



VOLVO LOOK & FEEL

VOLVO

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The “look and feel” of Volvo’s collateral material represents a very strong element of the brand. Therefore, a distinctive and consistent use of design elements such as photography, accent colors, typography and layout is vital to creating immediate recognition, thus adding to the impact of the Volvo brand.

This document contains simple guidelines for using and combining these design elements in order to effectively develop Volvo sensations without the use of narrative. These guidelines are intended to supplement the Volvo Corporate Brand Identity Manual, which provides the rules for use of the Volvo trademark.

Although the examples in this document reflect printed materials, the design and accent color concepts described in these guidelines can and should be applied to Volvo promotional materials including videos, web publishing, exhibitions and displays, etc.

Together, the “Look & Feel” and the proper corporate identity will build brand equity in the Volvo name, enhancing its value in the marketplace.

The guidelines include both a checklist for the Volvo “feel” characteristics – in terms of heritage, values and behaviors, and tools for achieving the Volvo “look” through photography and other design elements. They are not intended as hard rules which serve to limit business area and business unit creativity, but if consistently applied throughout the Volvo Group, they will provide a common Volvo thread which will serve to enhance what all of these entities share – the well-respected Volvo brand and all that it promises.

Business areas and units are encouraged to use these guidelines as much as possible, and to share them with consultants, photographers and advertising agencies which are supporting the business by developing visual messages for the Group, its products and its services.

LOOK & FEEL CHECKLIST

To make work with photography and design easier, Volvo may be described using the terms in the table to the right. Though it may not always be possible to use all of these design features in all images, they should always be considered when producing collateral material. Although all words may not be applicable to every product, no collateral that contradicts any of the terms may be produced.

Use the terms as a checklist throughout the production process. Ask yourself if these criteria have been met – when looking at photos, illustrations, single pages, spreads and finished material.

Design Elements Checklist

Heritage

- ✓ Products In-Use
- ✓ Simplicity
- ✓ Clean Products

Values

- ✓ Care, in terms of People
- Environment
- ✓ Quality, in terms of Reliability
- Dependability
- ✓ Progressiveness
- ✓ Aspirational
- ✓ Safety

Behaviors

- ✓ Down-to-Earth & Friendly
- ✓ Energetic
- ✓ Dedicated & Professional
- ✓ Respect for the individual

Other factors to consider

To make sure that images measure up to Volvo standards, there are other factors to consider in photographic work. Some of them are listed below.

- ✓ Are drivers or passengers using safety belts?
- ✓ Are production workers wearing safety glasses?
- ✓ If required, are hard hats being worn?
- ✓ Avoid showing black smoke from exhaust pipes or smokestacks.
- ✓ Photos shouldn't show anything broken.
- ✓ People shouldn't be smoking.
- ✓ Are products depicted used in safe situations?
- ✓ Have the laws, regulations and customs of the specific markets and countries in which the material will be used been considered?
- ✓ Never include products, names or logos of competitors of the Volvo brand in images.

THE “LOOK” OF VOLVO

The corporate identity is the visual manifestation of a corporation's positioning and personality. The strategy for Volvo's visual identity can be found in **The Volvo Brand Management Policy**, and the guidelines to support the strategy are provided in **The Volvo Corporate Identity Manual**. The consistent and appropriate use of identity elements such as the Volvo Broad typeface and the Volvo Blue color have gone far to strengthen the Volvo visual identity around the world.

But the Volvo “look” can extend beyond fonts, company colors and logos. By using consistent strategies for image elements such as photography, accent colors, and document layouts, Volvo enhances its recognized identity in subtle ways – without limiting the creative freedom of the Group's business areas to market their products and services in the most effective ways. Greater homogeneity in style across the Group leads to greater impact of the promotional materials we produce, and greater brand equity.



THE “FEEL” OF VOLVO...

Values

Brands are made up of product qualities and functionality combined with emotional experiences and the feelings that result from those experiences. Images used to promote anything with the Volvo brand name on it should seek to convey the promise of the Volvo brand. And the promise of the Volvo brand is in its foundation – its core values of quality, safety and environmental care. Just as Volvo promises these values, Volvo images must seek to convey them.

always respecting the individual. Volvo images and designs on corporate and promotional materials must seek to convey these behaviors.

Heritage

Although a global organization, Volvo is proud to be associated with its Scandinavian heritage. Volvo images should subtly convey this heritage by using designs that emphasize simplicity, and as often as possible depict products in use, as opposed to static studio images.

