



Hertz Corporation 2009 Logo



Hertz Corporation Old Logo

The Hertz Corporation (also known as Hertz Rent a Car or simply Hertz) is the largest car rental brand in the world, with approximately 3,500 locations in the United States and 7,500 worldwide. It is headquartered in Park Ridge, New Jersey, United States. The company was begun by Walter L. Jacobs in 1918, who started a car rental operation in Chicago with a dozen Model Ts. In 1923, Jacobs sold it to John D. Hertz, president of Yellow Cab and Yellow Truck and Coach Manufacturing Company, who renamed it the "Hertz Drive-Ur-Self System". The company has passed through a number of hands, including General Motors, RCA, and United Airlines. As a public company, Hertz was traded on the NYSE under the symbol HRZ until the purchase of outstanding stock by Ford Motor Company in 1994.

Hertz's new logo leverages their signature yellow color, signifying the Company's 91-year legacy of service and innovation. In the previous logo, the font was in Yellow, but with the new logo, the Yellow color is even more prominent. With a contemporary look, the logo also symbolizes Hertz's commitment to remain relevant to today's car and equipment rental customers. The new font is more contemporary with rounded edges as opposed to the old font which is more block-shaped.

According to Mike Senackerib, Hertz Chief Marketing Officer, "Our goal in the logo redesign was to create a more contemporary corporate image that reflects our strong brand recognition, and is in touch with the mindset of current and future customers who appreciate superior service, personalized choices and value. We believe, and our customer research bears out, that the new logo portrays Hertz as a modern brand with personality for business, leisure and insurance replacement renters, and equipment rental customers."

As part of its rebranding, Hertz will be also updating its worldwide facilities, including on-and-off-airport Rent-a-Car and equipment rental locations consistent with the corporate identity.

The logo was design by [Landor](#) .

Trivia Question - What other brands use yellow as a primary brand color?
Sprint, DHL, Stanley, DeWalt, Lance Armstrong's Live Strong and McDonald's

Source : http://en.wikipedia.org/wiki/The_Hertz_Corporation

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