



The Peugeot lion logo is a strong visual brand for the Peugeot car. The first lion is designed for marking saw

### 1847

The first lion is designed for marking saw blades and steel products. It symbolizes the three qualities of Peugeot saw blades: the toughness of the teeth, the flexibility of the blade, and the speed of the cut. In 1850 the lion image appeared for the first time on the 'Peugeot Bros' arrow. Initially put on saw blades, this logo was registered in 1858, and for many years would mark the tools manufactured by the brand.

### 1889

1889 was a historic year for the make, with the launch of the first vehicle bearing the Peugeot name: a tricycle, the result of cooperation between Leon Serpollet, the steam expert, and Armand Peugeot. The lion is still shown on tools and cycles. On the other hand, it was missing from the first cars manufactured between 1890 and 1905. To mark these products, Armand Peugeot, who had founded the company Automobiles Peugeot made do with the words 'Automobiles Peugeot' on the radiators. Between 1905 and 1915, the profile of a lion on an arrow was, however, present on the 'Lion Peugeot' cars manufactured by Peugeot Bros.

### 1910

Following the merger in 1910 of the cycle and automobile activities, the company 'Automobiles et Cycles Peugeot' would just put the old PEUGEOT on its cars. On some models 'unofficial' lions made their appearance: the Baudichon lion (1923) and the Marx lion (1925), named after

their sculptors, are true works of art. One had to wait until 1933 for a more realistic lion to adorn the bonnets of models made at the plant.

### 1948

The heraldic lion made its appearance on the 203. It is rearing up on its hind legs, to adopt the familiar posture of the lion on the coat of arms of Franche-Comté, birthplace of the business.

### 1965

Having become a holding company under the name Peugeot S.A., the make changes the logo: just the lion's head is retained on a triangular shield. Three years later the lion head is framed in a square, making a brand sign as it is today. The cars' radiator grills in the meantime continue to sport the heraldic lion.

### 1976

In 1976 a new structure, the PSA Peugeot-Citroen holding company, brings together the two makes, Peugeot and Citroen. The Group then purchased Chrysler Corporation. There were so many happenings to disturb the identity of the Peugeot brand. To reinforce its image, Peugeot has come back to its heraldic lion, with a refined design: it's the so-called 'Lion fil'. The best ambassador of this new, visual identity would be the 205, sold successfully since 1983.

### 1998

The visual identity of Peugeot changes again: the paws, added in the same scale, reinforce the power and balance of this feline; the blue, piercing eye symbolizes the long-term vision of the make. The lion is now complete and metallized to apply to the brand's values (sure, dynamic, esthetic), and is included in the design of its latest models.

**2002**

Now called the 'Blue Brand', the logo changes again to better reflect the Peugeot brand's ambitions. Still complete and metalized, it has had black added to the blue to show the lion's shadow. Balanced in shape and proportions, the logo and the car Brand are by now indivisible: unity creates strength.

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