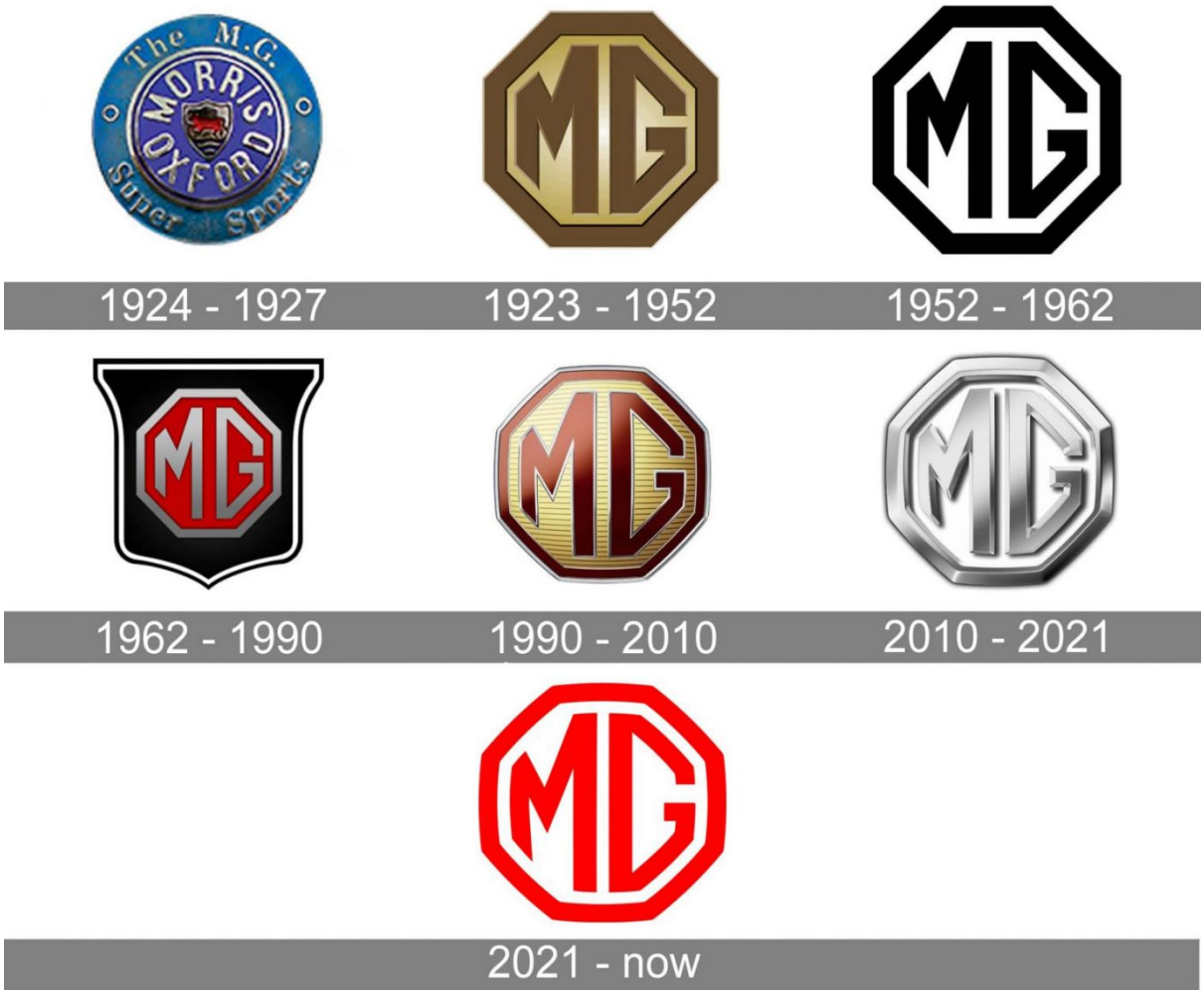
The MG Logo

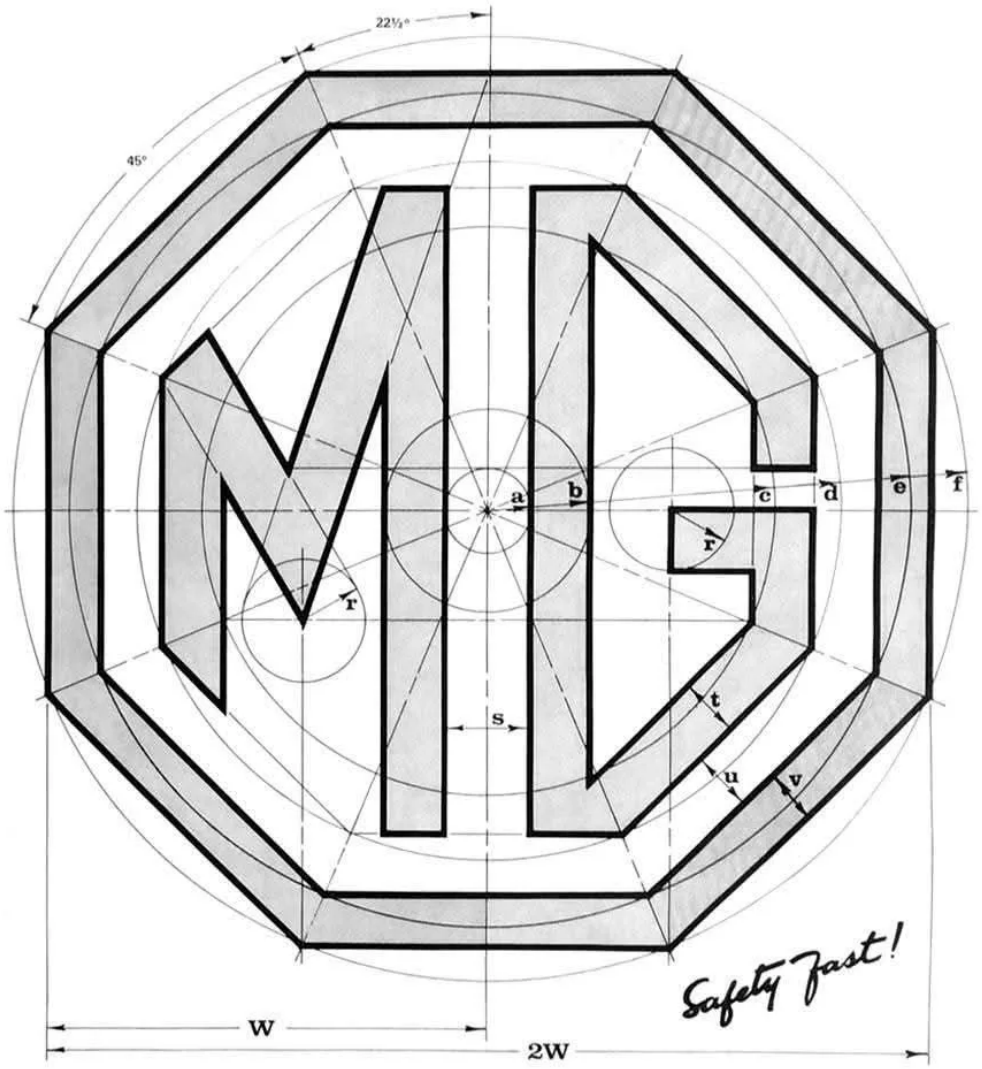


The following information was found on logodecks Instagram account by Matt Blackwood (thanks Matt).

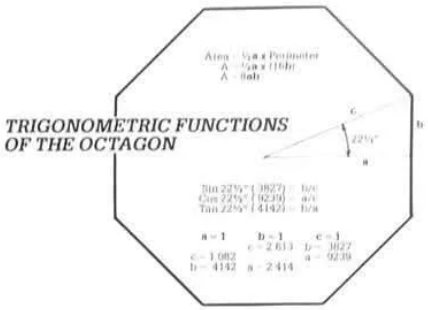
“The iconic octagonal MG badge was designed by Ted Lee (also referred to as Edmund Lee), a cost accountant at Morris Garages who was an amateur artist. Cecil Kimber, the founder and driving force behind the MG marque (as general manager of Morris Garages), spotted Lee's sketches and enthusiastically adopted the design in 1923 to give the emerging brand its distinctive identity. The octagonal shape with the "MG" monogram first appeared in an advertisement in The Oxford Times on March 2, 1923, and was used in promotions for the early "MG Super Sports Morris" models throughout late 1923. It was officially registered as a trademark by Morris Garages on May 1, 1924 (sometimes cited as a key milestone). While some popular sources mention 1927 as the introduction year, this actually refers to the classic brown-and-gold colour scheme and more prominent use on car badges/radiators, the octagonal form itself debuted in 1923.

The original posters were handed to participants of the 20th Annual MG Summer Party in Grand Rapids, MI (August 1996)."

#logodecks



MENSURATION OF LOGOTYPE

OCTAGON OVERALL WIDTH = 2W

RADII		WIDTHS	
a =	.0940 x W	s =	.188 x W (MIDDLE LETTER GAP)
b =	.2340 x W	t =	.140 x W (LETTER WIDTH)
c =	.6492 x W	u =	.140 x W (BORDER TO LETTER)
d =	.8007 x W	v =	.120 x W (BORDER WIDTH)
e =	.9522 x W	W =	½ OVERALL WIDTH
f =	1.0820 x W	Angles are in 45° increments and	
r =	.1400 x W	22½° off horiz. and vert. centerlines.