

BUICK

David Dunbar Buick was the founder of the Buick Motor Division. The company was named in 1903 and the first company logo was designed in 1904. The first logo depicted Uncle Sam walking on top of a globe. From 1905 to 1930 the logo contained the Buick name spelled out in fancy print and script. Each of the four logos spelled out the Buick name in different color combinations. The first silver, second gold, third white and fourth red.



(1904)



(1905)



(1911)



(1913)

In 1937, the Buick logo was transformed into a shield. The shield was representation of the Buick family Scottish code of arms. The color of the shield was red, with a white and blue checkered pattern. The code of arms shield was used in different variations as the logo until 1949. In 1959 the tri-shield logo was introduced. The tri-shield logo consisted of three individual shields in the colors of red, white and blue. The red, white and blue served a representation of patriotism. This logo was used until 1975.



(1930)



(1937)



(1939)



(1942)



(1949)



(1959)

In 1975, the Hawk logo was introduced. The new hawk logo was designed due to the release of Buick Skyhawk vehicle which made its debut at the same time. For the year the hawk logo would be used in an all silver hawk design. In 1976 the hawk logo would continue to be used in the colors of red and gold with a white type font that spelled out Buick. By 1980 the hawk logo was no longer being used. This was because Buick had retired the Skyhawk vehicle.



(1975)



(1976)

From to 1980 to 2002, Buick resumed the use of the tri-shield logo in the colors of red, white and blue in addition to the Buick type font in black. Since 2002 until today, Buick has been using its current logo which consists of the tri-shields in silver chrome. The shields no longer contain red, white and blue or the company's name. With the company establishing their corporate identity throughout the years, the logo is easily recognized. This is despite the fact that extreme detail and the company name are nonexistent in the logo.



(1980)



(2002)
(Current Logo)

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