

# THE GAME OF FONTS

Top 5 Typography  
Rebrands of 2025



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From our full list of the ‘**Top 25 Rebrands of 2025**’, these five rose to power through typography alone.

**Typography didn’t stay in the background.** It took the throne. It shaped emotion, trust, and momentum. These brands didn’t just change type. **They changed meaning.**

[ Swipe to enter the realm ]



## Why Typography Matters.

Typography is the first thing people feel in a brand.

- Your tone.
- Your presence.
- Your attitude.

Across the full Top 25 list, one theme stood out.

Type can  
make or break  
the crown.





Alpa

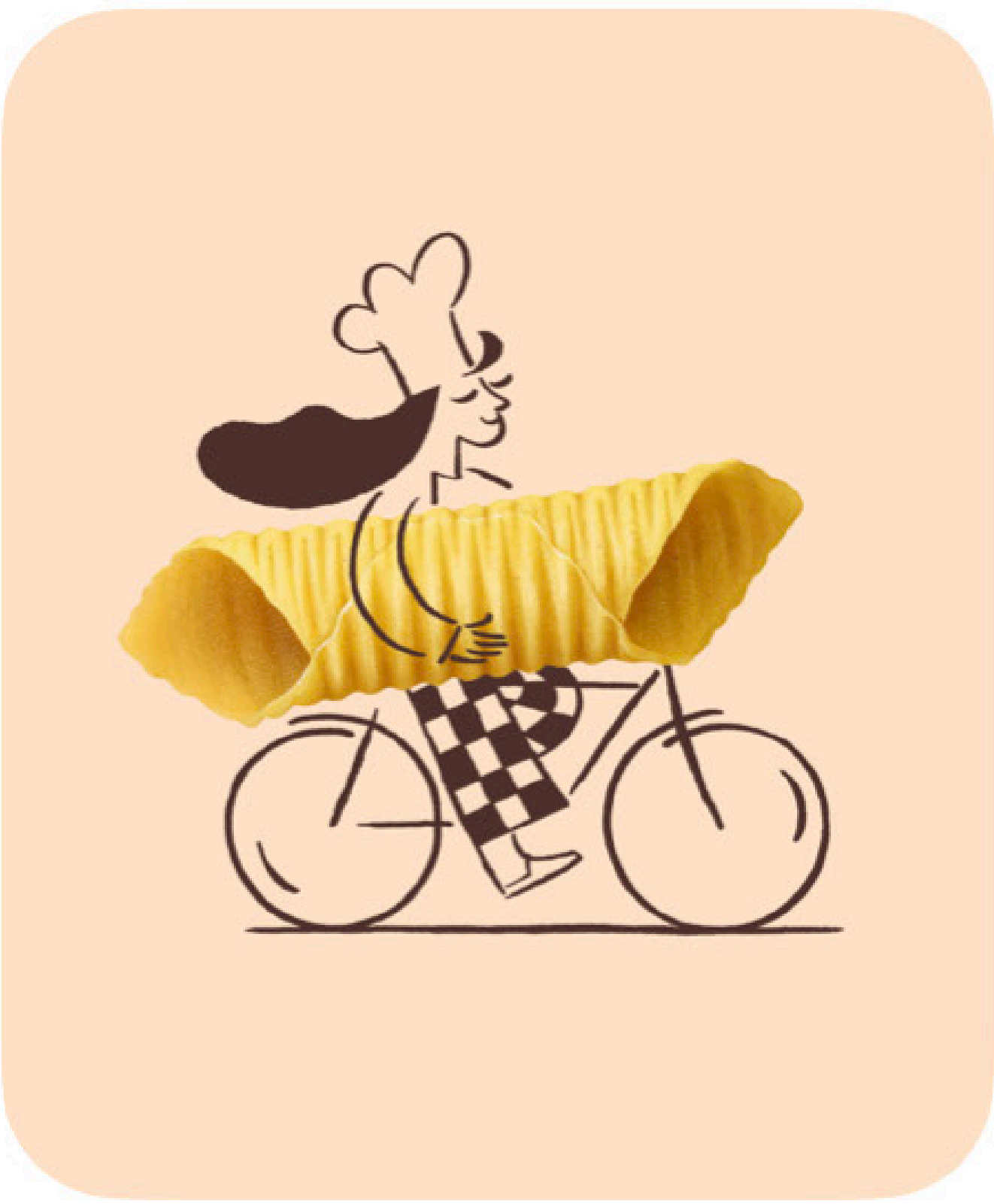
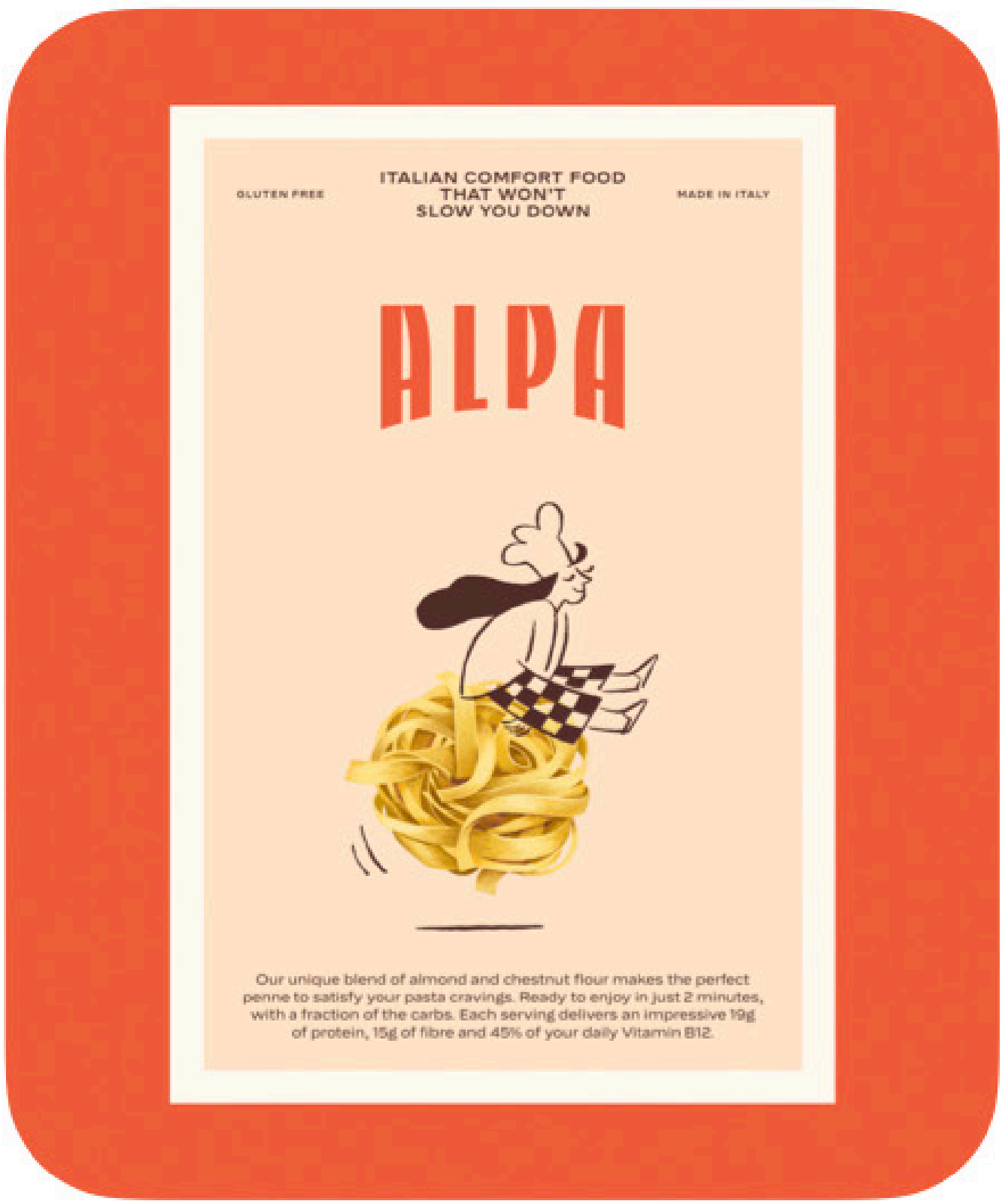
Studio Tyrrell  
(June 2025)