Behaviors

In addition to its core values, Volvo products and Volvo people behave in a manner that has come to be known as “The Volvo Way”. Simply put, these behaviors include characteristics such as down-to-earth and friendly, energetic, dedicated and professional, and

Most importantly, Volvo images should convey the hopes and dreams – or aspirations – for greatness and continued market leadership.

PHOTOGRAPHY

General

Photography adds visual interest to collateral and is a powerful communication tool in its own right. Some people may not take the time to read an entire brochure, but will look at the photos and read the captions. Therefore, photos need to convey a clear message and have a purpose for being included. Always consider the message or the story a photograph sends, before adding it to any layout. It is also important to try to bring a graphical quality to every photo, without undermining the story it tells.

Include plans for photography in the development of any collateral material. The use of professional photography will ensure photos of a good graphical quality, which will enhance publications and make them more attractive to the viewers.

Simplicity

Of course, technical quality also has to be taken into account. The first and perhaps the most important technical principle is simplicity. Look for ways to give the center of interest the most visual attention. A simple photo, with few elements is easy to grasp. If there are



many elements in the photo, a greater demand is put on the viewer, not least when it comes to trying to figure out the message. The smaller the picture, the simpler it has to be.

The center of interest can be strengthened by selecting uncomplicated backgrounds, avoiding unrelated objects and moving in close. If you want to make the center of interest even more dynamic, place it slightly off center. Generally, photos with subjects directly in the center tend to be more static and less interesting than ones

with off-center subject placement.

A limited depth of field often ensures the desired simplicity and focus.

Composition

There has to be a balance and at the same time dynamics in the composition. Good balance is the arrangement of shapes, colors, or areas of light and dark used in a complementary way.

Dynamics can be created by using angles in the shots. However angles shouldn't be exaggerated to the point where the photo does not look realistic.

PHOTOGRAPHY

Products

Product shots must feel genuine, as if they were truly documentary, capturing real situations. Since Volvo manufactures products for heavy industrial use, this must come through in the photos, showing performance and reliability rather than absolute focus on detail. If specific features of a product are to be highlighted, combine product shots with shots of details. (Details are covered in another section.)

Products should be clean but not

spotless. Products shot on location, in motion and in plausible situations make for dynamic and trustworthy photos. Dynamics may also be created by picking up on the angle of the Volvo slash – for instance in road gradients, aircraft vapor trails or lines in the products themselves.

When shooting pictures on location, care must be taken so that the surroundings don't dominate over the products. Although there will be exceptions, for most purposes the product is the center of attention. Rather than trying to fit everything into the same photo, combine the product shot with an appropriate scenic shot (for further information see the section on Scenic photos).

However, there are situations when studio shots are justified, for instance for marketing material.



PHOTOGRAPHY · PRODUCTS



Progressiveness · Aspirational



Care · Quality



Care · Quality



Simplicity · Quality · Progressiveness



Quality



Progressiveness · Energetic · Dedicated & Professional



Progressiveness · Aspirational · Energetic

PHOTOGRAPHY

People

Photographing people is best done by means of “deliberate coincidence”. In other words, the photos should look like the photographer just turned up and snapped a few shots, when in reality he or she took the time to perfect the composition and lighting.

Use photos that show people involved in an activity and avoid static photos, such as shots of people staring straight into the camera or shaking hands. The subject must look relaxed and natural – with a twinkle in the eye, if you will. People should have a pleasant appearance and be photographed in plausible situations.



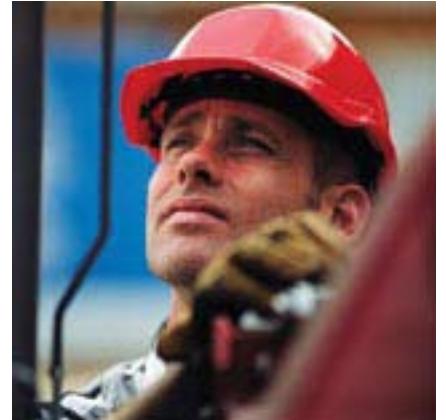
PHOTOGRAPHY • PEOPLE



Care · Down-to-Earth & Friendly



Aspirational · Energetic · Safety



Care · Quality · Aspirational · Safety



Quality · Down-to-Earth & Friendly · Dedicated & Professional



Simplicity · Quality · Down-to-Earth & Friendly · Dedicated & Professional



Care · Down-to-Earth & Friendly · Respect for the individual



Simplicity · Quality · Down-to-Earth & Friendly · Respect for the individual

Avoid



Shots without clear focus of attention.



