

ROBERT LOUGHEED'S PEGASUS

MobilOil was formed through the merger of Exxon Standard Oil Company and Socony Vacuum Company in 1879. After WWII, the oil industry began to flourish and the company was looking for a strong logo to set them apart from the competition.



The artist hired to create the logo was Robert Lougheed, who was born and raised in Grand Valley, Dufferin County. While attending Grand Valley Public School, he discovered his love and talent for art. When he turned 19, he moved to Toronto to attend the Ontario College of the Arts.

Robert went on to work for the Toronto Star and as a freelance artist in New York. He created over 5000 drawings and paintings during his, many which have been featured in professional galleries across Canada and the United States.

Robert loved to draw animals, especially horses, which made him the ideal artist to create the iconic MobilOil pegasus.

Would you like to learn how to draw a pegasus? Check out the next page for a tutorial.

WHAT IS A PEGASUS?

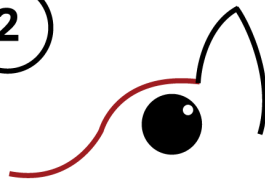
A pegasus is a mythical winged-horse. It originates from Greek mythology. The symbolic meaning of the pegasus has changed over time. In recent times, the pegasus is considered a symbol of power, freedom, and a message to follow your dreams.

HOW TO DRAW A PEGASUS

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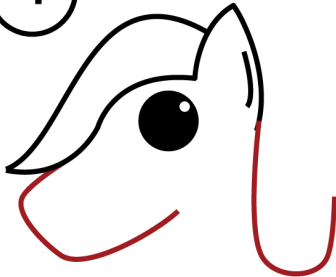
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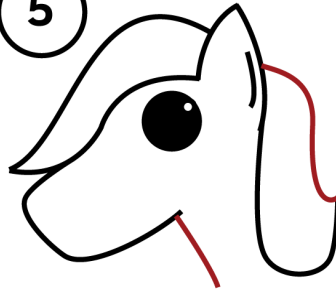
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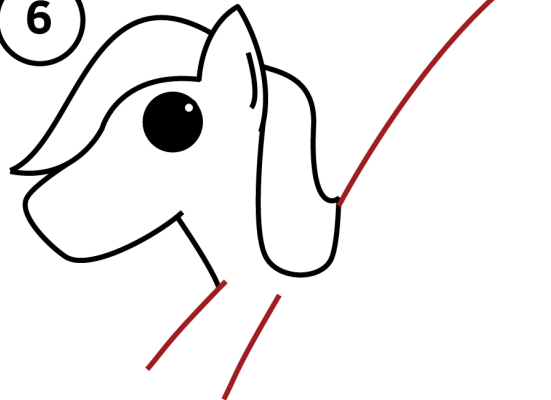
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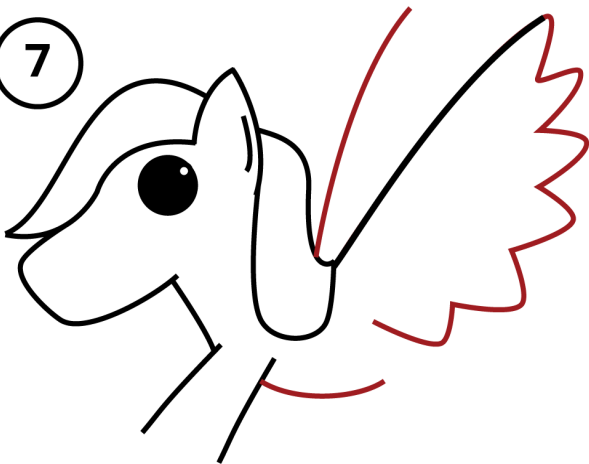
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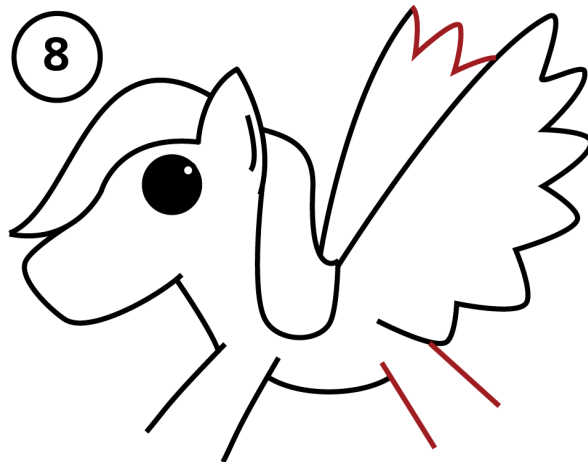
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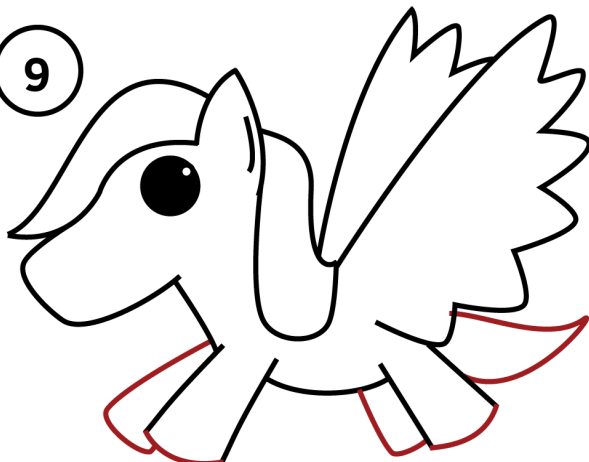
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