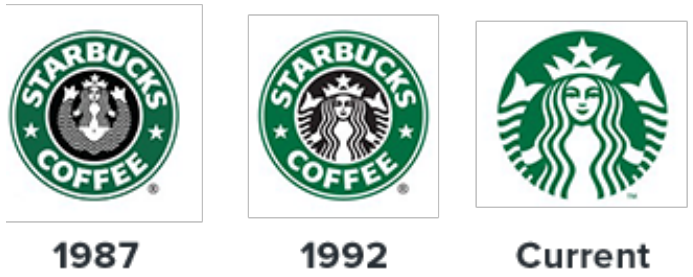
WHEN ITS RIGHT

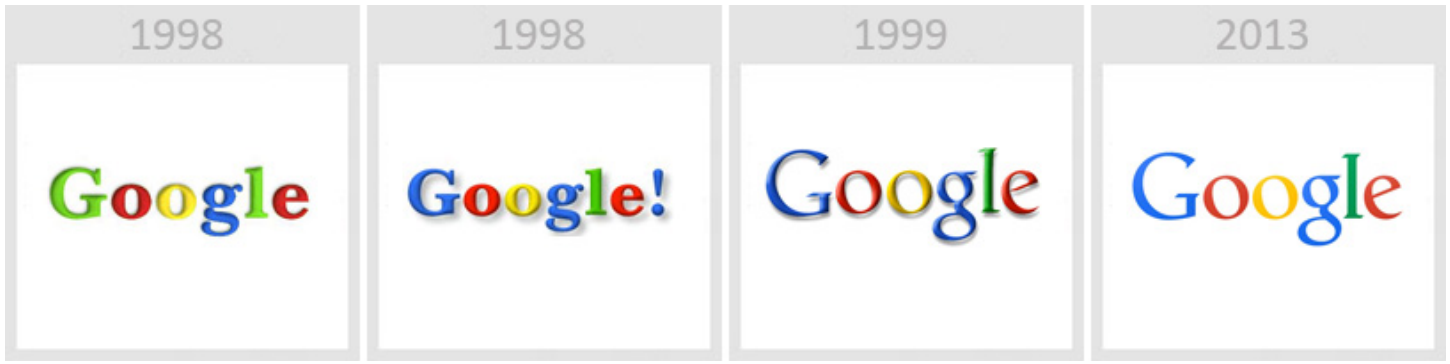
IMPORTANT ICONIC LOGO EVOLUTION EXAMPLES – MANAGED OVER TIME



BRAND EVOLUTIONS

RETAINING THE ORIGINAL IDEA BUT EVOLVING

SOMETIMES IT TAKES A LITTLE TIME TO STRIKE THE RIGHT TREATMENT



BRAND EVOLUTIONS – HOW TO EVOLVE A BRAND

SOMETIMES IF YOU **JUST DO IT RIGHT** –

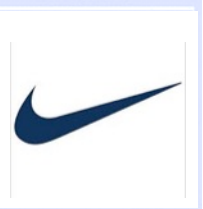
YOUR ICON BY ITSELF CAN BECOME KNOWN WORLDWIDE

1971

1978

1985

1995



LONGER TERM VISION FOR THE DASH BRAND

2014

2015

2018

20XX

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