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Volkswagen Evolution

The transition of each Volkswagen logo was more effective than the last. The Volkswagen logo underwent multiple changes that improved the logo itself. The creator, Franz Reimspiess, of the Volkswagen logo won an office competition where his design was chosen to be the official logo for the company. One reason the transition of each Volkswagen logo was more effective than the last is because of the significant meaning that started in the 1930's. Another reason the change of the Volkswagen logo was more effective than the last is because not many realize that color plays a large role in the logo process. Lastly, our progression of the Volkswagen logo has been effective because it catches the attention of the generation today.

One reason the transition of each Volkswagen logo is more effective than the last is because of the significant meaning that started in the 1930's. During the 1930's, World War 2 came about as Adolf Hitler came into power. This is relevant to the Volkswagen logo because the company's first ever logo consisted of a "V" and "W" paired together under a Nazi swastika. The logo was created before World War 2 began and adopted by Hitler. Volkswagen decided, after the war was over, that they would omit the Nazi swastika and stay with the black circle surrounding the initials of the company. As effective as this change was, it wasn't the only one brought about within the years.

Another reason the change of the Volkswagen logo was more effective than the last is because not many realize that color plays a large role in the logo process. In 1967, when the logo had switched colors from black and white to light blue and white. This change of the Volkswagen was brought about to bring positivity. The light blue color represents excellence, reliability and class, while white symbolizes nobility, purity and charm. Next change was minimal as the initials were inverted and the light blue color

switched to a deeper blue in 1995. Deep Blue symbolizing confidence, trust and loyalty. This wrapped up the 1900's changes to the Volkswagen logo as we proceeded to the most effective changes in the early 2000's.

Lastly, our progression of the Volkswagen logo has been effective because it catches the attention of the generation today. The latest update on the logo was in the 1999 to 2000, when the logo adopted three dimensional effect and simplicity of the initials stayed the same since the first one in the 1930's. These changes were well necessary in improving the look of the Volkswagen Company to appeal to the eye of the generations today. The Simplicity of the design and 3D effect grabs attention in magazines, as advertising for the Volkswagen are present as well as the logo. The logo is also found on the main Volkswagen website as well as google and many other. A more obvious place you can find the logo is right on a Volkswagen itself. Now the Volkswagen logo created in 1999 to 2000 is still standing today.

In conclusion, the changes within the Volkswagen logo improved within the years of 1930 to 2000. It evolved (for the better) because the symbolic meaning went from being a Volkswagen logo that altered into a dictator of Germany giving Volkswagen the push to improve their logo. They have definitely evolved in color, presentation and design.

Citing Page

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