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before

after

[Reviewed Jul. 16, 2020 by Armin Comments \(72\)](#)

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Established in 1933, [Nissan](#) is a Japanese, multinational automobile manufacturer headquartered in Nishi-ku, Yokohama, Japan, with operations in 112 markets globally, making it the sixth biggest automobile manufacturer in the world and, at least in 2018, it was the largest electric vehicle (EV) manufacturer with its Nissan Leaf leading the way. Yesterday, Nissan made the global debut of its all-electric crossover SUV, the [Ariya](#). This debut is presented as a milestone and turning point for the company as it “[opens a new chapter for the Nissan brand](#)” and with it, introduced — despite some previous appearances since March of this year when it was filed for trademark — a new logo designed in-house.

While keeping this essence alive, Nissan’s new “calling card” reflects the significant changes in society over the last two decades. It is a reimagination of the iconic Nissan brand logo for a new chapter.

Nissan’s new logo comes alive as it pivots to the future while staying proudly connected to its rich heritage, and tradition of innovation. The company name remains at the center of the logo, communicating an instantly recognizable brand that evokes past milestones and memories while also conveying evolution.

[Nissan stories](#)



New logo introduction video.

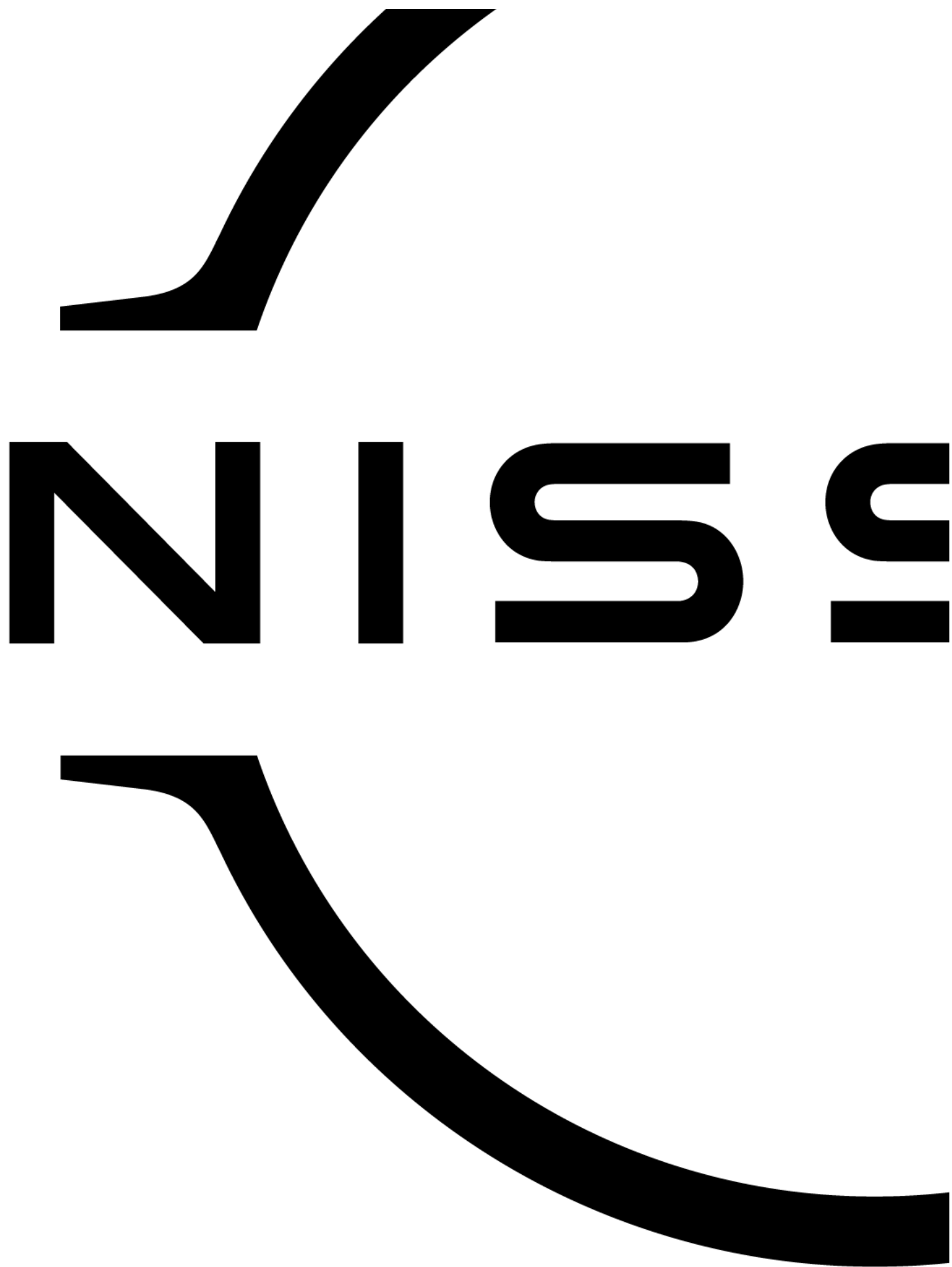
The team needed to consider several variables, including an early decision for the logo to be illuminated on upcoming all-electric models. This presented technical challenges, such as gauging the thickness of the logo's outline to ensure a crisp impression when lit, and of course compliance with government regulations for illuminated elements on cars. The logo also needed to make a strong impression when not illuminated, such as when it appeared digitally or on paper.

