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launched in 2000 and was designed
as a dramatic break with tradition. Two
decades later, it is still unlike any other
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own heritage and personality, but they
all have one thing in common □ they all
symbolize, embody or provide
tremendous energy. But as the world
demands more energy it also
demands that it be produced and
delivered in new ways, with fewer
emissions and at bp we embrace that
challenge.

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global

Great Brands Logos BP is, hands
down, one of the biggest oil and gas
companies in the world. Over the

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course of 100 years, its logo has evolved from simple black letters to a bright symbolic image. In this post, we'll look at how BP has gone through multiple emblems and brand names until finding its unique style.

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