

A logo is an important tool that organizations use to make themselves identifiable. The word is derived from the Greek word *Logos*, which means logic. It is one of the three notable literary devices commonly used for convincing an audience. Logos is appealing through the use of logic and reasoning. What better way to convey logos other than creating your own logo? It's very fitting since companies tend to use a logo to become appealing to the masses.

A logo is a signature for any brand to that wants to make themselves publicly known. Every good brand had a great logo, while great brands have simple, unique logos. Trendy companies like Nike or Apple are easily noticed simply because of the simplicity of their logos. Nike has the iconic 'Swoosh', while Apple keeps their 'Apple' logo as simple as their aesthetic. Other companies don't value simplicity as much but are just as popular. Those brands choose to go into detail; making sure a meaning or tradition can be engraved within their logo. Many brands in the automobile industry approach this method. One brand which I find their logo very intriguing is Porsche.

Porsche is a luxury car brand that originated in the early 20<sup>th</sup> century in Wurttemberg, Germany. Though the credit for the creation has been tossed around for years, many believe the designer to be Franz Xaver Reimpiess of Germany and Ferry Porsche. The entire logo is dedicated to Stuttgart, where Porsche's headquarters is located. Their logo consists of an

equestrian animal with antlers, along with black and red stripes. The colors of the stripes are based off the Wurttemberg state seal. took a traditional approach to the creation of the logo. The shape of the crest represents their traditional Free People's State of Wurttemberg's coat of arms, which was created in 1922.



In an effort to adapt to changing perspectives, through the years, Porsche has been 'updating' their logo. In the 1922 logo above, the design fit that era comfortable. However, if that same logo were to be used today, many would refer to the brand as vintage. Although there is some satisfaction to being labeled as a vintage brand value-wise, this title ultimately decreases the longevity of any brand. In 1938, Porsche updated their logo. It seems as if the intention was to show the same meaning by putting the design inside the logo, rather than around it.



The next update to the logo came in a time period when simplicity and pop art colors was valued in high regards. In 1948, the logo seemed to remove most of its design in an effort to keep it simple. However, the duration of this version only lasted four years. The succeeding logo brought back the crest along with the name of the brand, with a gold accent. These were two great designs for the era they were in.



In 1963, Porsche had made their biggest change yet. They got rid of the bright yellow. The era of pop art and bright colors started to diminish, which sparked a motivation in the luxurious car brand. Like previously stated, the changes are drastic. The shape of the emblem resembled a shield, and the colors deliver a much more mature feel. Metallic gold trumped the bright yellow, while the stitched velvet red and black add luxury to the logo. The simplicity remained the same, but the brand transitioned from playful to luxurious. They conveyed their luxury intentions very clearly with this version.



An article from [1000logos](#) states, “The four segments of the badge have two different ornaments: the upper left and bottom right parts depict three antlers each, and the upper right and bottom left segments have burgundy and black stripes on them, which are also taken from the Wurttemberg heraldry.”

## **Citations and Websites:**

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