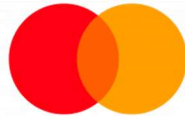


**BTS COMMUNICATION – SESSION 2025**  
**E22-PRODUCTION ORALE EN CONTINU ET EN INTERACTION ANGLAIS LVA**  
**Sujet 0**

**Situation**

Imagine you work for a communication agency, are in charge of rebranding the logo of your client Mastercard and have designed the following logo:



Use the following documents and your own ideas to present and analyze the situation.

You may use the following hints:

- brand image conveyed by the Mastercard logos
- reasons to debrand a logo, to choose a simpler design
- an evolution not a revolution
- new trends in logo designing
- other ideas you may have to improve your design

**Document 1**

**Why companies are ‘debranding’,** *Source: Bloomberg (April 14<sup>th</sup> 2022)*

**Document 2**

**What does the Mastercard logo mean?**

Mastercard is a globally renowned payment network. It is the second-largest payment network after Visa. The Mastercard logo has overlapping circles, indicating the connection the company wants to make with its customers.

The circular shape indicates easy accessibility of the company’s products to people. It also expresses the inclusiveness of the card for all.

Two circles combine to form a differently colored shape in the middle. That stands for unification and connection with more people from other continents.

Mastercard logo is a geometric composition having two circles in red and orange. They overlap each other to symbolize unity, connection, and cooperation.

*Source: <https://www.designhill.com> (June 21<sup>st</sup>, 2023)*



*Source: <https://1000logos.net> (October 20<sup>th</sup>, 2022)*