



Peugeot removes lion's body from logo for first time in almost 50 years



Tom Ravenscroft | 1 March 2021

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French car brand [Peugeot](#) has unveiled a redesigned [logo](#), featuring a lion's head that recalls its 1960s emblem, as part of a rebrand to mark a new era of [electric car](#) manufacturing.

The carmaker, which describes itself as the world's oldest surviving automotive brand, updated its logo for the first time in 10 years. It is the 11th logo update in its history.

As with every version of its logo since 1847, the lion is central to the new design, which was created by Peugeot Design Lab.

However, unlike the previous logo, the design does not include the lion's body. Instead, it only includes a stylised head and mane placed under the car brand's name within a shield.



Peugeot's updated logo features a stylised lion's head

This design appears to be [a redesign of the logo used throughout the 1960s](#), which also featured a lion's head within a shield.

This marks the first time since 1975 that the lion's body has been removed from Peugeot's logo. For the past 46 years, the logo has shown the lion standing on its two hind legs with its forelegs raised in the air.



PEUGEOT

Peugeot has used a logo featuring a standing lion since 1975

The brand introduced the redesigned logo to mark the company's transition towards producing electric cars.

According to Peugeot, it will offer an electrified variant of every one of its models by 2025.



The logo recalls Peugeot's 1960s logo

"A new logo and brand identity are significant developments for any marque, let alone Peugeot, who has a history spanning more than 210 years," said Julie David, managing director of Peugeot UK.

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"The new logo reflects our changing model line-up and new philosophy around living in the moment, and we are very excited to showcase both the logo and the brand identity to our customers this year," she added.



The logo will be launched on the Peugeot 308

The logo will be used on all new Peugeot models, starting with the Peugeot 308, which will be launched later this year.

It has also been designed to be used across all physical locations and digital platforms. Later this year Peugeot will also launch a lifestyle collection, which will feature clothes, leather goods, electronic accessories and stationery.



The logo will be used on showrooms



new focus on creating electric vehicles.

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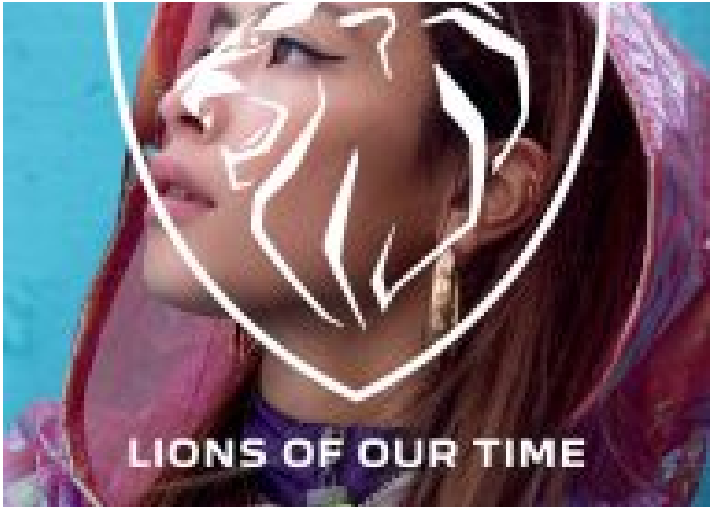
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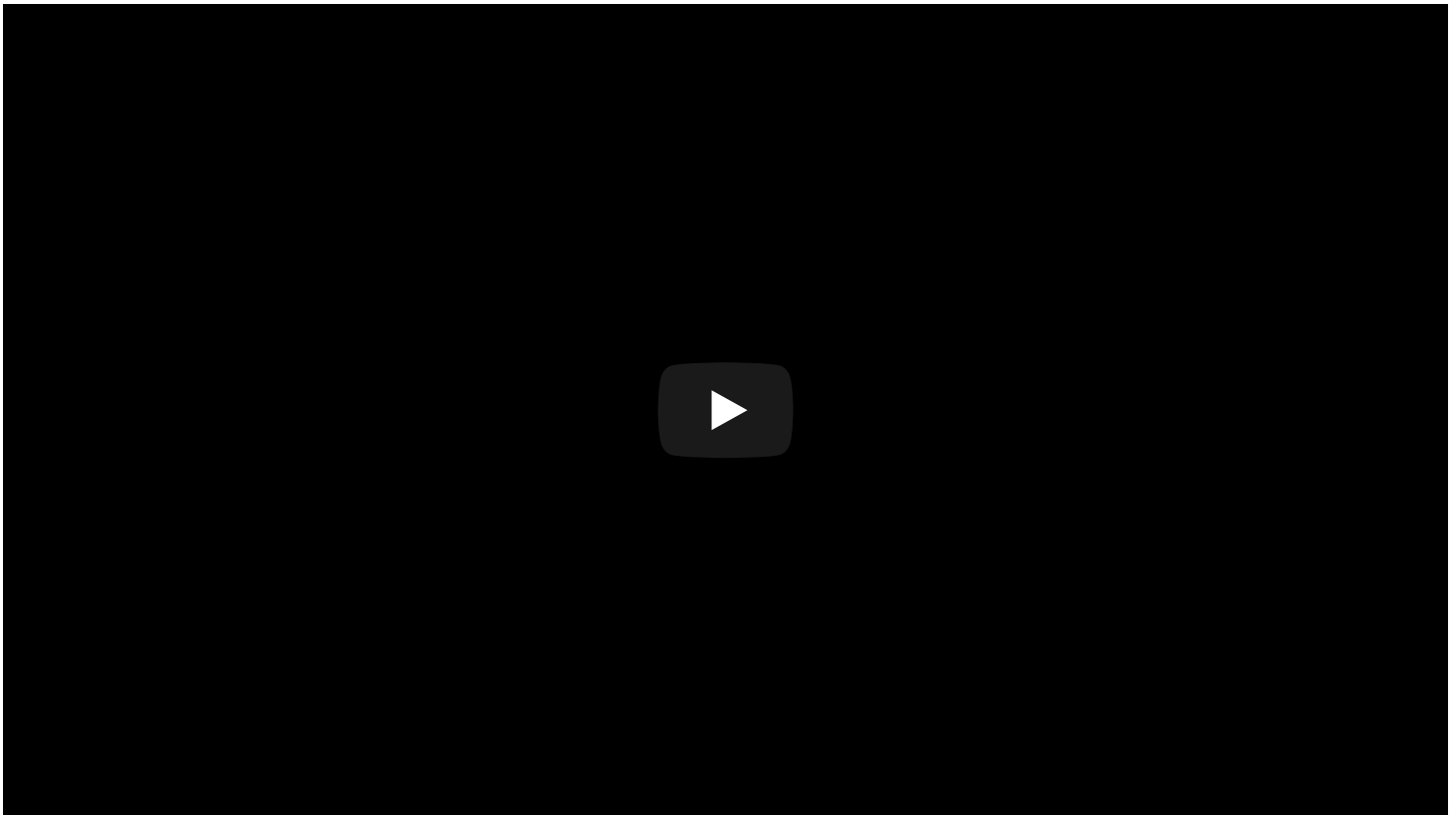


