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Final

The History of the Audi logo

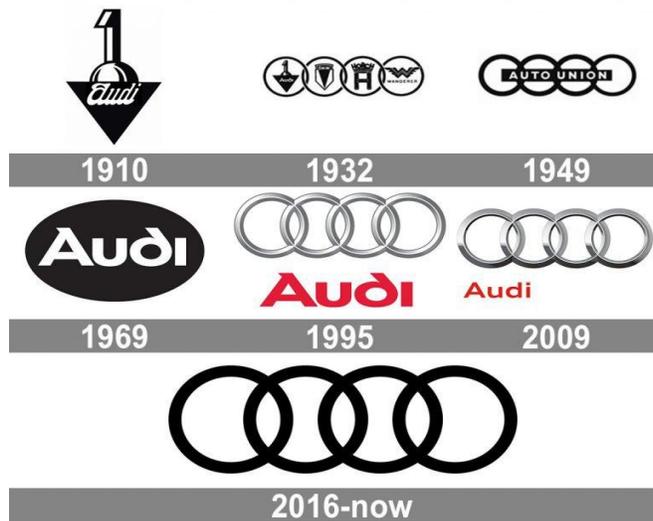
Car manufacturers have had many different logos throughout time. Almost all of them had changed their logos to show change into their companies. But to me there was always one that stood out to me and I loved. That was "Audi". Audi went through many changes until they got to a design they stuck with for many years to come. Those four united rings have a deeper meaning than you think.



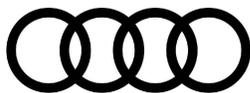
1932

<https://www.auto55.be/multimedia/photos/417465/25767-audi?id=124068>
<https://www.audi.com/en/company/history/history-of-the-logo.html#:~:text=That's%20when%2C%20in%201932%2C%20the%20four%20interlocking%20rings%20were%20born.> Where most of the information is coming from including the Images as well.

Firstly the story begins with audi. Just them as a major car company with a logo that is nowhere near as refined and elegant as the four united rings are. Audi's first logo was something simple, but odd looking too. This design stood from 1910-1932. Sometime in 1932 was when it was time for a change. That's when Audi merged with three other companies DKW, Horch and Wanderer. To become the auto union AG, which became Audi AG. So with this big change the company eventually needed a new logo. Which became the four united rings. Which turns out to represent the four companies merging into one. This logo shows that together as one big merged company. They would make some vast improvements to automobiles. That would change everything into our future. Audi for sure makes some of the high end and presentable cars in the world. And now more than ever are some of the finest cars in the market.



Audi over the years is one of the most recognizable vehicles to date, but that's because of the famous logo they have and the many designers they had for those logos. Audi always wanted to make sure that the four rings were the most concentrated characteristic. Since the four companies merged to make Audi. I said designers that worked on this logo and the many evolutions of this logo throughout the birth of Audi. The designers wanted a challenge, but also something completely simple. That even kids could look at this logo and draw this without any challenges. Eventually in 2016 they made a trend towards simplifying their logo again. Around that time they changed their logo from being three-dimensional rings to becoming two-dimensional. So it could look good not only on paper, but on online services as well.



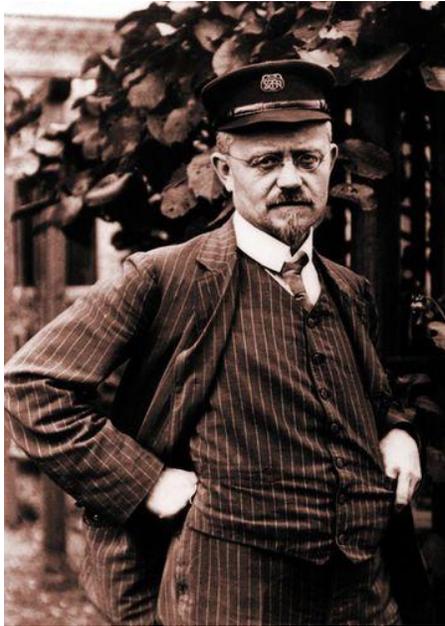
<https://1000logos.net/audi-logo/>

<https://www.theverge.com/2018/11/28/18116978/audi-e-tron-gt-concept-porsche-electric-car-sedan-590-horsepower>

