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into the recycling with other plastics;  
as it is designed to break down it  
cannot be recycled and contaminates  
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Michael Hodgson. 192 pages,

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designer's repertoire, but  
sometimes getting inspired or  
motivated to redesign an existing logo  
can be challenging and cumbersome.  
The 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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Hodgson is all about redefinition—when  
your logo no longer represents who  
you are or who you want to be.

Hodgson is the principal and creative  
director of Ph.D , a design firm in

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