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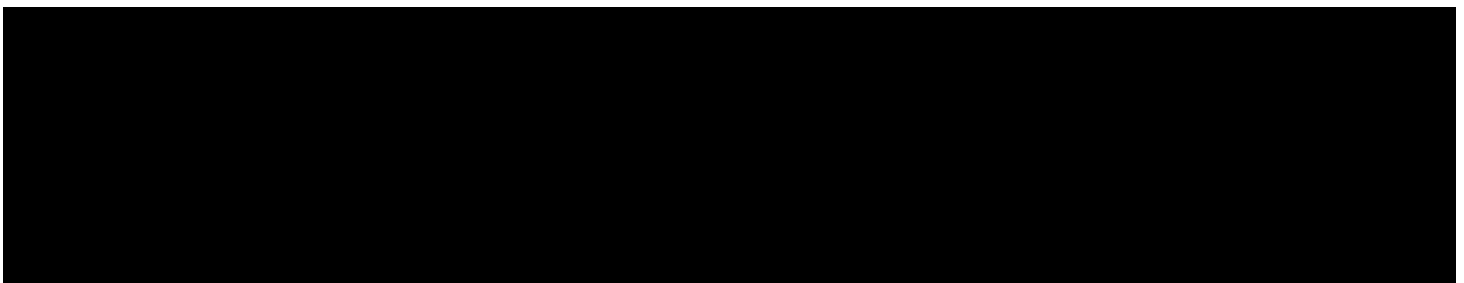