Obviously posed shots.

PHOTOGRAPHY

Manufacturing

Pictures of manufacturing must have a clear focus and be kept clean and simple. Avoid messy and detailed backgrounds that distract from the center of attention.

Pictures of people involved in manufacturing should have a candid and realistic feel to them. The employee should be focusing on the job at hand. They may take a second and look up from what they are doing and into the camera, but they shouldn't look posed. People should always have a pleasant and proper appearance, but the use of models is discouraged.



PHOTOGRAPHY · MANUFACTURING



Energetic · Dedicated & Professional



Dedicated & Professional



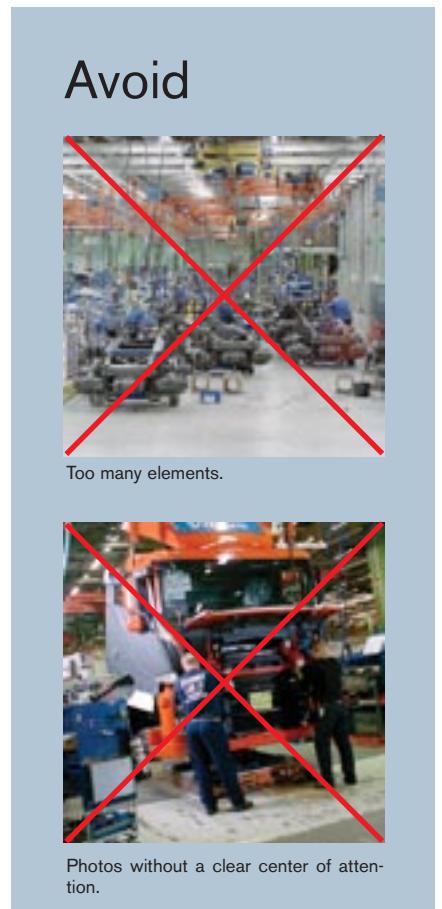
Quality · Dedicated & Professional



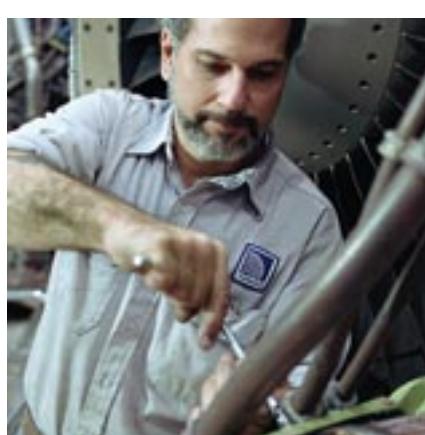
Quality · Dedicated & Professional



Quality · Dedicated & Professional



Down-to-Earth & Friendly · Dedicated & Professional



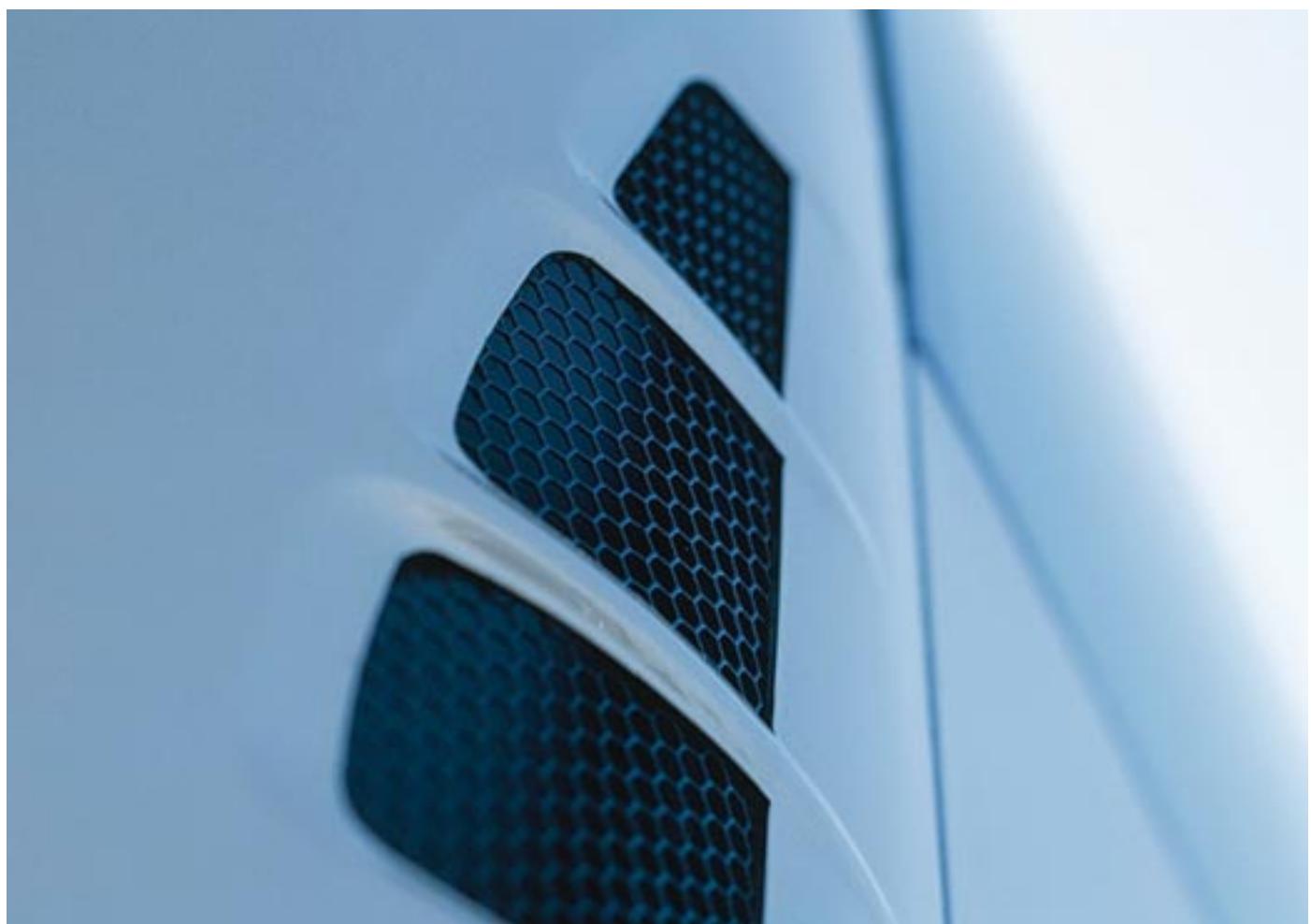
Quality · Dedicated & Professional

PHOTOGRAPHY

Details

Pictures of details are used to highlight Volvo's design, functionality and product quality. They are quite often aesthetically pleasing. They are preferably used in combination with photos from other categories, most notably product pictures.

Shots of details must be kept pure and simple, with color harmony and proper lighting.



