

History of the Mazda Logo

Over the years, the Mazda brand logo has undergone a number of transformations. Below are some of the Mazda logos to have enjoyed long-lasting popularity.

1934



The 1934 Mazda logo features the word "Mazda" in a stylized, cursive script font. The letters are black and set against a light background. A large, faint watermark of the modern Mazda logo is visible in the background of the page.

This logo became the registered trademark for Mazda when production commenced on its three-wheel trucks. The name Mazda represented a combination of Ahura-Mazda, the name of an ancient god, and Mr. Jyujiro Matsuda, founder of Mazda Corporation.

1936



Similar to the emblem of Hiroshima City, this logo expresses Mazda's strong links to its home town of Hiroshima. The "M" shaped formed by the peaks in the middle symbolizes Mazda Motor Manufacturer. The image of wings to the sides represents Mazda's agility, speed, and capability of soaring to new heights.

1959



Mazda created this classic “M” logo to coincide with the launch of its first passenger cars. The first vehicle to wear it was the Mazda R360.

1975



This logo was introduced at the same time as Mazda’s new CIS (Corporate Identity System) in 1975.

1991



The logo shown here was introduced in 1991. The shape symbolizes the characteristics of wings, sun, and a circle of light.

1997



Capturing the spirit of Mazda, and its aspiration for the future, Mazda proudly introduced the new logo on 12 June 1997. It was designed to represent Mazda's brand image around the world and to enhance Mazda's brand presence. It is a further development of the Mazda "M" whose distinctive "V" shape in the centre is symbolic of the company stretching its wings as it soars into the future - a future borne of Mazda's quest to continuously grow and improve. It represents the creativity, the sense of mission, the resoluteness and vitality that are Mazda.

The logo as a whole expresses the sharp, solid feeling that Mazda seeks in all its products. It affirms Mazda's commitment to providing high quality products that offer unique driving pleasure and distinctiveness, and a sales and service experience that surpasses customer expectations and earns their confidence and loyalty. It is Mazda's goal that this logo, and the spirit it represents, becomes a pre-eminent symbol of excellence to Mazda's customers worldwide.



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