



SINCE 1894

HISTORY OF THE LOGOS

Where do the stylized Berliet locomotive and the famous Renault diamond emblem come from? The history of these logos is also part of the history of Renault Trucks!

THE BERLIET LOCOMOTIVE

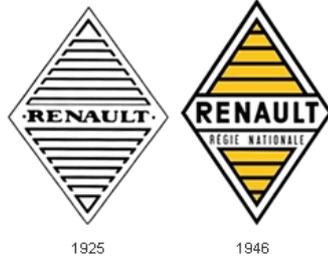


A locomotive as the logo for a make of trucks. This apparent incongruity reminds us of the significance of America's role in Berliet's history. In 1905, a licence agreement signed with the American Locomotive Company (Alco) supplied the manufacturer from Lyon with the required investment to fund its industrial expansion.

Berliet was to stick with its locomotive logo for more than 70 years.... with just a few adaptations : such as a more colourful and graphic look after the war and a drastic overhaul in 1959. This was when the locomotive was reduced to three basic shapes - the circle, the square and the triangle. It was a simplicity that accentuated the coherence and the power of the Berliet brand all over the world, right up until the merger with Renault in 1978.



FROM THE TANK TO THE RENAULT DIAMOND



At the beginning of the 20th century, the search was on for the Renault logo. It was represented successively by the initials of the three Renault brothers, a car, a grille and even a tank, bearing witness to Renault's production during the Great War! The diamond shape did not come about until 1925.

From then on, only slight changes were made to the famous emblem until 1972, when Renault appointed the painter Victor Vasarely to bring its logo up to date and enhance its image. The changes he made were radical. The Renault name disappeared and the diamond shape was simplified to give it a more dynamic visual appearance.



The last changes were made in 1992, when the logo became three-dimensional with two interlaced arrow heads. The logo is still yellow for private cars, whilst red identifies the industrial vehicles produced by Renault Trucks.