



SCANIA IDENTITY MANUAL – APPENDIX

# WEB APPLICATIONS AND DEALERSHIPS ONLINE

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## Introduction

This appendix is part of the Scania Identity Manual, part no. 16MC135.

The aim of this document is to unify the brand experience across Scania distributors and dealership digital channels. The guideline outlines how external websites are to be designed and branded with varying degrees/levels of co-branding using the Scania masterbrand. The guideline also describes how to safeguard the brand experience in other external web applications.

For the use and application of all brand assets, such as logotype, wordmark, symbol, colours and typography please refer to respective section in the Scania Identity Manual.

Any questions should be directed to Scania CV AB, Brand Communication:  
*identity@scania.com*





Level 1  
Distributors

All Scania distributors\* must use the Scania ComOn concept (Scania's global Content Management System, CMS) when creating an external Scania website.

Level 1 Distributor sites are 100% Scania masterbrand. Only Scania brand assets are allowed as well as only Scania content (products and services) must be published.

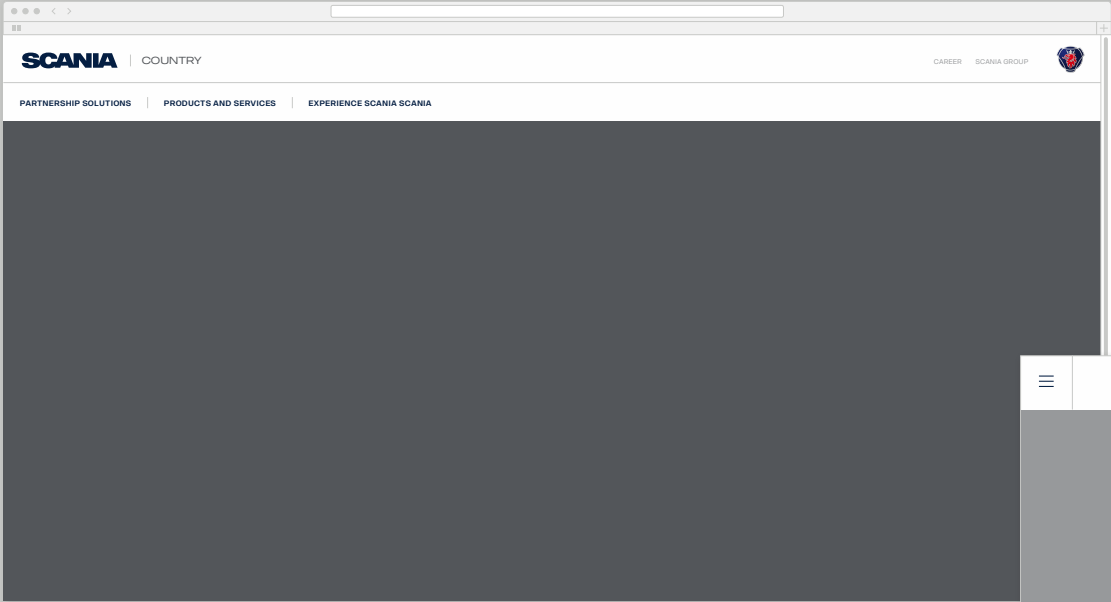
Separated wordmark and symbol are used as the primary sender. Scania wordmark is placed in the upper left and Scania symbol in the upper right corner.

Upon scrolling down the Scania symbol remains in the upper right corner and the wordmark is replaced by the main navigation.

Country\*\* is set in Scania Sans Headline Regular.

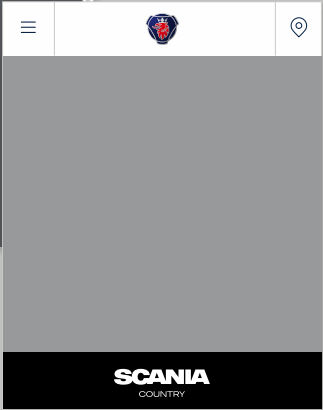
*\*) Multi branded distributors, see Level 4.*

*\*\*\*) When there are two or more Scania distributors in a country, the country name is replaced by the distributor name.*



These are illustrative examples of design principles, and not the actual design.

