

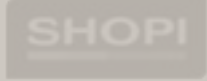
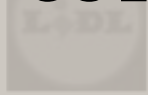
# LOGOTYPES BENCHMARK

What are the trends?

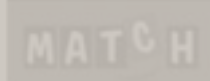
WEST EUROPE + NORTH AMERICA



# COLOURS



MORRISONS

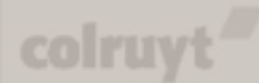
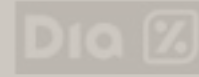


MONOPRIX

Sainsbury's



metro



Nato

MIGROS



MANOR

JUMBO



YOUR M&S

COLOURS: RED

**makro**  
Cash & Carry Belgium

**E**  
EDEKA

Walmart

bloom

on

LIDL

SHOPI

MCD

PLUS

Sweetbay  
SUPERMARKET

ALDI  
MARCHÉ

Sears

TESCO

real

SUPER U

coop

Carrefour

M  
MORRISONS

Super  
deBoer

WHOLE  
FOODS  
MARKET

Cactus

Waitrose

ASDA

Hannaford

extra

MATCH

Attent

Casino

Francap  
DISTRIBUTION

Auchan

SPAR

MONDIPRIX

Sainsbury's

cora

metro

IGA

Dia

TARGET

red  
MARKET

CONAD

coop

NORMA

CT000

colruyt

INTERMARCHÉ

DELHAIZE

Netto

MIGROS

provigo

MANOR

INTERMARCHÉ

JUMBO

GLOBUS

YOUR M&S

COLOURS: RED + GREEN

**makro**  
Cash & Carry Belgium

**E**  
EDEKA

Walmart

bloom

on

LIDL

SHOPI

MCD

PLUS

Sweetbay  
SUPERMARKET

ALDI  
MARCHE

Sears

TESCO

real

SUPER U

coop

Carrefour

M  
MORRISONS

Super  
deBoer

WHOLE  
FOODS

Cactus

Waitrose

ASDA

Hannaford

extra

MATCH

Attent

Casino

Francap  
DISTRIBUTION

Auchan

SPAR

MONOPRIX

Sainsbury's

cora

metro

IGA

Dia

TARGET

red  
MARKET

CONAD

coop

NORMA

CT000

colruyt

INTERMARCHÉ

DELHAIZE

Netto

MIGROS

provigo

MANOR

INTERMARCHÉ

JUMBO

GLOBUS

YOUR M&S

COLOURS: RED + BLUE

**makro**  
Cash & Carry Belgium

**E**  
EDEKA

Walmart

bloom

on

LIDL

SHOPI

MCD

PLUS

Sweetbay  
SUPERMARKET

**ALDI**  
MARCHÉ

Sears

TESCO

real

SUPER U

coop

Carrefour

M  
MORRISONS

Super  
deBoer

WHOLE  
FOODS

Cactus

Waitrose

ASDA

Hannaford

extra

MATCH

Attent

Casino

Francap  
DISTRIBUTION

A  
Auchan

SPAR

MONOPRIX

Sainsbury's

cora

metro

IGA

Dia

TARGET

red  
MARKET

CONAD

coop

NORMA

CT000

colruyt

INTERMARCHÉ

DELHAIZE

Netto

MIGROS

provigo

MANOR

INTERMARCHÉ

JUMBO

GLOBUS

YOUR M&S



COLOURS: RED / ORANGE

**makro**  
Cash & Carry Belgium



Walmart



SHOPI

MCD



Sears

TESCO

real

SUPER U

coop



Cactus

Waitrose

ASDA



Casino



MONOPRIX

Sainsbury's

cora

metro

IGA

Dia



CONAD

coop

NORMA



colruyt



Netto

MIGROS



MANOR

JUMBO

GLOBUS

YOUR M&S

COLOURS: RED + BLACK

**makro**  
Cash & Carry Belgium



Walmart



SHOPI

MCD



Sears

TESCO

real

SUPER U

coop



Cactus

Waitrose

ASDA



Casino



Sainsbury's

cora

metro

IGA

Dia



CONAD

coop

NORMA



colruyt



Netto

MIGROS



MANOR

JUMBO



YOUR M&S



COLOURS: RED + OTHERS

**makro**  
Cash & Carry Belgium

