

History of the SVR Logo



Logo #1

Logo #1: designed by SVR charter-member John Meunier showing his red Speedster, this artwork was used on the cover of the 1966 SVR membership directory, in the September 1969 and later issues of *THE DRIFTER*, and on the back cover of the 1976 membership directory (it was never digitized).



Logo #2

Logo #2: this artwork was used on the cover of SVR membership directories published during 1980-84 and 1986-1990 (it was never digitized). The car looks more like a Porsche Gmünd coupe.



Logo #3

Logo #3: 1977 used on 15th anniversary polo shirt, then for September 1985 *DRIFTER*, most 1986 issues, and in 1987 it replaced a small, reversed logo. In 1993 it was scanned as a graphic & front tires were added (shown here). It appeared on membership directory covers 1991-92 w/o tires, and 1993 w/tires.



Logo #4

Logo #4: after tires were added in 1993, this version was created with Adobe Illustrator to trace and reverse the artwork. Text in both Logo #3 and #4 was scanned from original artwork that was hand-drawn by then *DRIFTER* editor/printer Dale Newhouse. Logo #4 was used for membership directories in 2000 thru 2010.



Logo #5

Logo #5: created in February 2002, this is an improved version of Logo #3. Adobe Illustrator was used to typeset curved text and give a cleaner definition to the capitol building. The digital artwork was then changed back to jpeg format.



Logo #6

Logo #6: also created in February 2002, this is a reverse version of Logo #5. It was first used on the cover of the August 2006 issue of *THE DRIFTER*, and is currently (2010) used on cover pages.



Logo #7

Logo #7: A color version, similar to this artwork, appeared on the cover of the January 2001 *DRIFTER*, Dennis Stettner, editor. Then, it was not printed in color, however. It is used currently for interior pages (February 2010) and previously for the covers printed in color.

Additional notes: The 1965 SVR membership directory displayed a hand-drawn logo on the cover similar to Logo #1. SVR's first name badge logo was in color (similar to Logo #7), but was later changed to its current, less expensive, black-on-brass look similar to Logo #1 and was produced by various vendors. SVR car badges came in two versions, flat at first (1977 or earlier), then a domed version no later than in 1978, both with artwork identical to Logo #3 (without wheels/tires). It is likely that Logo #3 was traced by Dale Newhouse in 1985 from the flat version SVR car badge for use in *THE DRIFTER*.

Larry Wilson, February 16, 2010