



Old logo

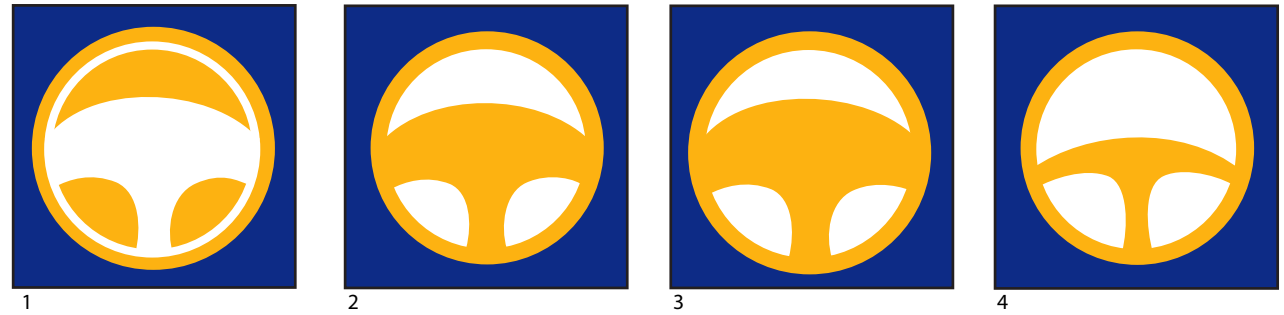


New Logo

Goal: I chose to touch up NAPA's logo because I felt it didn't emphasize an auto parts distribution much as it should. I think people who don't know NAPA should have an understanding of who they are with just looking at their logo. I didn't want to do too much changes to it except put an automobile related icon and expand the type. The original type on the old logo was too condensed to the point when you stare at it for long it felt squish. With that, I used the font Arial Black to make it more easy to read and notice from far away. I kept the colors of blue, orange, and white since the colors were very eye-catching. I used a steering wheel icon in the background to give it more auto feel to it without just narrowing it to one specific distribution. Since NAPA has sponsorships with Nascar, I find it very suitable.

Designs:

From 1 to 6 are some of my other designs I came up with during my process of re-designing this logo. 7th, being my final piece.



Fonts:

1 to 4 are other fonts, 5th being the one I used.

- 1) Arial Narrow
- 2) Arial (italic)
- 3) Arial Black (lower case)
- 4) Arial Black
- 5) Arial Black with the letters more spaced out





This is how the logo would look like on one of NAPA's sponsor cars.



This is how the logo would look like on the sign of a local NAPA store.