



SCANIA IDENTITY MANUAL – APPENDIX

# MOBILE APPLICATIONS STYLE GUIDE

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## Introduction

To ensure a strong unified global brand identity, principles for applying the brand assets in mobile applications have been developed.

This appendix is part of the Scania Identity Manual, part no. 16MC135. For detailed instructions on the application of all brand assets such as wordmark, symbol, lock-up logotype, colour and typography please refer to the respective section in the Scania Identity Manual.

All artwork files mentioned in this document can be downloaded via Scania UX library: <https://static.scania.com/ux-library>

Any brand and identity related questions can be directed to [identity@scania.com](mailto:identity@scania.com)





## Placement

In mobile applications the Scania Sans web font is used. The font is available as TTF, Woff, Woff2 and EOT.

Scania Sans Headline is used for headlines and is available as Regular or Bold.

Scania Sans is mainly used for body copy and is available as Regular, Bold or Italic. The bold weight may be used for sub-headlines and italic to highlight specific words in body copy.

Scania Sans Condensed is only used in specific cases where the space is limited. It is available as Regular, Bold or Italic.

Font files can be downloaded via Scania UX library <https://static.scania.com/ux-library> or ordered from Scania CV AB, Brand Communication via [identity@scania.com](mailto:identity@scania.com)

### Typographic settings

1. **Headline:** Scania Sans Headline Bold  
Font size mobile: 24px and up  
Line height mobile: 120%  
Font size tablet: 32px and up  
Line height tablet: 90%  
Text: upper case  
Letterspacing: 0  
Colour: #FAFAFA  
Colour: #041e42
2. **Subheadline:** Scania Sans bold  
Font size mobile: 9-16px  
Font size tablet: 10-18px  
Line height: 120%  
Text: upper and lower case  
Letterspacing: 0  
Colour: #FAFAFA  
Colour: #041e42
3. **Bodycopy:** Scania Sans Regular  
Font size mobile: 9-16px  
Font size tablet: 10-18px  
Line height: 160%  
Text: upper and lower case  
Letterspacing: 0  
Colour: #53565a
4. **Labels:** Scania Sans Bold  
Font size mobile: 9-16px  
Font size tablet: 12-18px  
Text: upper case  
Line height tablet: 120%  
Letterspacing: 0  
Colour: #FAFAFA  
Colour: #041e42

### Scania Sans Headline

# 1 SCANIA SANS HEADLINE BOLD SCANIA SANS HEADLINE REGULAR

ABCDEFGHIJKLMNPQRSTUVWXYZÄÖ  
1234567890!"#€%&/()=?

ABCDEFGHIJKLMNPQRSTUVWXYZÄÖ  
1234567890!"#€%&/()=?

### Scania Sans

- 2** **4** **Scania Sans Bold**  
**3** **Scania Sans Regular**  
**Scania Sans Italic**

**Bold** abcdefghijklmnopqrstuvwxyzääö  
1234567890!"#€%&/()=?

**Regular** abcdefghijklmnopqrstuvwxyzääö  
1234567890!"#€%&/()=?

**Italic** abcdefghijklmnopqrstuvwxyzääö  
1234567890!"#€%&/()=?

### Scania Sans Condensed

- Scania Sans Bold**  
**Scania Sans Regular**  
**Scania Sans Italic**

**Bold** abcdefghijklmnopqrstuvwxyzääö  
1234567890!"#€%&/()=?

**Regular** abcdefghijklmnopqrstuvwxyzääö  
1234567890!"#€%&/()=?

**Italic** abcdefghijklmnopqrstuvwxyzääö  
1234567890!"#€%&/()=?

## Logotype

The Scania symbol is used in the header as the main identifier for Scania. In applications with a lot of text and when scrollable views are required, the identity is complemented with the Scania wordmark in the footer.

If separate logotype and wordmark is not possible due to circumstances outside of Scania control, e.g. externally developed applications, the combined logotype lock-up is to be used and prioritized with the vertical lock-up as the primary choice, and the horizontal lock-up as secondary.

### Please note:

For the Scania symbol use the SVG-file.

