



REBRAND FAQs

ANSWERS TO YOUR QUESTIONS ABOUT OUR REBRAND

Q: WHY ARE YOU REBRANDING?

A: This rebrand sparked after we had wrapped up our 80th-year anniversary and had spent the year reflecting on our past as well as thinking about our future. After talking with our community and customers, we arrived at the conclusion that in this ever-growing digital era, our online presence lacked to match the feeling of shopping with us in stores. We decided that we needed to take the initiative to update our branding to more accurately represent both core aspects of our business, online and in-store.

Q: WHAT EXACTLY CHANGED?

A: We changed our colors, fonts, imagery as well as our visual presence online, while maintaining the essence of our logo to honor our heritage.

Q: WHAT DIDN'T CHANGE?

A: While our appearance has changed we want to assure you that the heart of Colder's has remained unchanged. Our expert staff, store locations, and commitment to providing the best quality and service have remained the same.

Q: WHAT DOES THE REBRAND MEAN FOR OUR CUSTOMERS?

A: We feel our new branding will help us better connect with our local community and customers that have supported us for so many years as, well as connect us with a new, emerging group of customers in the years to come.

Q: HOW DOES THIS AFFECT SHOPPING IN STORES?

A: Our main focus with this rebrand is to update our digital presence to match that of in store shopping which will remain relatively unchanged besides our colors and in-store signage.

Q: HOW WILL THIS AFFECT SHOPPING ONLINE?

A: Our main goal is to improve the clarity and navigability of our site to be more in line with what our customers have come to expect when shopping online in 2023.

Q: WHAT HAPPENED TO THE RED LOGO?

A: While Colder's has always been synonymous with our signature, bright red logo, we feel it no longer matches the core values of our company or customers, and was in need of a refresh. Our signature red will always remain a part of our company and history but we have decided to move away from using it as our primary color in favor of a look that aligns more with the style in our customers' homes.