Comfort Food, Redrawn in Type

Studio Tyrrell uses typography to shift gluten-free pasta from compromise to comfort. Strong, unfussy letterforms echo Italian heritage and the founder’s warmth, creating a brand that feels human, not clinical. The type carries the emotion, while soft illustrations and almond textures support rather than compete. Disciplined

grids keep everything sharp. ALPA now owns the space between health and hedonism because the typography replaces restriction with reassurance. It doesn’t highlight what’s missing. It highlights what’s gained. Familiarity. Warmth. A sense of home. That emotional lift is why the brand stands out in a crowded wellness aisle.

Read Case Study



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## Amazon

Koto  
Amazon XCM  
(May 2025)

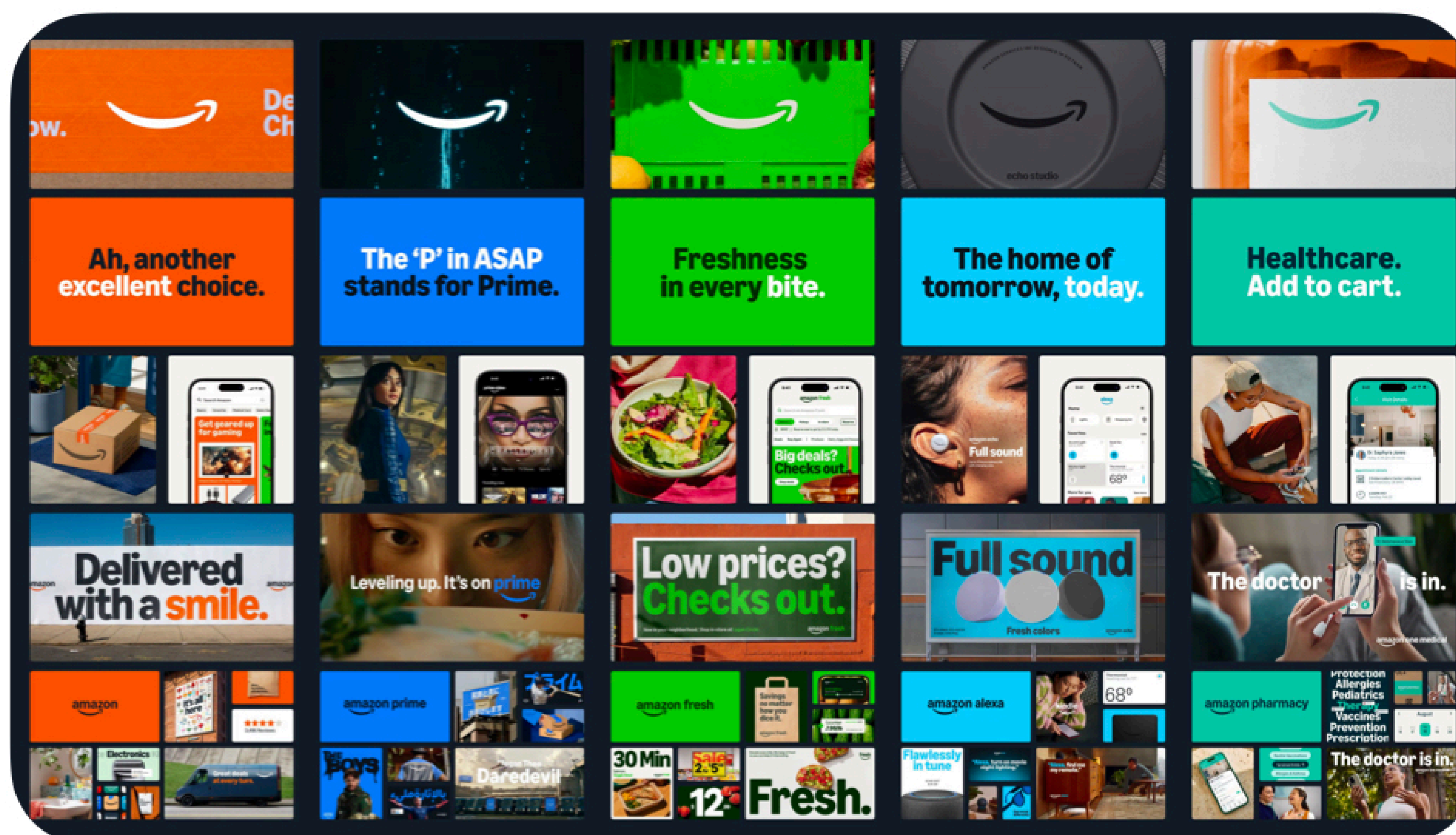
# One House, One System

Amazon's biggest evolution in 20 years starts with type as the unifying force. The logotype tightens. The geometry cleans up. Letterforms carry a calmer, more intentional voice. The refreshed typography becomes the backbone that brings order to a sprawling ecosystem. Sub-brands finally speak the same language without losing their roles.

This is system thinking, not surface polish. The real win isn't the aesthetic shift. It's the operational one. Clearer type means faster builds, cleaner interfaces, and instant recognition at global scale. When the typography aligns, the brand aligns.

Amazon now feels like one coherent world instead of a thousand disconnected services.

