

Lesson Topic: Car Logo Art Project

Grade level: 7-12

Materials/Equipment Needed:

- Car logo Evolution handouts/PDFs
- Art supplies (pencils, crayons, markers, coloring pencils, etc.)

Objectives:

The student will:

- Become aware of graphic design and design principles, appreciate clarity and communication in lettering, layout, and ideogram, and content in logo design.
- Use design principles to develop logo design, apply lettering, layout, ideogram, and symbols to logo.
- Examine how symbols, typography and layout influence logo composition, self-evaluate and critique finished logo presentations, and explain their choices of the completed design to the class
- Analyze how corporate logos change over time and why.

Introduction:

- Present students with Car Logo Evolution handout (or a link to the PDF) as well as explaining the assignment verbally.
- Emphasize the importance of automobile logos and how they provide an important identity of that brand.
- Give one day for lesson and one day for presentations
- This activity can be broken into groups or done individually

Presentation:

What is a symbol?

Ask students for examples of logos. What brings to mind that particular logo?

Discuss with the class the history of the Audi logo, and compare one of the older logos to the new one, showing how “clean” and sleek the newer logos are compared to the original ones.

What is a logo?

- Related to familiar visual and phonic codes- identity devices,
- Car badges or logos should be instantly identifiable
- Should be researched for effectiveness, understanding and context correctness

Traits of good symbols:

- Positive association
- Easy identification
- Reduction symbols
- Few colors

- Positive and negative space association
- Flow, direction, metering

Techniques: Preliminary sketches

- Thinking with your pencil
- Small idea sketches drawn quickly, in great quantity

Refined Sketches - larger sketches which represent best ideas, sharpened edges, crisp details drawn to size
Presentation Design - precisely drawn in required presentation size (one standard 8 ½ by 11)

Activity:

- Research, study examples shown, initial small sketches.
- Students will then design their own car logo for a fictional car company of their choosing, along with a name for the brand
- Students will explain their completed design to the class.
- Students will evaluate each presentation.
- During presentations, teacher will evaluate.
- Use tracing paper as narrow down image and time saver for exploring many ideas.
- Use #2 h pencil to rough out design, fine tip felt markers and colored pencils to explore color designs.
- Save sketches in design folder for research on future symbols.

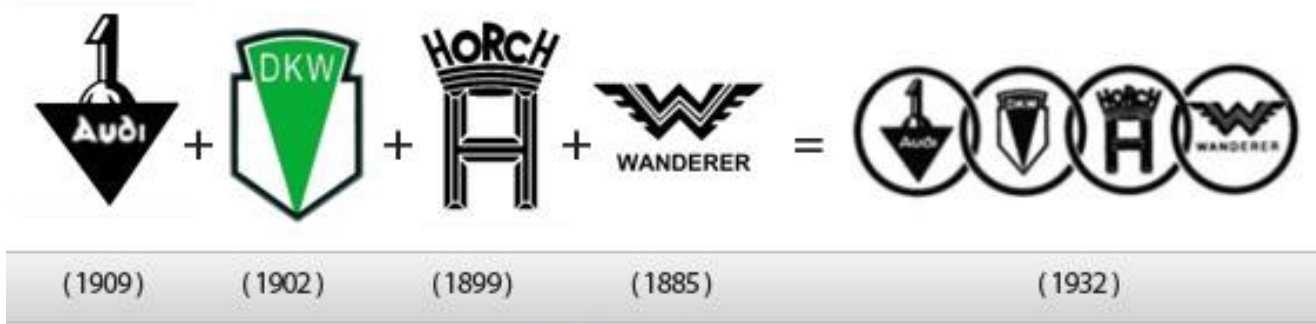
Time: Two days

Conclusion:

- Review/Summary: wrap up what has been learned about car logo design and how identity is important to a brand

Assessment:

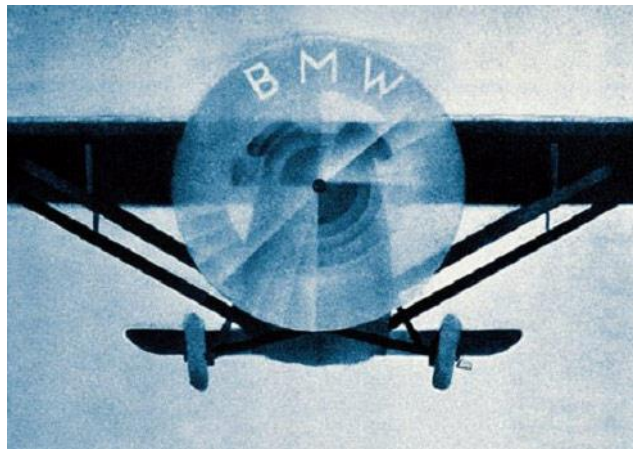
Teacher will evaluate individual or group during presentations.



