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Logos demonstrates
the strategies and
processes of
successful
redesigns and
shows readers how
to build on the

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equity the brand already retains to create a fresh look. The case studies feature before and afters of the logos and discuss why the redesign was necessary and demonstrate how to reuse, reformat and build on the ingredients, materials and

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essence that is
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demonstrates the strategies and processes of successful redesigns and shows readers how to build on the equity the brand already retains to create a fresh look, without alienating the existing audience and attracting a new

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Redesigns are part of every designer's repertoire, but sometimes getting inspired or motivated to redesign an existing logo can be challenging and cumbersome. The

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goal of maintaining
equity by using
existing elements in
new ways and
combining them
with new elements
is akin to the task
of...

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are or who you
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Hodgson is the
principal and
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