

The New 5-Door Lancia Ypsilon: Elegance with a punch

FutureBrand creates the logo for the new Lancia Ypsilon

After 25 years of success, the Lancia Ypsilon has been updated to bring us the first ever 5-door version with a remodelled body, designed for an ever-broadening public. At the height of elegance, thanks to the combination of colours, materials and personal touches, this car is worthy of the finest fashion collections.

The logo created by FutureBrand visually represents the personality of the new Ypsilon 5-door by marrying the innate beauty of Lancia, typically feminine in nature, with the decisive and dynamic lines which appeal to a masculine public.

The Ypsilon logo is the harmonious synthesis between power and style. The Y symbolises perfect balance in precise lines alongside the sinuous, wavy strokes that express the values of Lancia. The lettering of the logo expresses more dynamism and respect for the past, the logo is inspired by power and elegance, deeply-rooted within the Lancia style.

The logo features a stylized, black, calligraphic 'Y' shape on the left, followed by the word 'Ypsilon' in a black, elegant, cursive script font.