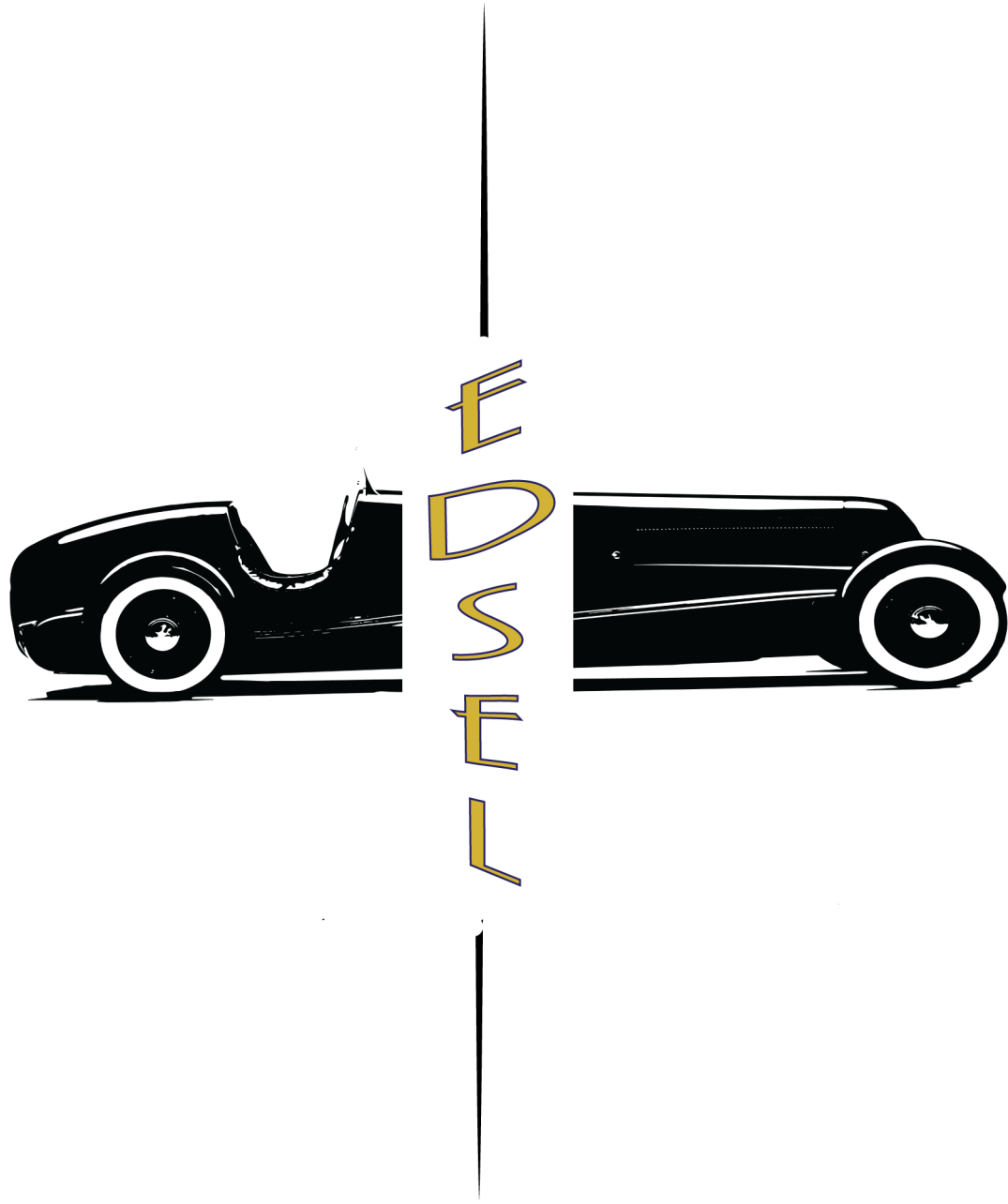


ZG-SUMMER FESDUM

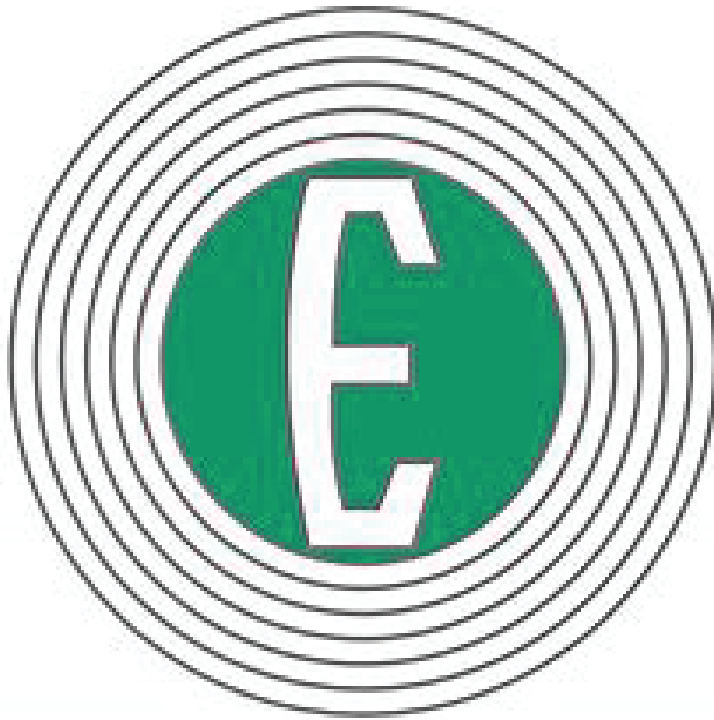


This is a redesign of the Edsel, which was an historic failure during its launch in the 50s. My concept was bringing the car into the modern day Edsel B. Ford, President of Ford Motor Company, asked his styling chief, Eugene T. “Bob” Gregorie, to build a “continental” roadster. That roadster became known as the Model 40 Special Speedster(The Edsel), the vehicle I based my redesign on.

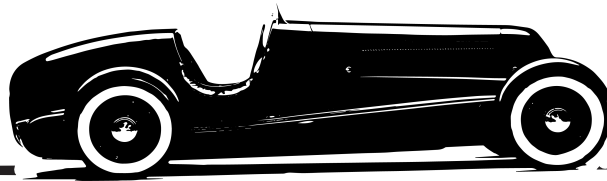