## Read Case Study



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Gentlee

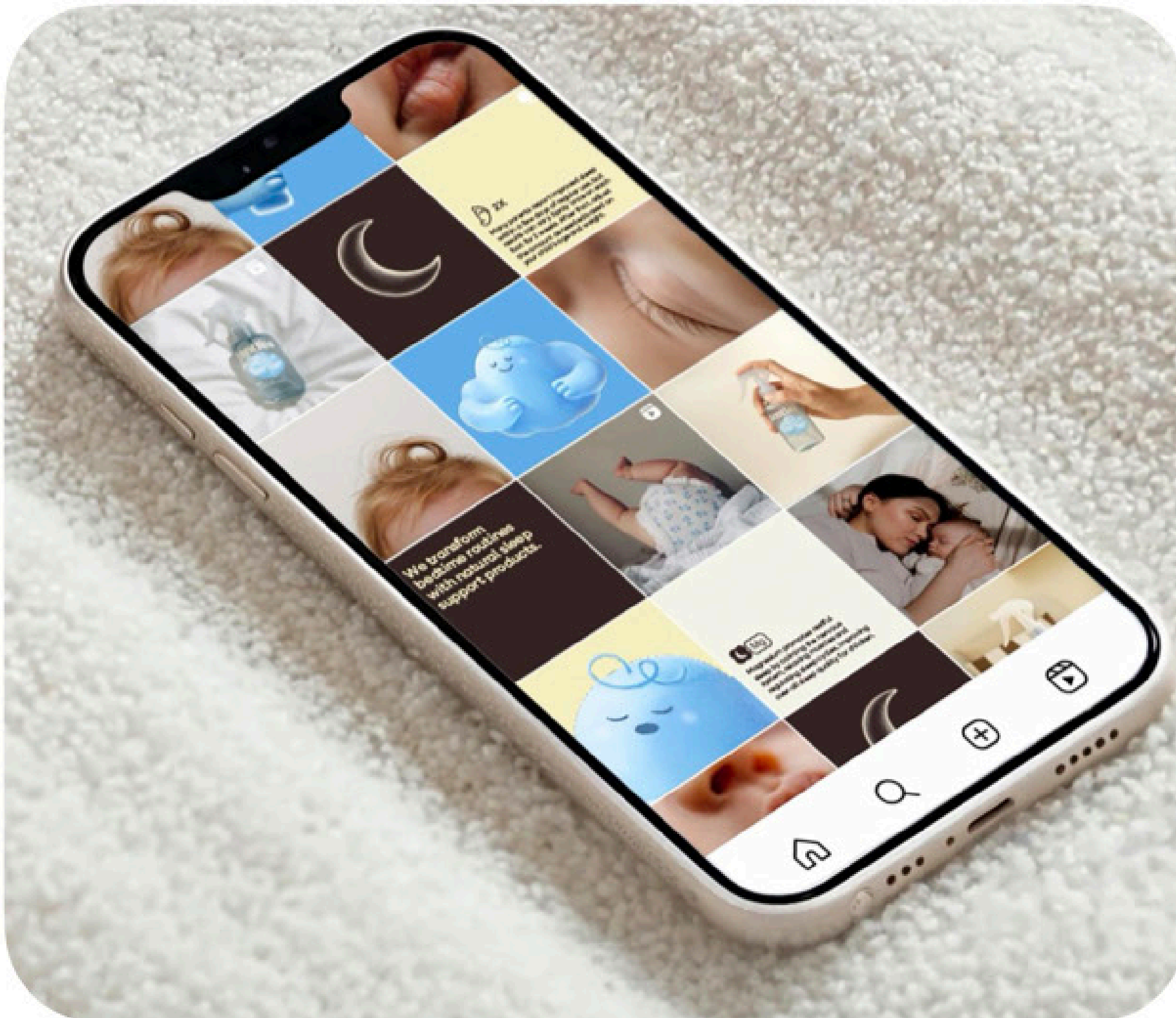
