

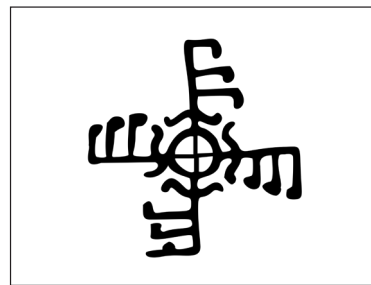
Volkswagen Logo History

Volkswagen is one of the biggest automobile brands today. The word “Volkswagen” means “People’s car”. It was established in 1937 in Germany, with the goal of manufacturing cars with affordable price for the common people. Over 79 years of the company history, they have changed their logo nine times.

There is a controversy over who the designer of the first logo was. Some people say that it was designed by Franz Xaver Reimspiess, an engineer who later joined the Porsche design office as a general designer, while others state that it was designed by Martin Freyer, a German artist who was famous for designing vases. Because this logo was created in the late 1930s, it consists of Nazi flag in the shape of swastika symbol. Also, this symbol signified “Ginfaxi”, an ancient Nordic symbol that symbolizes victory in battles. However, the familiar Volkswagen logo can be recognized inside the spoken circle from this original logo. After World War II, Volkswagen was taken over by the British, who redesigned the logo, taking out the wing arms of swastika.



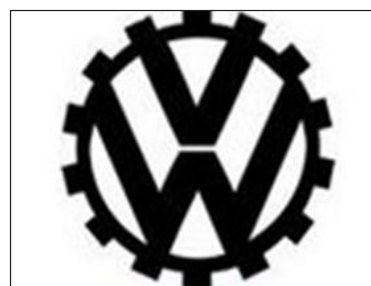
Nazi flag



Ginfaxi



First logo in 1939



Logo without the wing arms
of swastika

Later, when Volkswagen was returned to German ownership, a new logo was created. The designer is unknown but this logo looks much similar to what we see today. They took out the spokes surrounding the circle and made V and W in white, enclosing the letters within a white circle. It is a huge difference from the last logo since the colors of the letters are inverted. After this logo, they went back to black VW letters but eventually settled with white letters, which I personally think is better. With the letters in black, the logo gives me a flat and monotonous impression. On the other hand, white letters enclosed in the white circle on black background appear bolder and more dynamic.



Logo when it came back to German ownership



Black VW letters logo

In 1967, the logo became azure in color. From this point to the latest logo, the logo remained in bluish color with some small revisions. Going forward a few decades, in 2000, shadows were added to the logo and it became semi-3D. Then the last modification was done in 2012. The logo of 2000 and 2012 were both designed by MetaDesign, a design agency in San Francisco, which had been developing Volkswagen's brand experiences and strategies for over 20 years. Over the years, Volkswagen has kept using the colors blue and white. The blue represents class, excellence and reliability while the white outlines charm, nobility and purity. I think the choice of color is very successful compared to what they had before. The colors blue and white give me sophisticated and exhilarated impression, which I believe is very important for an automobile brand. At the same time, the letters V, W, and the circle around them give this logo it's beauty. All elements are in perfect harmony. It's made not only with the right amount of figures, but also with just the right amount of ground while not distracting the visual impact of the logo. That precise balance is what makes this logo all memorable and one of a kind.



Logo in 1967



Logo in 2000




Logo in 2012

Another thing MetaDesign did when they revised the logo was to emphasize the 3D aspect more intensely, presumably to achieve a more modern look. I personally think that this modification was very successful. Some people claim that the one before looked better, but I believe that they needed to revise it to match the trends of the modern age. Today, car companies use images that are heavily edited and enhanced for advertising. With all the advancement of graphic technologies, the logo could not stay flat and be left behind. It has to match the visual quality and still stand out on the ad, which I believe was achieved by this revision. Comparing the new and old ads of Volkswagen, the logo that was not 3D very suited the old advertisement. If you see the images from Volkswagen's ad campaigns, "Think Small", the logo perfectly matches the age and mood of the advertisement. Also, from 2014 Volkswagen has been keeping the tagline


“Das Auto”, which means “The Car” in German. Most of the ads from 2014 to the latest has this tagline right under the logo which I think gives the logo some visual definition and tightness.

**Oh well Boston, at least
it's Golf season.**



**The All-New Golf GTI arriving next week*.
Starting from \$27,995.**

*Contact your Volkswagen dealer for details.



Das Auto.




The all-new Volkswagen Golf GTI. Clearly speed is a dominant gene.

Get ready for the next generation of performance with the bigger, faster, more powerful all-new Volkswagen Golf GTI. Thirty years ago, the original Golf GTI defined the hot hatch category with reliable yet powerful performance and a refined driving experience. Thirty years later, it's still out in front. And with 200 hp of torque, a sport-tuned suspension, 250* performance Cross Differential System, and an available 250 hp turbocharged engine upgrade, making a mark is still a part of our DNA. Ready Set, Go! That's the Power of German Engineering.




Das Auto.

Ads with the latest logo




Lemon.

This Volkswagen missed the boot. The chrome strip on the glove compartment is blushed and must be replaced. Chances are you wouldn't have noticed it. Inspector Kurt Krone did. There are 3,589 men at our Wolfsburg factory with only one job: to inspect Volkswagens at each stage of production. 3,000 Volkswagens are produced daily; there are more inspectors than cars! Every shock absorber is tested (spat checking won't do); every windshield is scanned. VWs have been rejected for surface scratches barely visible to the eye. Final inspection is really something! VW inspectors run each car off the line onto the funkenschlammtest (spat test stand), take up 189 check points, get ahead to the automatic brake stand, and say "no" to one VW out of fifty. This preoccupation with detail means the VW lasts longer and requires less maintenance, by and large, than other cars. It also means a used VW depreciates less than any other car! We stack the lemons, you get the plums.



Think small.

Our little car isn't so much of a novelty any more. A couple of dozen college kids don't try to squeeze inside it. The guy at the gas station doesn't ask where the gas goes. Historically even thieves at our shops, in fact, some people who drive our little Beetles don't even think 22 miles to the gallon is going any great guns. Or using five pints of oil instead of five quarts. Or never needing oil. Or never needing anti-freeze. Or racking up 40,000 miles on a set of tires. That's because once you get used to one of our economies, you don't even think about them any more. Instead when you squeeze into a small parking spot. Or when your next insurance. Or pay a small repair bill. Or trade in your old VW for a new one. Think it over.



Ads with 1967 logo, “Think Small” campaign

Overall, the evolution of the Volkswagen logo has been a process of deduction and addition. They took out unnecessary elements and added modern essence according to the demands of the times. However, the main shape of the logo stayed the same from the beginning. Each change may be small but throughout the ages and through many revisions, it has been transformed to match the demand and expectations of the circumstances.

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