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HW# 7: Branding

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Lamborghini is a very famous car company in the world. Today, we can see Lamborghini ads everywhere such as car dealers, car TV show, youtube, google, TV, any website online, and etc. Of course, those ads relate to the Lamborghini logo, just like the bull represents consistency, fortitude and power, and how it reflects its power, prestige, elegance, and integrity. In addition, they are true to their brand which Automobili Lamborghini S.p.A. is an Italian brand and manufacturer of luxury supercars, sports cars and SUVs based in Sant'Agata Bolognese, Italy. The company is owned by the Volkswagen Group through its subsidiary Audi. They relate to Ferrari in their branding which Ferruccio Lamborghini S.p.A. in 1963 to compete with established marques, including Ferrari. The company gained wide acclaim in 1966 for the Miura sports coupé, which established rear mid-engine, rear wheel drive as the standard layout for high-performance cars of the era. Additionally, Ferruccio Lamborghini is usually accused of logo's similarity to Ferrari's logo. It was not considered to be an accident from Ferruccio, who had a lingering rivalry with Ferrari. The branding is so important to a business (logo) because the logo is the face of its business – its fingerprint, if its will. It has the power to summon a range of emotion and ideas from anyone that sees it. It must be tightly associated with your company and your goals. Remember that your logo is yours, and it's your job to own it and deliver the message that you hope to. Also, logo should be represent or symbol for its business' products. It's

power? prestige? Elegance? Integrity? Or others. It affects people how to see and think things. Additionally, many studies show that people are more responsive to visual images than text. It's easier to recall a complex image than it is a long sentence, for example. Your logo has to incorporate all of the feelings and elements of your business image and convey them all in a glance. When that glance can have a profound impact on your success, you can see how powerful your image can be when used correctly. Also, Your logo is a vital part of your business. When you have an exceptional logo design, it's something you are deeply proud of and will take every chance to show off. You wouldn't sell a product that you weren't proud of – so don't put a logo on it that you aren't equally as satisfied with.



Resources:

<https://www.business2community.com>

<http://www.car-brand-names.com>

<https://en.wikipedia.org>