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Analysis of Other Car Web Site Logos: An Expansion of Assignment 3

There are many car-related web site logos; we will analyze a few in how they communicate the intention of the site they represent.



Figure 1 - Young Guns Speed Shop Logo - Accessed 11.13.2016

Young Guns Speed Shop (<http://www.ygspeedshop.com/>) is a custom motorcycle shop that (re)builds and maintains custom racing motorcycles (<http://www.ygspeedshop.com/projects/>). The logo communicates the gritty and tough world of young motorcycle builders and racers by using a distressed hand-drawn font. It also approximates the shape of a motorcycle by using the swash coming out of the last letter. The swash draws your eye to the words *Speed Shop* at the end. The logo projects the image of “Rough and tumble,” and “Devil may care” speed demons. The only thing for sale on the web site are T-shirts with various versions of their logo.



Figure 2 - Old Crow Speed Shop Logo - Accessed 11.13.2016

Old Crow Speed Shop (<https://www.oldcrowspeedshop.com/>) is a custom car racing outfit that “strives to maintain not just the tradition of hot rod racing but also the heritage it represents...”. Their Gallery (<http://www.oldcrowspeedshop.com/gallery/>) shows them restoring and refitting old cars and trucks for racing. The logo communicates both the *Racing* aspect via the goggles and wheels created by the scarf as well as the *Heritage* aspect by the fancy top hat and cigarette holder. Car racing, especially in the early days, was a sport for wealthy people. The beak of the crow also looks like a hood of an old-time race car, complete with white racing stripe.

The web site sells T-shirts and other items with various logos and sayings on them.



Figure 3 - Pep Boys Logo - Accessed 11.13.2016

Pep Boys (<https://www.pepboys.com>) is a car parts and service center; they will change oil and do other preventative maintenance work on cars as well as sell parts to those wishing to do the work themselves. The logo is quite famous and uses a custom font for the name of the chain. That part of the logo is repeated several times for various services and other products (such as loyalty cards), thus repeating the branding across the site. The logo is friendly although the colour is quite bold. The italic font also is similar to Chrysler logos from the 1950s (Fig. 4). The three faces represent the “boys” and, thus, convey some humanity to the chain. Each face communicates something about the person: the left face’s glasses say this “boy” is smart but kind of nerdy. The center face is the charming and straight-forward one with a big smile and the right-most face has a bit of a smirk and comes across as the snarky one. Note that on older logos, the left “boy” was smoking a cigar (Fig 5); the changing culture has caused them to remove the cigar but the slight turn of the face shows where it used to be.



Figure 4 - Chrysler New Yorker Logo circa 1950s - Accessed 11.13.16

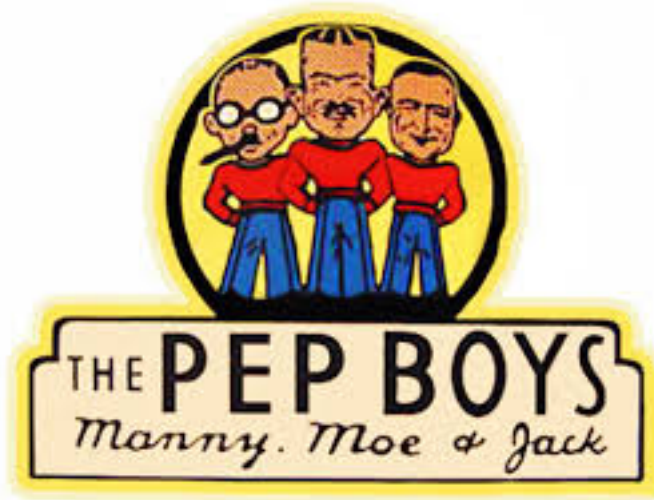


Figure 5 - Older Version of Pep Boys Logo - Accessed 11.13.16

Pep Boys also has a Speed Shop section to their site

(https://www.pepboys.com/about_pep_boys/specialty-stores/speedshop/). This has its own logo (Fig. 6) which, while retaining the familiar heads, communicates to a different audience. It uses an older version of the logo which coupled with the round “vintage” circle harks back to days when cars were simpler and “souping up a jalopy” was possible without a huge amount of technology and investment. The stylish font goes also conveys speed with the slight italics and swashes on both ‘S’ characters. Of course, the checkered flags tie the logo to racing as well. Note that the left-most “boy” has the cigar in this older version of the heads.



Figure 6 - Pep Boys Speed Shop Logo - Accessed 11.13.16