

Jaguar is now JaGUar



/ Jaguar's EV 'reset' starts with a perplexing rebrand.

By [Umar Shakir](#), a news writer fond of the electric vehicle lifestyle and thing: that plug in via USB-C. He spent over 15 years in IT support before joining TI Verge.

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Jaguar's whole personality right now. Image: Jaguar

British automaker Jaguar is changing its branding for "a new era" as it prepares to fulfill its plan to go all-electric for its lineup, with the first new model slated to launch in 2026. The automaker has revealed a new logo that changes the font, spaces out the letters, and uses a mix of upper and lowercase letters.

"This is a reimagining that recaptures the essence of Jaguar, returning it to the values that once made it so loved, but making it relevant for a contemporary audience," writes Jaguar Land Rover's chief creative officer Gerry McGovern. While at a press event, McGovern told journalists his team had "not been sniffing the white stuff — this is real," according to [Car Dealer Magazine](#).

Jaguar is taking the "contemporary" quite literally as it props its transformed brand that's "defined by exuberant modernism" against Pop Art era-inspired advertising featuring very serious (or sad?) models wearing colorful garments.