No matter the medium, this new logo needed to unequivocally stand for Nissan, and do so with impact.

The overall effect of the redesign is a transition from a hard-edged, industrial feel to a refined, familiar and digital-friendly look. It signals the evolution of Nissan as not only a traditional vehicle manufacturer to a provider of mobility and services.

[Nissan stories](#)





Logo, large view.



Logo, smaller view.

3D White Brand Logo with Shadow

2D W



2D White Brand Logo (Flat)

2D B



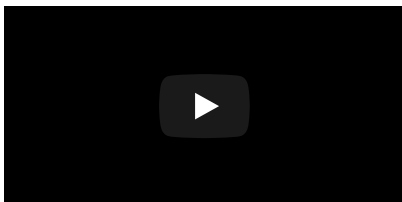
Versions of the logo.

The old logo — full disclaimer that I am not sure if I have the official “before” logo because there are dozens of different renderings of the same thing — wasn’t special in the same way as the VW or BMW logos are (or were)... it just existed within the realm of badge-like car logos. I mean, sure, it’s somewhat recognizable — I would argue it has more to do with the name than the logo — and that’s what the new logo is betting on, that you recognize the old logo enough to realize that the new logo represents the highlights of the full shield and if that doesn’t work, then seeing the logo in situ, on the car (as below), the general shape of the previous shield remains but, the parts that light up, *that* is the new logo. In the context of the car, with the shield around it, I find the logo quite great but when the lit parts exist on their own I find the logo quite weak and awkward.

I’ll grant that the sense of airiness achieved in the new logo is welcome, especially in contrast to the more typical bigboldchrome logos — which seem to be going away — and that the liberated wordmark looks pretty good but the half circles with the spurs shooting off to the sides are somehow off-putting to me. I’ll also admit that the more I stare at the logo the less faults I find with it... it’s technically well done... so it may just be a personal thing where I can’t really get on board with the end result.



Logo on the new Ariya.



