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Renault's Logo Evolution

Renault is a French automobile company that was founded in 1898 by Louis Renault and his two brothers. Initially producing race cars, the company then shifted its focus into manufacturing after the death of one of the brothers in a racing accident. One of the most notorious products in their roster at the time was the Renault Tank which was used to transport troops at the tail end of World War I. Renault also manufactured farm equipment, industrial machinery, marine machinery, and diesel motors. Renault also infamously continued to produce military vehicles under German occupation during World War II which resulted in his incarceration at the time. He passed away while he was awaiting trial in 1944, at which point the company was transferred from private ownership to estate ownership in 1945.

Renault's wide array of products made for a diverse identity of the company throughout the years. Their logos, especially the iterations used from 1898 to 1923, reflect the focus of the company at the current time of their

release. Originally starting as a regal, round seal with two Rs mirroring each other, their first logo resembled an old family crest.

This makes sense since the two Rs represent the brother's initials. The shapes



Figure 1. Renault Logo 1898

are soft, curved, and the main element is an oval. The original logo is very flat and there is no depth or sense of space.

This logo was not used on vehicles. The next iteration of the logo used from 1906 to 1919



Figure 2. Renault Logo 1906

was a circular logo that depicted a gear and a picture of the Renault car that won the first French Grand Prix. During this era, the company had just adopted mass production, which I believe is what the gear symbolizes, and the nostalgic feeling of their roots and their lost brother may have influenced the choice to have the race car in the logo as well as to show off the pride of winning the race as well. The logo is very flat and

symmetrical with an industrial feel. The next iteration, used from 1919 to 1923, features the FT17 tank coming out of bounds of a more solid thick circle.

This logo is particularly in your face. It seems aggressive and almost frightening. The choice to have the tank coming out of the circle gives the illusion of the tank racing towards you in an ominous manner. It represents war and has a very political feel. The use of thicker lines also gives the sense of something big and strong and because there is no color used the logo has an even darker look.

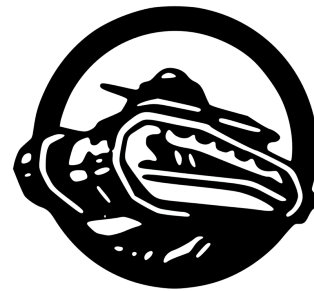


Figure 3. Renault Logo 1919



Figure 4. Renault Logo 1923

The last time that Renault used a circle in their logo was from 1923 to 1925. This logo featured a very thin delicate circle with thicker horizontal lines that represent the grille of the car.

This makes sense since this was the first time that they would use

a logo in the hood of their vehicles. The line in the middle fell into the curves of the car giving it texture. This is also the first time that the company's name shows up on the logo. The font used is a sans serif with a curve on the R and the U that gives it originality and softness.

In 1925, Renault adopted the now widely recognized diamond shape for its main element in their logo. Their first iteration consisted of a thin lined diamond with the "grille" also done with thinner lines and angled at the edges reinforcing the triangular shapes. This logo was exclusively used for a luxury car at the time, which is represented in the logo as the diamond shape. Psychologically diamond shapes mean luxury, expensive, and refined taste. This was the perfect shape to introduce a more luxurious feel to the company. The thinner lines also make it more delicate and sharper and the change in font helps keep the triangular feel

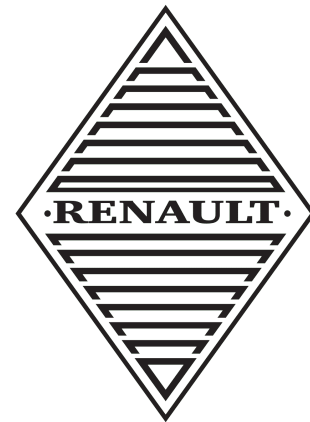


Figure 5. Renault Logo 1925



Figure 6. Renault Logo 1946

throughout. In 1946 the diamond got an update. Most notably this is the first and last time that color is introduced into the logo. Yellow or gold is joyful, wealthy, and lavish. The company was introducing what translated to "cars for living" during this period. Lines became thicker and the font became much heavier. "Regie Nationale" appears below Renault symbolizing their change from a privately owned company to now a nationalized

company. This logo feels less sophisticated or stuck up than the previous one since the delicate curves of the lines representing the grille have become more solid and thick, making the logo feel