**E**  
EDEKA

Walmart

bloom

on

**LIDL**

**SHOPI**

**MCD**

**PLUS**

Sweetbay  
SUPERMARKET

**ALDI**  
MARCHÉ

Sears

**TESCO**

**real**

**SUPER U**

**coop**

**Carrefour**

**M**  
MORRISONS

Super  
deBoer

WHOLE  
FOODS

Cactus

Waitrose

**ASDA**

**Hannaford**

**extra**

**MATCH**

**Attent**

**Casino**

**Francap**  
DISTRIBUTION

**Auchan**

**SPAR**

MONOPRIX

Sainsbury's

**cora**

**metro**

**IGA**

**Dia**

**TARGET**

**red**  
MARKET

**CONAD**

**coop**

**NORMA**

**CT000**

colruyt

**INTERMARCHÉ**  
LES MARCHÉS

**DELHAIZE**

Netto

MIGROS

**provigo**

MANOR

**JUMBO**

**GLOBUS**

YOUR M&S

COLOURS: GREEN

**makro**  
Cash & Carry Belgium



Walmart



SHOPI

MCD



Sears

TESCO

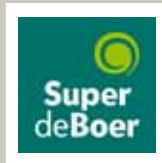
real

SUPER U

coop



MORRISONS



WHOLE  
FOODS  
MARKET

Cactus

Waitrose

ASDA



extra

MATCH

Attent

Casino

Francap  
DISTRIBUTION



MONDIPRIX

Sainsbury's

cora

metro

IGA

Dia



TARGET



CONAD

coop

NORMA



colruyt



INTERMARCHÉ



Netto

MIGROS

provigo

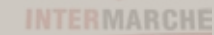
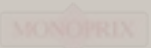
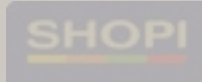
MANOR

JUMBO

GLOBUS

YOUR M&S

COLOURS: GREEN + RED



COLOURS: GREEN + OTHERS

**makro**  
Cash & Carry Belgium

**E**  
EDEKA

Walmart

bloom

on

LIDL

SHOPI

MCD

PLUS

Sweetbay  
SUPERMARKET

ALDI  
MARCHE

Sears

TESCO

real

SUPER U

coop

Carrefour

M  
MORRISONS

Super  
deBoer

WHOLE  
FOODS  
MARKET

Cactus

Waitrose

ASDA

Hannaford

extra

MATCH

Attent

Casino

Francap  
DISTRIBUTION

A  
Auchan

SPAR

MONOPRIX

Sainsbury's

cora

metro

IGA

Dia

TARGET

red  
MARKET

CONAD

coop

NORMA

CT000

colruyt

INTERMARCHE

DELHAIZE

Netto

MIGROS

provigo

MANOR

JUMBO

GLOBUS

YOUR  
M&S

**makro**  
Cash & Carry Belgium



Walmart \*



COLOURS: BLUE



SHOPI

MCD



Sears

TESCO

real-

SUPER U

coop



MORRISONS



WHOLE FOODS  
MARKETS

Cactus

Waitrose

ASDA



extra

MATCH

Attent

Casino

Francap  
DISTRIBUTION



MONDIPRIX

Sainsbury's

cora

metro

IGA

Dia



TARGET



CONAD

coop

NORMA



colruyt



INTERMARCHÉ



Netto

MIGROS

provigo

MANOR

JUMBO

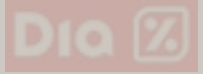
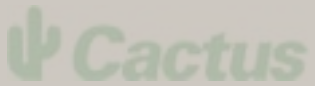
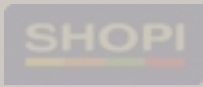
GLOBUS

YOUR M&S



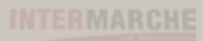
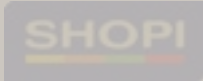


COLOURS: BLUE + YELLOW

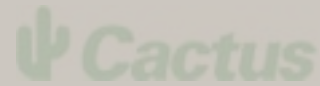




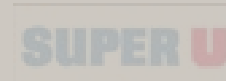
COLOURS: BLUE + RED



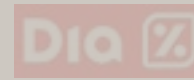
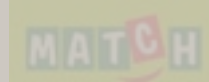
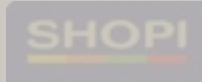
COLOURS: BLUE + OTHERS



