



# The VW Logo: A Lasting Icon

From a unique body shape to a reputation as a fun, free-spirited way to get around, Volkswagens have earned a prominent place in pop culture. Merely seeing Beetles, Buses, Ghias or other VWs elicits an immediate reaction – a smile, a memory of a favorite family member or a distant adventure. Just as the vehicles have changed over time, the VW logo has also evolved. Mid America Motorworks reviews that evolution in this week's newsletter.

## In the Beginning

It's hard to think of Volkswagens without also seeing an image of the familiar logo. Those two simple letters set against a blue background have just as much, has also secured a place in mainstream trends. While the design is timeless, it didn't originate from an agency or marketing strategist. An office competition led to the [VW logo](#) we know and love, created by an engineer named Franz Reimspieß. He was also credited with perfecting the engine for the Beetle in the 1930s.

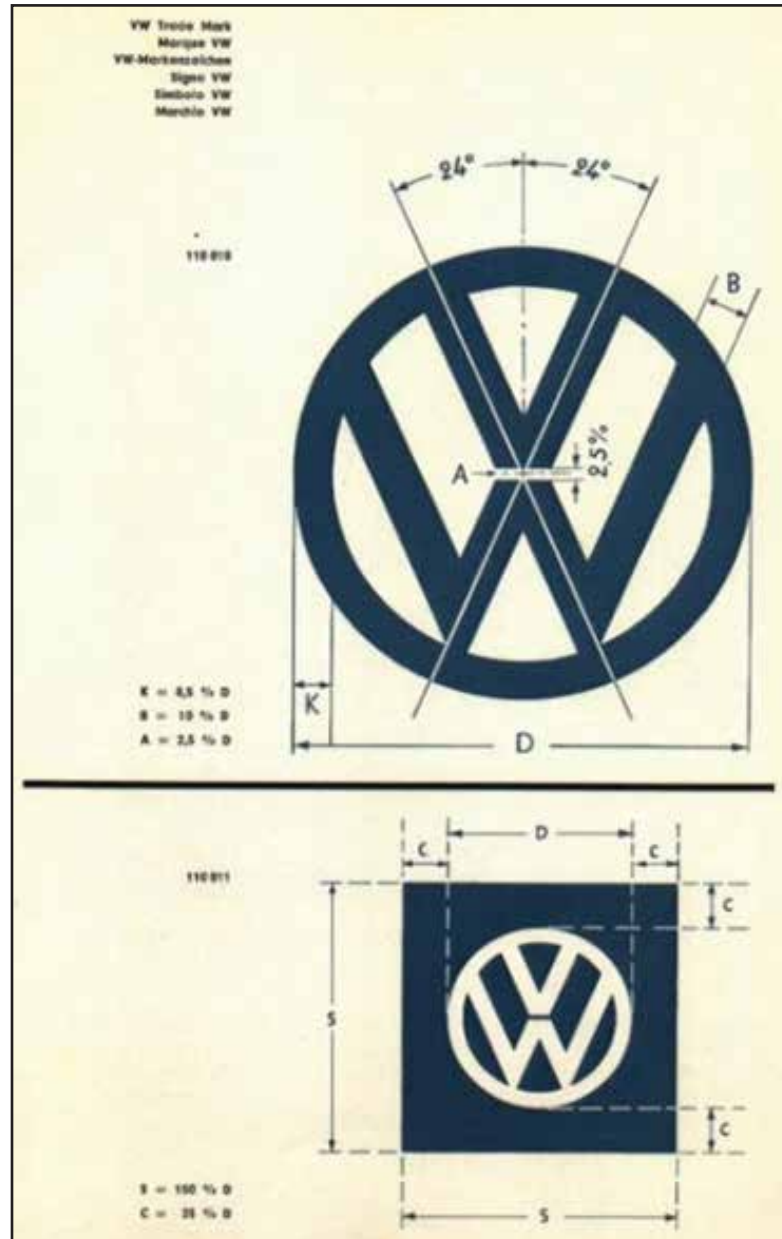




## Evolution

From Reimspiess' original design of the VW letters encircled by a gear with spokes extending from four of the gear's teeth, the logo was refined in the late 1930s. The spokes were removed and the VW letters were surrounded by a simple gear. The logo retained this appearance for five years until 1945, when the contrasting colors were reversed and the circle was smoothed.

In 1948 the styling returned to black VW letters with a white background. This design remained unchanged for over a decade. In 1960 the letters were made somewhat smaller and the entire logo was set inside a box.



## Color Your World

In 1967, the first color logo appeared, simply replacing the black lettering and circle with blue. This styling remains today, with subtle changes as to which aspects of the logo are blue and which are white. The turn of the century ushered in a design tweak that created a 3D effect, making the logo appear to bevel outward away from the car.

## The Life & Times of Mr. Bubblehead

This recognizable VW mascot can be found on anything from keychains to shirts and vehicle decals. He was even the Celebrity Choice Award at Mid America Motorworks' Funfest for Air-Cooled VW in 2004. While he lends some extra personality to the VW, he actually served a more practical purpose in his early days.

Mr. Bubblehead was introduced in the 1950s as a means to promote Volkswagen's maintenance services. His cheerful demeanor and helpful character gave him instant popularity and he has remained a part of the VW family ever since.