PHOTOGRAPHY · DETAILS



Simplicity · Quality · Aspirational



Simplicity · Quality · Aspirational



Simplicity · Quality



Simplicity · Quality · Aspirational



Simplicity · Quality · Aspirational

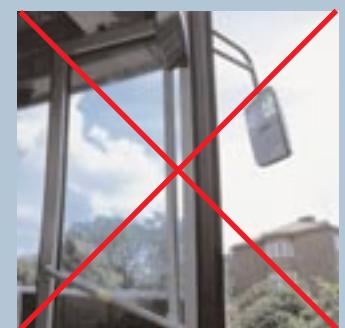


Simplicity · Quality · Aspirational



Simplicity · Quality

Avoid



Messy compositions with distracting backgrounds.



Trying to fit too much information into one shot.

PHOTOGRAPHY

Scenic photos

Scenic photos complement pictures from the other categories. Scenic shots add a dimension when combining photographs in a design. Instead of trying to fit everything – product, people, landscape, etc. – into one picture, two or more pictures may be used, with separate images of the product, the people and the landscape. A scenic picture can also be used to boost a desired feel.

Scenic photos may function as decor, for example instead of colored or tinted surfaces. In a layout with static pictures, a photo of a city-scene may liven up the design. At the same time a serene landscape can lend a sense of calmness in a layout with shots containing many elements.

Shots of details may be used to add a sense of time and place. Though plant overviews are often hard to make interesting, using new and different angles of architectural items can make for exciting shots, with a graphical quality.



