United States Patent Application Publication	20250263026
Kind Code	A1
Publication Date	August 21, 2025
Inventor(s)	TOYOYAMA; Hideki

VEHICLE EMBLEM

Abstract

A vehicle emblem includes a base portion, a cover portion that covers the base portion, a decorative portion that decorates the cover portion, and an adhesive layer for bonding the decorative portion to the cover portion. The decorative portion includes a decorative main body bonded to the cover portion via the adhesive layer, and an extension extending outward from the decorative main body beyond the cover portion. The extension includes a through-hole extending through the extension in the facing direction. One of the base portion and the cover portion includes an attachment portion. The attachment portion includes a facing portion facing the extension, and a protruding portion inserted into the through-hole. The protruding portion includes a retaining portion that is located on a distal side of the through-hole in the facing direction. The retaining portion retains the protruding portion in the through-hole.

Inventors: **TOYOYAMA; Hideki (Kiyosu-shi, JP)**

Applicant: **TOYODA GOSEI CO., LTD.** (Kiyosu-shi, JP)

Family ID: **1000008366483**

Appl. No.: **18/999320**

Filed: **December 23, 2024**

Foreign Application Priority Data

JP	2024-021178	Feb. 15, 2024

Publication Classification

Int. Cl.: **B60R13/00** (20060101)

U.S. Cl.:

CPC **B60R13/005** (20130101);

Background/Summary

CROSS-REFERENCE TO RELATED APPLICATIONS

[0001] This application is based upon and claims the benefit of priority from Japanese Patent Application No. 2024-021178, filed on Feb. 15, 2024, the entire contents of which are incorporated herein by reference.

BACKGROUND

1. Field

[0002] The present disclosure relates to a vehicle emblem.

2. Description of Related Art

[0003] Japanese Laid-Open Patent Publication No. 2023-117622 discloses a luminous emblem attached to a vehicle. This luminous emblem includes a substrate on which light sources are installed, a housing to which the substrate is fixed, and a cover attached to the housing to cover the light sources.

[0004] An emblem member formed by plating the surface of a plastic base is placed on the surface of the cover.

[0005] The emblem member includes fixing portions extending outward beyond the cover. The fixing portions each have a hole for a screw.

[0006] The emblem member is fixed to a mounting object, to which the luminous emblem is to be attached, by tightening screws through the holes in the fixing portions.

[0007] Additionally, the above-described publication discloses an alternative method in which the emblem member is fixed to the cover with double-sided tape, instead of using the fixing portions to fix the emblem member to the mounting object.

[0008] When the emblem member of the luminous emblem is fixed to the mounting object via the fixing portions, the following problems occur. If the base of the emblem member has deformations such as warpage due to molding shrinkage, the emblem member may separate from the surface of the cover. This may diminish the aesthetic quality of the luminous emblem.

[0009] Furthermore, the mounting object must additionally have bosses into which the screws are fastened. This complicates the structure of the mounting object.

[0010] In this regard, as disclosed in the above publication, the emblem member may be fixed to the cover using double-sided tape instead of fixing portions. While this approach prevents separation of the emblem member without compromising the aesthetic quality of the luminous emblem, another issue arises: the adhesive strength of the tape may weaken due to aging, causing the emblem member to detach from the cover.

[0011] These problems are not limited to luminous emblems, and may similarly occur in any vehicle emblem that includes a decorative portion such as an emblem member.

SUMMARY

[0012] This Summary is provided to introduce a selection of concepts in a simplified form that are further described below in the Detailed Description. This Summary is not intended to identify key features or essential features of the claimed subject matter, nor is it intended to be used as an aid in determining the scope of the claimed subject matter.

[0013] In one general aspect, a vehicle emblem includes a base portion, a cover portion that covers the base portion from an outside of the vehicle, a decorative portion that includes a base made of a plastic and decorates the cover portion, and an adhesive layer for bonding the decorative portion to the cover portion. The decorative portion includes a decorative main body bonded to the cover portion via the adhesive layer, and an extension extending outward from the decorative main body beyond the cover portion. A direction in which the base portion and the cover portion face each other is referred to as a facing direction. The extension includes a through-hole extending through

the extension in the facing direction. One of the base portion and the cover portion includes an attachment portion to which the extension is attached. The attachment portion includes a facing portion facing the extension in the facing direction, and a protruding portion that protrudes in the facing direction from the facing portion and is inserted into the through-hole. The protruding portion includes a retaining portion that is located on a distal side of the through-hole in the facing direction, the retaining portion coming into contact with a peripheral edge of the through-hole to retain the protruding portion in the through-hole.
[0014] Other features and aspects will be apparent from the following detailed description, the drawings, and the claims.

