

AUTOMOTIVE

Lamborghini changes longtime logo in restyling strategy

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The icon has been simplified in a move that the brand claims supports its refreshed corporate culture. Image credit: Lamborghini

By LUXURY DAILY NEWS SERVICE

After more than two decades in use, Italian automaker [Lamborghini](#)'s famous icon has been changed.

The company's new logo is more minimal and modern than its predecessor. The transformation is part of a larger restyling strategy, which adapts the vehicle brand's visual expression for the contemporary consumer.

Symbolic streamlining

The icon is now in use across the company's channels.

With a broader Lamborghini typeface and streamlined colors, black and white are re-established as primary shades, accented by touches of gold and yellow. The palette symbolizes the brand's clear sense of identity.



The digital side of the brand's identity is getting an overhaul. Image credit: Lamborghini

The bull is also no longer attached to the background shield. Standing on its own, the animal is given greater prominence and can be found now across digital touchpoints.

Future cars will be adorned with this updated look.

The overall restyling taking place is meant to adapt Lamborghini to better suit its "Driving Humans Beyond" mission concept.

The logo feeds into this boundary-breaking mindset, reflecting authenticity, bravery and all things unexpected, per a statement from the automaker.

Additionally, the changes complement Lamborghini's sustainability efforts to decarbonize, which specifically support future generations. With innovation at the heart of it all, the company's corporate identity is getting a makeover that captures its refreshed cultures and values.

Recently chopping down its work week from five to the increasingly embraced four days, Lamborghini is deconstructing both its consumer-facing and in-house operations to welcome a new era ([see story](#)).

A new typeface, which echoes the angularity of the vehicles, is also part of the refresh. This font will be used across communications.

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