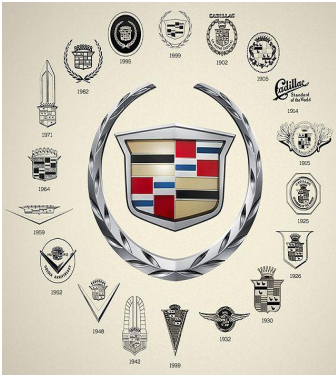


Cadillac Logo Research



The Cadillac logo is a wreath and a crest that has been designed about 30 times over the last 100 years. The Cadillac crest was a design inspired by The French Adventurer Antoine de la Mothe, an ancestor of Henry M. Leland, Sieur de Cadillac's coat of arms. De la Mothe is noted in 1701 for the founding of the city of Detroit. The coat of arms was first used on Cadillac cars back in 1905 and was a registered trademark in the following year.

The logo had a major change since then, one that was created in 1963 and that was the wreath and the crest had sharper and more defined edges on the logo itself. The goal was to keep the same concept behind but, during the 21 century making sure to have a more cut crisp look for images without destroying history.

history, there is the color and detail crafted. The colors of the logo were: platinum. The idea was that the crest



That being said, to understand the about the logo itself that was carefully black, gold, red, silver, blue, and is platinum as it is the most valuable

metal and then to have the black and the gold going against each other; a representation of wisdom against riches. As for red: boldness, blue: valor, and finally silver: purity. Moreover, these three colors especially are what make up the "hype" of the logo as it presents the core of the logo itself. The boldness for the red represents the action, the valor, the strength, and

well-being, what holds it, and finally purity, the wholesome characteristics: what implications of kindness and benefit are brought to the business.

The wreath and crest are inspired by the European Artist Piet Mondrian who was one of the strong geometric painters. This artist is truly one of the greats as the emblem itself proves to show the geometric shapes present and it is a design that has articulate beauty, it represents so much that you may not be able to describe it, in a few simple words. Having said that the divide in the emblem was carried out in many representations: the coat of arms” the original” and followed the crown of the six ancient courts of France, leading to the pearls which signified the families in the royal counts of Toulouse and the shapes of the shields which is the origins of the noble family and taken by the warriors of the past was its shape.

The Cadillac logo has always been more than just a pretty emblem, it had years and years of history dating back to 1906 and all its minor changes during 1963-1999, 36 years of that; to finally 1999 looking for a far more chiseled image of the history and meaning with even more detail. However, the Cadillac logo may make changes to the logo, where it is monochrome. Cadillac sales according to the US Sales Base Market, have decided to drop their heavy discounts in order to bring up their resale values. Cadillac is getting back to becoming more of America’s premium brand and since dealing with the BMW 3 fighter series ATS and CT6 not doing the best as they have predicted. As well as, making the smart decision to alter the names from ATS, CT6, and such to full real names. That being said it is claimed that the sales in China are doing well compared to that in the US and this can be from overproduction. Furthermore, the focus of the annual sales in years 2008-2009 the growth of the market dropped 24.95% and 32.31% with a 1.22 and 1.05 percent of market share and sales of \$161,159 and \$ 109,092. In contrast to, years 1985-1986: sales \$298,762 and \$304,057;growth of 1.77 in 1986 and market

share of :1.95 and 1.91. From these numbers alone it is clear that the best annual market sales were during the period in which the emblem had the least changes and they were working with the oldest models, not trying to make fancy changes. According to the data, it is clear that they have unsettling annual sales as they made progress 25 years down the road they had the worst sales, growth, and market share percentages. Even so, all that this is true and despite all that the market struggles with Cadillac is made to symbolize aristocracy and victory.

Resources

OFFICIAL CADILLAC WEBSITE

<https://www.cadillac.com/>

<https://www.sunsetcadillacsarasota.com/blog/2021/april/20/history-of-the-cadillac-logo.htm>

https://www.newcadillacdatabase.org/static/CDB/Dbas_txt/Coatarms.htm

<https://www.britannica.com/biography/Henry-Martyn-Leland>

Behind The Badge: Where Cadillac Got Its Crest and Ducks

<https://thenewswheel.com/behind-badge-where-cadillac-got-crest-ducks/>

Cadillac Wreath and Crest

<https://www.hemmings.com/stories/article/cadillacs-wreath-and-crest>

Cadillac US Sales Figures

<https://carsalesbase.com/us-cadillac/>