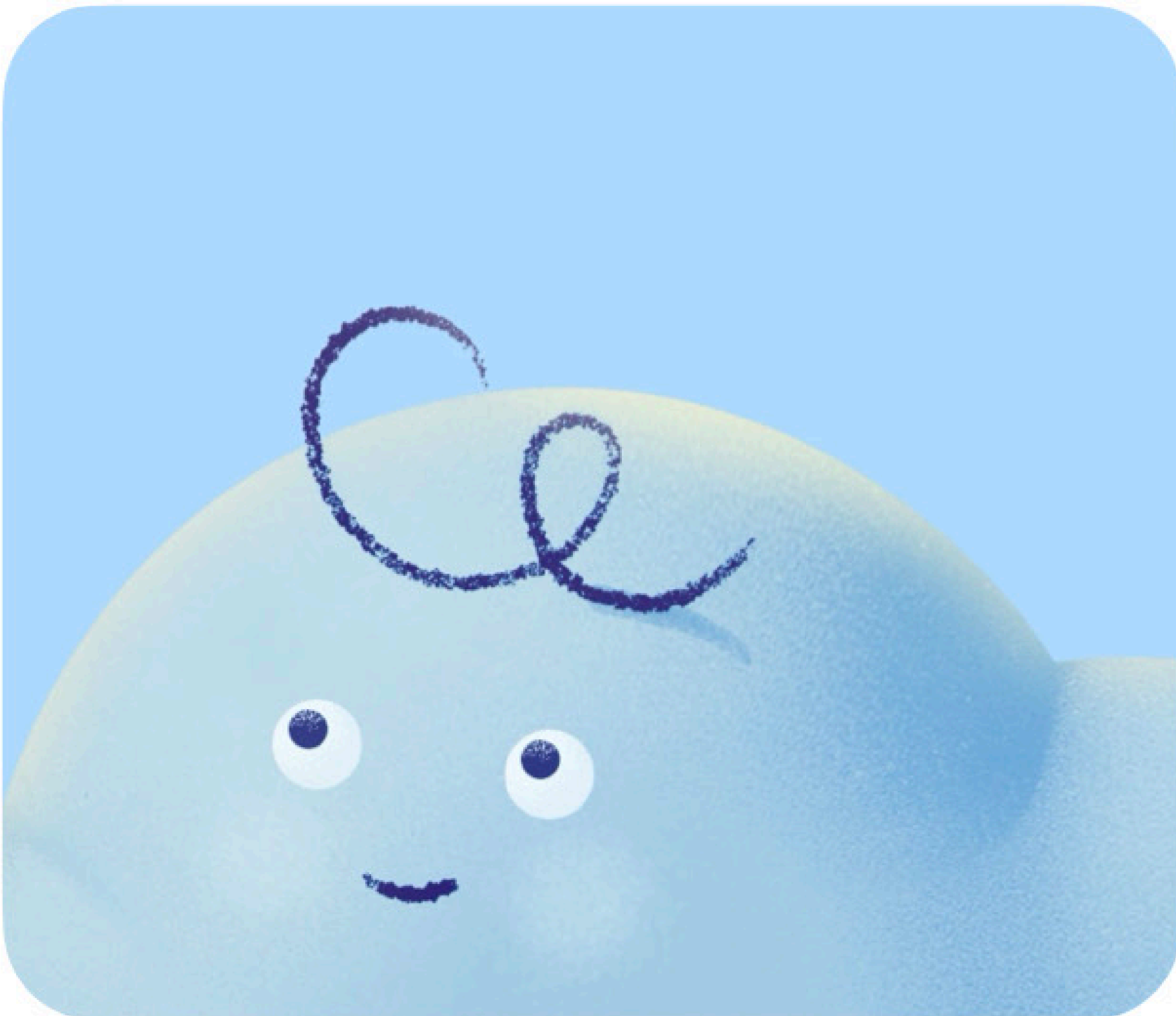
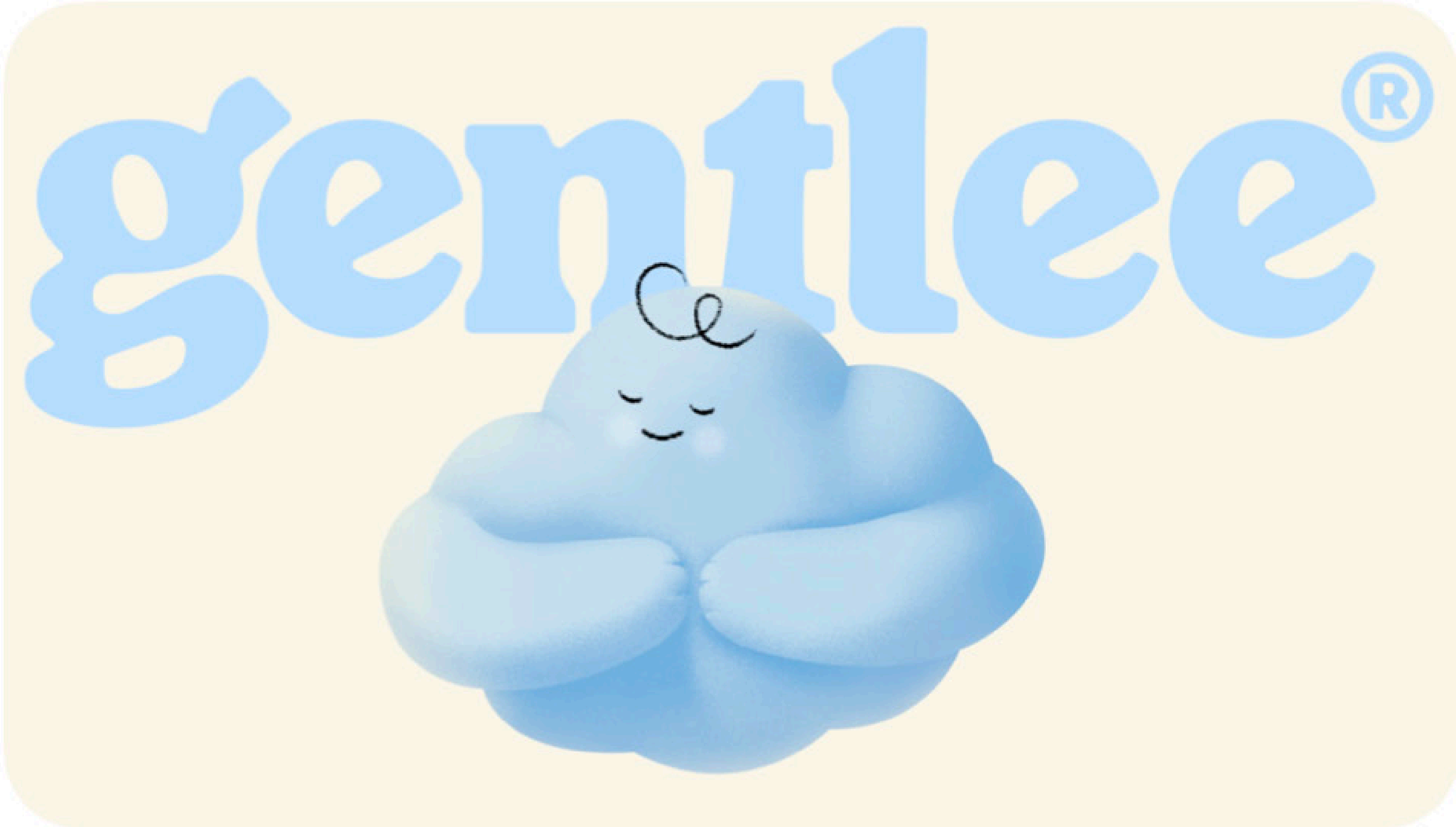
WeWantMore  
(June 2025)

