Is the Logo Change an Improvement?

The following Internet articles were included for your reference. They will help you fill in the table.

<https://www.businessinsider.com/corporate-logo-changes-2015-10>

<https://www.businessinsider.com/shocking-drastic-logo-changes-2013-4>

<https://www.businessinsider.com/compare-the-original-and-most-recent-logos-of-19-top-companies-2016-5#8-mozilla-firefox-8>

<https://www.inc.com/sophie-downes/best-worst-company-logo-rebrands-2018.html>

<https://time.com/collection-post/4571830/top-10-logo-changes-2016/>

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| --- | --- | --- | --- |
| **LOGO/Company** | **What changes or updates were made?** | **Is this version better than the old?**  | **Explain why…** |
| Google  |  |  |  |
| IHOP  |  |  |  |
| A picture containing clipart  Description automatically generatedVerizon  |  |  |  |
| Spotify  |  |  |  |
| Facebook  |  |  |  |
| Best Western  |  |  |  |
| Instagram  |  |  |  |
| Weight Watchers  |  |  |  |
| A close up of a sign  Description automatically generatedKFC  |  |  |  |
| Mr. Coffee  |  |  |  |
| A picture containing clipart  Description automatically generatedLogitech  |  |  |  |
| A picture containing clipart  Description automatically generatedLenovo  |  |  |  |
| Vevo  |  |  |  |
| A close up of a sign  Description automatically generatedNetflix  |  |  |  |
| A picture containing clipart  Description automatically generatedPandora |  |  |  |
| A picture containing clipart  Description automatically generatedHonest Tea  |  |  |  |
| TransUnion  |  |  |  |
| A picture containing clipart  Description automatically generatedElectrolux  |  |  |  |
| UFC  |  |  |  |
| Apple  |  |  |  |
| A picture containing wheel  Description automatically generatedYahoo  |  |  |  |
| A close up of a logo  Description automatically generatedIBM  |  |  |  |
| A picture containing clipart  Description automatically generatedPepsi  |  |  |  |
| Volkswagen  |  |  |  |
| A screenshot of a cell phone screen with text  Description automatically generatedKate Spade  |  |  |  |
| Windows  |  |  |  |
| Starbucks  |  |  |  |
| A picture containing scissors, brass knucks  Description automatically generatedAudi  |  |  |  |
| A picture containing turner  Description automatically generatedAmerican Airlines |  |  |  |
| A picture containing clipart  Description automatically generatedFed Ex  |  |  |  |
| Discovery  |  |  |  |
| Firefox  |  |  |  |
| Animal Planet  |  |  |  |
| A close up of a sign  Description automatically generatedBest Buy  |  |  |  |
| Staples  |  |  |  |
| A picture containing clipart  Description automatically generatedMicrosoft  |  |  |  |
| Livestrong  |  |  |  |
| A close up of a sign  Description automatically generatedPapa Johns  |  |  |  |
| Fisher Price |  |  |  |
| A picture containing clipart  Description automatically generatedUber  |  |  |  |
| Dunkin  |  |  |  |
| A picture containing clipart  Description automatically generatedTravel Channel  |  |  |  |