**Logo Evolution**

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. List each logo and write a basic description of it.
2. What parts of the logo have repeated?
3. What are the main differences between the first and last logo?
4. In viewing the logos, how do you think the identity of the company has changed over time? Do the logos begin to give a different feel?
5. What are the weaknesses and/or strengths of the current logo?
6. What do you predict might happen in a future logo of this brand?