Designed for Sleep.

Gentlee treats sleep as a family system, and its typography sets the tone. Soft, rounded letterforms speak with warmth. Generous spacing creates breathing room. The type feels like a whisper that reassures without drifting into cliché. See the cloud mascot, pale textures, and muted tones support the message, but the typography carries the calm. The strength is

in how the type speaks to two audiences at once. Children feel safe. Parents feel informed. That dual trust is rare in children's wellness branding and gives Gentlee long-term equity. It turns a magnesium spray into a nightly ritual – a shared, quiet moment shaped by typography that builds connection far beyond functional benefit.

Full Case Study



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Now Now

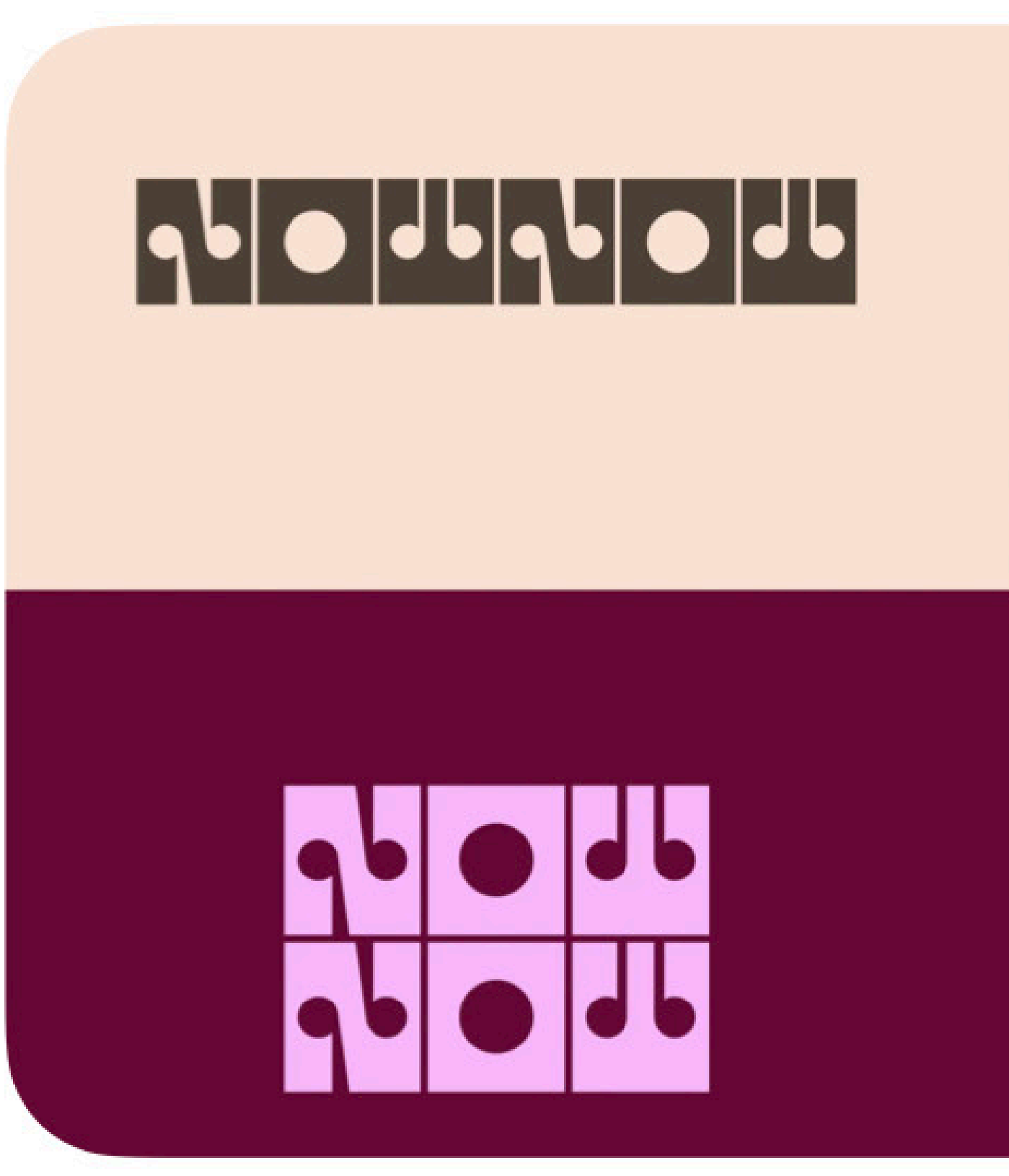
Saint Urbain  
(May 2024)

