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EVOLUTION OF CAR LOGOS

Just as a nation's flag expresses the distinct identity of a country, a logo helps to establish the name and define the character of a company. Effective logos become synonymous with the organizations they portray. They are instantly recognized by millions of people and help to identify their companies and convey a message about the brands for which they stand.

Companies use different colors, shapes and design of logos. What is more, these characteristics can be changed with time.

There are a lot of different types of logos, which have similarities in their groups. For example, airport logos, bank logos, car logos, etc.

Current research work will be closely connected with car logos, especially with the evolution of their logos.

Researchers have found out that the development and success of the product or company depends on its logo.

There is a connection between the logo and the company's success. This issue is very essential nowadays because of the competition of different companies that propose the same kinds of goods on the same market.

The main goals of logos are:

1. *Identification* of your company, product or service.
2. *Differentiation* this product from the mass of other similar ones.
3. *Communication* to spread information about to your product's value, importance and quality.
4. *Adding of value* by causing you to provide a quality service in order to maintain your company's reputation.
5. *Representation* of potentially valuable assets. When people see your logo design, can they tell by the design that your product or service is of high quality.

The subject of the current research is to find out the main characteristics to create a successful car logo.

The object of this work is logos of mostly-recognizable cars.

The goals of this research:

1. To study the backgrounds of logos.
2. To give the comparative analysis of the car logos.
3. To study the evolution of car logos.
4. To find out the reasons of changes in logos.
5. Marketing research of the preferable forms and colors of car logos.
6. To find out logos of which car companies are the best-known ones.

The author focused attention of 6 best-known car brands and their logos. These brands are: Audi, BMW, Volkswagen, Ford, Mercedes-Benz and Lexus.

Audi: German engineer August Horch, who used to work for Karl Benz, founded his own automobile company *A. Horch & Cie* in 1899. A decade later, he was forced out of his own company and set up a new company in another town and continued using the *Horch* brand. His former partners sued him, and August Horch was forced to look for a new name. The person, who came up with the name Audi was son of his partner Fikentscher. In Latin “Audi” means “listen!” and it is the same as “horch” in German. The idea was accepted and in 1910 “Audi” was established.

In 1932, four car makers Audi, Horch, DKW, and Wanderer merged to form Auto Union. The logo of Auto Union, four interlinked rings that would later become the modern Audi logo, was used only in racing cars - the four factories continued to produce cars under their own names and emblems. It was only in 1985, when Auto Union ultimately became the Audi we know today.

BMW: In 1913, Karl Friedrich Rapp and Gustav Otto founded two separate aircraft factories that would later merge to form BMW or *Bayerische Motoren Werke* (Bavarian Motor Works). Their descendants Josef Popp, Max Friz and Camillo Castiglioni were the ones who played great roles in making BMW a modern car manufacturer.

The circular BMW logo was a representation of a spinning propeller of a Bavarian Luftwaffe. At the time, aircrafts were painted with regional colors and the colors of the Bavarian flag were white and blue. It is said that the pilot saw the propeller as alternating segments of white and blue and the roundel was a nod to Karl Rapp’s original company. This is how the logo was designed.

Volkswagen: The history of their logos is historical. Hitler was the one who order it. Volkswagen was founded in 1937. In 1938, Hitler opened the state-funded Volkswagen factory in Wolfsburg, which was to produce the KDF. These factored were reflected on the first Volkswagen logo. After Germany was defeated in World

War II, the British took over the Volkswagen factory and renamed it into Beetle. Later the British gave the Volkswagen Company back to the German government in a trust.

The VW current logo was supposedly designed by Franz Xavier Reimspiess, an employee of Porsche, during an office logo design competition.

Ford: The founder of the company was Henry Ford, but the Dodge brothers accepted shares in company. He was unable to pay his bills to John and Horace Dodge, who supplied parts. In 1903, Childe Harold Wills, Ford's first chief engineer and designer created the Ford logo. Firstly, it was a little bit different from the current one, but the surname of Ford was always there. The famous blue oval was added later for the 1927 Model A - it remained in use until today.

Mercedes-Benz: The Mercedes Company was named after a daughter of one of car sellers - Emil Jellinek. The star in Daimler's logo came from an old postcard where Gottlieb Daimler had drawn a star above the picture of his house and wrote that "this star would one day shine over my own factory to symbolize prosperity." The three-pointed star symbolized Daimler's ambition of making vehicles "on land, on water and in the air." After the merger, a new logo was designed. It combined the symbols of the two companies: the three-pointed star of DMG and the laurel wreath of Benz.

Lexus: Lexus is a part of Toyota Motor Corporation. It doesn't have a really long history; the first car was built in 1985. Firstly, it was made for the American market. Hunter Communications, the agency which designed the "L" logo, says Lexus was born of the "LE" on the automaker's luxury edition vehicles, which created the acronym "Luxurious car For Export to the United States". The logo is "L" (the first letter) in oval.

To sum everything up, we can say that a lot of factors influence the changes of logos and its evolution.

The main ones are:

- historical events (mainly Volkswagen's logo);
- different associations (BMW's spinning propeller);
- changes in fashion, culture, style;
- aesthetic crossover (Companies tend to have simpler logos);

The main similar features of logos are:

1. Calm colors.

2. Tendency to high-tech style (twenty-first century).
3. Simplicity.
4. Abbreviations and names usage (Ford, BMW, Mercedes).
5. Tendency to become up-to-date without losing company's traditions.