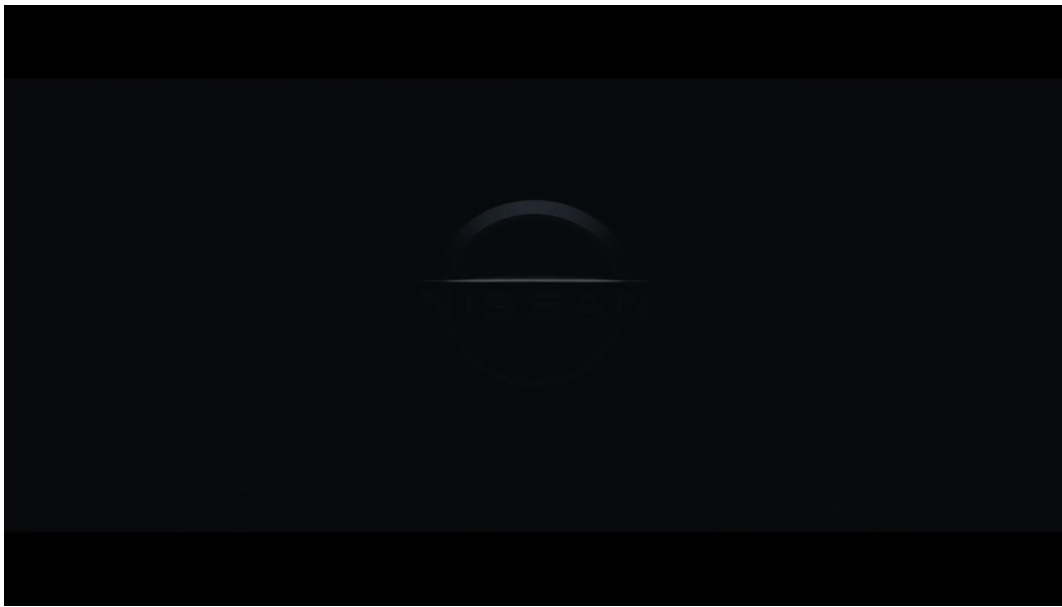
Very dramatic logo animations.

Like, whoah. I have NO IDEA where these came from. I mean, in terms of computing power and graphic prowess, yeah, they are cool but nothing there seems relevant to Nissan.

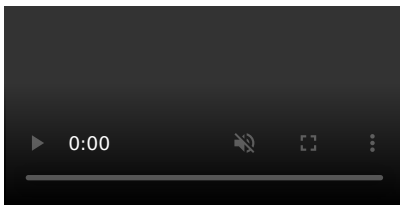


Closing animation and mnemonic sound. (Loops).

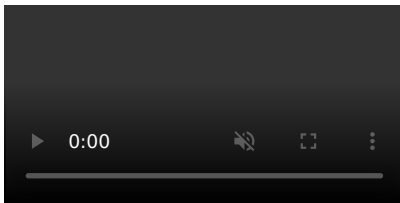
The video above makes me question my initial opinion — the logo works quite well here, appearing from thin air and resolving into a monochrome version with soft shadows. There is something very nice going on here and the subtlety of this animation almost makes up for the lack of subtlety in the animations above it.



Logo getting lit.

