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SCANIA IDENTITY MANUAL – APPENDIX

# MOBILE APPLICATIONS STYLE GUIDE

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## Introduction

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To ensure a strong unified global brand identity and experience, principles for applying the Scania 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.

Any brand and identity related questions (e.g. regarding logotype or fonts) can be directed to [identity@scania.com](mailto:identity@scania.com).

Questions regarding Scania digital design may be directed to [corporate-ui@scania.com](mailto:corporate-ui@scania.com).

Questions regarding Scania Group app account or the Demo app may be sent to [cs.appsupport@scania.com](mailto:cs.appsupport@scania.com).





## Preparations

All Scania mobile apps must follow the design according to this manual. Before publishing an app, the design, app name and app icon must be approved by Scania Brand and Identity team. Please contact [identity@scania.com](mailto:identity@scania.com) for more information.

## Standard light mode and dark mode

Since mobile apps are used on mobile devices they may - compared to computers - be used in a wider range of contexts and environments. Hence, besides giving the look and feel of Scania, it is important that the app is user-friendly and adapted to the environment where it is to be used. It could for instance be in a vehicle - while driving - or outdoors. In these contexts there might be a need to use a dark mode theme. This is currently under development, so please contact [corporate-ui@scania.com](mailto:corporate-ui@scania.com) for more information.

All other apps should be developed in the standard mode (light mode) with white background.

## Logotype - header and footer

As the main identifier for Scania, the Scania symbol is placed in the header.

In applications with a lot of text and when scrollable views are required, the identity may be complemented with the Scania wordmark in the footer.

For apps mainly developed for tablets, and especially if the format is landscape, the principle and same design as for web applications may be applied. This means that the symbol is placed in the upper right corner and the Scania wordmark in the upper left corner. Please see 'Scania Identity Manual - Web applications and dealerships online' for more information.

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.

## Symbol, wordmark and lock-up logotype



Scania symbol

# SCANIA

# SCANIA

Scania wordmark

A vertical lock-up logotype where the Scania symbol is positioned above the wordmark 'SCANIA'. The symbol is centered vertically relative to the wordmark.

A horizontal lock-up logotype where the Scania symbol is positioned to the left of the wordmark 'SCANIA'. The symbol is aligned horizontally with the letter 'S' of the wordmark.

Vertical lock-up logotype

A horizontal lock-up logotype where the Scania symbol is positioned to the left of the wordmark 'SCANIA'. The symbol is aligned horizontally with the letter 'S' of the wordmark.

Horizontal lock-up logotype

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## Proportions and sizes

# SCANIA



The proportion between the Scania wordmark and Scania symbol must never be changed.



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



Header mobile version.



Footer mobile version.



As in all Scania communication and applications the custom-made Scania Sans font is used also in mobile applications. The font is available as web fonts in TTF, Woff, Woff2 and EOT.

For headlines Scania Sans Headline is used. It is available as Bold (first hand choice for main headlines) and Regular (for longer headlines or sub-headlines).

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

For specific cases where the space is extra limited, Scania Sans SemiCondensed or Condensed may be used.

In mobile applications, the headlines are normally centred, whereas body text is left-aligned. For very short body text, the text may be centered as well.

#### Typographic settings

Please note that readability is always prioritised and that the settings below are only general recommendations.

1. **Headline:** Scania Sans Headline Bold or Regular  
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
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
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
4. **Labels:** Scania Sans Bold  
Font size mobile: 9-16px  
Font size tablet: 12-18px  
Text: upper case  
Line height tablet: 120%  
Letterspacing: 0

#### 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

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

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

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



### Replacement fonts

The Scania Sans fonts are available for Latin and Cyrillic languages.

When technical restrictions or special glyphs for languages limits the use of Scania Sans, the following replacement fonts are recommended:

Latin languages:  
Helvetica Neue – Mac computers  
Arial – PC computers

For other languages, please use a font as similar as possible to Scania Sans, Helvetica Neue or Arial.

#### Helvetica Neue (Mac)

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZzÅåÄäÖö  
1234567890€\$¢£¥!/?&@©®™+–×÷=%

#### Arial (PC)

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZzÅåÄäÖö  
1234567890€\$¢£¥!/?&@©®™+–×÷=%



## Scania colour palette

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

Scania Blue and Scania White are the main colours, normally used for text and backgrounds.

In mobile apps white is used for backgrounds and blue for text and main buttons.

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).

The primary supporting colours in grey offset the brand colours and may complement the brand colours.

Scania's secondary colour palette is designed to be used to vary or highlight content.

### 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 0\_0\_0  
HEX #2D2926

### 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 for dark mode

Apps that are to be used in the vehicle must be adapted to the driving environment, specifically when it comes to the colours. Hence, there are two additional colours available for dark mode apps.

### Background colour

In order to minimise disturbing light and glares from the screen, a black/grey colour is to be used as background colour.

### Accent colour

To obtain a connection and bridge between the app and the vehicle, Aurora Green may be used as an extra accent colour in dark mode apps. Aurora Green may for instance be used to highlight choices and for user guidance in the app.

## Interaction colours

Interaction colours may be used for buttons or alert messages when there is a need to give positive or negative feedback or even a warning.

Please visit <https://digitaldesign.scania.com> for more information.