Impatience

Now Now turns impatience into identity, and the typography does the heavy lifting. The stacked wordmark hits like a tap on the shoulder. Tight spacing. Strong shapes. Letters that feel like they're already in motion. Paired with punchy layouts and warm tones, the type creates speed without shouting. It's built for swipe, signage, and swag – quick to read,

quicker to feel. In a category full of moody, slow-burn boutique hotels, this brand chooses momentum. The typography doesn't promise escape. It promises immediacy. No slow reveal. No poetic drift. Just clear intent and instant energy. It speaks to a generation that values movement over mystery. And that typographic clarity is exactly what makes it unforgettable.

Full Case Study





Walmart

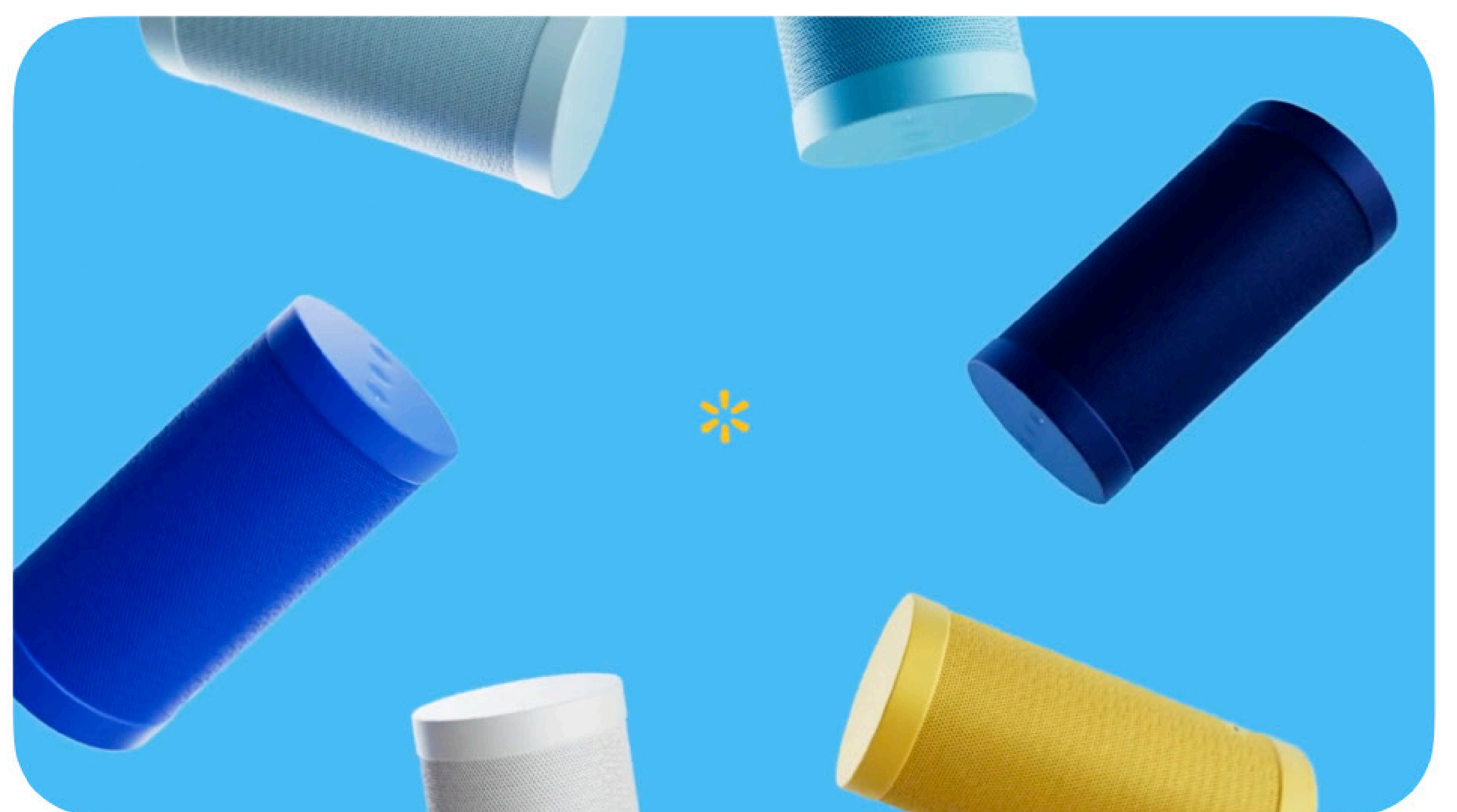
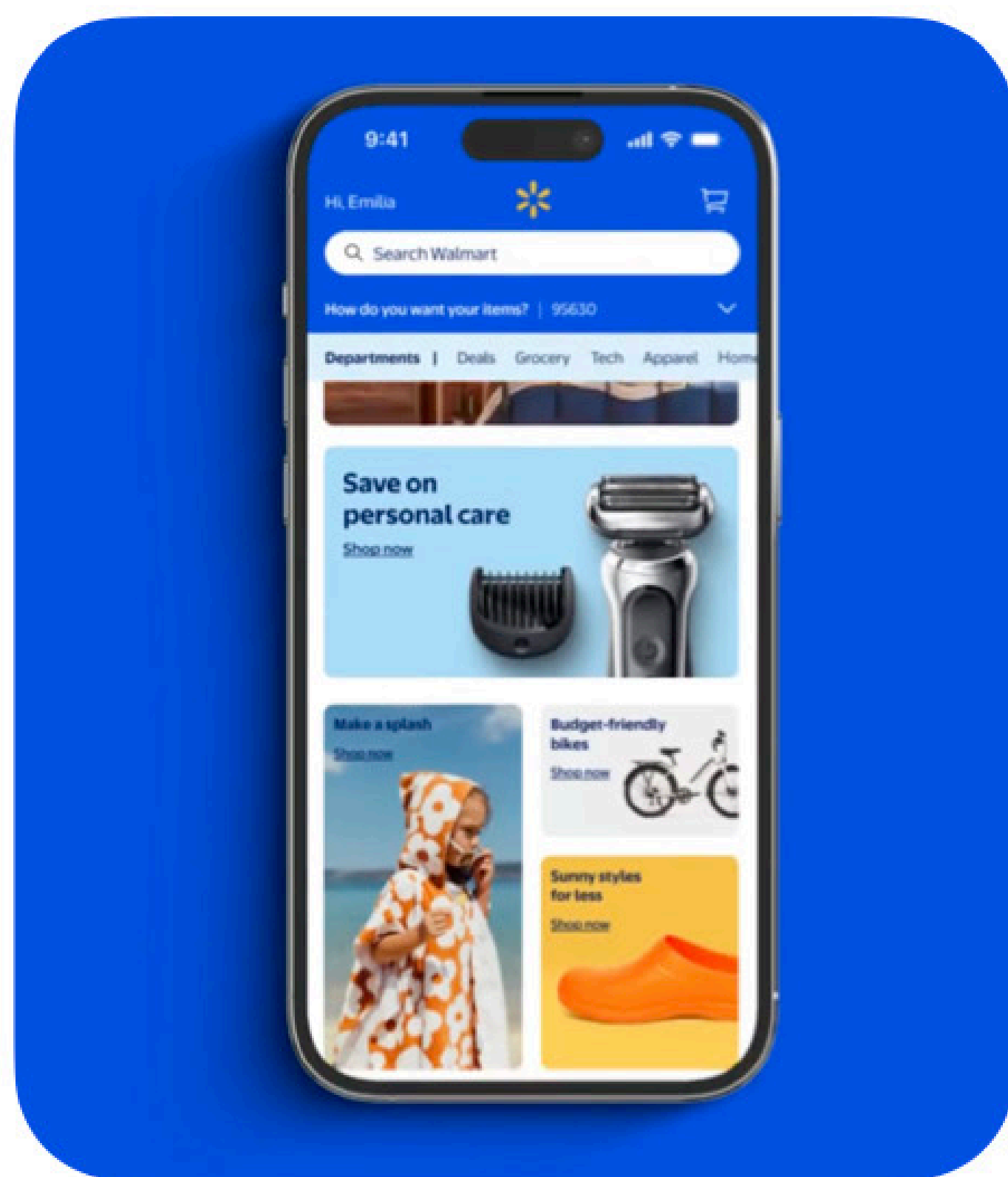
JKR  
(January 2025)

