BUSINESS NOTE

A hometown kid defends a bold rebrand

Tom May writes in Creative Boom that nearly two years after Jaguar's rebrand set off international argument, the company has shown its first production car, and as someone born in Coventry he has been waiting for it. He describes the leaping cat as part of his own heritage, quotes his father's affection for the marque, and says the online negativity has felt like hearing a dear friend criticized.

A seller of printables or print-on-demand goods can take the same lesson about standing behind a bold visual identity when the first reactions are loud. A journal or planner line built around one strong motif, such as a single bold wordmark repeated across covers, stickers, and inserts, gives buyers something recognizable to return to.

Source: Creative Boom, Jaguar Type 01 is here, and this Coventry kid is rooting for it
https://www.creativeboom.com/news/jaguar-type-01-is-here-and-this-coventry-kid-is-rooting-for-it/