Using Adobe Photoshop and Illustrator I manipulated an image of the Model 40 to create my logo. I took it a step further by slightly warping the text to make the logo look appropriate for a modern-day roadster.

The black and white of the car contrasts with the bronze coloring of the text to create an elegant, modern logo with which to launch a new line of vehicles

ORIGINAL EDSEL LOGOS

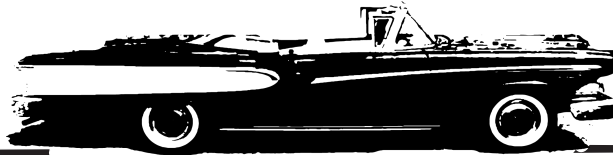


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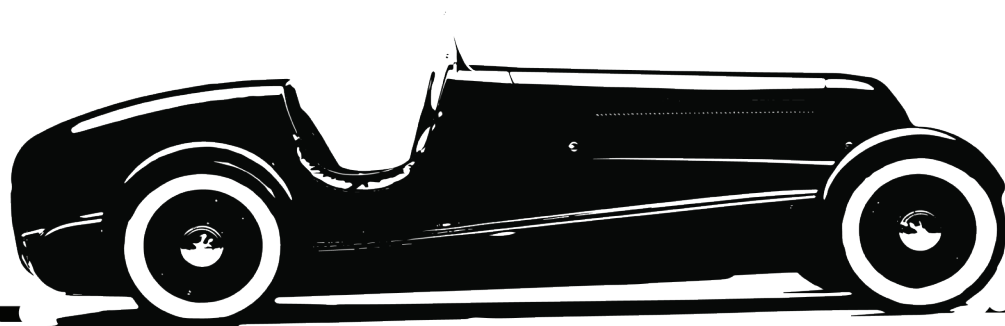