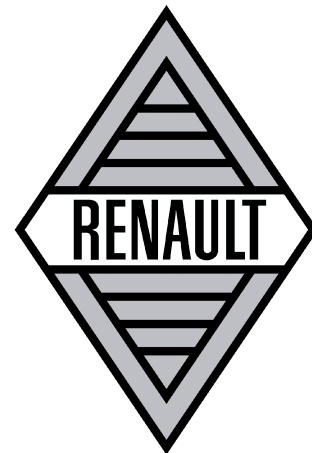


Figure 7. Renault Logo 1959

heavier. The inventive qualities of the font have been replaced with a more conventional straightforward sans serif font which are then surrounded by a banner. This logo feels very flat, and the idea of the grille becomes more abstract than in its previous iteration. The gold really brings warmth and a sense of calm and accessibility. By 1959, the diamond logo had once again changed. This time back to a black and white diamond with a smaller diamond with a grille pattern behind it and only the word "Renault" across a banner in the middle. The sans serif typeface is solidified and carried through making it more recognizable.

Renault's logo evolved into the recognizable diamond shape in 1972 when the company released their "new diamond" shape. The top and bottom points were cut off, the type removed



Figure 5. Renault Logo 1972

and there was not color. The shape was simplified further with the use of parallel lines with opposing thicknesses that then created the effect of depth and movement. The diamond seems to revolve and interlace into itself creating a serene feel of infinity.

Later in 1992, Renault was added back to the logo and the parallel lines abandoned. The font became a slab serif, and an underline was added as well. This line makes it so that the logo is seemingly floating above the word. The logo was given a sense of depth by adding thinner contrasting strokes in the middle of the diamond.

Between 2004 and 2015, the diamond became a metallic rasterized element. Yellow was used again for a bit but later

slowly abandoned for a more streamlined modern feel. The classic sans serif font is back in some

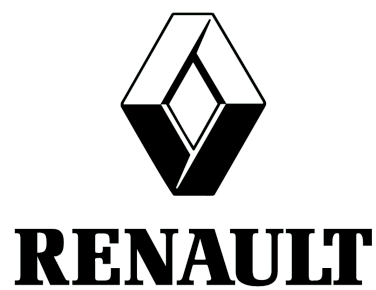


Figure 9. Renault Logo 1992

and placed either next to the diamond or under it once again. This is the first time that there is a background color in their logos.



Figure 10. Renault Logo 2008



Figure 11. Renault Logo 2015

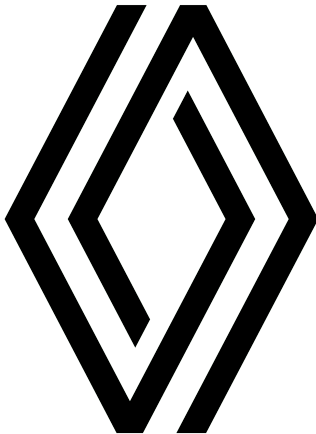


Figure 12. Renault Logo 2022

In their newest release, the Renault logo has become more minimalistic than ever. Released in 2022, the new logo for Renault features a call back to their 1972 design. The new logo, however, simplifies the diamond even more by removing half of the parallel lines from their 1972 logo. It is an obvious vector graphic. The negative space is used to convey a feeling of movement, or an intertwined path. This new logo is being launched alongside their

new Renault 5 Prototype, which is the newer version of the same car that the 1972 logo was first exclusive used on.

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