COLOURS: YELLOW

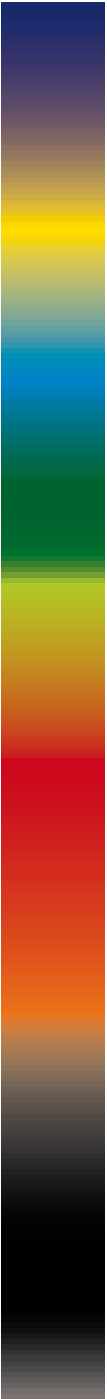


CLOLOURS: BLACK





BELGIAN MARKET



# TYPOGRAPHY

**makro**  
Cash & Carry Belgium

**E**  
EDEKA

Walmart \*

  
bloom

**on**

**LIDL**

**SHOPI**

**MCD**

  
PLUS

  
Sweetbay  
SUPERMARKET

  
ALDI  
MARKET

*Sears*

**TESCO**

*real-*

**SUPER U**

**coop**

  
Carrefour

**M**

MORRISONS

  
Super  
deBoer

**WHOLE  
FOODS**  
MARKET

  
Cactus

Waitrose

**ASDA**

  
Hannaford

**extra**

**MATCH**

*Agent*

*Casino*

  
Francap  
DISTRIBUTION

  
Auchan

  
SPAR


MONOPRIX

Sainsbury's

**cora**

*metro*

**IGA**

**Dia** 

  
TARGET


  
red  
MARKET

  
CONAD

*coop*

**NORMA**

  
CT000

**colruyt** 

  
INTERMARCHE

  
DELHAIZE

*Nato*

MIGROS

*provigo* 

MANOR 

**JUMBO**

**GLOBUS**  
MARKET

YOUR  
M&S

TYPOGRAPHY: ALL CAPS

**makro**  
Cash & Carry Belgium

**E**  
EDEKA

Walmart \*

bloom

on

**L+DL**

**SHOPI**

**MCD**

**PLUS**

Sweetbay  
SUPERMARKET

**ALDI**  
MARCHÉ

Sears

**TESCO**

real-

**SUPER U**

coop

Carrefour

**M**  
MORRISONS

Super  
deBoer

**WHOLE  
FOODS**  
MARKET

Cactus

Waitrose

**ASDA**

Hannaford

extra

**MATCH**

Agent

Casino

Francap  
DISTRIBUTION

Auchan

**SPAR**

MONOPRIX

Sainsbury's

cora

metro

**IGA**

Dia

**TARGET**

red  
MARKET

**CONAD**

coop

**NORMA**

CT000

colruyt

**INTERMARCHÉ**

**DELHAIZE**

Nato

**MIGROS**

provigo

**MANOR**

**JUMBO**

**GLOBUS**  
MARKET PLACE

YOUR  
**M&S**

TYPOGRAPHY: LOWER CASES

**makro**  
Cash & Carry Belgium



**Walmart** \*



**SHOPI**

**MCD**



**Sears**

**TESCO**

**real-**

**SUPER U**

**coop**



MORRISONS

**Super  
deBoer**



**Cactus**

**Waitrose**

**ASDA**



**extra**

**MATCH**



**Casino**



MONOPRIX

**Sainsbury's**

**cora**

**metro**



**Dia**



**CONAD**

**coop**

**NORMA**



**colruyt**



**Netto**

MIGROS

**provigo**

MANOR<sup>®</sup>

**JUMBO**

**GLOBUS**

YOUR M&S

TYPOGRAPHY: ONLY LOWER CASES

**makro**  
Cash & Carry Belgium



Walmart \*



SHOPI

MCD



Sears

TESCO

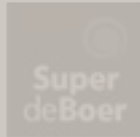
**real-**

SUPER U

**coop**



MORRISONS



Cactus

Waitrose

ASDA



MATCH



Casino



MONOPRIX

Sainsbury's

**cora**

**metro**



**CONAD**

**coop**

NORMA



**colruyt**



Nato

MIGROS



MANOR

JUMBO

GLOBUS

YOUR M&S



TYPOGRAPHY: ITALIC

**makro**  
Cash & Carry Belgium

E  
EDEKA

Walmart \*

bloom

on

L+DL

SHOPI

MCD

PLUS

Sweetbay  
SUPERMARKET

