

Carlos Cruz Villagomez

Professor Trucchia-Noriega

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Project Research Writing Assignment

Volkswagen Logo

Let's go back in history; In 1937, the government of Germany who was controlled at the time by Adolf Hitler, established a new [automobile company](#). This new automobile company was named "Gesellschaft zur Vorbereitung des Deutschen Volkswagen mbH", which would then be renamed to "Volkswagenwerk". The name "Volkswagenwerk" means "The People's Car Company" in English. Due to Germany's economic problems, Hitler felt like people in Germany needed an easier way of transportation and a car that was affordable. Adolf Hitler hired Ferdinand Porsche, an Austrian automobile engineer to design "The People's Car". Meanwhile, Porsche created the design of this affordable German car, Franz Xavier Reimspiess created the logo for this German company.



[Franz Xavier Reimspiess' logo](#) was assigned the winning logo in a design office competition. This logo consisted of the color black, the Nazi swastika, and a circle with the letters “VW” inside of it. After World War II ended, the French decided to take out the Nazi swastika from the original [Volkswagen logo](#) created by Reimspiess. Other German automobile logos that began to develop were the BMW logo, the Audi logo, the Mercedes-Benz logo, and the Porsche logo. A German logo that has a similar concept to the Volkswagen logo is the BMW logo.



[BMW](#) stands for “Bayerische Motoren Werke,” a new Germany company with a logo designed in 1917. The logo was circular with the colors blue and white, which represented the Bavarian State and had the letters “BMW” at the top in the inner circle. This logo is similar to the Volkswagen logo because they both have a circular shape in which they represent the company. Both, the BMW logo and the Volkswagen logo use letters that stand for the name of the company. Last but not least, both logos use the two same colors in their design, blue and white. Even though these two automobile logos have been designed in different years, they consist of similarities which make them unique in their own way.

Once “The People’s Car” was finished being built, one way in which the car was shown off to the public was through advertisements. One famous poster in the 1900s that was used to promote the “Beetle” Volkswagen car was named “Think Small”. It’s a pun intended advertisement because the car is shown to be pretty small and there are huge letters that say “Think Small”. The creators of this advertisement wanted to be straight forward saying the car was small, efficient, and innovated. In today’s Volkswagen advertisements, new ideas and quotes are being used to promote the newest Volkswagen car. In the 2017 Volkswagen advertisement, the quote is trying to convey more than one thing, “Your back-up, when backing up,” means that the car has new technology. There is a backup camera that will help the driver go in reverse. It also means that the company has your back; Volkswagen wants its customers to be aware that the company cares for them and their safety. As time goes by, new innovative ways of promoting a product will continue to appear.

Before



After



Sources:

1: “Volkswagen is founded”, May 28th, 2019.

2: “A history of the Volkswagen logo in four points”.

3: “Volkswagen Logo”.

4: “Origins of the BMW Logo”, January 17th, 2013.

5: “See a Brief Cultural History of an Auto Giant: The Volkswagen Beetle”, April 3rd, 2013.