



The original LPHCA logos were commissioned and provided by founder chairman Gideon Fiegal way back in the 80's.

The concept was that the hands cupped inside a tyre / wheel, signified that passengers are in safe hands when travelling with an LPHCA member.

The reason for re-branding the classic trade mark of the association is that when Gideon got the originals done there was no internet. More and more members have realised the value of the logo on their headed paper, compliments slip and business cards however the logo is also needed on their websites.

The artwork we provide for the classic 'safe in our hands' logo does not transport that well into the resolution needed for websites and even on our own site with the benefit of the original master copy the image looks ragged.

I asked our brilliant magazine Graphic Artist and Designer George Bowman of Bowberry House Design to put forward some 'Internet Friendly' designs and his excellent efforts are shown here.

The classic design will always be usable and those of you who have used it in your artwork need not worry as the association will be keeping it as its printed logo for the foreseeable future.

We do however need a new version for the Internet so the simplest way is to ask members to email us which designs are acceptable. The three proposed new variants are A) B) & C) - the classic look is on the front cover.

We will adopt the most popular for our own website www.lphca.co.uk If you like all of them we will copyright them all as trademarks usable only by Graded Members and the Association.

The wording around the logo can be L.P.H.C.A. or Graded Private Hire Companies or Licensed Private Hire Car Association or the original London Private Hire Car Association.



Free Member's Helpline

Turn to page 14 for more information on this invaluable service.