ALDI  
MARKS

Sears

TESCO

real-

SUPER U

coop

Carrefour

M  
MORRISONS

Super  
deBoer

WHOLE  
FOODS

Cactus

Waitrose

ASDA

Hannaford

extra

MATCH

Albert

Casino

Francap  
DISTRIBUTION

Auchan

SPAR

MONOPRIX

Sainsbury's

cora

metro

IGA

Dia

TARGET

red

CONAD

coop

NORMA

CT000

colruyt

INTERMARCHÉ

DELHAIZE

Netto

MIGROS

provigo

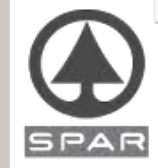
MANOR

JUMBO

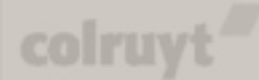
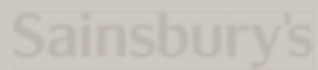
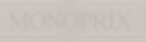
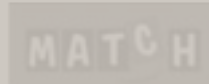
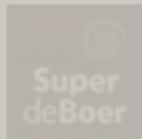
GLOBUS

YOUR M&S

TYPOGRAPHY: SANS SERIF



STYLE: SYMBOL



STYLE: FIGURATIVE SYMBOL

**makro**  
Cash & Carry Belgium

EDEKA

**Walmart** 

  
**bloom**





**SHOPI**

**MCD**

  
**PLUS**





*Sears*

**TESCO**

*real-*

**SUPER U**

**coop**

  
Carrefour

  
MORRISONS

  
Super  
deBoer

  
WHOLE  
FOODS

 **Cactus**

Waitrose

**ASDA**





**MATCH**



*Casino*

 **Francap**  
DISTRIBUTION

  
**Auchan**

  
**SPAR**

MONOPRIX

Sainsbury's

**cora**

*metro*

**IGA**

**Dia** 

  
**TARGET**



  
**CONAD**

*coop*

**NORMA**



**colruyt**

  
**INTERMARCHÉ**

  
**DELHAIZE**

*Nato*

**MIGROS**

*provigo* 

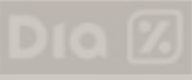
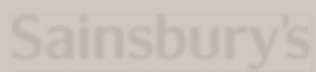
**MANOR** 

**JUMBO**

**GLOBUS**

YOUR **M&S**

STYLE: SYMBOL > NATURE



STYLE: GRAPHICAL

**makro**  
Cash & Carry Belgium

EDEKA

**Walmart** \*

**bloom**

**on**

**LIDL**

**SHOPI**

**MCD**

**PLUS**

**Sweetbay**  
SUPERMARKET

**ALDI**  
MARCHÉ

**Sears**

**TESCO**

**real-**

**SUPER U**

**coop**

**Carrefour**

**M**  
**MORRISONS**

Super  
deBoer

**WHOLE**  
**FOODS**

**Cactus**

**Waitrose**

**ASDA**

**Hannaford**

**extra**

**MATCH**

**Agent**

**Casino**

**Francap**  
DISTRIBUTION

**Auchan**

**SPAR**

**MONOPRIX**

**Sainsbury's**

**cora**

**metro**

**IGA**

**Dia**

**TARGET**

**red**  
MARKET

**CONAD**

**coop**

**NORMA**

**CT1000**

**colruyt**

**INTERMARCHÉ**

**DELHAIZE**

**Nato**

**MIGROS**

**provigo**

**MANOR**

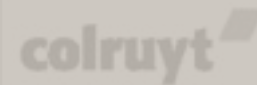
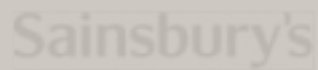
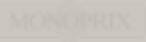
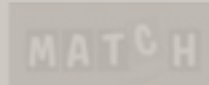
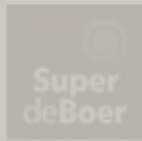
**JUMBO**

**GLOBUS**

**YOUR M&S**



STYLE: LINE



**SIMILARITY:**

- > colours
- > shape
- > typography
- > symbol

