

## EVOLVE LEVEL 6, Baseline Test B

### LISTENING 1

- Mary** So, welcome to another episode of the Modern branding podcast. My name is Mary Kelly, and today we are looking at new trends in design. With me, as always, are designers Jacob Smith and Noriko Tanaka. So Jacob, what have you found?
- Jacob** Hi, Mary, thanks for having me. Well, with so many brands having a presence online, we are seeing a new type of logo – the animated logo. Successfully bringing movement into a logo brings a brand to life, giving new opportunities to make bold statements that convey so much more than a static logo can.
- Mary** Can you give us an example?
- Jacob** I was blown away by the new logo for the ride share service, Uber. Have you seen it? The animation starts with two vertical lines moving in different directions, which conveys the idea of road travel. The lines then expand into the complete Uber logo, transmitting the idea of traveling in different directions and getting to your destination. I predict a lot of designers will start planning how they can reinvent static logos into dynamic ones.
- Mary** And you Noriko, what have you found for us?
- Noriko** A couple of things. We are seeing a lot of 3D logos for the same reason – that they stand out online. These are particularly popular in the field of technology because they convey the idea that a brand is modern, dynamic, and flexible. Another trend I predict is the use of geometric shapes like circles and squares. Like color, shapes have meanings: a circle means completeness, while a square conveys strength and stability. They also can easily and relatively inexpensively be turned into 3D images and animations. So, shapes will definitely be big this year.
- Mary** Thanks guys, let's take a break and look at some more trends.