

Historic trade emblems

2. completely revised edition



Imprint

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Foreword

In 1937 the Conference of German cities called for "general" proposals for designs for trade emblems for the craftsman branches of the trades entered in the trades register at that time. Fifty-two official trade emblems were put forward and published in 1938.

The "General Trade Emblems", symbolising membership of a trade, played a significant role.

The craftsman trade associations have been embraced by the framework of the Organisation of German Trades since the 80s. They use the general trade emblems as well as their own professional emblems which have partly historic origins.

It was already under debate in 1938/39 in the conferences for cities and communities, when the new trade emblems were almost ready, as to whether a return to the old guild emblems rather than introducing the new trade emblems

might be preferable since the former offered stronger, more graphic symbols for the trades in question.

As an indication of how current these emblems are, 86 of the 126 craftsman trades still use them today.

Hans Holzmann GmbH, printers in Bad Wörishofen, are publishers for the trades. From the emblems existing in 1987 they published 64 trade emblems as the symbols of trade associations already being used by national guild associations. 14 trade groups adopted the historic symbols; the attractive heraldic symbols such as the those of the shoemaking trades, the stucco workers and plasterers, the jewellers and silver and goldsmiths were not adopted. Conversely, the building trade adopted the general emblem of the construction trade, which acquired a new emblem into which some attractive historic detail from earlier times was introduced.

The new trade emblems are protected trade marks and may only be used by trade organisations. For this reason firms concerned with individual trades still like to use the historic trade emblems in their logos.

The orthopaedic and dressing trade



This emblem bears the caduceus serpent, an old symbol in the medical profession. In the illustration the light green serpent is coiled around a the black reflex hammer typical for this trade. There is also a gold coloured arm and leg prosthesis; the ground is beige.

The construction trades



Construction owes its origins to the stonemasons. Bricklaying (picture) was introduced to Germany in 1150. The trade emblem for the construction sector bears the symbols, dating back to the time of the guilds, of compasses, set square, hammer and trowel. The compasses and set square refer to the time when the construction sector drew up its own plans and blueprints while the hammer and trowel signify the practical execution of such plans.

What significance does the emblem of the construction sector have in relation to the other various trade emblems used in today's construction and building trades?

It embodies, so to speak, the overall reference for the building trades involved in construction work, such as bricklayers, carpenters, slaters, etc. and the associated trades of joinery, glazing, painting, etc. It symbolises the general part played by all the building trades in construction and their established independence through the emblems they have created for themselves.