PHOTOGRAPHY • SCENIC PHOTOS



Progressiveness · Dedicated & Professional



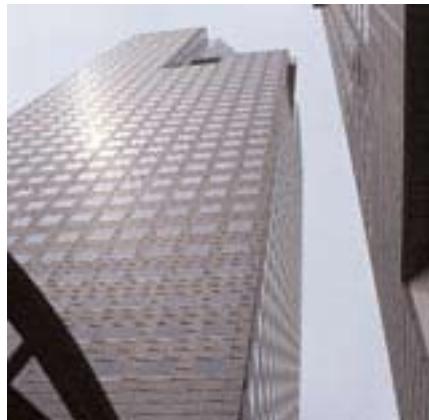
Simplicity · Aspirational · Care for the environment



Simplicity · Progressiveness · Care for the environment



Quality



Simplicity · Aspirational



Progressiveness · Energetic



Simplicity · Quality

Avoid

 A photograph of a landscape showing a town or industrial area from a high vantage point. A large red "X" is drawn across the entire image, indicating that such a shot is to be avoided.

Shots taken from such a distance that they provide no interesting information.

A photograph of a scene that appears to be a distorted or heavily processed image of a city or industrial area. A large red "X" is drawn across the entire image, indicating that such an exaggerated shot is to be avoided.

Exaggerated shots with unnatural feel regarding both composition and color.

VOLVO COLORS

CORPORATE COLORS

Volvo Blue is the primary corporate color. Black, white and silver are secondary corporate colors.

Volvo Blue must not be used for decorative purposes. It is reserved for usage in combination with the logotype. On printed matter, always match Volvo Blue to color swatches provided by AB Volvo.

Silver should be used sparingly and only on high-profile material in order to maintain its exclusive image. In all cases PANTONE® silver 877c should be used.

On printed matter, always match silver to color swatches provided by AB Volvo.

AB Volvo

Business Units and Multi-brand Communication

Volvo Business Areas

Color & Codes¹

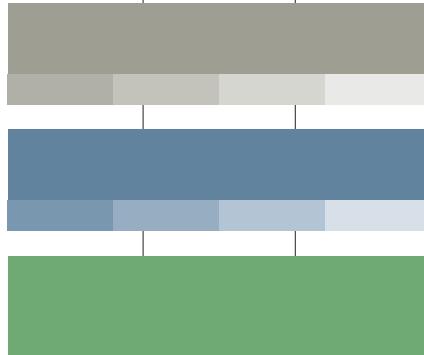
PROFILE COLORS

The profile colors are the primary colors for decorative purposes.

Elephant and Mist are the company profile colors, aimed to reflect the Volvo brand. Elephant and Mist can be used in different shades from 10% to 100% of the color's nominal base value.

Eco Green should be used in environmentally related communication. Eco Green should be used only in full color.

On printed matter, profile colors should be visually matched to the color proofs that are provided by Volvo.



Elephant

CMYK c 0, 0, 10, 45
CMYK u 34, 21, 30, 0

PMS 7539C
RGB 157, 158, 156
Hex #9d9e9c

Mist

CMYK c 40, 12, 0, 40
CMYK u 55, 26, 17, 3

PMS 5415C
RGB 98, 120, 144
Hex #627890

Eco Green

CMYK c 55, 8, 65, 10
CMYK u 50, 13, 72, 0

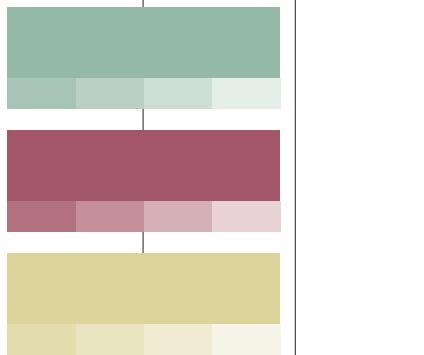
PMS 7489C
RGB 123, 169, 107
Hex #7ba96b

ACCENT COLORS

The accent colors are complementary colors for decorative purposes.

The accent colors can be used in different shades from 10% to 100% of the color's nominal base value.

On printed matter, accent colors should be visually matched to the color proofs that are provided by Volvo.