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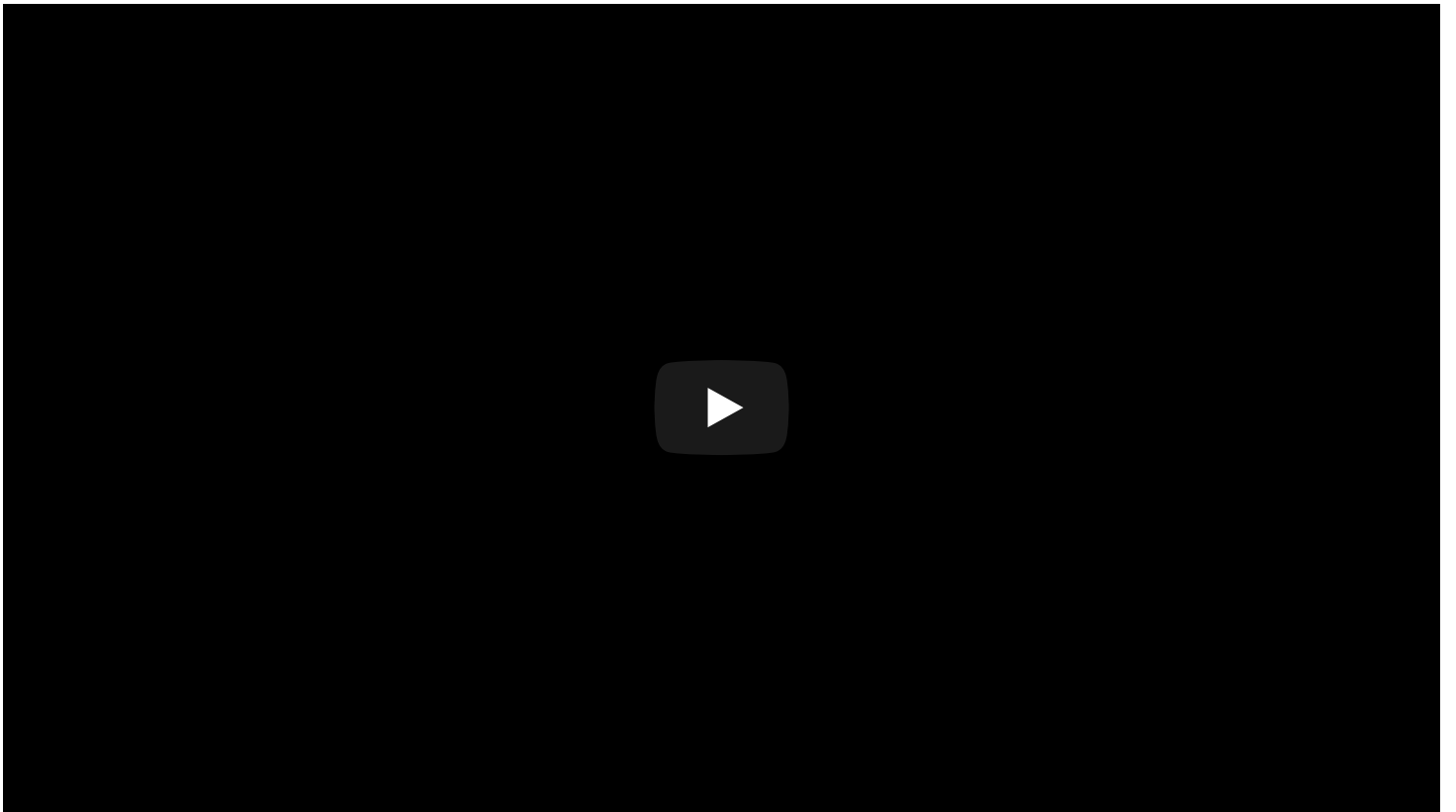


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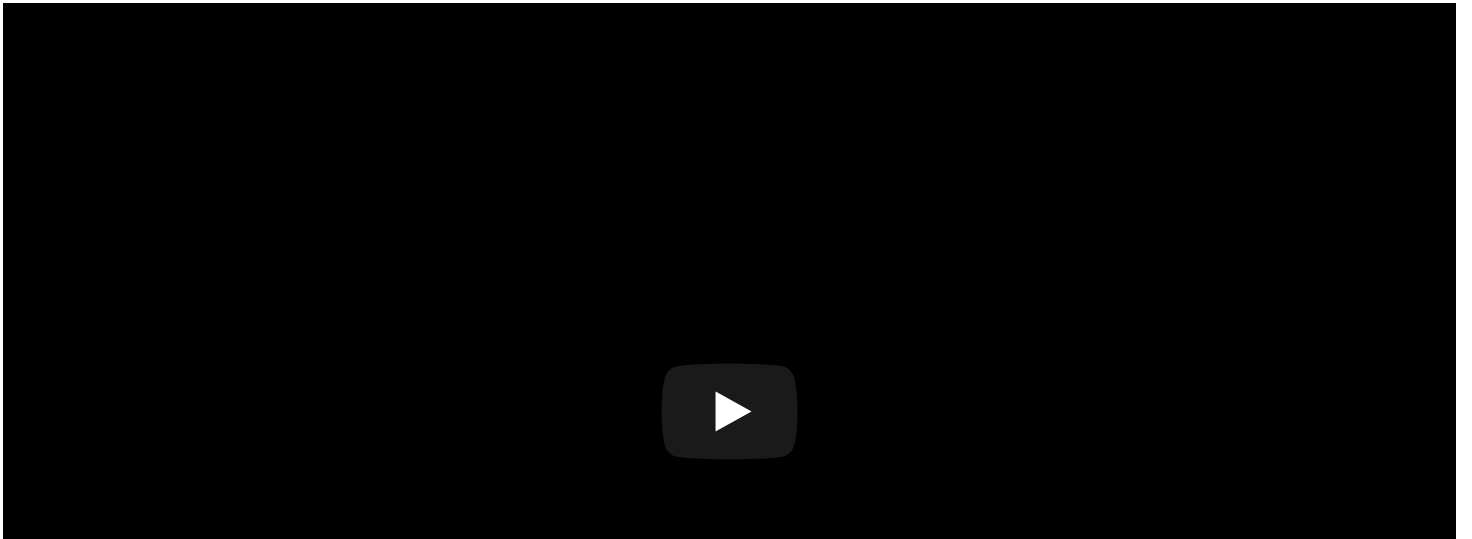