Here is a video explaining even more details on the logo and its history. <https://www.youtube.com/watch?v=GSuZEb8MMXo>

Audi really had lots of innovations through their logo design and when August Horch made the first ever logo for Audi it was the start of something big. August Horch was the original creator of the Audi logo and the person who of course founded the

company in the first place. August was a German engineer and automobile pioneer that played a big part in the decision of Audi's characteristics of their automobiles. Mainly August wanted drivers in these cars to feel driver friendly and enhance these important factors. August made this logo, this company, this lifestyle that Audi is known for and Audi till this day is growing, innovating and changing in ways that I know August Horch would be proud of. Till this day August is known to be one of the most respected men in the Automobile world.



Images from: <https://www.hemmings.com/stories/article/august-horch>
 Information from: <https://www.automotivehalloffame.org/honoree/august-horch/>

Advertisements play a big role for companies that are trying to sell a product in a world wide manner. Audi is one of the biggest car companies because of their advertisements and by using this bring them up higher. During the 60's and 70's is when



Audi started to up their game for advertising their automobiles in the states and it all started with magazine ads and filling up a whole page about their vehicle. Most of this advertisement work was done by a revolutionary pioneer named "Helmut Krone" who was a very well known art director and was a graphic designer as well. They called him revolutionary of the modern times.

Life Audi ads from: <https://www.prestigeimports.net/audi-advertising/>
 Helmut Krone image from Google images.

TRY SOMETHING BETTER.

LIFE

Most cars' seats are designed by stylists. The Audi's seats are designed by orthopedic surgeons.

Ever wish those long, back-breaking trips were a little less back-breaking? Well, they will be in an Audi. Because our seats were designed by men who are experts on the human body. And they were designed so only to be comfortable, but to help prevent fatigue.

Also, we consider the rear part of the car's suspension system (never thought of it that way before, have you?) So when our engineers contrast these seats, they're done in such a way to give you a true minimum of fatigue.

The fact is, the same advanced thinking went into designing the interior of the Audi as went into its engineering.

Which is why we have heating and ventilation systems that allow for a complete change of air in the car every 30 seconds.

Vital controls located right on the steering column.

All this in addition to as we said before, some remarkably advanced engineering features: front-wheel drive, rack-and-pinion steering, and lock-and-tilt disc brakes.

But enough said. Call (800) 555-5555 free or, in line, call (214) 342-2222. Get the name of your nearest Porsche Audi dealer and come around for the most remarkable Audi car for yourself.

That's right, remarkable.

Audi

The revolutionary new car from Germany.

All links and sources used for this research paper.

- 1) <https://www.auto55.be/multimedia/photos/417465/25767-audi?id=124068>
- 2) <https://www.audi.com/en/company/history/history-of-the-logo.html#:~:text=That's%20when%2C%20in%201932%2C%20the,four%20interlocking%20rings%20were%20born>
- 3) <https://1000logos.net/audi-logo/>
- 4) <https://www.theverge.com/2018/11/28/18116978/audi-e-tron-gt-concept-porsche-electric-car-sedan-590-horsepower>
- 5) <https://www.youtube.com/watch?v=GSuZEb8MMXo>
- 6) <https://www.hemmings.com/stories/article/august-horch>
- 7) <https://www.automotivehalloffame.org/honoree/august-horch/>
- 8) <https://www.prestigeimports.net/audi-advertising/>
- 9) <https://www.youtube.com/watch?v=BNVZmrXuuU>

An extra video Showing one of their new cars in an Ad. The Audi E-tron GT.