Audi is a German brand which produces cars and is a part of the Volkswagen Group. The company was founded as A. Horch & Cie by August Horch in 1899, and its origin has a very interesting story. August Horch, a German Engineer, was forced out of his own company in 1909, after which he continued to use the old brand name of Horch. However, his partner sued him for trademark infringement, and Horch was forced to look for a new name.

During a meeting at his business partner Franz Fikentscher's apartment, Franz's son came up with the name Audi (which is a Latin translation of Hoch, which means listen). After this the company was named as Audiwerke GmbH in 1910. In 1932, four car makers Audi, Horch, DKW, and Wanderer merged to form Auto Union. The four interlinked rings that would later become the modern Audi logo, was originally the logo of the Auto Union. Initially the Auto Union logo was used only for racing cars and the four companies continued to produce cars under their own brands. Finally in 1985, the Auto Union became the Audi company we know today.

In 2009, Audi introduced new logo which is also the current one. The modern Audi logo shows a three-dimensional texture and shadowing, resulting in a polished chrome look. The Audi name is now smaller, has moved away from the center to the bottom left corner, while the font has changed as well.



BMW or Bayerische Motoren Werke AG (Bavarian Motor Works) was originally founded as an aircraft company. The aircrafts manufactured were painted with the colors of the Bavarian flag, but in the opposite order – as it was illegal to use national symbols in a commercial trademark. The design was not in any way connected with aircraft engines or propellers. The idea that the blue and white had anything to do with spinning propellers comes from a 1929 advertisement (as seen above), which featured aircraft with the image of the Roundel in the rotating propellers. This advertisement came at time when BMW acquired the license to build Pratt & Whitney radial aircraft engines. The advertising department used the Roundel and BMW heritage in an attempt to increase sales of the new radial motors.

The major business of BMW was to supply planes to the German army during World War I. But after the war they were forced to change their business model. It made railway brakes, before making motorized bicycle, motorcycles and cars.

The logo itself hasn't changed a lot during the years, but now has a more stylish look due to the different gradients. The unchanged logo has made it easier for people to remember and has given the company more recognition.



(1919)



(1932)



(1934)



(1949)



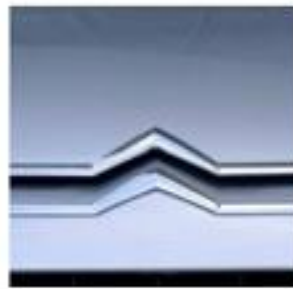
(1955)



(1973)



(1985)



(2004)



Current Logo
(Since 2009)

Citroën is one of the world's leading car manufacturers, founded in 1919 by the famous French engineer André-Gustave Citroën . The company's "twin chevron" logo is influenced by André Citroën's early business in gear-cutting. The company was a leading producer of double helically-cut gear teeth, which is brought together in the chevron.

In 2009, Citroën introduced a new 3d version of the original logo to commemorate their 90th anniversary. The chevrons have been made less sharp, in sleek 3d chrome.



(1899)



(1901)



(1904)



(1921)



(1925)



(1929)



(1931)



(1932)



(1938)



(1959)



(1965)



(1968)



(1999)



(2001)

