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 |  |  |  |