Description

BRIEF DESCRIPTION OF THE DRAWINGS
[0015] FIG. **1** is a front view showing a luminous emblem that is a vehicle emblem according to an embodiment.
[0016] FIG. **2** is a cross-sectional view taken along line **2-2** in FIG. **1**.
[0017] FIG. **3** is a cross-sectional view taken along line **3-3** in FIG. **1**.
[0018] FIG. **4** is a cross-sectional view corresponding to FIG. **3**, showing an attachment portion according to a modification.
[0019] FIG. **5** is a cross-sectional view corresponding to FIG. **3**, showing an attachment portion according to a modification.
[0020] FIG. **6** is a cross-sectional view corresponding to FIG. **3**, showing an attachment portion according to a modification.
[0021] Throughout the drawings and the detailed description, the same reference numerals refer to the same elements. The drawings may not be to scale, and the relative size, proportions, and depiction of elements in the drawings may be exaggerated for clarity, illustration, and convenience.
DETAILED DESCRIPTION
[0022] This description provides a comprehensive understanding of the methods, apparatuses, and/or systems described. Modifications and equivalents of the methods, apparatuses, and/or systems described are apparent to one of ordinary skill in the art. Sequences of operations are exemplary, and may be changed as apparent to one of ordinary skill in the art, with the exception of operations necessarily occurring in a certain order. Descriptions of functions and constructions that are well known to one of ordinary skill in the art may be omitted.
[0023] Exemplary embodiments may have different forms, and are not limited to the examples described. However, the examples described are thorough and complete, and convey the full scope of the disclosure to one of ordinary skill in the art.
[0024] In this specification, “at least one of A and B” should be understood to mean “only A, only B, or both A and B.”
[0025] A vehicle emblem according to an embodiment will now be described with reference to FIGS. **1** to **3**. In the present embodiment, the present disclosure is embodied as a luminous emblem **14** that is attached to a vehicle **10**.
[0026] In the following description, the front-rear direction of the vehicle **10** will hereafter be referred to as a front-rear direction X, and the front and the rear in the front-rear direction X will simply be referred to as front and rear.
Luminous Emblem **14**
[0027] As shown in FIGS. **1** and **2**, a front portion **11** of the vehicle **10** is provided with a front panel **12**, which forms a part of the outer shell of the front portion **11**.
[0028] The front panel **12** includes a window **13** that opens forward. The luminous emblem **14** is fitted in the window **13**. In the present embodiment, the luminous emblem **14** is disposed to be

