



ANDROID / IOS / WATCHOS

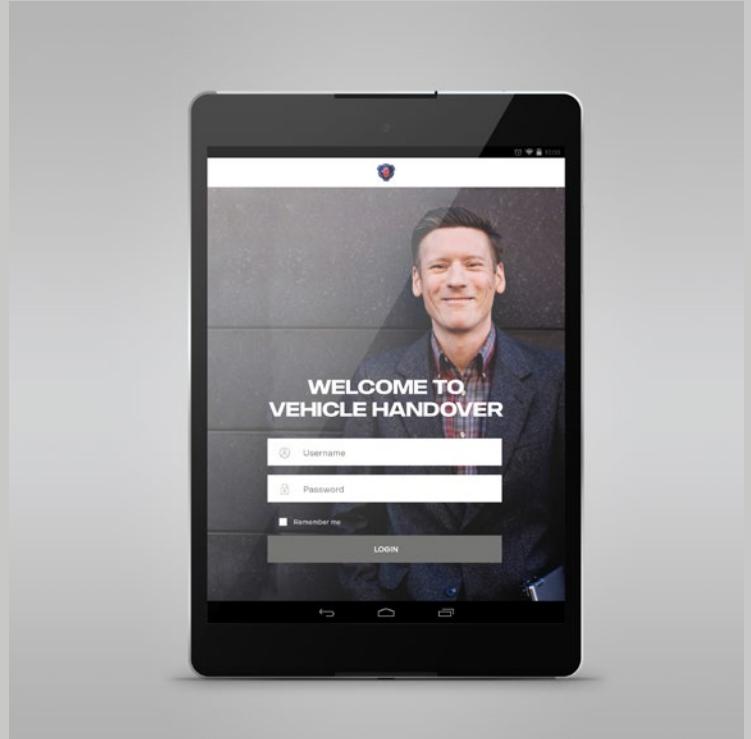
# DESIGN MANUAL FOR APPLICATIONS

## Purpose & Questions



The main purpose of this document is to provide basic guidelines as well as acting as a starting kit for the creation of new Scania digital experiences. We focus on showing off the components necessary to create a cohesive Scania identity in digital environments. As such we have consciously avoided detailed instructions regarding measurements, sizes and specific interaction design to allow flexibility for each specific application to take shape according to its specific task and purpose. The goal is however to show our interpretation of how to adapt and use Scania Brand Guidelines for digital environments while maintaining a cohesive brand experience.

For further information or questions, don't hesitate to contact [namn@mail.com](mailto:namn@mail.com)





# COLOURS



## Colours

### Brand- and primary supporting colours

User interfaces for digital environments are based on both Brand-palette and supporting palette. UI-design is primarily based off the Scania website, with the starting point of gray background with white modules, blue headlines and black body copy. Red is used sparingly as a highlight or to accentuate certain features or messages.

Scania 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 Medium Grey

RGB 151\_153\_155  
HEX #97999b



Scania Dark Grey

RGB 83\_86\_90  
HEX #53565A



Scania Black

RGB 45\_31\_48  
HEX #2D2926



Scania Light Grey

RGB 200\_201\_199  
HEX #C8C9C7



## Colours

### Secondary colour palette

Orange is the foremost colour from the secondary palette. Mainly to highlight warnings or to reference mandatory fields and interactions. Remaining colours are used sparingly. The palette can in general also be used to differentiate applications in e.g. "Scania Launcher" – in the same manner as the tertiary palette.

Secondary colour palette



Scania Orange

RGB 227\_883\_17  
HEX #E35205



Scania Beige

RGB 207\_184\_135  
HEX #CEB888



Scania Pale Green

RGB 147\_165\_151  
HEX #94A596



Scania Green

RGB 44\_82\_52  
HEX #2C5234



## Colours

### Tertiary colour palette

The main utilization is to differentiate applications and services, e.g. in application icons and splash screens. The green color is used to highlight messages regarding actions that have been completed or confirmed with a positive outcome.

#### Tertiary colour palette



Scania Xxxxxx

RGB 71\_134\_144  
HEX #448691



Scania Xxxxxx

RGB 95\_56\_133  
HEX #5e3885



Scania Xxxxxx

RGB 2\_93\_109  
HEX #005d6d



Scania Xxxxxx

RGB 224\_169\_61  
HEX #e1a93e

#### Primary supporting colours



Scania Xxxxxx

RGB 138\_107\_116  
HEX #896a73



Scania Xxxxxx

RGB\_93\_168\_169  
HEX #5da7a9



Scania Xxxxxx

RGB 93\_178\_105  
HEX #60b269



# TYPOGRAPHY



Scania has created a typeface for digital use that is also available as a web font. This means the overall typography Brand Guidelines can be applied for digital media. Scania Sans Headline is used for headlines, and Scania Sans for e.g. body copy. Scania Sans Condensed is used very sparingly – and only in situations where it's deemed to greatly improve readability over other options.