Logotype files can be downloaded via Scania UX library <https://static.scania.com/ux-library> or ordered from Scania CV AB, Brand Communication via [identity@scania.com](mailto:identity@scania.com)



Scania symbol

# SCANIA

# SCANIA

Scania wordmark

**SCANIA**

**SCANIA**

**SCANIA**

Vertical lock-up logotype

**SCANIA**

Horizontal lock-up logotype



# SCANIA



1,5 X



Header tablet version. The Scania symbol is always center-aligned within the header.



Header mobile version.



Footer mobile version.

## Logotype



## Placement

The symbol should ideally be centered within the header/navbar area to maximize available space for functionality.

A footer is only needed if the application includes much text so that the page is scrolled. The footer is black with white text and Scania wordmark.

Example: Header + navbar android app

A screenshot of an Android application's header and navigation bar. The header contains a house icon, the Scania logo, and a user profile icon. Below the header is a navigation bar with four tabs: "HANDOVERS" (underlined in red), "DOCUMENTS", "CHECKLISTS", and "INTERNAL".

Example: Header mobile



Example: Footer mobile

A screenshot of a mobile application's footer bar. It features the "SCANIA GLOBAL" logo, followed by icons for YouTube, Twitter, LinkedIn, Facebook, Instagram, and WhatsApp. Below the footer bar is a copyright notice: "© Copyright Scania 2016 All rights reserved. Scania AB (publ), SE-151 87 Södertälje, Sweden, Tel: +46-8-55 38 10 00, Fax: +46-8-55 38 10 37." A small "SCANIA ▲" icon is also present.



## Colours

### Brand colours and primary supporting colours

The Scania brand colours are derived from the Scania symbol and wordmark and effectively establish, represent and communicate the brand.

Scania Blue and Scania White should mainly be used for text and backgrounds. In digital environments the base is a white background with headlines in blue and Scania Blue and body text in Scania Dark Grey.

Scania Red must be used with great care and only as a highlight or accent colour, never to steal attention from the griffin in the Scania symbol. Be aware that red can also be associated with warning signs and negative results (e.g. red numbers in a table).

#### Brand colours



Scania Blue

RGB 4\_30\_66  
HEX #041E42



Scania White

RGB 250\_250\_250  
HEX #FAFAFA



Scania Red

RGB 214\_0\_28  
HEX #D6001C

#### Primary supporting colours



Scania Light Grey

RGB 200\_201\_199  
HEX #C8C9C7



Scania Medium Grey

RGB 151\_153\_155  
HEX #97999B



Scania Dark Grey

RGB 83\_86\_90  
HEX #53565A



Scania Black

RGB 45\_41\_38\*  
HEX #2D2926

\* To provide a less harsh impression, the original Scania Black (RGB 0\_0\_0) is slightly adjusted to a calmer RGB colour.



## Colours

### Secondary colours

Of the secondary colours, orange is the foremost colour, mainly used to highlight warnings or mandatory fields and interactions. The remaining secondary colours are not used to the same extent.

Any of the secondary colours may however also be used for differentiation of mobile application icons, together with the App icon colours.

### Secondary colours



Scania Orange

RGB 227\_82\_5  
HEX #E35205



Scania Beige

RGB 206\_184\_136  
HEX #CEB888



Scania Pale Green

RGB 148\_165\_150  
HEX #94A596



Scania Green

RGB 44\_82\_52  
HEX #2C5234

## Colours



### App colours

The App icon colours have been developed to differentiate applications and services, in application icons and splash screens.

#### App colours



App colour 1

RGB 68\_134\_145  
HEX #448691



App colour 2

RGB 94\_56\_133  
HEX #5e3885



App colour 3

RGB 0\_93\_109  
HEX #005d6d



App colour 4

RGB 225\_169\_62  
HEX #e1a93e



App colour 5

RGB 137\_106\_115  
HEX #896a73



App colour 6

RGB\_93\_167\_169  
HEX #5da7a9



App colour 7

RGB 96\_178\_108  
HEX #60b269

## Icons



Icons enables clear and instantaneous communication for information graphics and sales support. In most cases the icons need to be supported by text (and must/cannot speak for themselves). Use the icons for information, never for decoration or as logotypes.

Use only the Scania icon system in communication and applications. Avoid using icons of another design to ensure a coherent brand expression. All icons should be in SVG format.

Icons as well as instructions for creating new icons are available in the Scania UX library <https://static.scania.com/ux-library/icons>.





