

MINI Logo



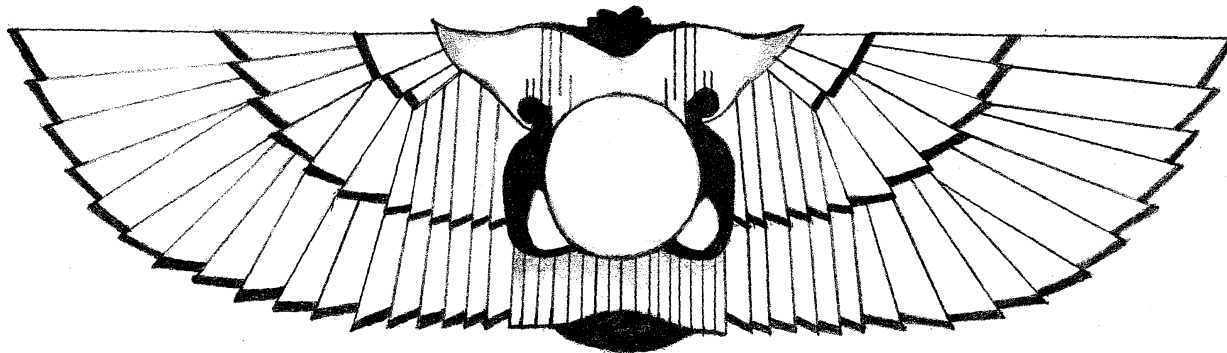
by Carl Jamilkowski



I'm a fan of the brand

Winged Sun

- Sun orb flanked by wings; Egyptians had 2 serpents
- From ancient Egypt, Mesopotamia, Persia; also South America and Australia
- Associated with divinity, royalty and power, “ascension of the soul to the Divine”



Winged Sun



CHRYSLER



BENTLEY



History

- 1957 – designed amid fuel shortages
- 1959 - first models of Mini launched under brands Austin Seven and Morris Mini-Minor.



- 1960's – used in racing



History

- 1969 – Mini (just Mini) brand and logo are born



- 1994 – BMW buys Mini
- 1997 – MINI prototype launched with new brand

Logo

- Pulls in classic elements
- Plays to the aviation theme
 - Cockpit, toggle switches in car, BMW aviation roots
- Wings fuller and less wide, making it more playful than older versions

