

Saul Lopez

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Logo History: Toyota

In this paper, I will be focusing on the design of the Toyota brands logo and how it has evolved since the company started from the early 1930s. Originally the brand was named Toyoda and not Toyota which was the last name of the founder of the company 'Kiichiro Toyoda'. In the early years of the brand it did not start out by selling vehicles. Then known Toyoda started selling textiles and automatic looms but the Japanese government in the early 1930s began to urge that Toyoda should expand into the automobile production side of things in order to support the nations ongoing war with China. The company's founder, son Kiichiro Toyoda traveled to Europe to investigate the intricacies of automobile production. In 1934 the company produced the first class Type A engine.

Toyoda a year later manufactured its first vehicle, the model AA passenger car. Originally the first Toyota logo was made in 1936 then the logo was changed in 1989. Toyota unveiled the new logo in 1989 to commemorate the 50th anniversary of the company. The company's original design was the Toyoda name with red letterings then it changed. The change for the Toyoda to Toyota was made because the company felt that "Toyota" represents a voiceless consonant sound in Japanese which sound clearer rather than "Toyoda". The eight strokes to make the characters are believed to be connected to wealth and good fortune which is why they made the change.

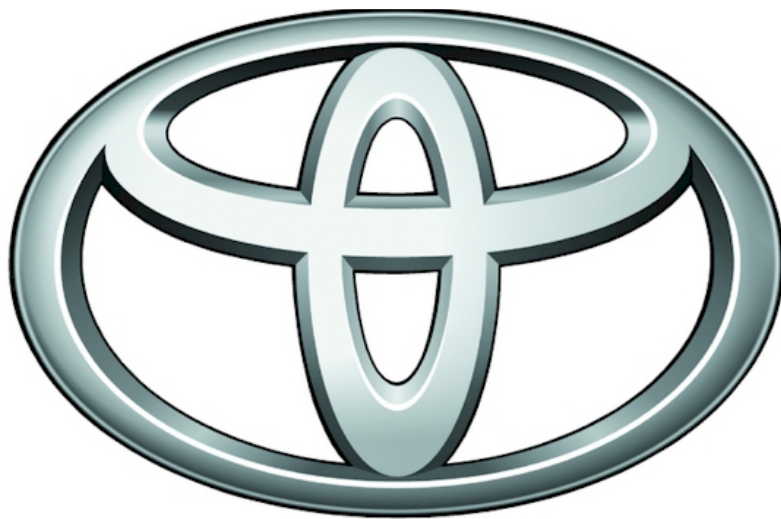


The Designers of Toyota spent 5 years to developed the new logo that was shown in 1989. Toyota wanted to ensure that the design would be acceptable in all of the company's many international markets. The elements of the Toyota logo may look fairly simplistic at first however, it does contain several unique design elements. The company wanted to expand to foreign markets but particularly in North America and was looking for a more universal logo so it can catch the eye of the person trying to purchase one of Toyota's automobiles.

"The two perpendicular ovals inside the larger oval represent the heart of the customer and the heart of the company. They are overlapped to represent a mutually beneficial relationship and trust between each other. The overlapping of the two perpendicular ovals inside the outer oval symbolizes "T" for Toyota, as well as a steering wheel, representing the vehicle itself. The outer oval symbolizes the world embracing Toyota. Each oval is contoured with different stroke thicknesses, similar to the "brush" art known in Japanese culture."

Since the release of the new logo in 1989, Toyota would use the oval emblem for future looks. The original Toyoda look was changed by color but the fonts for

the name was changed over time. Overall the logo for Toyota continues to be the be one of the worlds leading automotive industries while still keeping the values they hold with their company logo.



TOYOTA

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