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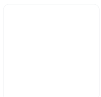
Name



Jamie Franklin • 7 hours ago • edited

Nice work – sends clear messaging of quality and modernity that the old logo severely lacked.

^ | ▾ • Reply • Share ▸



Pierre • 2 days ago • edited

Nice logo! And interestingly, on the ad, women and people of color seem to be more important, you have to see that white is no longer in fashion, the only white man is old, ironic. (Nothing is chosen by chance in brand communications, I know I worked for some of them.)

^ | ▾ • Reply • Share ▸



Chen Jiang • 2 days ago • edited

Don't like. I think this will be harder to read at small size or from the distance, too many small details. Also, it seems only companies in trouble redo VI.

^ | ▾ • Reply • Share ▸

Raphael • 2 days ago • edited

Looks like the brother of electric motorcycle company Savic: <https://savicmotorcycles.com/>

1 ^ | ▾ • Reply • Share ▸



Sergey Ioffe • 2 days ago

Previous logo was way 'stronger'. This one is epic.

1 ^ | ▾ • Reply • Share ▸



HOSTA • 2 days ago • edited



A logo update that isn't appalling. I've long felt the "standing lion" was awkwardly positioned. This iteration is very strong. Well done, Peugeot!

2 ^ | v • Reply • Share >



apsco radiales • 2 days ago • edited

No opinion about the logo, but I do miss their original 205 GTi.

2 ^ | v • Reply • Share >

Ken Steffes • 2 days ago • edited

Really good that the name is still included or you might not know what auto brand you're looking at. Could have been much better designed to include more brand history.

^ | v • Reply • Share >

erik • 2 days ago • edited

Typographically a bit dull.

^ | v • Reply • Share >

martijn hoogendijk • 2 days ago • edited

I didn't know that Peugeot also runs a football club ;)

2 ^ | v • Reply • Share >

tmgtheperson • 2 days ago • edited

I really like this update, except that the shape of the shield is now slightly out of place compared to the angular design of the typography and the lion. Would've liked to see some work done to make all of the elements feel more like a cohesive whole, but as far as flattened auto logos go, this is pretty good.

1 ^ | v • Reply • Share >

bigbull43 • 3 days ago • edited

Premier League logo profile!

^ | v • Reply • Share >

bigbull43 • 3 days ago • edited

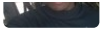
Lion no longer goes from strength to strength.

^ | v • Reply • Share >

Zea Newland • 3 days ago • edited

I never knew their 1960s logo which looks awesome btw. The brand new one on the other hand lives awkwardly between minimalism and the classic logo. I also don't appreciate how the lion looks like a zombie. Maybe a really simple silhouette would have gone better with the otherwise minimal look. Or just bring back the 1960s logo.

Looking back at the evolution I must also say that the 1975s logo with the lion standing was a gutsy move as it was something completely different from what they had before. What does it say about today that companies (not only Peugeot) revert to watered-down versions of their past logos instead of reinventing them like they did



with a blue glow to symbolize the blue electric arc, or maybe someone should just stylized that standing lion into an electric plug of some kind or any of the other a thousand ideas that would symbolize electric other than this.

I believe they just wanted to celebrate their cool 60s logo... but nothing electric about it.

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Zea Newland Sir Fex • 2 days ago • edited

The lion is part of their corporate identity and it definitely has to stay. GM did the thing where they actually turned their logo into some kind of electric plug which I think is way to literal. I mean, soon electric cars will be something ordinary and there'll be no need to celebrate the fact that they need to be plugged in. No legacy carmaker ever referred to gasoline in their logo.

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BBOB Sir Fex • 3 days ago • edited

You need to read the article, or Peugeot's statement. It's not supposed to symbolize electrification or be used solely on electric cars. It is changed to mark the transition of Peugeot into also making electric cars. It would be weird if their diesel driven cars had a blur logo like you're suggesting.

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Reflection • 3 days ago

I like it. Has more details, yet simple looking. Nice emblem.

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