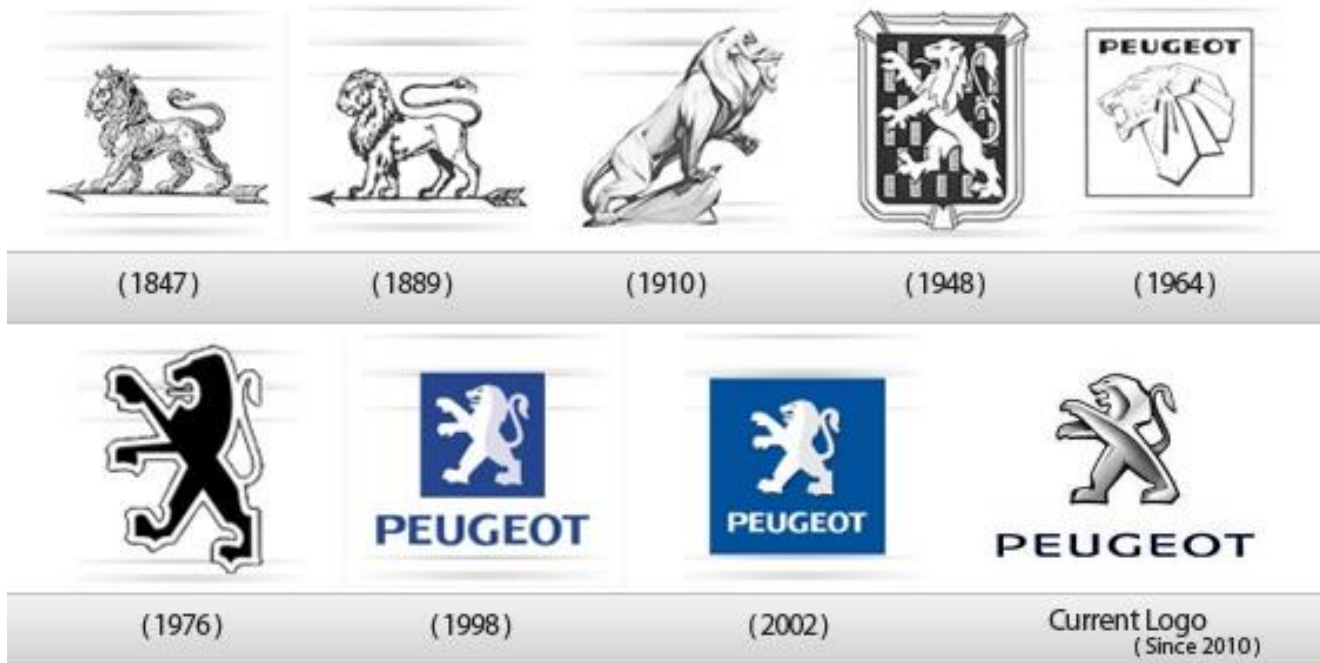


Current Logo
(Since 2007)

Fabbrica Italiana Automobili Torino (FIAT) [Translated, *Italian Automobile Factory of Turin*] was founded in Turin (1899) by a group of investors including Giovanni Angelli who later became the Managing Director of the company. At this time a poster was created to celebrate the event, and the company name in the top left corner of the poster became the company's first logo. In 1901, the company changed its logo to a brass plate with the name FIAT in the centre. The logo had a characteristic 'A' which has remained unchanged till date.

In 1925, the FIAT logo became circular, from an oval shape in 1904. The laurel wreath around the circle was to celebrate the company's victory in first competitive car races. The shape of the logo kept changing from square to shield, and returned to a circular logo in 1999, with the characteristic 'A' and a modern stylish laurel wreath around the circle.

The current FIAT logo was launched in 2006.



Peugeot, a major French car brand, was started by two brothers: Jean-Pierre and Jean-Frédéric Peugeot in 1812. The company was a steel mill for decades, making different products like machine tools, crinoline dresses, umbrellas, wire wheels, irons, sewing machines, kitchen gadgets. In 1855, the company started making bicycles and was one of the largest bicycle manufacturers in France.

The company entered the automobile industry due to its bicycle manufacturing business. In 1889, Armand Peugeot created the company's first car which was run by a steam powered engine. After meeting Gottlieb Daimler, the company replaced the steam engine with a gas powered internal combustion engine.

The Peugeot "lion" logo was based on the flag of the Région Franche-Comté, designed by a jeweler Justin Blazer in 1847. Earlier, the logo was used on the company's kitchen gadgets, to denote the signature quality of their steel, and was introduced on cars only after Armand could convince his family that cars could be a profitable business.



Current Logo

Porsche, a German manufacturer of luxury high-performance automobiles, was started as a company called "Dr. Ing. h. c. F. Porsche GmbH" by Ferdinand Porsche. Initially the company didn't build any cars under its own name and offered consultancy for motor vehicle development. This company is known for designing the first Volkswagen car, Volkswagen Beetle. Ferdinand turned this company into Porsche in 1931, but the first Porsche car wasn't introduced till 1939.

