

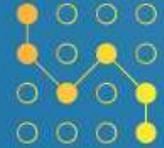


- Things liked:
  - Was simple and effective at communicating company
    - Originally a company that made heads-up-displays for firefighters. The 'HUD' was place on the firefighter face shield.
  - The emblem could be used by itself
- Things NOT liked
  - Company name



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