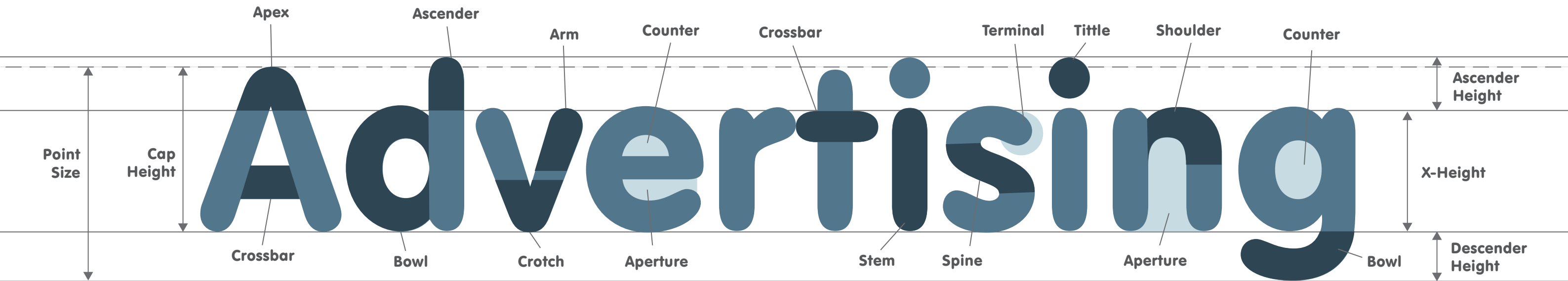


# VAG Rounded

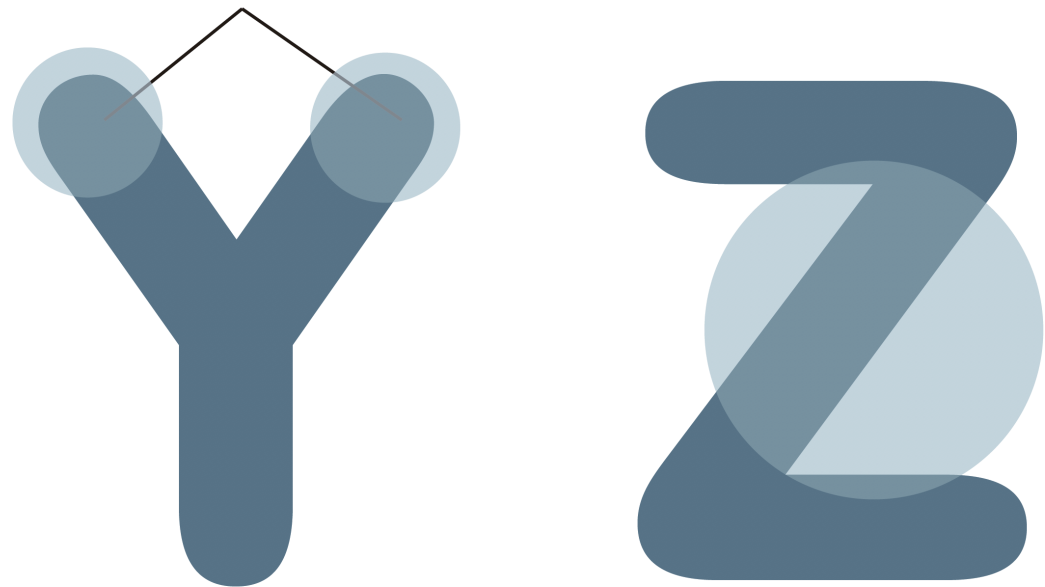
Designer: Gerry Barney and his team // Foundry: Volkswagen AG (VW)  
Place of Origin: Germany // Release year: 1979 // Classification: geometric sans

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* , . / ; ' ( ) [ ] { }

VAG Rounded Regular



rounded ends make text appear more informal and impart a friendly appearance, which hard to find in a lot of typefaces



the simple line, easy-going circle and geometric sense presents an approachable personality and have never gone out of style

The design of VAG Rounded was originally in line with the corporate branding strategy of Volkswagen AG. It served as part of their brand identity included Volkswagen, Audi, V.A.G Bank and V.A.G Leasing companies.

Several designers were involved of the design process of this corporate identity typeface. The art and creative director decided to create a new typeface with rounded end for replacing the use of Futura font.

Until the late 80's when VW began another round of re-branding, the VAG Rounded design was still used as late as 1992. It is still widely used nowadays on the Internet and several online logos.

Reference:  
F. (2018). VAG Rounded® Font Family Typeface Story. Retrieved from <https://www.fonts.com/font/linotype/vag-rounded/story>

Compare to Minion Pro:

Typography

Typography

VAG Rounded Regular // pt. 56

Typography

Minion Pro Regular // pt. 63