## Familiar, Sharpened

Walmart's evolution looks subtle, but the typography does the strategic work. The refreshed wordmark – nodding to Sam Walton's original trucker hat – cleans up its geometry and strengthens legibility across retail and digital. Richer True Blue and a crisper Spark add presence, but it's the type that carries the modernity.

The system now flexes from health clinics to delivery vans with a steadier, more unified voice. This is refinement, not reinvention. Small typographic shifts, vibrancy adjustments, and icon updates work quietly yet decisively. Together they build an omni-channel brand that feels clearer, friendlier, and more confident. It doesn't shout change. It signals it through coherence.

Full Case Study





## The Pattern

Across all 25 rebrands, one theme stood out.  
Typography wasn't decoration. It was direction.  
Some brands used type to build warmth.  
Others used it to sharpen confidence.  
A few used it to create speed and energy.

But the winning pattern was clear.  
Typography shaped how the brand  
felt before anything else.

- It anchored emotion.
- It clarified the message.
- It created instant recognition

in the scroll, on shelf, and on screen.

Typography  
carried the story.  
Quietly. Boldly.  
Consistently.

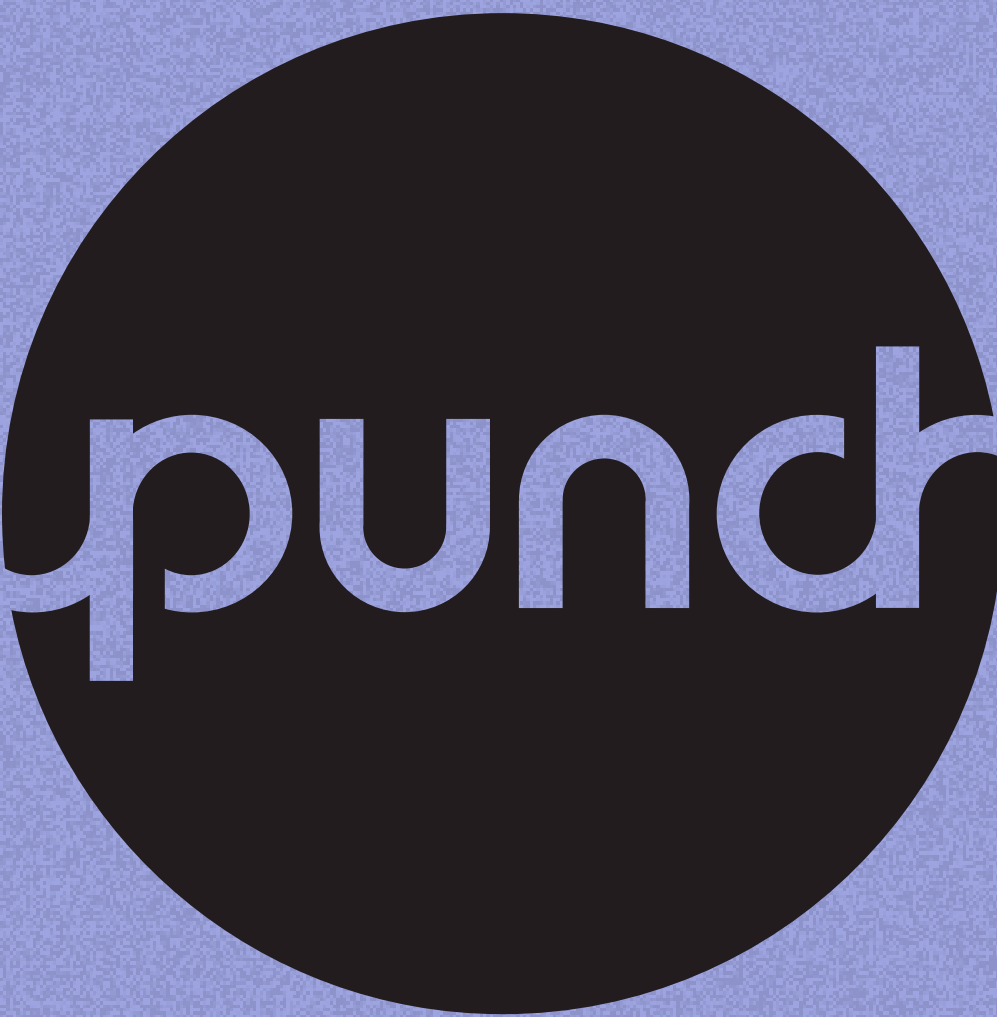
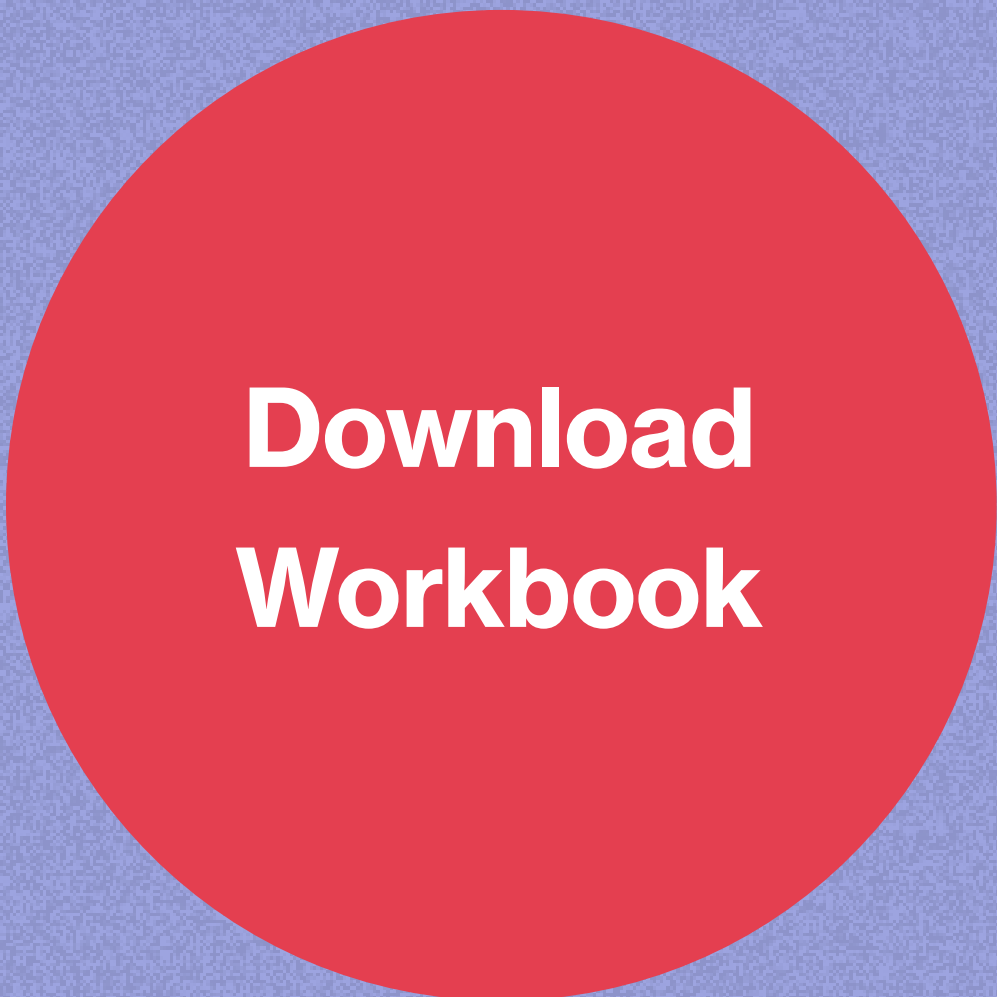




# Typography doesn't just shape appearance. It shapes preference.

- Every rebrand on this list made one decisive move.
- They used type to stop blending in.
  - They used type to start standing out.

If your typography still speaks like yesterday, your growth is already paying the price.



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