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Who Crafted These Famous Car Manufacturer Logo Designs? â€“ What Do They Represent? by Tammy Becker

Article published on April 25th 2012 | Web Design

We all know these famous cars, but do we know the history behind their brand marks?

Who has designed these famous symbols and what do they represent?

Letâ€™s find out:

1. Chevrolet:

This manufacturer logo is so simple that it cannot be forgotten. The image of a cross in metallic colors is one of the most widely recognized emblems in the world. There is a controversy as far as the origin of this design is concerned. Some sources say that it was crafted by Louis Chevrolet, inspired by the Swiss cross. Others say that Durant, co-founder of the company, designed it after being inspired by a wallpaper pattern in a French hotel.

2. Ferrari:

Their monogram consists of a picture of a prancing horse. The symbol of prancing horse was used by Count Francesco Baracca, who was a fighter pilot in the Italian Air Force, during World War 1. Enzo Ferrari combined this image with a yellow background and encased it in the shape of a shield. This symbol is homage to the Countâ€™s bravery and courage.

3. Mercedes Benz:

The three-pointed star is an image that depicts luxury and passion. This design was created by Gottlieb Daimler, founder of Daimler AG; the corporation that owns Mercedes Benz. The star represents the ability of the vehicles for air, water and land use. The choice of silver color depicts wealth and mystery.

4. Mitsubishi:

This symbol is crafted by Yataro Iwasaki, in 1870. The design is a true representation of the company name. The word â€œmitsuâ€• means three while â€œhishiâ€• is used to denote the diamond sha Japanese. Together this company has drawn the three diamonds to represent this motor corporation. The choice of red color for the trademark makes it lively and attractive.

5. Ford:

The most prominent feature in this emblem is its scripted type face. This famous monogram was crafted by CH Wills in 1909. Wills was an engineer and a draughtsman who worked for Henry Ford, founder of Ford. The use of silver colored text on a blue background encased in an oval shape has made this design one of the most elegant and renowned patterns.

6. Lexus:

This design was crafted by Siegel & Gale, in 2002. The slanted letter â€œLâ€• encased in a circle is a symbol for luxury and elegance.

7. Maserati:

Their car manufacturer logo is a red colored trident which is believed to have been designed by one of the Maserati brothers, Mario, who was also a painter. The design was inspired by the statue of Neptune in the central square Bologna, Italy.

In a nutshell, you will notice that the designs that have been crafted are not random. They are carefully chosen to represent the culture, value, history and essence of the company.

Article Source:
http://www.articleside.com/web-design-articles/who-crafted-these-famous-car-manufacturer-logo-designs-what-do-they-represent.htm - Article Side

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Article Keywords:
manufacturer logo, car manufacturer logo

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