Turtle Green

CMYK c 30, 0, 25, 20
CMYK u 36, 11, 28, 3

PMS 5565C
RGB 143, 168, 160
Hex #8fa8a0

Rooibos

CMYK c 0, 60, 20, 40
CMYK u 32, 76, 42, 5

PMS 695C
RGB 166, 94, 109
Hex #a65e6d

Harvest

CMYK c 5, 5, 40, 10
CMYK u 11, 9, 39, 0

PMS 7500C
RGB 229, 218, 162
Hex #e5daa2

Grape

CMYK c 45, 55, 30, 20
CMYK u 45, 56, 24, 5

PMS 5205C
RGB 129, 104, 123
Hex #81687b

Camel

CMYK c 0, 10, 30, 20
CMYK u 12, 14, 31, 0

PMS 7502C
RGB 203, 188, 150
Hex #cbcc96

Alabaster

CMYK c 10, 10, 20, 0
CMYK u 6, 5, 14, 0

PMS 7527C
RGB 231, 220, 192
Hex #e7dcc0

Terracotta

CMYK c 0, 55, 35, 50
CMYK u 28, 66, 52, 11

PMS 7524C
RGB 150, 90, 80
Hex #965a50

1) PMS color codes are used for spot color printing, the CMYK color codes are used for four color printing and the RGB and Hex color codes are used for screen. The CMYK c color codes are used for coated paper and the CMYK u color codes are used for uncoated paper.

2) CMYK: For four-color printing, Volvo Blue is 100% cyan and 80-87% magenta. To obtain the correct blue, it is necessary to adjust the magenta carefully depending on the type of paper that is being used. Always match visually to the Volvo Blue color swatches.

ACCENT COLORS

Avoid

A composite image consisting of two vertically stacked photographs. The top photograph shows a travel brochure or magazine page with a blue background. On the right side of the page, there is a photograph of a person wearing a bright red jacket and a helmet, possibly a skier or snowboarder. The bottom photograph is identical to the top one, but the entire composite image is crossed out with a large, thick red 'X'.

Colors that don't match the photos.

A composite image consisting of two vertically stacked photographs. The top photograph shows a travel brochure or magazine page with a blue background. On the right side of the page, there is a photograph of a person wearing a bright red jacket and a helmet, possibly a skier or snowboarder. The bottom photograph is identical to the top one, but the entire composite image is crossed out with a large, thick red 'X'.

Exaggerated use of accent colors.

TYPOGRAPHY

Typography also plays an important role in communicating tone and quality. Volvo has historically used typography consistently and effectively to reinforce its visual identity and ensure clarity in all Volvo printed materi-

al. Specific and mandatory guidelines for Volvo typography are found in the Volvo Corporate Identity Manual, which can be accessed online at: <http://violin.volvo.se/id>

A close-up photograph of a construction worker's face, wearing a white hard hat and a plaid shirt, looking directly at the camera. In the background, a yellow Volvo excavator is operating at a quarry site, loading material into a yellow dump truck. The sky is clear and blue.

**“DOWN HERE
I BREAK ROCKS,
NOT MACHINES.”**

MORE CARE. BUILT IN.

No matter how tough the material you're moving, your Volvo's tougher. Booms and arms have specially hardened pins, hydraulic hoses are routed for protection, and all Volvo equipment is tested to the limit. And beyond. With more strength built in, Volvo reliability is solid as a rock.

Volvo Construction Equipment www.volvoce.com

VOLVO

TYPGRAPHY

**Comfort in focus:
I-SHIFT INTRODUCED IN VOLVO'S BUSES**

'IT'S WONDERFUL TO DRIVE WITH I-SHIFT!'

VULCAN ENGINE NOZZLE EXTENSION

The fuel efficient exhaust nozzle extension for the Volvo F12 engine of the Volvo Bus F12 chassis. The nozzle is made up of 12 individual metal tubes, 12 mm thick and 12 mm apart, which are easily removed, making the fitting of the fuel efficient nozzle extension a simple task.

VOLVO AERO

**WHEN YOU INVEST IN THE BEST,
WE GIVE YOU FULL VALUE**

The Volvo F12 is a new engine in a leading segment of the truck market worldwide. That's why we invest big money in advanced research, testing and developing the engine. Our commitment to you gives you the best performance with the lowest costs.

Avoid

Volvo Broad in long lines. If used in a long sentence, separate it on two or more lines.

Volvo Broad for other uses than main headlines.

TOTAL PERFORMANCE

Increasing performance in the truck business has always meant more than simply greater power and torque. This may be crucial, but so is a new model of intelligent package, an outstanding engine body, a cab environment that really affects driver performance, guaranteed improvements in optics, and a safety approach which is second to none. But perhaps above all else, improving truck performance can be dependent on a Volvo and its broads that give a complete package of services and support specifically suited to your needs. At Volvo we like to think we understand what drivers require for our customers, for you and your business. With the new range of Volvo FH16 heavy trucks, steep input of the truck, the driver and the driver support has been engineered to deliver a tremendous difference - a new level of total performance for our customers.

VOLVO TRUCKS. DRIVING PROGRESS

Mars, 2009

VOLVO

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