

Seven Reasons for a Corporate Logo/Symbol Change

1. Company has changed its name - for whatever reason - so the design has to change too.

Sara Lee Corporation



SARA LEE CORPORATION

2. The existing symbol has for some reason become controversial.

Pontiac



3. The existing design has grown obsolete in meaning or content.

RCA



RCA

4. The design itself has grown obsolete, appearing dated, old-fashioned.

Texaco



5. Perhaps the existing symbol created technical problems, for example in being too delicate to reproduce well.

Citicorp



CITICORP

6. Rarely - there is a legal requirement to change the symbol.

AT & T



7. Many symbol changes take place because management wishes to signal a change in corporate direction, culture or marketing strategy.

Sun Company



SUN