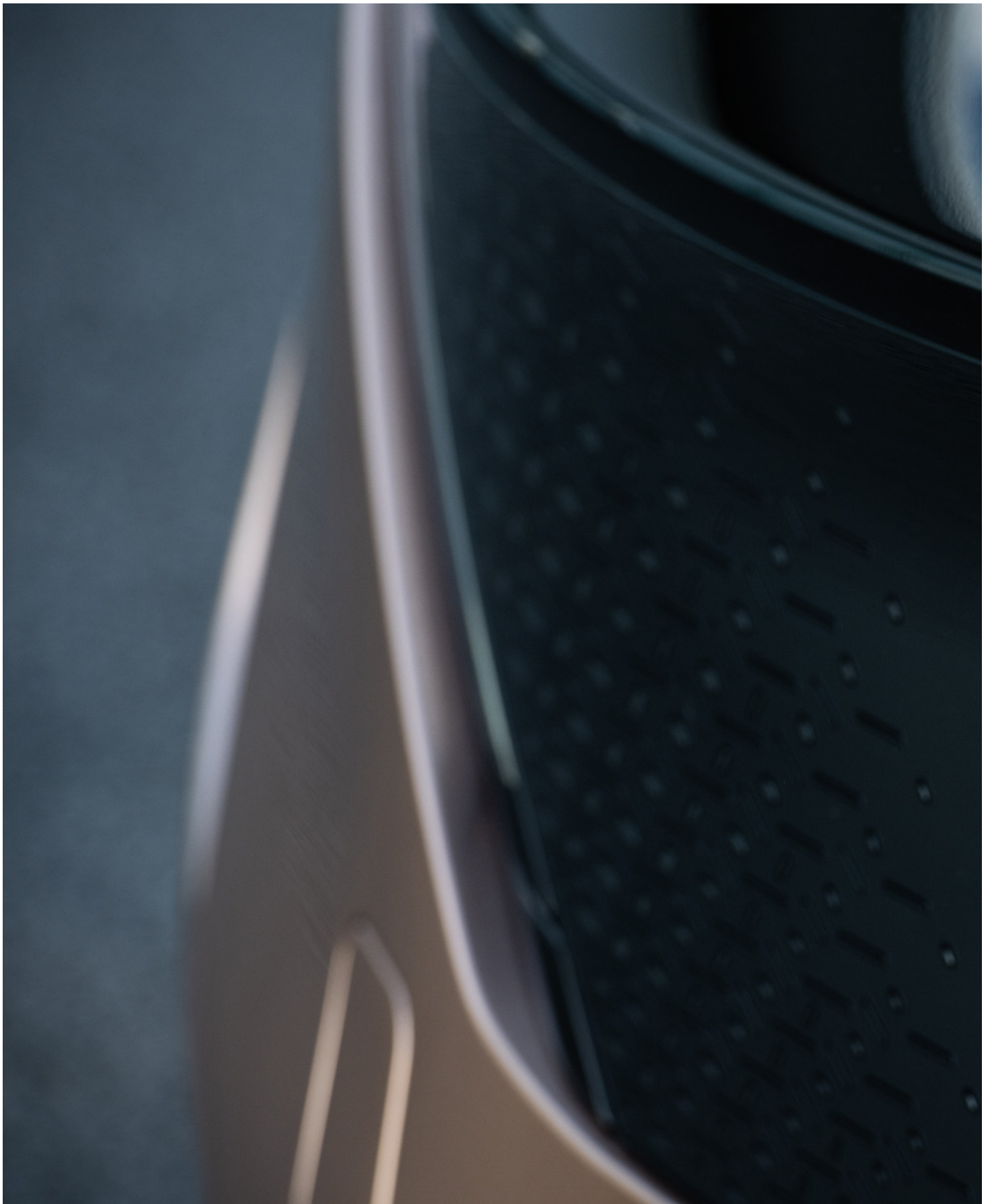


Logo lit.



Logo getting lit in the studio.

Making me reconsider things again is how well the static logo is supported by the experience of the logo on the car and that's probably why I would have loved to see the shield remain as part of the logo, perhaps as a tone-on-tone approach that makes it a subtle element while allowing the lit parts to be the hero. Below are just a ton of photos of the lit logo in different parts of the car.



Logo lit on grill.