Mobile / tablet



For mobile / tablet devices, the Scania symbol is placed top and center and Scania wordmark placed bottom center with country below (set in Scania Sans Headline Regular).



Level 2  
Captive dealers

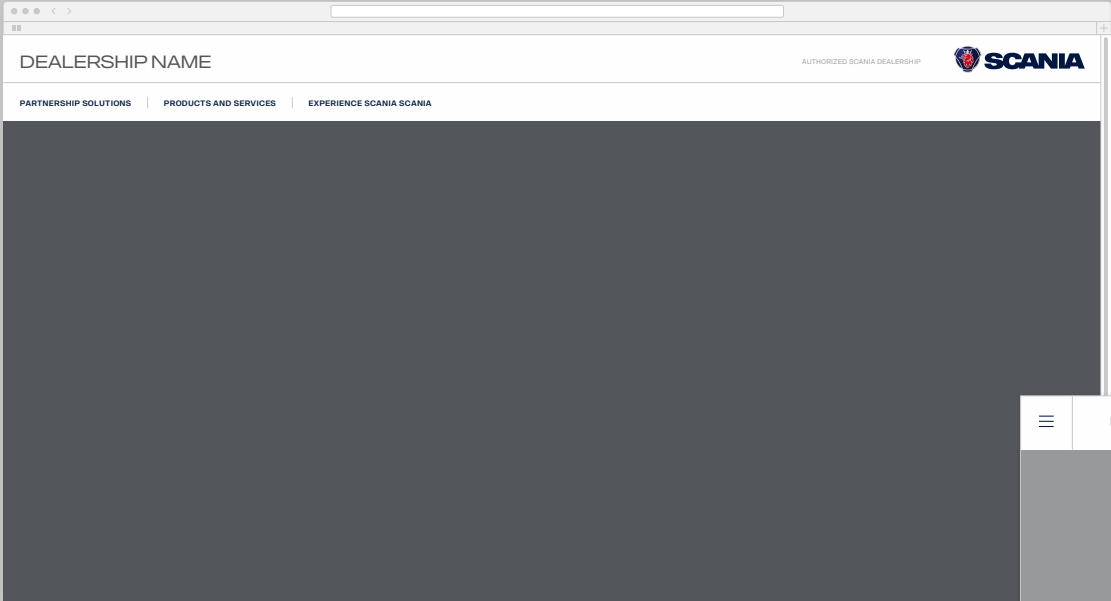
All captive Scania dealers must use Scania ComOn (CMS) when creating an external Scania website.

Level 2 Captive dealer sites are 100% Scania masterbrand. Only Scania brand assets are allowed. The dealership name (normally "Scania" followed by the district or city name) is used as the primary sender in the upper left corner.

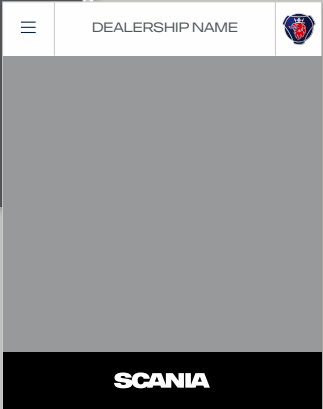
Scania's horizontal lock-up logotype is placed in the upper right corner as the secondary sender. The lock-up logotype is used here to signalise dealer site and harmonise with websites for independent dealers.

Upon scrolling down the Scania horizontal logotype is replaced by the Scania symbol in the upper right corner and the dealer logotype is replaced by the main navigation.

The name is set in Scania Sans  
Headline Regular.



Mobile / tablet



These are illustrative examples of design principles, and not the actual design.

For mobile / tablet devices, the dealer name is placed top center and the Scania symbol in the upper right corner. Scania wordmark is placed bottom center. In case of long dealer names, enable responsive resizing of text to fit the box.



Level 3  
Independent dealers

Independent dealers must use the Scania ComOn concept when creating an external Scania website.

