

So here is the story behind the Corvette 'Jake' logo:

One of Corvette Racing's transport truck drivers, Don Male, approached Doug Fehan, Corvette Racing

Program Manager, about putting a skull decal on one of the Corvette C5.R's for the 2004 LeMans race.

Fehan liked the idea and gave Don the 'go ahead'; that Corvette, No. 64 Corvette C5-R, won in the LM-GTS

[Grand Touring Sport Class] with drivers Olivier Beretta, Oliver Gavin and Jan Magnussen.

Don, convinced the skull logo is now *good luck* charm, gets other ideas for using a skull Corvette Racing logo.

Fehan pointed out the decal used was actually a copyrighted design, by clothing company *No Fear*.

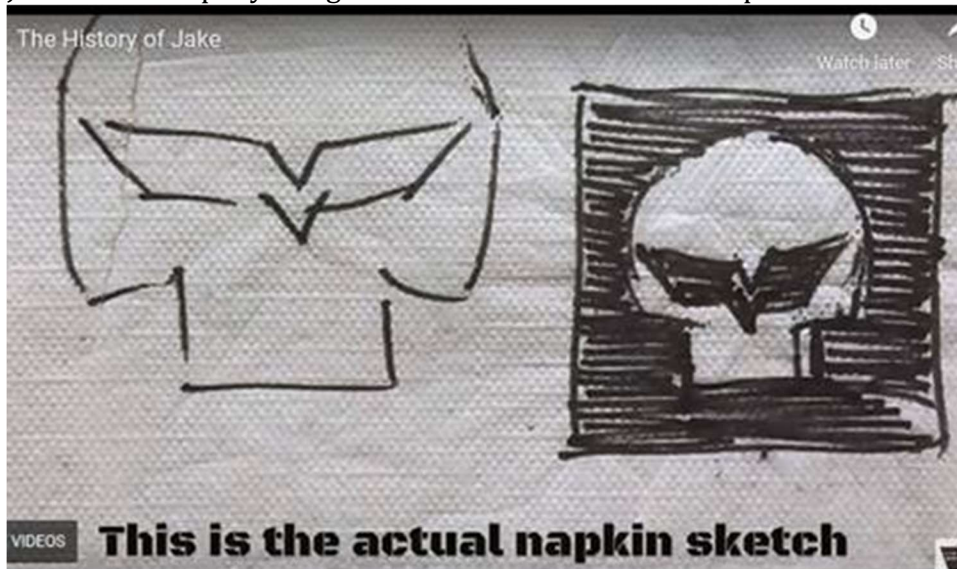
Corvette Racing needed its own version, so





Paraphrasing Fehan; “.....one of the fellas that works at our boutique store in New York, Kick Design, Eddie Jabbour, says ‘Well how about we design our own?’ Fehan says ‘Do it!’

Jabbour & company designed over beers on a cocktail napkin what is now known as Jake .



The skull got its name from Corvette marketing manager and National Corvette Museum Hall of Fame Inductee, Gary Claudio.

Claudio names the skull logo after 'Jake Blues' from the 1980 film The Blues Brothers, seeing how the ruthless Jake character would probably identify with Corvette Racing’s ‘Take No Prisoners’ motto.

C6.R Jake logo



The © Jake logo appears, OFFICIALLY, on the C6.R Corvette for the first time for the 2005 Le Mans race on the Corvettes b-pillars.
2004 LeMans **No Fear** decal



2005 LeMans C6.R decal



For the last race of the 2007 season, Fehan approves a special 'in honor of FANS' paint scheme, albeit, w/out GM corporate approval



2008 - the C6 ZR1 BLUE DEVIL PROTOTYPE - in this spy photo, a Jake horned 'Blue Devil' decal can just barely be made out on the passenger window



here it is up close and personal



ZR1 Jake logo intake snorkel is approved by Tom Wallace, Corvette Chief Engineer at the time





2014 C7.R Jake logo, a GM in-house design, a little deeper 'V' ala C7 emblem, now embraced by GM corporate!



Red/White/Blue Patriotic colors, personally i think it loses something with this color scheme



C8.R Jake logo, using new C8 deep 'V' emblem



So there you have it, Jake logo history,
Mike Waal