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HW# 2: Logo history report

## Lamborghini Logo



There are so many successful car companies today such as Lamborghini, Ferrari, Porsche, Maserati, and more. Of course, they all have a great logo, and today I will talk about Lamborghini and its logo.

Lamborghini manufacturing company is a very famous car company in the world right now, and it produces luxury supercars, sports cars, and SUVs at Sant'Agata Bolognese Italy. In addition, Ferruccio Lamborghini is the founder of this company on May 1963. He was born in 1916, he is a capable, impetuous, strong-willed Taurus, and a very wealthy man. Finally, he came up with an amazing thought with the logo.

The Lamborghini logo displays a bull because of the brand founder's (Ferruccio Lamborghini) zodiac sign, and it is connected to his interest in the bullfighting sport in Spain. So, that is a reason why bullfighting is so important in Lamborghini's style, and many Lamborghini cars are called famous bulls. As we know, that Lamborghini's logo looks very similar to Ferrari's logo. The choice of colors of the Lamborghini logo holds great resemblance to the Ferrari logo. In addition to this, the very shape of the emblem definitely reminds the Ferrari shield. Many experts consider it nothing but a coincidence. However, rumors have it that Ferruccio Lamborghini copied the Ferrari logo on purpose and then inverted the color scheme just to provoke Enzo Ferrari. Taking into consideration the longstanding enmity with Ferrari,

this explanation seems reasonable. So, even though those two logos have their differences which Lamborghini's logo shows a bull and Ferrari's logo shows a horse. But those two companies had a lingering rivalry.



During the history for Lamborghini Logo in 1962, Ferruccio Lamborghini just came to the Seville farm of famous Eduardo Miura, a Spanish who was a well-known breeder of Spanish brutal fighting bulls. Finally, the fighting bulls are very affected Lamborghini and it became so impressed by his interest. So he decided to look for the majestic Miura bulls and borrowed to adopt a fighting bull as the sign for the automaker Lamborghini. Additionally, Lamborghini called one of the vehicles "Miura".

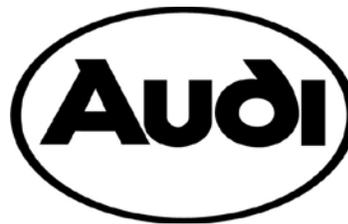
As a result, the Lamborghini logo symbolizes the founder's Zodiac character which the Taurus, and shows his interest for the bullfights. Furthermore, Lamborghini cars get their styles from famous bulls and it represents consistency, fortitude, and power. So you can see the golden bull ready for bullfights is depicted on the black shield with the golden title "Lamborghini" above. Finally, The shape of the Lamborghini symbol depicts a shield and demonstrates golden snorting bull.





Lamborghini does not apply the Italian colors on its symbol which what we call “patriot” today. The color of the Lamborghini Logo shows the famous golden Taurus with a black field which the golden bull symbol depicts excellence and wealthy tradition of the manufacturer, the black color reflects its power, prestige, elegance, and integrity. In addition, Lamborghini logo is very similar to the horse and yellow field of the Ferrari symbol, and they have a longstanding rivalry.

Ferruccio Lamborghini was manufacturing tractors at the plant in the Italian city Santa-Agatha. Since the 1963, he started to produce sport super cars. The firm changed its owners more than once. Today Lamborghini belongs to Audi.



The bull is depicted on its emblem, as on the family Lamborghini blazon. The choice of the bull has reason behind it: in the neighborhood of the native village of Mr. Ferruccio Lamborghini, pedigree bulls were grown since long times, therefore Ferruccio chose this animal as a symbol of mechanical power.



Today, Lamborghini 's logo like a symbolize for their car. It's very luxurious, cool, and powerful, and you can see their logo everywhere. Additionally, they show many campaigns and advertisements a

about their cars in different countries around the world. People also can go to their own website, and it's very easy to get the information online such as its history, design, news, and so on.

Finally, Lamborghini and its logo affect people's life so much because everybody knows it, and it's like the leader or legend in the world.

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<https://www.lamborghini.com>  
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