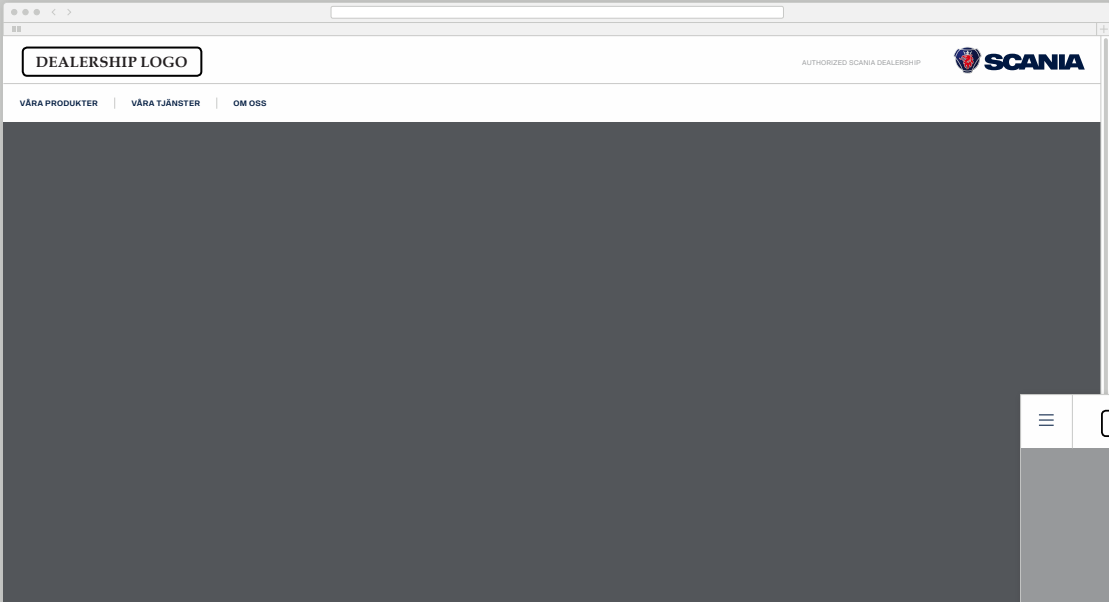
The dealer logotype is used as primary sender (in the upper left corner).

Scania's horizontal lock-up logotype is placed in the upper right corner as the secondary sender. The lock-up logotype is used here to signalise dealer site.

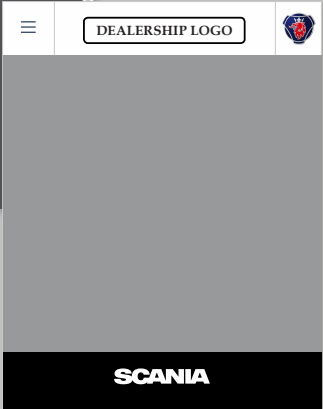
Except for the dealer logotype (in the upper left corner), all other visual elements are Scania brand assets and only Scania-related content must be published.

Upon scrolling down the Scania horizontal logotype is replaced by the Scania symbol in the upper right corner and the dealer logotype is replaced by the main navigation.

If the dealer does not have or want to promote its own logotype, it is replaced by the dealer name set in Scania Sans Headline Regular.



Mobile / tablet



These are illustrative examples of design principles, and not the actual design.

For mobile / tablet devices, the dealership logotype is the primary sender, placed top and center. The Scania symbol is placed in the upper right corner and the Scania wordmark is placed bottom center as the final sender.