According to Porsche and legend, in 1952 Max Hoffman, famous for importing most European makes to the United States after World War II, felt Porsche deserved an emblem for his imported cars. He met over lunch in New York with Ferry Porsche, Dr. Porsche's son, who sketched it on a restaurant napkin. It first appeared on steering wheel hubs in 1953. After several draft versions, a logo was created from this sketch by Porsche engineer Franz Xaver Reimspiess. The rampant horse in the center was derived from the city seal of Stuttgart, and was a symbol of forward thrusting power.

Unfortunately, Ferdinand died in 1951, before the company shield first appeared on the Porsche 356 model in 1952. The logo first appeared in the center of the steering wheel, and started appearing on the hood of the 356 from 1955. In 1959, the shield appeared on the wheel-caps too, allowing the sports car to be recognized from the sides. The Porsche shield has remain unchanged over the years, and still appears on the steering wheel, hood, trunk, and the wheel-caps.



(1900)

(1906)

(1919)

(1923)

(1925)

(1946)



(1959)

(1972)

(1992)

(2004)

Current Logo
(Since 2007)

Louis Renault, the founder of Renault, produced his first car in his own backyard when he was 21 years old. When he started receiving orders from companies to build more cars, he started the Société Renault Frères Company with his brothers and friends in France (1898).

Renault's first logo, introduced in 1900, featured the initials of the Renault brothers: Louis, Ferdinand and Marcel. In 1906, the logo was changed to resemble the front end of a car, enclosed in a gear wheel.

During the First World War, Renault produced light tanks for the Allies. Renault changed its logo to a tank after the war due to the popularity of its tank, Renault FT-17. The diamond shape, which appears in the company logo till date was first introduced in 1925. Victor Vasarely designed the modern Renault logo in 1972.



(1949)



(1963)



(1969)



(1974)



(1984)



(2000)



Current Logo
(Since 2002)

The Swedish automobile manufacturer Saab started as an aircraft company. In 1937, to meet the needs of the Swedish Air Force, Svenska Aeroplan Aktiebolaget ("Swedish Aeroplane Limited" or simply SAAB) was created.

After the Second World War, the SAAB company started manufacturing automobiles to diversify its business. In 1947, the SAAB Automobile Company was incorporated, and the first manufactured car was named as SAAB 92 (because it was the company's 92nd design, all previous designs were aircrafts). The griffin logo, featuring the head of a mythological beast that had a body of a lion and head and wings of an eagle, came from Vadis-Scania, a truck manufacturer that merged with SAAB (airplane) company. The griffin was a coat of arms of the province of Scania.

In 2000, SAAB Automobile Company was acquired by General Motors (100% stake). In 2010, SAAB was sold by GM to another company who has yet to revive the nameplate.



(1939)



(Before WWII)



(After WWII)



Current Logo
(Since 2000)

Volkswagen simply means 'People's car' in German. The history of the company is tied with Adolf Hitler.

Before the rise of Adolph Hitler, the German economy was in very bad shape; as a result people couldn't afford to buy cars. In 1933, Hitler proposed the idea of an inexpensive car in order for the German people to utilize his new superhighway, or *autobahn*, which was being constructed at the time.

In 1934, German's leading automotive engineer Dr. Ferdinand Porsche met with Hitler to design a car. Hitler gave him all the specifications of the car and Porsche promised to deliver the design. In 1937, the Gesellschaft zur Vorbereitung des Deutschen Volkswagens (Society in Preparation for the German People's Car) was created (it became simply Volkswagenwerk GmbH a year later). In 1938, Hitler opened a state funded Volkswagen factory in Wolfsburg. It was supposed to produce commercial cars, but it was used to churn out military cars. It was only later found that Hitler had intended to use the Porsche car as a military vehicle only, which could carry 3 men and a machine gun.

After the WWII, the occupying British army took over the company. They renamed the car as Beetle. Surprisingly all the car makers like Fiat and Ford declined to take 'free control' of the Volkswagen factory. So, it was returned to the German government, and went on to become one of the world's bestselling cars ever.

The first logo was designed by Franz Xavier Reimspiess, an employee of Dr. Porsche's, during an office logo design competition. The main part of the logo hasn't changed much, but understandably after the WWII, they got rid of the design around the circle which seems to be inspired from the Nazi flag. The colors that were added in 2000, to the logo which was built after WWII, depicts a positive change in the company and the ability to adapt to the new millennium.