EDSEL

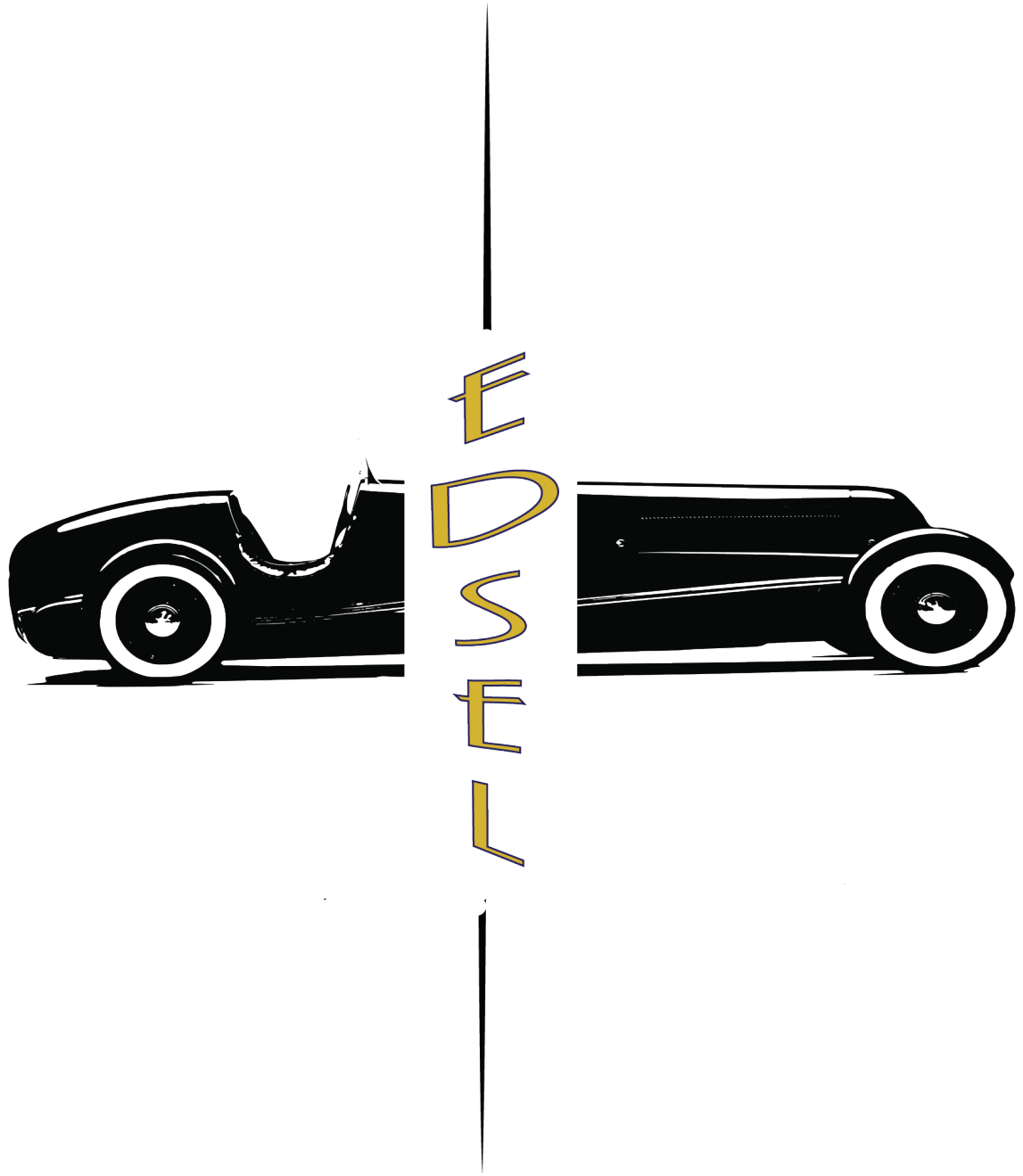
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