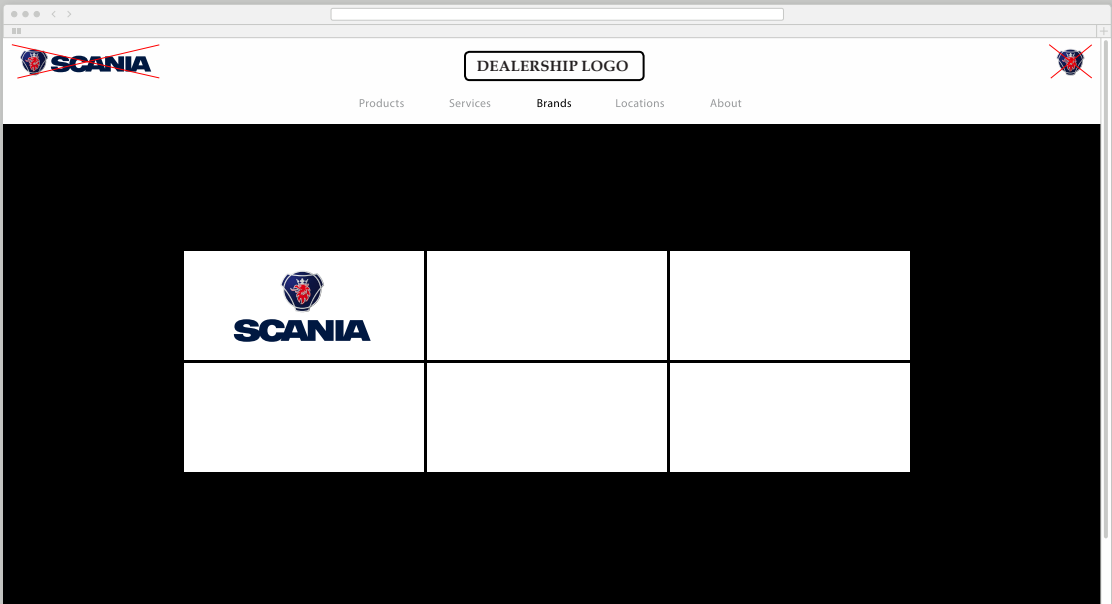


Level 4  
Multi branded independent distributors and dealers

Multi branded independent dealers and distributors may use their own website concept.\* Then (when the Scania ComOn concept is not used) the following principles apply:

- 1. Do not simulate a Scania branded website, instead use own website and brand assets.
- 2. Do not use Scania logotype (or the Scania wordmark or symbol) as sender on the website. Do not place the Scania logotype, wordmark or symbol in upper left or right corners. Maintain independent/stand alone branding using the own brand assets.
- 3. Only use the Scania logotype as part of website content - to show that Scania is represented by the distributor or dealer. Here the vertical lock-up logotype is the primary version to use.
- 4. For more information about Scania products and services it is advisable to use a link to the national Scania distributor or the global Scania website. Information about Scania products and services may only be published on the dealer site if there is a well-functioning routine to keep the information updated.

Please note!  
When linking to a national distributor or the global website, this website must be opened in a new window or tab.



This is an illustrative example of design principles, and not the actual design.

*\*) Multi branded independent distributors and dealers may also use the Scania ComOn concept to create an external website with correct Scania branding. In this case, the site must be 100% Scania branded and*

*only Scania content (products and services) must be published. See Level 1 (distributors) and Level 2 or 3 (dealers) for more information.*