orthogonal to the front-rear direction X (see FIG. **2**).
[0029] As shown in FIG. **1**, a decorative surface **14***a* of the luminous emblem **14** has the shape of a circle centered on a point O (hereinafter, referred to as a center O) in a front view. Hereinafter, a direction away from the center O in the radial direction of the decorative surface **14***a* will be referred to as an outward direction. A direction along the outer edge of the decorative surface **14***a* will be referred to as a circumferential direction. The luminous emblem **14** is symmetrical with respect to an imaginary plane that extends in the front-rear direction X and the up-down direction in FIG. **1**. For this reason, in FIG. **2**, only the right side in the left-right direction of FIG. **1** is illustrated, and the left side is omitted from the drawing.
[0030] The decorative surface **14***a* of the luminous emblem **14** includes an indication region **15**, which represents a mark facing the front, and a background region **16**, which is a portion other than the indication region **15**. The term “mark” in this description refers to elements such as stylized text (logotype) that represents the vehicle manufacturer's name, the model name, or the grade name; a symbolic figure representing the vehicle manufacturer (symbol mark); or a logo mark that combines the text and the figure. In the present embodiment, the indication region **15** represents a simple oval shape.
[0031] The luminous emblem **14** includes a substrate **21**, on which light sources **20** are mounted, a base portion **30**, a cover portion **40**, a decorative portion **50**, an adhesive layer **60**, and a reflection plate **70**.
[0032] Each component will now be described.
Light Sources **20**
[0033] As shown in FIGS. **1** and **2**, multiple (six in the present embodiment) light sources **20** are mounted on the substrate **21**. The light sources **20** are fixed to a front surface **21***a* of the substrate **21** and emit visible light (hereinafter, simply referred to as light) forward. An example of the light source **20** is a light-emitting diode (LED).
Base Portion **30**
[0034] As shown in FIG. **2**, the base portion **30** is formed of a plastic. Examples of the plastic forming the base portion **30** include acrylonitrile-butadiene-styrene copolymer (ABS) plastic, acrylonitrile-ethylene-styrene copolymer (AES) plastic, acrylonitrile-styrene-acrylate copolymer (ASA) plastic, and polymer alloy of polycarbonate (PC) and ABS plastic. In the present embodiment, the base portion **30** is formed of AES plastic.
[0035] The base portion **30** includes a flat portion **31**, a frame portion **32** surrounding the flat portion **31**, and a base flange **33** protruding from the frame portion **32**.
[0036] The substrate **21** is fixed to a front surface **31***a* of the flat portion **31**.
[0037] The frame portion **32** is bent and extends forward from the outer peripheral edge of the flat portion **31**. The frame portion **32** is provided over the entire circumference of the flat portion **31**.
[0038] The base flange **33** protrudes outward from an outer circumferential surface **32***a* of the frame portion **32**. The base flange **33** includes a welding rib **34** projecting forward from a front surface **33***a*. The welding rib **34** is provided over the entire circumference of the base flange **33**.
Fixing Portions **35** and Attachment Portions **36**
[0039] As shown in FIGS. **1** and **3**, the base portion **30** includes fixing portions **35** and attachment portions **36**, which extend further outward beyond the base flange **33**. The fixing portions **35** and the attachment portions **36** are disposed rearward of the front panel **12** (see FIG. **3**).
[0040] As shown in FIG. **1**, the fixing portions **35** are used to attach the base portion **30** to the vehicle **10**. In the present embodiment, four fixing portions **35** are arranged at intervals in the circumferential direction. Each fixing portion **35** includes a hole **35***a*, through which a screw (not shown) is inserted. A screw (not shown) is inserted into each hole **35***a* and screwed into a fastening hole (not shown) formed in a mounting surface (not shown) of the vehicle **10**, so that the base portion **30** is fixed to the mounting surface.
[0041] As shown in FIGS. **1** and **3**, the attachment portions **36** are used to attach the decorative

portion **50** to the base portion **30**. In the present embodiment, three attachment portions **36** are arranged at intervals in the circumferential direction. Two of the three attachment portions **36** that are located on the upper side in FIG. **1** are each formed integrally with a fixing portion **35**.

[0042] Each attachment portion **36** includes a facing portion **37**, which faces the decorative portion **50** in the front-rear direction X, and a protruding portion **38**, which protrudes from the facing portion **37**.

[0043] As shown in FIG. **3**, the facing portion **37** is connected to the base flange **33**.

[0044] The protruding portion **38** includes a boss **39**, which protrudes forward from a front surface **37***a* of the facing portion **37**, and a screw **80** threaded into a fastening hole **39***a* of the boss **39**. A head **81** of the screw **80** is in contact with the distal end of the boss **39**.

Cover Portion **40**

[0045] As shown in FIGS. **1** and **2**, the cover portion **40** is formed of a plastic and covers the base portion **30** from the outside of the vehicle **10** (from the front in the present embodiment). In the present embodiment, the direction in which the base portion **30** and the cover portion **40** face each other agrees with the front-rear direction X.

[0046] As shown in FIG. **2**, the cover portion **40** includes a main wall **41**, which covers the entire flat portion **31** from the front, a circumferential wall **42**, which is bent and extends rearward from the outer peripheral edge of the main wall **41**, and a cover flange **43**.

[0047] The main wall **41** includes a light transmitting portion **45**, which transmits the light emitted from the light sources **20**. The light transmitting portion **45** is formed of a transparent plastic that is transmissive to visible light. Examples of the transparent plastic include acrylic plastic such as polymethyl methacrylate plastic (PMMA) and PC.