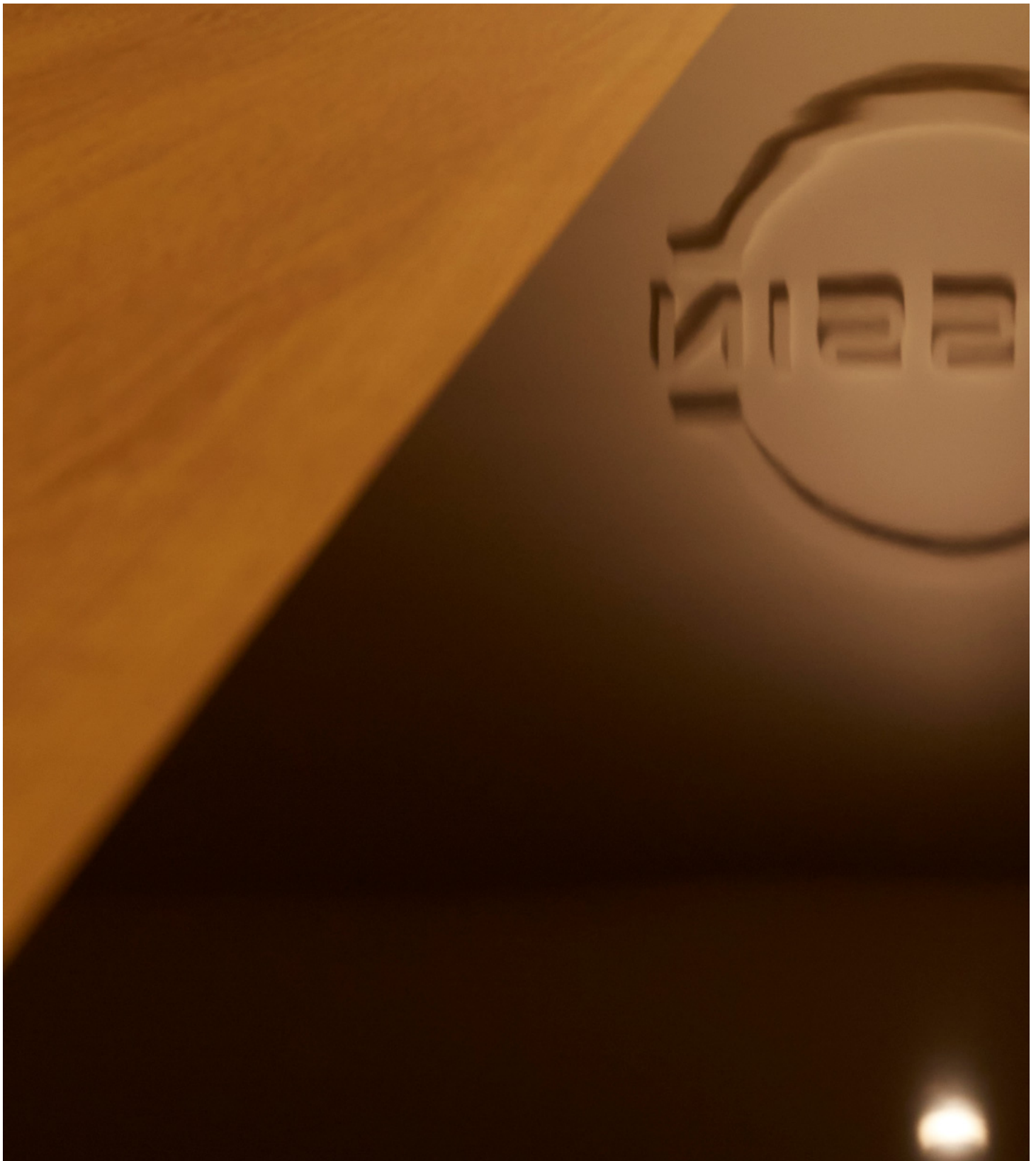
Logo lit on rim.



Logo lit on steering wheel.







Logo lit, from above, in Boardroom. Here is a physical version of the monochrome effect from the closing animation... not bad!



Ariya logo.

I also wanted to touch upon the Ariya logo because it establishes a worrisome precedent for logos of new Nissan models that they must include wide spurs on the sides to echo those of the rings in the new logo. And I say worrisome because look at the above, they look quite terrible and out of place.



Business cards.

More worrisome, though, are these business cards. Even if they are just pre-pre-renders of the pre-mock-up in round one, these look so cheap and, like the animations, completely out of place for Nissan. I will give them the benefit of the doubt that these are just initial concepts and that they will get better because those are sad. Not much else in application other than the two renders below, which are not exciting but not as appalling as the business cards.



Dealer.



Pavilion. ([Opening in August.](#))

Overall, while I'm not a fan of the new logo, I do appreciate how it lives on the car, its newfound simplicity, and how effectively it signals a new era for Nissan.

Thanks to [Daniel Bray](#) for the tip.

Your opinion...

On Logo

- Great
- Fine
- Bad

Total

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On Logo *on* Car

- Great
- Fine
- Bad

Total

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Name



DSH • 3 days ago • edited

That "dramatic logo animation" video is very Annihilation.

13 ^ | v • Reply • Share >



Jim Jansen → DSH • 3 days ago

So true. Funnily I had the same with yesterday's Regent's Place animation of the plants growing. There's something unnerving about it. Especially when associating it with that movie.

