

Elon Musk explains the true meaning of the Tesla logo

Let's find out the true meaning of the Tesla logo - Elon Musk's world-changing company!

Surely all of us know that a company's **logo** is designed not merely to have, but behind it is a special meaning. Not only cars, but also the car maker's logo is the "*identity*" of these firms. Therefore, designing a logo to suit the company is not a simple job at all. Let's find out the true meaning of the Tesla logo - Elon Musk's world-changing company!

Many people in the world know about **Tesla**'s logo but in fact there are not many individuals who understand all the "*deep*" meaning behind it. "*A beautiful "T" is actually part of a Tesla-made product,*" said their chief executive, **Elon Musk**, in a recent article on the social networking site Twitter.



"*Tesla's logo represents the cross-section of an electric motor,*" Elon Musk explained to a Twitter member. Apparently, Elon Musk referred to the body of the "T" as one of the poles of the motor rotator, with the upper horizontal part being the electrically conductive core.



This is the logo on the Tesla Model S, which was taken in Berlin, Germany on November 18, 2015. Photo source: REUTERS / Hannibal Hanschke

If you take Tesla's logo and form a circle with the upper part of the T in the upper position, it is very similar to the horizontal section of an electric motor. (*The structure of the motor can be significantly different, so this is just a simplified version.*)

This is also a similarity between Tesla's logo and SpaceX's logo - a company that designs and builds rockets, transports and loads onto orbit led by Elon Musk. "The X in SpaceX's logo represents a missile's trajectory," Elon Musk said in a tweet.

Both logos are designed in the studio RO-Studio, a design firm based in New Jersey. Compared to Tesla and SpaceX, the 3rd company Musk invests in has a simpler meaning. SolarCity's logo is a sun-shaped, symbolizing the energy of solar panels they manufacture.



It was Elon Musk who negotiated to encourage Tesla to buy SolarCity last year, promising in the future we will be receiving products that combine solar and battery reserves of Tesla. .

SolarCity was previously run by Musk and other family members, but is still a separate company from Tesla. The acquisition of SolarCity has shown Elon Musk's ambition, when he considered Tesla not simply a car manufacturer.

Not only that, the company recently changed its name from " *Tesla Motors* " to " *Tesla Inc* " only. They eventually won ownership of the " *Tesla.com* " domain name last year after 10 years of trying and have used it as their main website ever since.

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