## App icons

To maintain a consistent and uniform look for applications, templates for the creation of icons for new applications are available for Android, iOS and watchOS. The templates are built on a grid system including the Scania wordmark. The primary colours are used as base, with white and blue as the default colours. The secondary and app colours can be used in certain contexts where more variation is needed. (See next page).

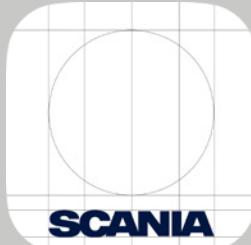
These icons are tightly associated with specific products and services, and should never be reused for other purposes or generic iconography.

New app icons need to be approved by Scania App Factory ([appfactory@scania.com](mailto:appfactory@scania.com)).

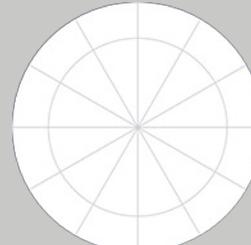
Templates can be downloaded via Scania UX library <https://static.scania.com/ux-library> or ordered from Scania CV AB, Brand Communication via [identity@scania.com](mailto:identity@scania.com)



Margins – Android app icon



Margins – iOS app icon



Margins – watchOS app icon



Android app icon



iOS app icon



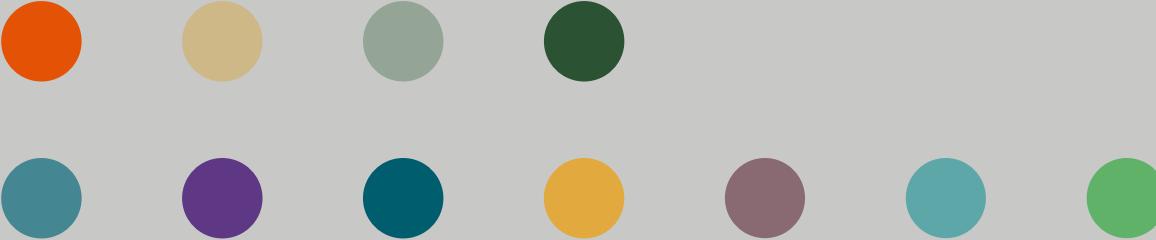
watchOS app icon

## App icons



### Colouring

The secondary and app colours are used to differentiate between apps as well as services, e.g. applied to the creation of application icons.



Colouring examples



## App name



When naming a new app, please make sure that the following principles are applied.

The name should:

- be the same worldwide
- avoid elaborate or fabricated words and symbols
- focus on the functionality of the app
- work without Scania as a prefix
- be kept short and to the core
  - preferably between 10 and 13 characters

Please note that all new names must be approved by Scania Designation Committee.



## Splash screens

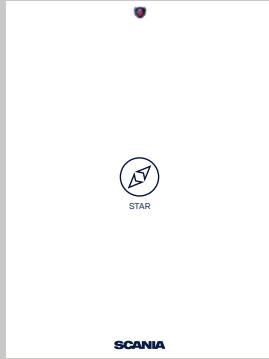
Templates are available for the creation of splash screens for Android and iOS devices. The purpose is to create a uniform and consistent look for all applications. The primary palette is used as a base, with white and blue as the default colours. The secondary and app colours can be used in certain contexts where more variation is needed. (See next page).

Colours used in splash screens should correlate with the colour usage in the respective app icons.

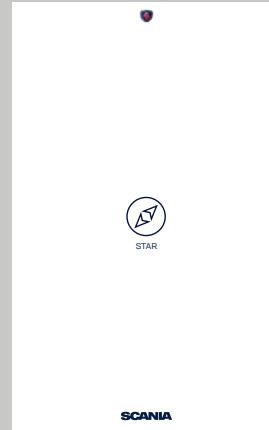
Templates can be downloaded via Scania UX library <https://static.scania.com/ux-library> or ordered from Scania CV AB, Brand Communication via [identity@scania.com](mailto:identity@scania.com)



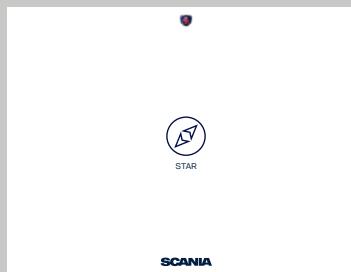
Splash screen iPhone



Splash screen iPad (Portrait)



Splash screen Android (Portrait)