^ | v • Reply • Share >



Tobias Weinhold • 3 days ago • edited

Reminds me of the blackhole from interstellar. Very Sci-Fiish

7 ^ | v • Reply • Share >



Matt Keith → Tobias Weinhold • 3 days ago

I think that's the "piercing the sun" bit from their mantra. Very cool, imo.

2 ^ | v • Reply • Share >



Antoñete • 3 days ago

Is like the brand is doing product placement in a shitty futuristic movie.

As they say, they started with the badge on the car (which looks good) and everything came as an afterthought, and it shows.

5 ^ | v • Reply • Share >



salmanorguk • 3 days ago • edited

Really dislike this new trend of illuminated logos on cars. I can imagine all the Chad's of the world using it to PROJECT.

Pretty sure it was started by Mercedes, and they found buyers of their cheaper models were vastly more likely to buy it compared to their more luxurious models.

Think it's become necessary due to marketing and as car shapes become less distinct

PS - logos fine - prefer the red on red!

3 ^ | v 1 • Reply • Share >



Steve Wiskowski → salmanorguk • 3 days ago • edited

I'm just thinking of the repair costs if those illuminated logos stop working, especially in harsh climates with a lot of rain and snow. Can't be as simple as pulling off the logo and changing a lightbulb. That's too easy!

4 ^ | v • Reply • Share >



salmanorguk → Steve Wiskowski • 3 days ago

Just had a look - about \$400 for an OEM part!!!
And if it was just a regular badge, top end is \$70.

Madness.

2 ^ | v • Reply • Share >



Simon Lemieux → Steve Wiskowski • 2 days ago

But, why would you repair that ?
I wouldn't

^ | v • Reply • Share >



Chris Colouryum → salmanorguk • 3 days ago

Weirdly they won't go much further than prototypes, some companies are offering them in the aftermarket but they can't be sold with them. There is a weird law that prevents it (in some countries) — because it's lit it classes is as advertisement so can't be sold to the public (I know right?!) I'm sure this will change but it's such a shame as I agree I think they look dope!

^ | v • Reply • Share >



tmgtheperson • 3 days ago

The Nissan logo itself is fine, but I really wish they'd brought someone like Universal Everything, ManvsMachine or DixonBaxi on board to tackle rendering the logo properly. That red-on-red closing animation reminds me of mid-2000s skeuomorphism, like it was made using tons and tons of Photoshop drop shadow and bevels to get that faux 3D look. Both the 3D and 2D-with-shadows variations look like they were made in Photoshop, rather than modelled and rendered, or photographed. I know times are tough, but surely Nissan isn't so hard up that they couldn't afford to this properly?

The logo on red feels very much like the Nissan I've always known—and a blind embossed business card could've been wicked. Would've loved to see some of Audi's bold typographic styling applied using Nissan's proprietary font instead; specially on that abomination that is Ariya. Any airy sophistication the new Nissan logotype gained is immediately undone by the butchery of the model's logo.

7 ^ | v • Reply • Share >



Emunah Winer • 3 days ago

Extra points to whoever counts how many times Armin writes the word "lit" in this review[]

3 ^ | v • Reply • Share >

3 ^ | v • Reply • Share >



Bobby Baker → Emunah Winer • 3 days ago

Minus your "lit" - 15 haha

[View](#) — uploads.disquscdn.com

14 ^ | v 1 • Reply • Share >



Emunah Winer → Bobby Baker • 3 days ago

Extra points for you!

3 ^ | v • Reply • Share >



DCBurb • 3 days ago

I am down with the trend of simplifying car logos. Some are doing it better than others, some didn't really need to (BW) but getting away from the circles/ovals/bloated names and 3d chrome logos everywhere makes me happy.