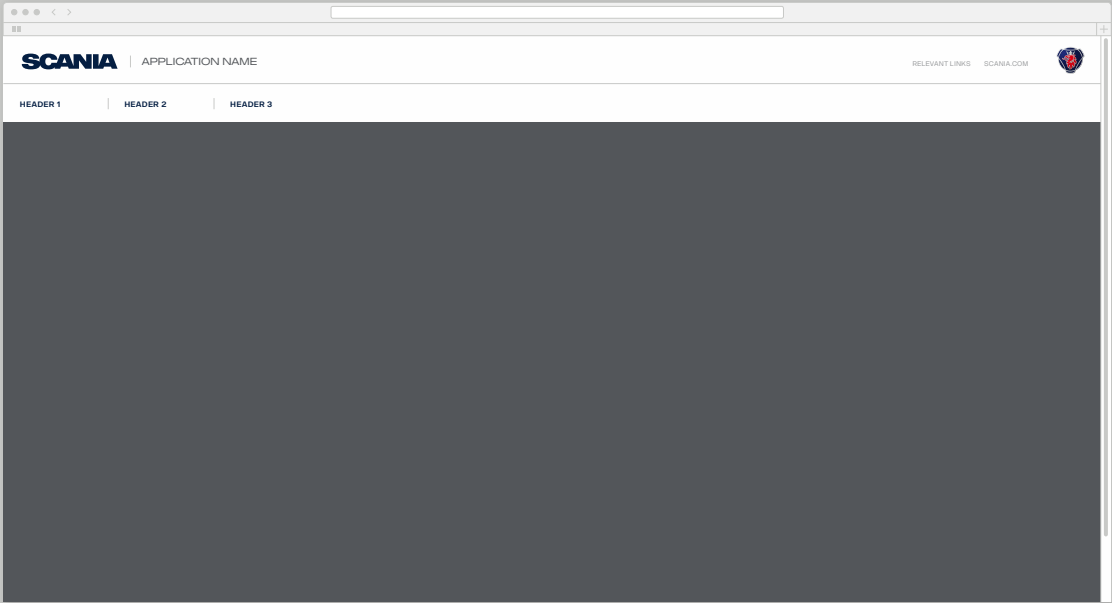


External web  
applications

To unify the brand experience across all Scania web applications, the components in the Scania UX library must be utilised. The UX library describes how to implement and use design elements like logotype, fonts, icons and web components in web and mobile applications.

The solutions might differ somewhat depending on application and specific needs, but the basic principle is to use the separated wordmark and symbol as primary sender. The Scania wordmark is placed in the upper left corner and the Scania symbol in the upper right corner. To the right of the Scania wordmark, separated by a hyphen, the application name is set in Scania Sans Headline Regular.

Please visit the Scania UX library for more information at:  
<https://scania.com/ux-library>



This is an illustrative example of design principles, and not the actual design.



## Web applications and dealerships online

### Domain name convention

A consistent domain convention helps Scania protect its brand identity and provides clarity about the relationship between Scania and other entities using our logotype or brand identity.

Domains are organised by country and language sub-catalogues from top-level-domain.

#### Example

<https://www.scania.com/se/sv>  
for Swedish-Swedish

#### Example

<https://www.scania.com/fi/sv>  
for Finland-Swedish

#### Example

<https://www.scania.com/fi/fi>  
for Finland-Finnish

Captive dealers and workshops may use "Scania" in their domains. Where this is the case, these domains must be owned by Scania and hosted on Scania's DNS servers as per the decision in Domain Management above.

#### Example

The domain [www.norsk-scania.no](http://www.norsk-scania.no) redirects to [www.scania.com/no/nb/norsk-scania.html](http://www.scania.com/no/nb/norsk-scania.html)

Independent dealers and workshops may not use Scania in their domains but may apply for an exception according to the following principles.

1. Independent dealers/workshops are not allowed to use "Scania" in their domain. Exceptions can be made, *but only after approval from Brand Management.*
2. After approval, independent distributors may choose to use [www.scania-distributor.xx](http://www.scania-distributor.xx) or [www.distributor-scania.xx](http://www.distributor-scania.xx)

### The Scania trademark and name - don'ts

An independent dealer must not use the Scania trademark as part of its own corporate name or identity. Neither should the name Scania be used as part of the e-mail address, web address or link to the independent dealer's own website, social media or similar.

### More information

#### Mobile applications

For more information about mobile applications, see Scania Identity Manual appendix for "Mobile applications", part no. 17MC159.

#### Partner companies

For more details on independent/non-captive dealers and distributors, see Scania Identity Manual for "Partner companies", part no. 16MC194.

#### Scania UX library

The UX library is found at <https://scania.com/ux-library>.

### Support

#### Scania online

For any questions regarding Scania online presence and websites, please do not hesitate to contact the Scania ComOn support at [scaniacomon@scania.com](mailto:scaniacomon@scania.com).

#### Scania Corporate UI

For any questions or support regarding the Scania UX library or corporate UI, please do not hesitate to contact the Scania Corporate UI support at [corporate-ui@scania.com](mailto:corporate-ui@scania.com).

#### Scania brand and identity

Questions regarding this manual and the Scania brand identity may be submitted to Scania identity helpdesk at [identity@scania.com](mailto:identity@scania.com).