Splash screen iPad (Landscape)



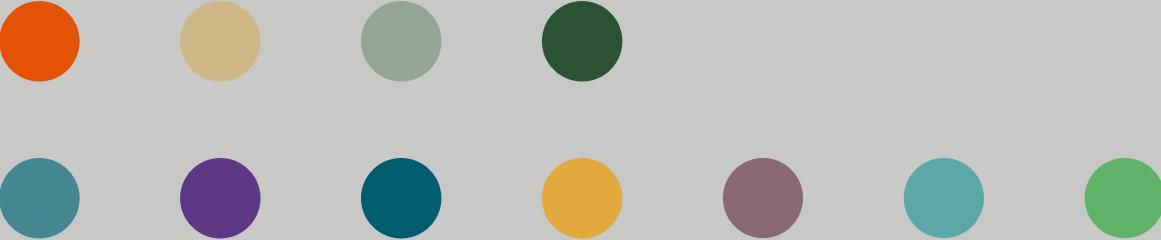
Splash screen Android (Landscape)



## Splash screens

### Colouring

The secondary and app colours are used to distinguish Scania's various apps and services. These colours are also to be applied to the splash screens.



Colouring examples



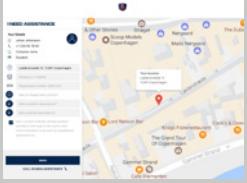
## Examples



When creating a new digital unit for Scania, we start with a light visual base that leaves room for large imagery and bold headlines leading on to further content. Buttons and menus should be distinct and in a size which prioritizes interaction accessibility both for web and applications.



Assistance (iOS tablet app)



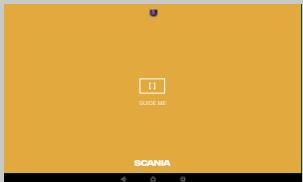
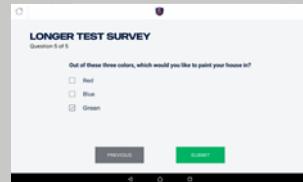
Assistance (Android mobile app)

Web site (mobile)

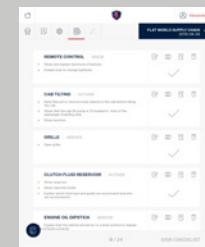
## Examples



Feedback (Android tablet app)



Guide me (Android tablet app)

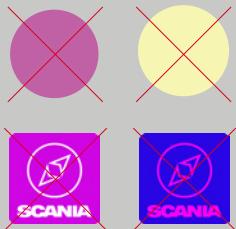


Vehicle Handover (Android tablet app)

## Don'ts



### Scania colours



Don't use unapproved colours

### Scania logotype



Don't left/right align the Scania symbol.



Don't use the Scania word mark in the header.  
In applications with a lot of text and when scrollable views are required, the identity is complemented with the Scania wordmark in the footer.

### Scania Icons



Don't use the icons for decoration or as logotypes.  
Only use the icons for information.



Avoid using icons of another design to ensure a coherent brand expression. Use only the Scania icon system in communication and applications.

### Scania app icons

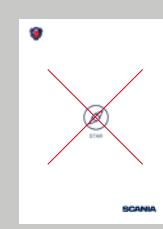


Don't reuse app icons. Each icon is unique for each app.



Don't reinvent the app icon templates or change the margins. Use the templates from Scania UX library.

### Scania splash screens



Don't reinvent the splash screen templates. Use the templates from Scania UX library.



### Downloads

All artwork files mentioned in this document can be downloaded via the Scania UX library: <https://static.scania.com/ux-library> or be ordered from Scania CV AB Brand Communication at [identity@scania.com](mailto:identity@scania.com)

Images can be downloaded from the Scania Media Provider: <http://scania.media.com>

### Scania Identity Manual

For detailed instructions on the application of all brand assets such as wordmark, symbol, lock-up logotype, colour and typography please refer to the respective section in the Scania Identity Manual.

### More information

All information concerning Scania brand identity is available via the global intranet Reflex (<https://corporate-intranet.scania.com>) under Brand & Marketing / Brand and identity.

#### Scania App Factory

For information regarding the process for publishing mobile applications on Scania's accounts and mobile application development guidelines please contact [appfactory@scania.com](mailto:appfactory@scania.com)

#### Scania identity helpdesk

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