[0048] In the present embodiment, the light transmitting portion **45** has an annular shape extending in the circumferential direction (see FIG. **1**).

[0049] As shown in FIG. **2**, the cover flange **43** is bent and extends outward from the rear end of the circumferential wall **42**. The cover flange **43** includes a welding rib **44** projecting rearward from a rear surface **43***a*. The welding rib **44** is provided over the entire circumference of the cover flange **43**. The cover portion **40** is fixed to the base portion **30** by welding the welding rib **44** to the welding rib **34**. The welding process includes, for example, ultrasonic welding, laser beam welding, or hot plate welding.

[0050] A part of the cover portion **40** other than the light transmitting portion **45** is a light blocking portion **46**, which blocks light emitted from the light sources **20**. The light blocking portion **46** of the main wall **41** corresponds to the background region **16**. In the present embodiment, the light blocking portion **46** is formed of ASA plastic.

Decorative Portion **50**

[0051] The decorative portion **50** decorates the cover portion **40**, and includes a base (not shown) made of a plastic and a plating layer (not shown) formed by plating the surface of the base.

[0052] Examples of the plastic forming the base include ABS plastic, polypropylene (PP), polyphenylene oxide (PPO), polyamide (PA), polysulfone (PSF), and polyester (PEs). In the present embodiment, the base is formed of ABS plastic.

[0053] As shown in FIGS. **1** to **3**, the decorative portion **50** includes a decorative main body **51** and extensions **52**.

[0054] As shown in FIGS. **2** and **3**, the decorative main body **51** is bonded to the cover portion **40** via an adhesive layer **60**. In the present embodiment, the adhesive layer **60** is an adhesive such as double-sided tape, and is sandwiched between the decorative main body **51** and the cover portion **40** in the front-rear direction X.

[0055] The decorative main body **51** partially overlaps with the light transmitting portion **45** in the front-rear direction X. Specifically, the decorative main body **51** covers the outer peripheral part of the light transmitting portion **45** from the front. The inner peripheral part of the light transmitting portion **45** is exposed toward the front. In the present embodiment, the decorative main body **51**

and the part of the light transmitting portion **45** that is exposed toward the front correspond to the indication region **15**, which is visually recognized from the front.

[0056] As shown in FIG. **1**, the extensions **52** extend outward from an outer peripheral edge **51***a* of the decorative main body **51** beyond the cover portion **40**. In the present embodiment, the extensions **52** are provided at positions facing the facing portions **37** of the three attachment portions **36** in the front-rear direction X.

[0057] As shown in FIG. **3**, each extension **52** includes a through-hole **53**, which extends through the extension **52** in the front-rear direction X. The boss **39** of the corresponding protruding portion **38** is inserted into the through-hole **53**.

[0058] A peripheral edge **53***a* of the through-hole **53** is in contact with the head **81** of the corresponding screw **80**. The peripheral edge **53***a* is in contact with the head **81** over the entire circumference. The head **81** of the screw **80** is positioned on the distal (front) side of the through-hole **53** in the front-rear direction X in the protruding portion **38**. In the present embodiment, the head **81** of the screw **80** corresponds to a retaining portion according to the present disclosure.

[0059] A gap S is formed between the extension **52** and the facing portion **37**. The gap S is configured to allow the extension **52** to move along the boss **39** between a proximal end **38***a* in the front-rear direction X of the protruding portion **38** (in the present embodiment, the proximal end of the boss **39**) and the head **81** of the screw **80**.

Reflection Plate **70**

[0060] As shown in FIGS. **2** and **3**, a reflection plate **70**, which reflects light emitted from the light sources **20**, is disposed between the base portion **30** and the cover portion **40**.

[0061] The reflection plate **70** is formed from a composite material that includes a plastic mixed with a white pigment. Examples of the plastic include ABS plastic, AES plastic, ASA plastic, acrylic plastic such as PMMA, and PC.

[0062] The reflection plate **70** is fixed to the front surface **21***a* of the substrate **21** at a position overlapping with the light transmitting portion **45** in the front-rear direction X.

