

# Mazda will change its logo after 28 years

Mazda has just made an important shift in its brand identity after 28 years, officially introducing a new logo with a flatter and more minimalist design.

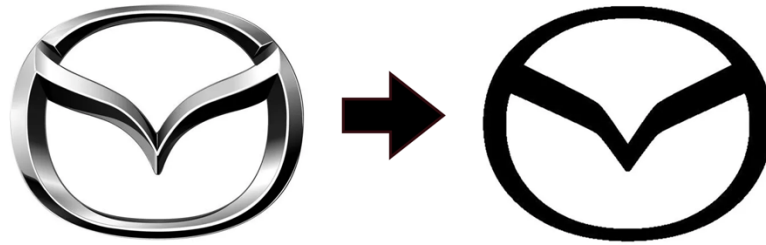
Mazda has made a major shift in its brand identity after 28 years, officially introducing a new logo with a flatter, more minimalist design. The logo is optimized for digital platforms, especially smartphone and computer screens. This is the most notable change since Mazda introduced the 'seagull' logo in 1997 - a mark that has been associated with the brand for nearly three decades.

## Important changes in Mazda's history



Although Mazda has not officially announced the new logo on its media channels, many sources in Japan, including **Nikkei**, have confirmed this information. It is predicted that the company may announce the logo today or on the occasion of its 105th anniversary on January 30. In addition, there are rumors that Mazda may use both the old and new logos in parallel depending on each specific application.

Mazda's new logo has actually been around since July 2024, when the company registered the trademark with the Japan Patent Office. Gone are the metallic finishes, sharp edges, and 3D effects of the previous version, this design aims for minimalism while still maintaining Mazda's distinctive identity.



Upon closer inspection, you'll notice some subtle but intentional changes. The outer frame is slightly more rounded, while the previously curved seagull wings have been stylized into clean, straight lines. The black-and-white color scheme adds contrast, giving it a modern look, but also takes away the glossy, blocky effect of the old version.

Mazda isn't the only automaker making this change. Over the past few years, many major auto brands have been moving toward flat, minimalist logos that are more suited to the digital environment. The list includes Volkswagen, Audi, Mini, BMW, Volvo, Lotus, Citroën, Renault, Nissan, Ford, Buick, Lancia, Lamborghini, Aston Martin, Geely, and Jaguar.



Mazda's new logo may appear on future models, but the exact timing has yet to be confirmed. In fact, the 2024 Mazda EZ-6 sedan used a version of the illuminated logo without the shadow effect, but retained the old version's curved wing design, suggesting that Mazda may be taking a gradual transition rather than a complete replacement.



With this strategic change, Mazda not only updates its brand identity to suit the times, but also affirms its flexibility in its market approach, ready to enter the digital era more strongly.

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