

Corporate Design

Guidelines : Volkswagen Logo



Guidelines

Volkswagen Logo – Versions and their Applications

to the Volkswagen events' organizers

Presented by



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Working with the Volkswagen Logos

The logo symbolises Volkswagen's appeal and independent mindset.

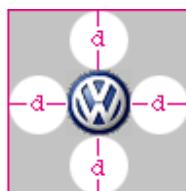
Exact design specifications must be followed in logo applications.

You can find information on working with the logo in accordance with the tenets of corporate design.



Protected Zone

Volkswagen's corporate design prescribes the positioning of the logo in all formats. This uniform positioning helps underpin Volkswagen's visual identity.



The protected zone surrounding the logo corresponds with d (d = diameter of the logo used).

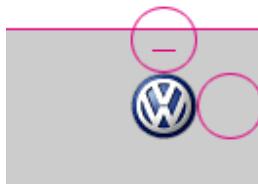


Positioning of the logo in Layout Format DIN A4 and larger

The logo is generally positioned in the upper right-hand corner. The distance is 1 d to the upper edge and 1.5 d to the right-hand edge (d = diameter of the logo used).

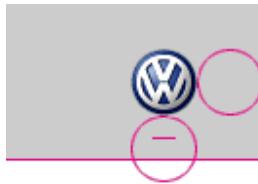


In special cases, the logo may appear in the lower right-hand corner of the format. The distance is 1 d to the lower edge and 1.5 d to the right-hand edge.



Positioning of the logo in Layout Formats smaller than DIN A4

Where the format is DIN A5 or smaller, the distance to the upper edge of the format is $2/3 d$. In this case, the distance to the right-hand edge of the format is 1 d .



In special cases, the logo may appear in the lower right-hand corner of the format. The distance is $2/3 d$ to the lower edge and 1 d to the right-hand edge.

Background

The background chosen decisively effects the impact of the logo. If possible, the background should be white.

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White is preferred as logo background colour to ensure a consistent, high-quality impact.



Once the logo is placed on coloured background, it is mandatory to choose the background in a way that the logo appears clearly and contrast is accentuated.



The logo may not appear on “busy” backgrounds.

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Digital Templates

The logo should have a high-quality look.

- **Special-colour** or **Four-colour** printing should be used for the 3D version.
- If the only printing ink available is black, the **Greyscale** variant is used.
- **Line Art** or **Plotted** versions should be used as a last resort.



■ **Special Colour (SC)**

The special-colour versions of the logo are specially optimised for printing in Volkswagen Blau and black. Special versions of the logo are provided in four size categories to ensure optimum reproduction, no matter the scale.



■ **Four-Colour Printing (4C)**

The four-colour versions of the logo are specially optimised for four-colour printing. Special versions of the logo are provided in four size categories to ensure optimum reproduction, no matter the scale.



■ **Greyscale Versions (GR)**

The greyscale versions of the logo are specially optimised for black-and-white printing. Special versions of the logo are provided in three size categories to ensure optimum reproduction, no matter the scale.



■ **Line Art Variation in Blue (LAb)**

The colour line art variation of the logo in the special colour Volkswagen Blau. The default size of the artwork is 50 mm (logo diameter).



■ **Line Art Variation in Black (LA)**

The black line art variation of the logo. The artwork has a default size of 50 mm (logo diameter).



■ **Line Art Variation in White (LAW)**

The line art variation in white is optimised for dark backgrounds. There are special versions of the logo for three size ranges. The files can be opened with the usual graphics programs.



■ **Plotted Version**

The plotted version of the logo (colours: Volkswagen Blau and white). The artwork has a default size of 100 mm (logo diameter).

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Working with the Volkswagen Supplements

Supplements means the text bracketed together with the logo



Supplements

There are three types of supplements:

- Single-line
- Single-line with a subline
- Two-line supplements.

Text black

Text white

Supplements are placed with the font **VWHeadline Black** and always in the colour black. The only exception: Add the supplement in white when the background is dark.



The supplement can appear to the right (flush left) or left (flush right) of the logo. The distance is always $1/3 d$ (d = diameter of the logo used).



The single-line supplement has a cap height of $1/3 d$ (d = diameter of the logo used).



For single-line logo supplements with a subline, the cap height of the main line is $1/3 d$. The cap height of the subline is $1/6 d$. Only one subline is permitted. The supplement can appear to the right (flush left) or left (flush right) of the logo.



The cap height for two-line logo supplements is $1/4 d$. The supplement can appear to the right (flush left) or left (flush right) of the logo.

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Working with the Volkswagen Colours

The entire brand profile of the corporation is reflected by the Volkswagen Primary and Secondary Colours.

Volkswagen Primary Colours

The corporate colours are Volkswagen Blau, Volkswagen Chrom and White. The balanced, systematic use of these primary colours guarantees the brand's high recognition rating.



Volkswagen Blau

Volkswagen Blau is one of the Volkswagen primary colours. As a base colour, it determines the design of visual communication media. Volkswagen Blau should be used deliberately and in a controlled manner.



Volkswagen Blau, CMYK

Definition of Volkswagen Blau for four-colour printing: C100/M75



Volkswagen Blau, RGB

Definition of Volkswagen Blau in the RGB application:

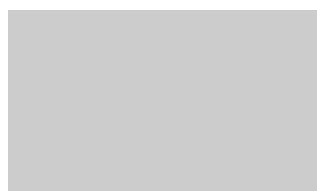
R0/G51/B204

Hexadecimal: #0033CC



If printing with special colours is not possible, **Pantone colour 286** can be used as an alternative.

Note : The colour **Pantone 293** and the **4 Colours reproduction C100/M56** is no longer permitted as a substitute for the special colour Volkswagen Blau.



Volkswagen Chrom

The second Volkswagen primary colour is Volkswagen Chrom. It underlines the exclusive character of the brand.



Volkswagen Chrom, CMYK

Definition of Volkswagen Chrom for four-colour printing: K30



Volkswagen Chrom, RGB

Definition of Volkswagen Chrom in the RGB application:

R204/G204/B204

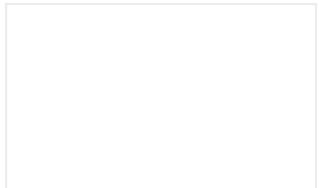
Hexadecimal: #CCCCCC

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If printing with the exclusive special colour Volkswagen Chrom is not possible, the **Pantone colour 877** can be used as an alternative.



White

Volkswagen's third primary colour is white. An elegant and calm effect is achieved with the deliberate generous use of white space in the layout.

White, RGB

■■■ Definition of white in the RGB application:

R255/G255/B255

Hexadecimal: #FFFFFF

Volkswagen Secondary Colours

Please, check the Pdf file "Colours_RGB_Values"

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Working with the Volkswagen typefaces

Volkswagen's typographic style is characterised by a blend of VWHeadline and VWUtopia.

The sans-serif VWHeadline stands for engineering, power and tradition.

The old-style VWUtopia embodies emotion, elegance and innovation.

VWHeadline

VWHeadline is a sans-serif typeface specially optimised for and licensed to Volkswagen. It embodies the technical attributes of Volkswagen's brand profile.

VWHeadline

Use and Implementation

VWHeadline is used in Volkswagen literature and advertising for headlines, marginal notes and technical data as well as dealership designations.

This true type font must be used to print all Supplements (as "Volkswagen" for example) bracketed together with the logo.

VWUtopia

VWUtopia

VWUtopia, an old-style face, rounds out Volkswagen's typographical spectrum and embodies emotion and elegance. This licensed typeface was specially optimised for Volkswagen.