[0063] The reflection plate **70** includes a bottom wall **71** (see FIG. **3**) and two side walls **72**, which are bent from the opposite ends in the width direction of the bottom wall **71** and extend forward.

[0064] As shown in FIG. **2**, the bottom wall **71** of the reflection plate **70** includes multiple holes **73**, through which the light sources **20** are exposed toward the front.

[0065] The reflection plate **70** is configured to guide light toward the light transmitting portion **45** by reflecting the light, emitted from the light sources **20** and incident on the inner surface **70***a*, once or multiple times on the inner surface **70***a*.

Operation of the Present Embodiment

[0066] Operation of the present embodiment will now be described.

[0067] As shown in FIG. **3**, when the decorative main body **51** is bonded to the cover portion **40** via the adhesive layer **60**, first, the bosses **39** are inserted into the through-holes **53** of the extensions **52**. This positions the decorative portion **50** relative to both the base portion **30** and the cover portion **40**.

[0068] In a state in which the decorative portion **50** is positioned in this manner, the decorative portion **50** is pushed toward the cover portion **40** in the front-rear direction X. The gap S is created between each extension **52** and the facing portion **37** of the corresponding attachment portion **36**. Accordingly, the decorative portion **50** can be pushed toward the cover portion **40** by an amount corresponding to the gap S. Thus, the decorative main body **51** is pressed against the cover portion **40**.

[0069] Thereafter, the decorative portion **50** is attached to the base portion **30** via the extensions **52** by threading the screws **80** into the fastening holes **39***a* of the bosses **39** inserted into the through-holes **53**.

[0070] The decorative portion **50** is pushed (forward) away from the cover portion **40** by the elasticity of the adhesive layer **60**. Accordingly, the extensions **52** move forward along the bosses

39. Therefore, the gap S is formed again between each extension **52** and the corresponding facing portion **37**.

Advantages of the Present Embodiment

[0071] The present embodiment has the following advantages.

[0072] (1) The decorative portion **50** includes the decorative main body **51**, which is bonded to the cover portion **40** via the adhesive layer **60** and the extensions **52**, which extend outward from the decorative main body **51** beyond the cover portion **40**. Each extension **52** includes the through-hole **53**, which extends through the extension **52** in the front-rear direction X. The base portion **30** includes the attachment portions **36**, to which the extensions **52** are attached. Each attachment portion **36** includes the facing portion **37**, which faces the corresponding extension **52** in the front-rear direction X, and the protruding portion **38**, which protrudes from the facing portion **37** in the front-rear direction X and includes the boss **39**. The boss **39** is inserted into the through-hole **53**. Each protruding portion **38** includes the head **81** of the screw **80** on the distal (front) side of the through-hole **53** in the front-rear direction X. The head **81** acts as the retaining portion that comes into contact with the peripheral edge **53***a* of the through-hole **53** to retain the protruding portion **38** in the through-hole **53**.

[0073] This configuration bonds the decorative main body **51** to the cover portion **40** via the adhesive layer **60**. Therefore, even when deformation such as warpage due to molding shrinkage occurs in the base of the decorative portion **50**, the adhesive layer **60** prevents the occurrence of separation of the decorative main body **51**. This prevents the aesthetic quality of the luminous emblem **14** from being degraded due to such separation.

[0074] According to the above-described configuration, the extensions **52** of the decorative portion **50** are attached to the attachment portions **36** provided on the base portion **30** by inserting the protruding portions **38** into the through-holes **53**. Each protruding portion **38** includes the head **81** of the screw **80** as a retaining portion, and the head **81** comes into contact with the peripheral edge **53***a* of the corresponding through-hole **53**, so as to retain the protruding portion **38** in the through-hole **53**. Therefore, even when the adhesive force of the adhesive layer **60** is weakened due to deterioration over time, the extensions **52** remain attached to the attachment portions **36**, preventing the decorative portion **50** from detaching.

[0075] Therefore, it is possible to prevent the decorative portion **50** from detaching while limiting a decrease in the aesthetic quality of the luminous emblem **14**.

