

Isamari Burgos

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Professor Maya Koenig

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The Vans “Off the Wall” Logo

Vans: Off the Wall was founded back in California in 1966 by the two brothers Paul Van Doren and James Van Doren which provide sportswear for skaters, surfers, and snowboarders. Though, they usually make the sportswear for a more "active" kind of audience, I'd say they have attracted all kinds of audiences, especially those who aren't as active. Their logo was designed by Mark Van Doren which at the time was 13 in 1970 and is still used today as a very popular logo for the company and very impressive for a 13year old to come up with. Their logo has changed many times and had been modified to appeal to their different audiences while using shape, design, and color to affect the many audiences they have. The Vans logo fulfilled the company's mission by having the traits of simple and to the point, easy to read/interpret, and relevant to what they sell.

This company has changed their logo many times over the years but has also used the logo they have changed for different parts of their clothing, store name, and shoes. For example, for the store logo they just used a simple black bold sans serif typeface with a plain box underneath it with the “V” extending and sheltering the other letters of its name which makes it pretty clean, and to the point (See Fig 1.). For the clothing they either use the same logo as their store, or just another completely different one that is modified in some way for the consumers to enjoy and wear containing a different color from the original logo with a completely different layout as the

original or just a completely different logo (See Fig 2.). For the shoes, most of them pretty much have the same logo which consists of the “Vans ‘Off the Wall’” slogan being inside of the cruiser/skateboard kind of design with the background inside the cruiser being red and the typeface left with the color white (See Fig 3.). Another modification that they added to their logo design was adding red to the square that is under the white typeface labeled “Vans” and “off the wall” In black which is in the bottom of it (See Fig 4.). Their current logo for Vans is a combination of a brand name and a slogan because of their use of “off the wall” being the slogan and “Vans” being their brand name.

According to Anthony Pena the author of <https://logorealm.com/vans-logo/> states that “Its “Off the Wall” slogan calls attention to the company’s athletic ties and quirky background.” Which explains that their slogan gained lots of attention by their main target audience because of how it related to their athletic ties and their love for skateboarding shoes. Anthony Pena also explains how “Like many of the shoe designs, the Vans logo is directly inspired by the skaters who wore them. At the time, skaters liked to practice fancy tricks in the many empty pools of California. The skaters called this going “off the wall,” and it was a fun trick that even newer skaters could manage. This phrase is also used to describe a quirky or eccentric person, so it fit in perfectly with the Vans image. Though the Vans brand got its name from the Van Doren brothers who founded it, the name also inspired the earlier van-shaped logo of the brand.” Which explains why they used the slogan “Off the wall” to target to their main audience of skaters, and how most of them related to it resulting in them buying the shoes and recognizing the brand. It also explains how the slogan made the image for Vans by the meaning of it being an “eccentric person” which means being weird or odd in a different way than others, which many people try to succeed on to be viewed as “different” now and days.

The Vans logo is recognized by everyone now because of its popularity that it has gained by many people wearing their brand and trying to be a part of it. They use it as a way of stylizing themselves and of course, wearing the brand. According to <https://logorealm.com/vans-logo/> the author Anthony Pena explains “Though Vans shoes are mostly known to skaters, music fans may be more familiar with seeing the Vans logo on the Warped Tour sign. This traveling rock festival sponsored by Vans is the longest-running touring festival on the continent.” Which explains how they target to different kinds of audiences everywhere since they have a rock festival and is pretty known among the community of vans wearers. They target the people going to this rock festival by including some of their favorite bands/ singers to perform there and This article <https://www.famouslogos.us/vans-logo/> also explains “The Vans logo is the representative of the company’s strong customer base. The company’s logo is instantly recognizable and reflects the reliability and trustworthiness of its products.” Which means that to every target audience, the logo will be recognizable as well as memorable because of its simplicity and its incredible color scheme of blacks and whites, while also adding a bit of red to it. It explains how many of the customers put their trust in this company for their clothing and shoes while the company uses many of their different logos to target their different audiences even if it isn’t their target audience.

As explained by the author of the E Book, *Vans: Off the Wall (50th Anniversary Edition)* By Doug Palladini which is also the son of Paul Van Doren, explains “Adidas had their iconic 3 stripes starting in ’68, Nike was new in the early ’70s and had its swoosh. Vans needed something to mark our shoes like the other companies did. My dad always doodled and kept a pad at his desk. One day he knew the stripe he wanted for our shoes and went to our patent guys, an old cobbler from Boston, and showed it to him. He called it the “jazz stripe” and they liked it

so he put it on the Old Skool, style 36. The sidestripe is really nothing more than a random doodle, because we needed our own mark on the side of our shoes.” The author here is trying to explain how having their own mark on their shoes enhanced the audience and appeal to their shoes to make them more noticeable and recognizable to audiences who were interested in those shoes. He also wanted people to remember his brand with the “weird doodle” they had that was just a doodle at one point but for right now, it’s one of the most recognizable doodles in the world. Using this mark that Paul did for their shoes is also like a logo because it is on most of their shoes and is very recognizable to every audience. As well as their unique shoe design and logos they use for all different clothing, shoes, etc.

The Vans logo all in all, is pretty unique in its own way and works perfectly because of the font, illustration, and its representation of the company. Their logo has changed many of times which is fine, though I don’t believe it was necessary since their logos were working from the start. Their logos were well made and they modernized it by adding the color red to make it more powerful and modern for the new audiences in this generation. Vans has been very successful and very recognized by many audiences by its logo, and design and still continues to make a big change on the world of logos and the simplicity to it which makes it memorable. They will continue to make it in this world full of logos where everyone tries to stand out and be more recognizable.

Work Cited

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Figure Reference Page

Fig 1.



Fig 2.



Fig 3.



Fig 4.

