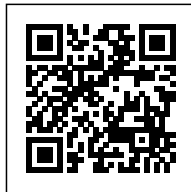


WHIRLPOOL

Posted on February 6, 2024 by staff



Whirlpool Symbol: A Swirling Representation of Motion

The Whirlpool symbol has evolved throughout the company's history, but it consistently reflects the brand's name and core identity.

Currently:

- A bright yellow, diagonally oriented orbit encircles the "Whirlpool" wordmark.
- This design symbolizes a **whirling motion**, evoking the image of water movement in their appliances.
- Introduced in 2010, it replaced a more detailed "whirl" emblem used previously.

Historically:

- The company experimented with various logo designs, including a detailed black "whirl" above the "W".
- The 1985-2010 logo featured a gold oval with varying line widths to create a sense of movement.

Overall:

- The Whirlpool [symbol](#) is a simple yet effective representation of the brand's name and focus on **innovation and motion** in the home appliance industry