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original file(s)

Scania Sans Headline

## **SCANIA SANS HEADLINE BOLD**

## **SCANIA SANS HEADLINE REGULAR**

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

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

Scania Sans

### **Scania Sans Bold**

**Scania Sans Regular**  
***Scania Sans Italic***

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

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

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



# LOGOTYPE

## Logotype



The Scania symbol has been recreated in a version specifically for digital use that also works for smaller sizes. To reach maximum clarity and quality, it is important to always use the symbol in SVG format for digital screens and environments.



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Scania symbol (SVG)

## Logotype



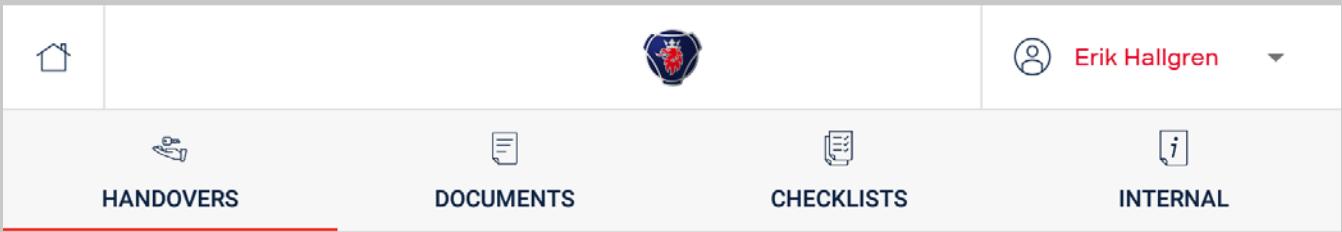
## Placement

In digital contexts where screen real estate is at a premium, we recommend using the Scania symbol without supporting text as the brand sign-off. This includes responsive design views (mobile/desktop). The symbol should ideally be centered within the header/navbar area to maximize available space for functionality.

Example: Header mobile



Example: Header + navbar android app





# ICONOGRAPHY

## Iconography



The iconography aligns with the Brand Guidelines with a modern and minimalist style. We strive to mimic line thickness and maintain proportions even in smaller sizes. Minor adjustments may however be called for to maintain their visual impression and balance depending on size.



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# APP ICONS

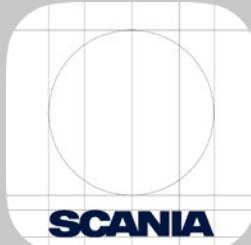
## App icons



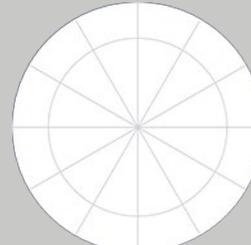
To maintain a consistent and harmonious look for applications, templates for the creation of icons for new applications are available for Android, iOS and watchOS. The templates are built on a simple grid system and a lockup. The primary palette is used as a base, with white and blue as the default colors. The secondary and tertiary palettes can be used in certain contexts where more variation or subcategorization is needed. (See next page).



Margins – Android app icon



Margins – iOS app icon



Margins – watchOS app icon



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Android app icon



iOS app icon

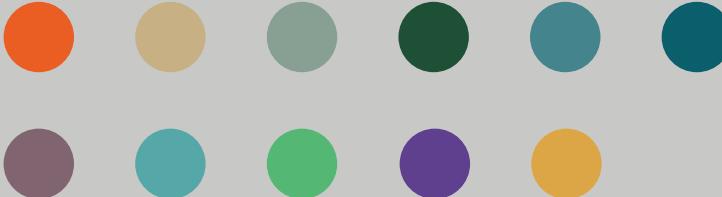


watchOS app icon



### Colouring

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



Colouring examples





# SPLASH SCREENS



## Splash screens

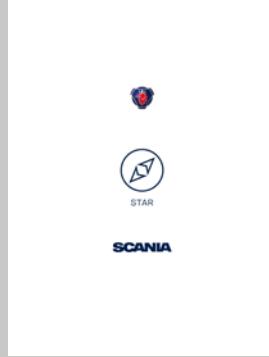
Templates are available for the creation of splash screens for Android and iOS devices. The purpose is to create a harmonious and consistent look for all applications. The primary palette is used as a base, with white and blue as the default colors. The secondary and tertiary palettes can be used in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



