

Megan Roles
1701337

Ways of Perceiving
M4X01559

Automotive logos and the hidden representation

Logos play a large part in a company's identity with it being the face of the company. The more iconic the company the more recognisable the logo proves to be. With some companies being recognisable simply through their signature colours. Which is a testament to the notability that is the company's image. The show would provide incite into the universal image of an automotive logo, with a video showing part of its history and a vehicle that would be the most iconic to a specific company. With there being a multitude of automotive companies to delve into. To focus on a select few would allow more focus on its universal image. Although some may seem to be ordinary the added inclusion of their history adds to the overall mystery some brands have. When asked about automotive brands most people either think of their favourite model from a particular brand or they may mention the most iconic model from a brand. This notability often overshadows the brand and its logo stand for, but can also overshadow the history behind the logo itself.

Many would name Volkswagens most iconic vehicle as the Beetle or Camper van. However the brand leans its overall success to this day on the production of the Beetle or 'Bug' as it is affectionately known. The history behind Volkswagens logo stems from volkswagenwerk or "The peoples car company". Which initials are taken to form a literal symbol of unification. Which would work in its new controller Adolf Hitler's favour (after 1937). The history of this previously government owned company would provide an avenue to exploit the German people who were all waiting for their own little family affordable 'Bug'. The design of this affordable cute car would have many possible origins. One including the design originally being drawn by Hitler himself and given to Ferdinand Porsche to further develop and produce. However historian Paul Schilperoord claims to have found the true creator, Jewish designer Josef Gans. Who Hitler ripped off after seeing the prototype in an auto show and would later write out of history. With the Maikaefer 'May Bug' being of the same specification as the 'Beetle' produced in later years. The Beetles sales would rocket after the war ended allowing for the German economy to recover with the British revival of the volkswagenwerk

Another brand Maserati goes even further back into history to the Romans God Neptune. As Neptune's symbol was a three pronged trident and with him representing strength and vigour, it was a particular quality that company wanted to embody with their saying being "Excellence through passion". The trident symbol and colour also played a significance to representing its original home city Bologna's Piazza Maggiore and with the company being headed by three brothers and the fourth one designing the logo it seems appropriate. And many other Italian automotive company's also chose to remember their heritage through the use colours or an animal that has a history with the country. With Ferrari's background colour showcasing the bright yellow of the Modena canary. Another company Italian company that choses to do this is Lamborghini who uses founder Ferruccio Lamborghini's Zodiac sign of the Taurus, with many of its models carrying the name of famous fighting bulls and their many breeds including Islero and Urraco. The company Volvo also seems to have found its logos roots in the Roman empires belief system. With the symbol being of the God Mars. The God of war and weapons. Carrying on with the ever common theme of Roman Gods is Chrysler and their

representation on the Roman God Mercury, God of Merchants, travelers and thieves. Or as he is most commonly known in the Greek culture Hermes messenger of the Gods.

Mitsubishi's company logo also represents a early history as well. With its origins being in the founder Yatoro Iwasaki's first ever employer being from the Yamanouchi, Tosa clan. Another Japanese company is Toyota. Its iconic three united ovals is more symbolic than historical. The largest oval being on behalf of the Earth and the conjoined two remaining ovals being on behalf of Toyota Aichi Prefecture, Japan. The symbol is supposed to link to a sense of the mutual trust between manufacturer and customer. When the company was founded in 1924 the company was originally called Toyoda after its founder Sakichi Toyoda. Toyoda meaning 'fertile rice paddies' in Japanese. So in an effort to remove the image of old world agriculture image they ran a competition to design a new logo and create a better sounding name for the company. The one design left standing out of a staggering twenty seven thousand entries was one that contained just three 'katakana' letters for the name Toyoda in their ovals. And along with the eventual name change to Toyota from Toyoda which proved to be favourable with the name only requiring eight brush strokes to write. Which is considered a lucky number in Japan.

The luxury brand Rolls-Royce's logo of overlapping R's is a symbol of "you have me, I have you" which is meant to reflect the harmonious relationship between Frederic Henry Royce and Charles Stewart Rolls. With the mechanical and electrical side of the business being handled by Royce and Rolls controlling the sales. The most iconic aspect about the logo however is not the double R's but the 'spirit of Ecstasy' usually mounted on the bonnet. Which was taken from the goddess of victory statue featured in the Louvre. She represented two thousand years of history and was a noble and dignified symbol for artists to produce with a source of passion.

All these logos prove to show that they are more than just an iconic universal symbol, but that they all have their own individual history and meanings. Just as the company themselves have. Each symbol however links back to the company's origin in some way and has stronger roots within the automotive industry than some people may realise. With many of the European brands paying tribute to the country they originate in alone with the rich cultural heritage they possess, even down to its history with fauna.

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