[0076] With the above-described configuration, the attachment portions **36**, to which the extensions **52** are attached, are provided on the base portion **30**. Therefore, it is not necessary to separately provide attachment portions for attaching the decorative portion **50** to the mounting surface of the vehicle **10**, which is the mounting object for the luminous emblem **14**. This arrangement helps prevent the mounting object from becoming more complex.

[0077] (2) The adhesive layer **60** is sandwiched between the decorative main body **51** and the cover portion **40** in the front-rear direction X. The gap S exists between each extension **52** and the corresponding facing portion **37**. The gap S allows the extension **52** to move along the boss **39** of the protruding portion **38** between the proximal end **38***a* in the front-rear direction X of the protruding portion **38** and the head **81** of the screw **80**.

[0078] When the decorative main body **51** is bonded to the cover portion **40** via the adhesive layer **60**, the decorative portion **50** is pushed toward the cover portion **40** in the front-rear direction X, so that the decorative main body **51** is pressed against the cover portion **40**. This allows the decorative main body **51** to be firmly bonded to the cover portion **40**.

[0079] For example, if the extensions **52** and the facing portions **37** were attached to each other without gaps, the facing portions **37** would restrict the decorative portion **50** from being pushed toward the cover portion **40**. Therefore, the decorative main body **51** would not be sufficiently bonded to the cover portion **40**. In this regard, with the above-described configuration, the gap S exists between each extension **52** and the corresponding facing portion **37**. The gap S allows the

extension **52** to move along the boss **39** between the proximal end **38***a* in the front-rear direction X of the protruding portion **38** and the head **81** of the screw **80**. Accordingly, the decorative portion **50** can be pushed toward the cover portion **40** by an amount corresponding to the gap S. This allows the decorative main body **51** to be pressed against the cover portion **40**.

[0080] Therefore, the decorative portion **50** is more firmly bonded to the cover portion **40**.

MODIFICATIONS

[0081] The above-described embodiment may be modified as follows. The above-described embodiment and the following modifications can be combined as long as the combined modifications remain technically consistent with each other.

[0082] The decorative portion **50** is not limited to the one formed by plating the surface of a base made of a plastic as described in the above-described embodiment. For example, the decorative portion **50** may be formed by applying a paint in which a pigment or a metal filler is dispersed to the surface of the base. Further, the decorative portion **50** may be formed of only a base in which a pigment is dispersed.

[0083] The light blocking portion **46** may be formed of, for example, a mixed material obtained by mixing a plastic such as PC and a black pigment such as carbon black. In addition, the light blocking portion **46** may be formed by performing a coating or plating process having a light blocking property on a portion of the cover portion **40** other than the light transmitting portion **45**.

[0084] The numbers of fixing portions **35** and attachment portions **36** are not limited to the numbers described in the above-described embodiment, and may be changed as long as the numbers are at least one.

[0085] The attachment portion according to the present disclosure is not limited to the attachment portion having the protruding portion **38** including the boss **39** and the screw **80** as described in the above-described embodiment. For example, FIG. **4** shows an alternative attachment portion **136**, which includes a protruding portion **138**. The protruding portion **138** includes a clip attachment portion **139** protruding from a facing portion **137** and a clip member **180** attached to the clip attachment portion **139**. In this case, a distal end portion **181** of the clip member **180** corresponds to the retaining portion according to the present disclosure. It suffices to form a gap S between the extension **52** and the facing portion **137** to allow the extension **52** to move along the clip member **180** between a proximal end **138***a* of the protruding portion **138** in the front-rear direction X (in the present modification, the proximal end of the clip member **180**) and the distal end portion **181** of the clip member **180**.

[0086] In this configuration, it is not necessary to provide the boss **39** in the facing portion **137**. Therefore, the size of the facing portion **137** can be made smaller than that of the facing portion **37**.

[0087] The attachment portion according to the present disclosure is not limited to an attachment portion in which the retaining portion is provided separately from the base portion as in the attachment portions **36**, **136**. For example, as shown in FIG. **5**, the attachment portion may be an attachment portion **236** that includes a protruding portion **238** in which a retaining portion **281** is formed by upsetting the distal end of a protruding portion **238**A indicated by the long-dash double-short-dash line. In this case, it suffices to form the space S between the extension **52** and the facing portion **237** to allow the extension **52** to move along the protruding portion **238** between the proximal end **238***a* in the front-rear direction X of the protruding portion **238** and the retaining portion **281**.

