

# Logo Analysis Tool: Changes Across Time

	<p style="text-align: center;"><b>In the logo</b></p> <p>What do you notice? What are the main features of the logo? (consider shapes, position, space, color, text)</p>	<p style="text-align: center;"><b>Behind the logo</b></p> <p>What messages do these features seem to intend to convey? What information, feelings, or assurances does the logo express?</p>	<p style="text-align: center;"><b>Around the logo</b></p> <p>What ideologies/beliefs does the logo tap into or challenge? What contradictions reside in the logo? What larger conversation might the logo be participating in (about the product or company and beyond)?</p>
Logo 1			
Logo 2			

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Logo 3			
Logo 4			

What story do the logos tell about the company? Looking across the multiple logos over the years, write an interpretive claim that explains some major shifts in the messages conveyed and that connects them to design elements in the logos.

- a. While [Company's] current logo communicates \_\_\_\_ through \_\_\_\_, earlier versions communicated \_\_\_\_ through \_\_\_\_, suggesting an attempt to \_\_\_\_.
- b. Over time, [Company's] messages conveyed through their logo changed from \_\_\_\_ to \_\_\_\_ as evidenced by \_\_\_\_, \_\_\_\_ and \_\_\_\_.