1 ^ | v • Reply • Share >



duster • 3 days ago • edited

Looks cheap. I always liked their old wordmark, could've at least kept that and expanded on it some other way

^ | v • Reply • Share >



Paul Kitchen • 3 days ago

Absolutely love this simplified logo - but why make a new logo that doesn't really look like the new logo when on the car?????? That ARIYA typography is pretty special too

6 ^ | v • Reply • Share >



AndyVanBass → Paul Kitchen • 3 days ago

Yes, it looks like the old logo physically on the car, which I understand, but why not fully embrace the new direction? Maybe this was a way to keep some history & appease the more conservative brand decision-makers.

4 ^ | v • Reply • Share >



Dennis Bolt → AndyVanBass • 3 days ago

My thoughts exactly...before seeing the actual car, I was kinda impressed with the new direction, and then the actual chrome badge pretty much looks like old logo. I'm kinda so-so on either logo honestly. I do like the "piercing the sun" from history, but final result is a bit flat-literally.

^ | v • Reply • Share >



Colin Baxter • 3 days ago

Although this struggles to work as a 2d black logo on a white background it certainly comes to life when on the grill of the car and nicely lit up. As a brand I don't think Nissan has ever had the brand awareness as other logos, like VW or Ford. So even here stripped right back, there is even less recognition.

1 ^ | v • Reply • Share >



unrelated • 3 days ago

I actually like the new flat logo - but when you see it on the car you realize nothing has really changed. If you're gonna change, change! Lean into the fresh minimal lines, don't just outline your old badge bleh

2 ^ | v • Reply • Share >



Kevin Wayne Williams • 3 days ago

I'm trying to think of other instances of an auto manufacturer electrifying their logo. The last I can remember is Wolseley, who routinely illuminated their front grille badge. [View](#) — uploads.disquscdn.com

1 ^ | v • Reply • Share >



Cough → Kevin Wayne Williams • 3 days ago

Mercedes has it on some models.

1 ^ | v • Reply • Share >



AquaticForm → Kevin Wayne Williams • 3 days ago • edited

Scion/Toyota did this in 2014 with their 10th anniversary models.

[View](#) — uploads.disquscdn.com

^ | v • Reply • Share >



Eligio Jose Rosa • 3 days ago

Place your bets who going to be the next "lit" car logo.

^ | v • Reply • Share >



Eligio Jose Rosa → Eligio Jose Rosa • 3 days ago

Mine is Toyota, then Ford.


^ | v • Reply • Share >




AndyVanBass → Eligio Jose Rosa • 3 days ago


Interesting. I wonder how Ford would do it, they may have to simplify a bit, but they've also resisted modifying their logo — example, Paul Rand's '60s rejected/unused modern logo update.


^ | v • Reply • Share >

 **wasapasserby** → Eligio Jose Rosa • 3 days ago
Ford (well, Lincoln) already does [View](#) — uploads.disquscdn.com
^ | v • Reply • Share >


 **LuisPauloLohmann** → Eligio Jose Rosa • 3 days ago
My money on Honda.
1 ^ | v • Reply • Share >


 **Marcelo Scharlau Coelho** → LuisPauloLohmann • 3 days ago
The Honda e prototype already has it.
[View](#) — uploads.disquscdn.com
2 ^ | v • Reply • Share >


 **Jeff Enzor** → Marcelo Scharlau Coelho • 3 days ago
Love this car so much. I'm very ready for this trend in car design to take hold.
^ | v • Reply • Share >


 **Marcelo Scharlau Coelho** → Jeff Enzor • 3 days ago
It's an absolutely brilliant design, I love it as well. It's a shame that they went with such a low range that makes it really hard to justify buying the Honda e instead of the competitors.
^ | v • Reply • Share >


 **wasapasserby** → Eligio Jose Rosa • 3 days ago
Cadillac is probably next with the new Lyriq SUV
[View](#) — uploads.disquscdn.com
^ | v • Reply • Share >


 **Kevin** • 3 days ago
Will it illuminate is the new will it fax
1 ^ | v • Reply • Share >


 **Gourmet Poptart** • 3 days ago
It looks like what a production department of a movie would mockup for a near future setting.
1 ^ | v • Reply • Share >


 **Karl Nilsson** • 3 days ago
Does the Nissan logo ever display in kanji? or is it only ever the latin alphabet we see here?
1 ^ | v • Reply • Share >