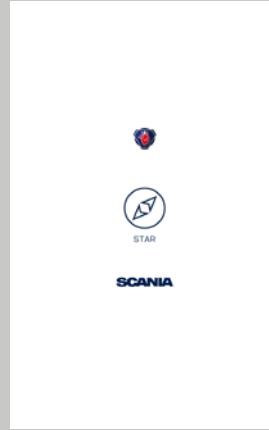
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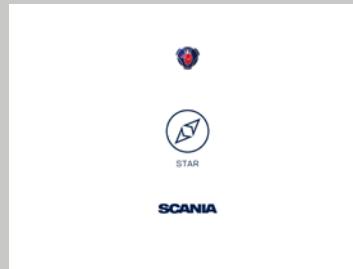
Splash screen iPhone



Splash screen iPad (Portrait)



Splash screen Android (Portrait)



Splash screen iPad (Landscape)



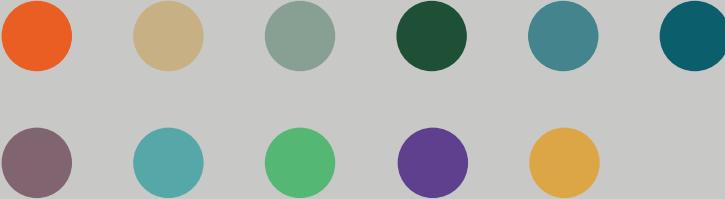
Splash screen Android (Landscape)



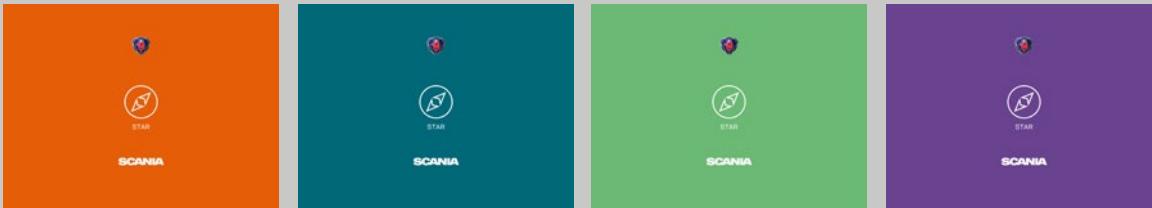
## Splash screens

### Colouring

The tertiary and secondary palettes are used to distinguish Scania's various apps and services. These palettes can, for example, be applied to the splash screens.



Colouring examples



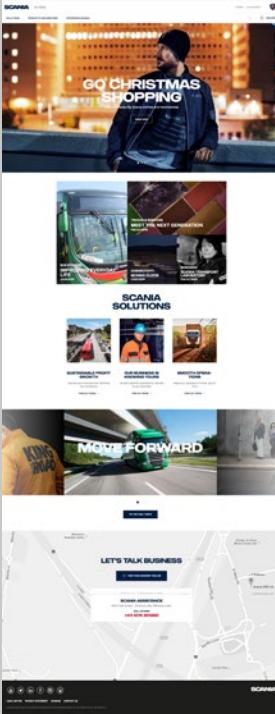


# MOODBOARD



## Examples

Scania should be experienced as a modern company fueled by innovation – and visually rooted in a barebones Scandinavian design manner which prioritizes communicative clarity. When creating a new digital unit for Scania, we start with a light visual base that leaves room for large imagery and 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. For assets and more thorough information regarding Scania web structure, please visit the UX-library at: <http://scania-noe-ux.sapient-lab.com/> (Username: Ipad / Pass: winterTires77)



Web site (desktop)



Web site (mobile)





## Examples

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The figure displays four screenshots of a vehicle handover application, likely designed for an Android tablet. The top-left screenshot shows a login screen with a "WELCOME TO VEHICLE HANDOVER" header, a large portrait of a man, and input fields for "Username" and "Password". The top-right screenshot shows a dashboard titled "+ NEW HANDOVER" with sections for "UPCOMING" and "COMPLETED" tasks, each listing various logistics companies like "Lagom Logistics" and "KLM Freight Systems". The bottom-left screenshot shows a "REMOTE CONTROL" checklist for "CAR TILTING" with instructions to "Tilt the cab" and "Show that the cab lift pump is located in front of the passenger steering wheel". The bottom-right screenshot shows a modal dialog titled "EDIT FUNCTION CHECK" for "Cab tilting", containing a checklist with items like "Tilt the cab" and "Show that the cab lift pump is located in front of the passenger steering wheel".

Vehicle Handover (Android tablet app)

## App name



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

The name should...

- clearly describe what it is and does
- 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.

For more information, please contact Scania Identity Helpdesk at [identity@scania.com](mailto:identity@scania.com).