[0088] With this configuration, first, the decorative portion **50** is pressed against the cover portion **40** in a state in which the protruding portion **238**A is inserted into the through-hole **53** of the extension **52**. Thereafter, the decorative portion **50** is attached to the base portion **30** via the extension **52** by upsetting the distal end of the protruding portion **238**A. Therefore, the number of components can be reduced as compared with the case in which the retaining portion is formed by the screw **80** or the clip member **180**.

[0089] As shown in FIG. **6**, the above-described attachment portion **236** may be replaced with an

attachment portion **336** that includes a protruding portion **338** including a hook portion **381** as a retaining portion. In this case, it suffices to form a gap S between the extension **52** and the facing portion **337** to allow the extension **52** to move along the protruding portion **338** between the proximal end **338***a* in the front-rear direction X of the protruding portion **338** and the hook portion **381**.

[0090] The attachment portion according to the present disclosure is not limited to the one provided on the base portion **30** as illustrated in the above-described embodiment. For example, the attachment portion may be provided on the cover portion **40**. In this case, it suffices to couple the facing portion of the attachment portion to the outer periphery of the cover flange **43**.

[0091] The shape of the mark represented by the indication region **15** of the luminous emblem **14** is not limited to the oval shape described in the above-described embodiment, and the shape may be changed in accordance with the specification of the vehicle **10**.

[0092] The vehicle emblem according to the present disclosure is not limited to the luminous emblem **14** described in the above-described embodiment, and the light sources **20** and the substrate **21** may be omitted.

[0093] With this configuration, the reflection plate **70** can be omitted. Therefore, the size of the vehicle emblem can be reduced. In addition, with this configuration, the light transmitting portion **45** and the light blocking portion **46** can be omitted from the cover portion **40**. In this case, the entire cover portion **40** can be integrally formed of the same plastic, for example, ASA plastic. This facilitates the molding of the cover portion **40**.

[0094] The vehicle emblem according to the present disclosure is not limited to an emblem attached to the front panel **12**, which forms a part of the outer shell in the front portion **11** of the vehicle **10**. For example, the vehicle emblem may be attached to a vehicle exterior component such as a back door decorative component forming the outer shell at the rear portion of the vehicle **10**, a side door decorative component forming the outer shell at a side portion of the vehicle **10**, or a pillar decorative component.

[0095] Various changes in form and details may be made to the examples above without departing from the spirit and scope of the claims and their equivalents. The examples are for the sake of description only, and not for purposes of limitation. Descriptions of features in each example are to be considered as being applicable to similar features or aspects in other examples. Suitable results may be achieved if sequences are performed in a different order, and/or if components in a described system, architecture, device, or circuit are combined differently, and/or replaced or supplemented by other components or their equivalents. The scope of the disclosure is not defined by the detailed description, but by the claims and their equivalents. All variations within the scope of the claims and their equivalents are included in the disclosure.

Claims

1. A vehicle emblem, comprising: a base portion; a cover portion that covers the base portion from an outside of the vehicle; a decorative portion that includes a base made of a plastic and decorates the cover portion; and an adhesive layer for bonding the decorative portion to the cover portion, wherein the decorative portion includes: a decorative main body bonded to the cover portion via the adhesive layer; and an extension extending outward from the decorative main body beyond the cover portion, a direction in which the base portion and the cover portion face each other is referred to as a facing direction, the extension includes a through-hole extending through the extension in the facing direction, one of the base portion and the cover portion includes an attachment portion to which the extension is attached, the attachment portion includes: a facing portion facing the extension in the facing direction; and a protruding portion that protrudes in the facing direction from the facing portion and is inserted into the through-hole, and the protruding portion includes a retaining portion that is located on a distal side of the through-hole in the facing direction, the

retaining portion coming into contact with a peripheral edge of the through-hole to retain the protruding portion in the through-hole.

2. The vehicle emblem according to claim 1, wherein the adhesive layer is sandwiched between the decorative main body and the cover portion in the facing direction, a gap is formed between the extension and the facing portion, and the gap allows the extension to move along the protruding portion between a proximal end in the facing direction of the protruding portion and the retaining portion.