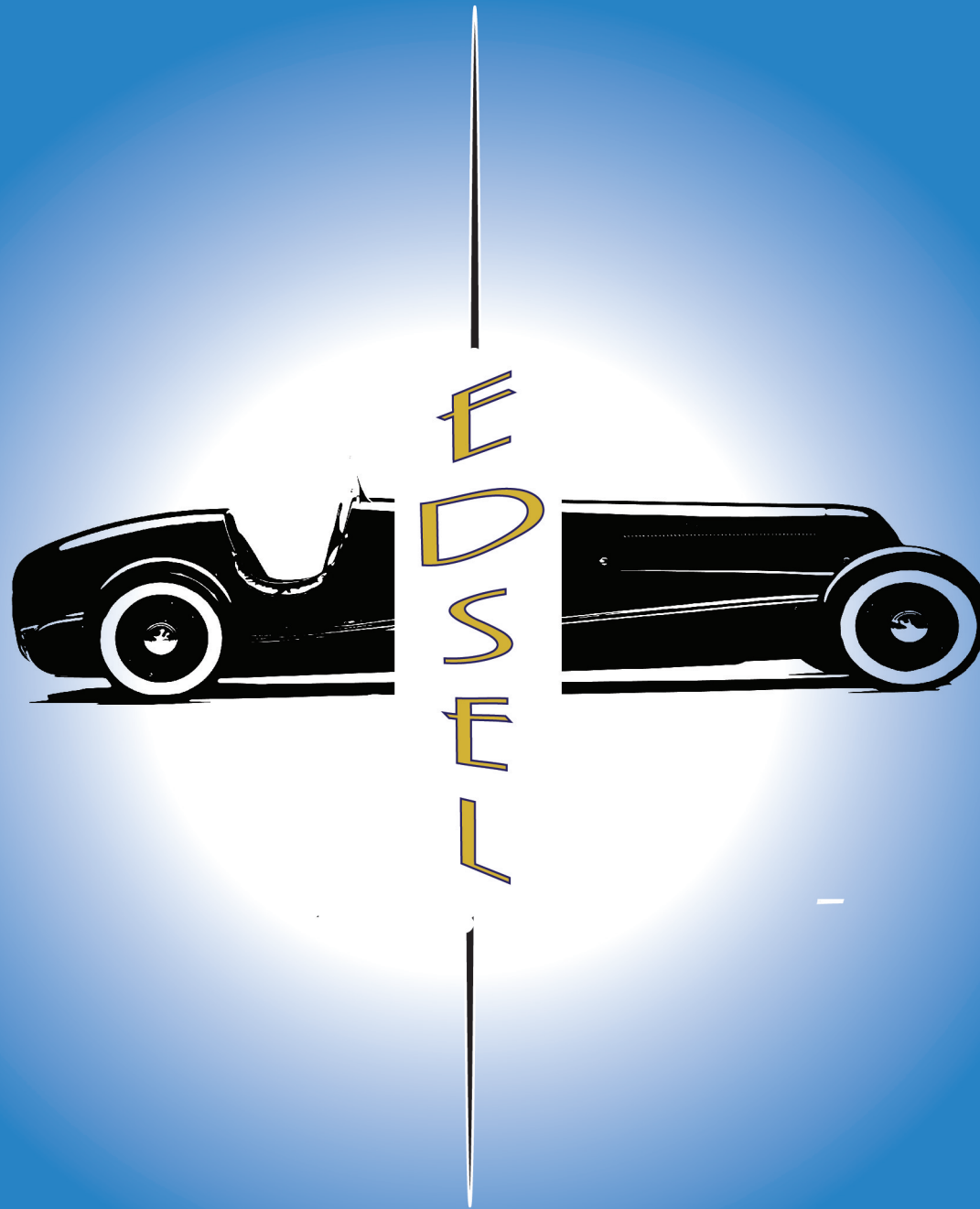


EDSEL



EDSEL





COMING FALL 2023