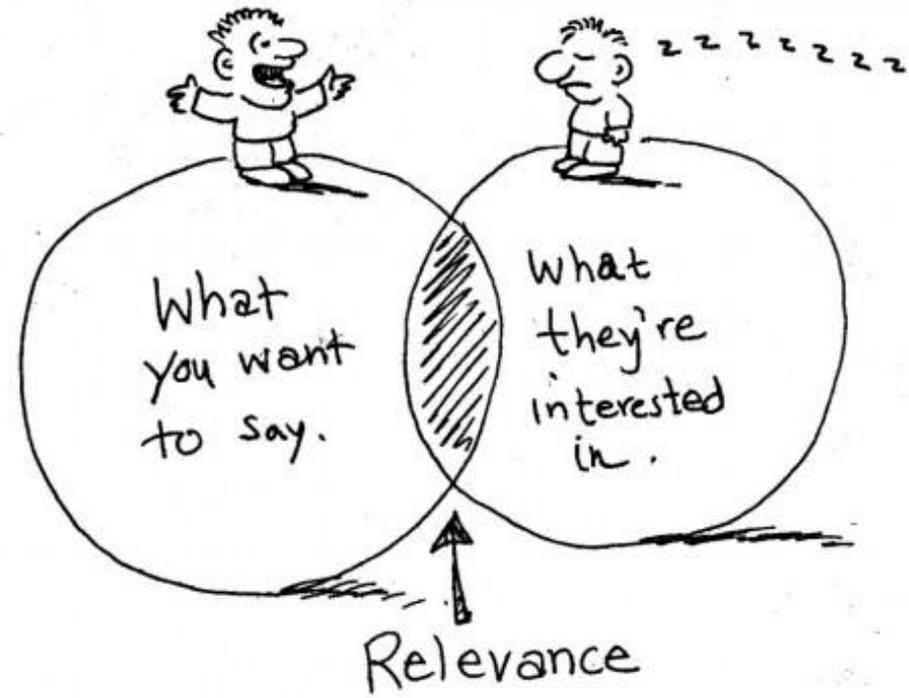




# Brand Evolution: Beyond The Logo

Gina M. Sansivero



slido



**Name a brand that is modern, energetic,  
and innovative.**

ⓘ Start presenting to display the poll results on this slide.

# slido



**Name a brand that is stagnant, sluggish, or out-dated**

ⓘ Start presenting to display the poll results on this slide.

**THE MOST  
DANGEROUS PHRASE  
IN OUR  
LANGUAGE IS,  
“WE’VE  
ALWAYS DONE  
IT THIS WAY.”**

— *Rear Admiral Grace Hopper* —



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