

# 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

The pre-launch Google logo, featuring the word "Google" in a colorful, 3D-style font with a shadow effect.

1997-1998 (Pre-launch)

1998

The 1998 Google logo, featuring the word "Google" in a flat, multi-colored font.

1998

The 1998 Google! logo, featuring the word "Google!" in a flat, multi-colored font.

1999

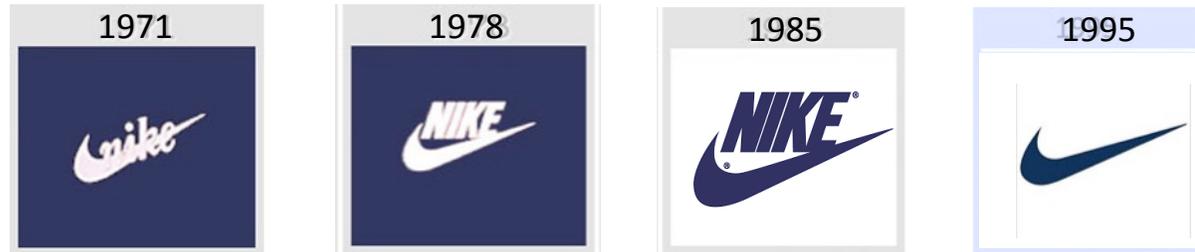
The 1999 Google logo, featuring the word "Google" in a flat, multi-colored font.

2013

The 2013 Google logo, featuring the word "Google" in a flat, multi-colored font.The Darkcoin logo, featuring a stylized blue "D" icon above the word "DARKCOIN" in a bold, sans-serif font.The DASH logo, featuring the word "DASH" in a bold, italicized, blue sans-serif font.The Dash logo, featuring the word "Dash" in a bold, italicized, blue sans-serif font.

## BRAND EVOLUTIONS – HOW TO EVOLVE A BRAND

SOMETIMES IF YOU **JUST DO IT RIGHT** –  
YOUR ICON BY ITSELF CAN BECOME KNOWN WORLDWIDE



## LONGER TERM VISION FOR THE DASH BRAND



