

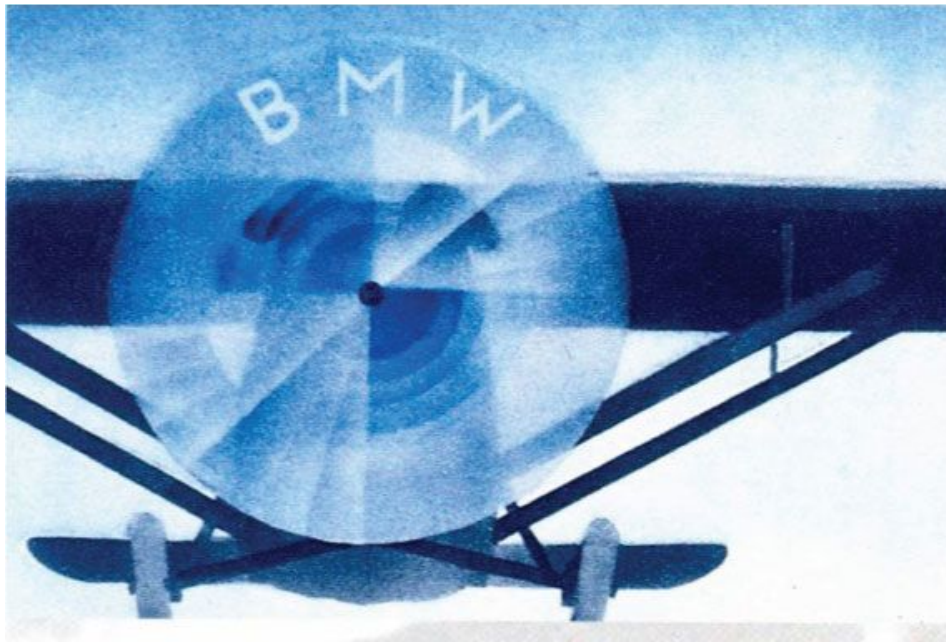
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Research Paper

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### Research Paper : BMW



Before the BMW car company or BMW, there was a guy named Karl Friedrich Rapp. The previous owner of Rapp Motorenwerke but now the current designer and foundation of BMW. He was a aircraft engine manufacturer who wanted to further his brand by making other vehicles yet.. he made an



entire company. **BMW**. In April of 1927, BMW was designed in a in house named **Bayerische Motoren Werke AG**. The blue and

white inside the logo was inspired by the Bavarian flag, not the propellers of a plane. In 1929, new BMW aircraft legacy myth was released due to the logos branding. The reason to why this dates back to BMW's airline service is because of 1917. BMW was a new aero engine company, that is why the the blue and white checkered parts of the logo was misguided as propellers due to their company history with planes. Though the design was not connected to the aircraft engines as the company grew.

The original lettering on the logo was gold at first when the first BMW motorcycle— the R32, was released but still the logo changed. The font and boldness of the letters grew closer together. In 1934, the design was submitted to the German Register of Trade marks yet throughout 20 years, they went through many designs until they officialized it. The idea of the logo was submitted to make BMW officialized not the design. During the making of the

design, they finalized their symbol but changed the font from a serif to a San Serif. Their new logo would now be stamped on their newest models of motorcycles.



These were the design ideas that were processed, furthered, and worked on. Throughout the five designs, you can see the significance change throughout the boldness of text and shading. The last one becoming the strongest and final design. Their branding boosted the flirtation of the 'Motorsport Roundel' in the early 1970s-80s. 1997, BMW gave the roundel the 3D boldness which gave it a dynamic look. The roundel is now the top 10 most recognized symbols in the world. The simplicity and symbolism it holds makes it stand out more than any other brand.



Now, the colors of the logo held a happier feel as it resembled the blue sky and quartered clouds. This was all of Rapp's doing, coming from a aircraft engine manufacturer. On today's BMW's motorsport series, you would see

multiple colors such as purple, red, and blue. The blue represents the originity, meaning where bmw come from, its first home, bavarian. The purple stands for the transition and collaboration between the colors of blue and red. The red stands for Texaco, which is an american oil brand. Though the partnership ended, Bmw bought the color and

made it their own to keep their motorsport meaning powerful. The reason as to why it is connected to the M only on BMW Motorsports is because of BMW's division team, which they participate in racing, touring and more. It holds glory in Germany's name since the colors are extremely bright and prominent, almost like giving a shout out to germany every time the colors are seen.



This is one of the main reasons why BMW is ranked as top 10 logos in the world. Their simplicity and strong sense of originality makes their logo much more powerful in the design world therefore that is why I look up to BMW and chose it for my research paper.

Citations :

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