 **Jacob** • 3 days ago
That's a very daring rework of their logo. I like it. I'm also on board with how car manufacturers are realizing their logos don't need to be finely rendered versions of physical car badges.
2 ^ | v • Reply • Share >

 **JaimC** • 3 days ago
I am torn on this... but my gut says that this redesign will just continue their inability to translate the brand from print/web to on product. The logo, the steering wheel, the front badge... it's still all over the place. I think the historical lack of consistency of some automakers starts with the graphic and product teams not having a solution that works in both media- they reinterpret at every turn. I would like to see them consider what the 3D molded version of badge looks like in all on-car applications and work that into their understanding of the 2D branding. Then, stick with it across all car models and materials until further notice. It drives me nuts, it's one area German automakers really understand.
2 ^ | v • Reply • Share >

 **Alex Berkowitz** • 3 days ago
I quite like this trend of automotive logos becoming lighter and airier, and this new logo is no exception. The old Nissan badge was, as noted, nothing special. Sure, it had a sort of distinctive London Underground-esque holding shape, but it was pretty boring overall. This feels like a huge upgrade in that aspect, turning it into something more unique. I wish they had done more to emphasize the lightness of the logo on the cars by giving it more breathing room, similar to what BMW is doing. Or maybe they could have established a new badge style that's more simplified, letting the logo stand out more.
[View](#) — disq.us
^ | v • Reply • Share >

 **Jonnes** → Alex Berkowitz • 3 days ago • edited
I'd imagine it was quite a feat to get all the corporate team members on board with doing even this. My thought is that having the original holding shape helped ease everybody into the new logo. Hopefully in the future it'll mature into something simpler.
^ | v • Reply • Share >

 **Michael J. Young** • 3 days ago
They really need two versions of the logo here, a thinner one for illuminated applications, and a thicker one for monochromatic uses so that

they look optically the same. Much like Paul Rand's 8- and 13-bar IBM logos, this really calls for system of logos so that they look the same across all the various mediums and applications.

1 ^ | v · Reply · Share >



kernitandburnit · 3 days ago

Looks much better in application.

^ | v · Reply · Share >



Kakairo · 3 days ago

I think it's interesting that the on-car logo basically looks the same as the old one. Also, when have we seen a car brand remove their logo on the back in favor of lettering? It's done in the truck world sometimes (mostly Chevy) and Volvo has never had it's circular logo on the back, but I don't recall anyone dropping the logo on the back of a car.

^ | v · Reply · Share >



Kevin Wayne Williams · 3 days ago

Anyone want to take a stab at what they will do with the Datsun logo? [View](#) — uploads.disquscdn.com

1 ^ | v · Reply · Share >



Prescott Perez-Fox → Kevin Wayne Williams · 3 days ago

Didn't know Datsun was still around!

1 ^ | v · Reply · Share >



Kevin Wayne Williams → Prescott Perez-Fox · 3 days ago

In India, Datsun and MG are still active car brands. Feels nostalgic when I go.

1 ^ | v · Reply · Share >



Jamie Murphy → Prescott Perez-Fox · 3 days ago · edited

It's owned by Nissan Motoring Corporation having relaunched the brand in 2013 after 27 years, operated in Russia, India, Indonesia and South Africa. Their global site is [right here](#).

^ | v · Reply · Share >



Prescott Perez-Fox → Jamie Murphy · 2 days ago

There you go. I thought Datsun simply changed their name in the late 70s and "became" Nissan so clearly I have to pay more attention to auto brands.

Reminds me of Exxon and Esso — and how outside of the US, including Puerto Rico, you still see Esso even though they ended that brand back in '74.

^ | v · Reply · Share >



ReBrandcover → Prescott Perez-Fox · a day ago

Guesstimating one in five gas stations in Canada is an Esso. They're everywhere.

^ | v · Reply · Share >



npnt → Kevin Wayne Williams · 10 hours ago

FWIU they're retiring it again when the current models run their course.

^ | v · Reply · Share >

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