

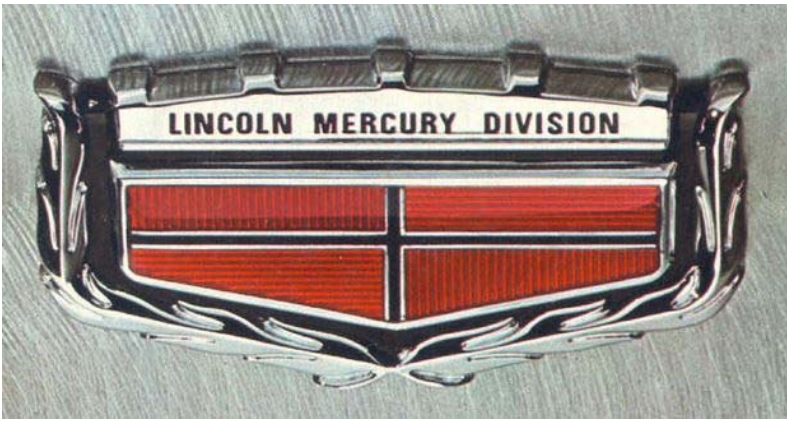
Mercury Marquis Logo development

1967-68



A shield divided into 4 red quadrants with a crown atop and a surrounding wreath from the bottom up the sides first appears. One quadrant has the Mercury head and diagonally opposite the Mercury stars. This was exclusively a Marquis badge, but after this, the badge was generic enough to use on various other Mercuries. Most Mercuries in the mid-60's continued to use the classic red badge with stars under the Mercury man's head in one form or another.

1969-1978



The first appearance of this badge is in 1969. The shield is divided into 4 blank red quadrants with a crown atop and a surrounding wreath from the bottom up the sides. The quadrants are divided by a black cross. This is also stylized into a hood ornament beginning in 1973. Seen on the trunk and wheel covers also.



1973-4 Hood ornament



1979 -1987

The shield is divided into 4 blank red quadrants, with a crown atop and a surrounding wreath from the bottom up the sides continues to be used, although sometimes the shield is all silver, with a red background. It is very small on the bottom of the trunk lock, but larger on the wheel covers and on the steering wheel. There is also stylized hood ornament, (below) which is carried over from the late 70's.

1983-1987 Wire wheel style, wheel cover and hood ornament



1988-2000



The stylized "M" / waterfall first appears on the hood ornament, the deck lock, wheel covers, and steering wheel.

2000 Steering Wheel



2001-2002



The stylized "M" first appears with a border having "MERCURY" spelled out on the *steering wheel*, but without the border elsewhere on the car.

2003-2011



The stylized "M" with border spelling "MERCURY" is now everywhere the logo appears: grille, trunk, wheel covers and steering wheel etc.