the new Airtel logo with Videocon’s new logo which is in green color. Just rotate the videocon logo counter clockwise by a bit more than a right angle and you will see what we mean.

If you carefully see the image below, you get the point.
One more important point is to check out Zain (the African company Airtel acquired) logo. If we see this logo then Airtel's new logo makes a bit more sense. It's similar in shape somewhat.

Now after the rebranding is complete and people have taken notice of it, Airtel will only look forward. The core rule of marketing always applies, customer is the king and he demands value and not a good looking logo. If your network and service is of the highest quality, then the logo or its color do not matter at all even if it reminds the customer of your biggest competitor.