### Extra colours for dark mode



App black/grey  
Dark mode background colour



Aurora Green  
Dark mode accent colour

Please contact [corporate-ui@scania.com](mailto:corporate-ui@scania.com) for more information about colour codes

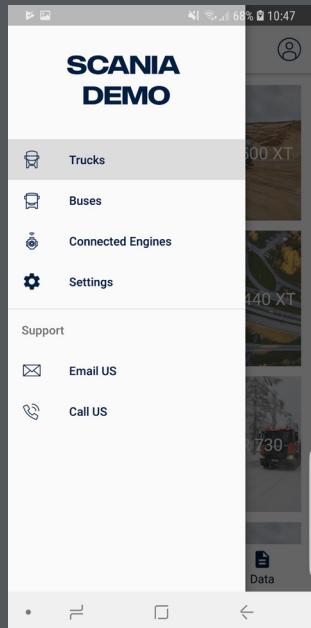
## Colours

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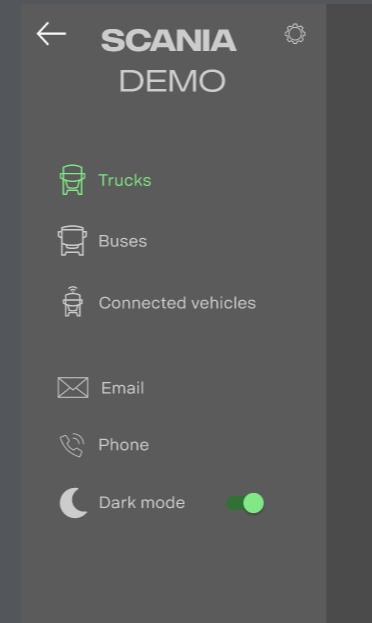


## Examples

Standard light mode



Dark mode



## Icons

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

For apps that are to be used in a vehicle, by a driver, the icon design need to be somewhat adapted. The icons need to be clear and easy to use. This is done by making the symbols filled to increase readability.

Please visit <https://digitaldesign.scania.com> for more information.





## Principles for app naming

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

The name should:

- Be in line with the Scania brand
- Express customer benefit
- Focus on the functionality of the app
- Be descriptive (transparent) - avoid fabricated words
- Follow industry practice
- Be consistent (in context)
- Be kept short and to the core (preferably max 12 characters)
- Sound good – be easy to say
- Be the same worldwide (English)

## App icons

The app icon is the first impression and identity of the app and shall therefore represent the app's purpose.

An app icon is unique and exclusive for its app and shall not be used for other purposes or meanings. Hence, for each new app, a new app icon is created. Never use the Scania symbol/logotype as app icon. The icon style is based on the same design as for other Scania icons. The complete app icon includes a unique app icon/symbol in Scania White with a background in Scania Blue.



## Process for approval

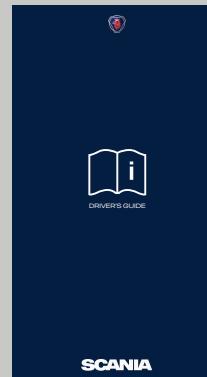
Requests for new icon names and icons are handled by Scania Brand and Identity team.

Send your request to [identity@scania.com](mailto:identity@scania.com) together with the following information:

- Requester's name and e-mail address
- App availability (Scania One, Google Play and/or App Store)
- App information (purpose, context, target group etc.)
- Proposed name
- Proposed app icon (insert print screen/attach draft)

## Splash screens

When a splash screen is needed, place the app icon together with the app name in the middle, the Scania symbol in the top and Scania wordmark in the bottom, as shown in the example below.



## Examples

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Scania Demo App

P-SERIES  
Driver's Manual 1897000  
English

+ ADD MANUAL

Driver's manual

**SAFETY PRECAUTIONS**  
**FIRE EXTINGUISHING SYSTEM**

**⚠️ WARNING!**  
The fire extinguishing system serves as increased fire protection. It must be supplemented with other extinguishing equipment.

**Note!** The fire extinguishing system serves as increased fire protection. It must be supplemented with other extinguishing equipment.

**❗️ IMPORTANT!**  
The fire extinguishing system serves as increased fire protection. It must be supplemented with other extinguishing equipment.

Vehicle identification

Reg. GOP

Assigned technician Robert Mori TAKE OVER

Problem Operational analysis Non-available

Vehicle mileage 0 Update

CONFIRM VEHICLE

CALL SCANIA ASSISTANCE

Details Camera Progress

2019\_000030

Assigned technician Robert Mori TAKE OVER

Problem Operational analysis Non-available

Vehicle mileage 0 Update

CONFIRM VEHICLE

CALL SCANIA ASSISTANCE

Details Camera Progress

Ongoing cases

2019\_000030 Alexander Müller Transporte Petróleo Op... 6 days 23 h

2019\_000724 EURO LINH (SVENSKA AB) 29 days 15 h

2019\_000021 HILSÄVSTORGS CARGO CENTER AB 7 days 23 h

Pending cases

Details Camera Progress

Scania On Scene (Scania Assistance)

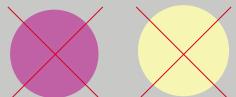
Web site (mobile)

## Don'ts

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### Scania colours



Don't use unapproved colours

Don't reproduce any part of the Scania logo in any other colour than the original colour.

### 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

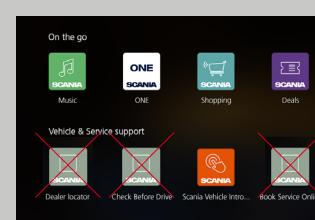


Don't use the icons for decoration or as logotypes. Only use the icons for information.



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

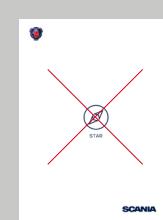


Don't reuse app icons. Each icon is unique for each app.



Don't reinvent the app icon templates or change the margins.

### Scania splash screens



Don't reinvent the splash screen templates.



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## Downloads

Most artwork files mentioned in this document can be downloaded via the Scania Digital Design System: <https://digitaldesign.scania.com> or be ordered from Scania Identity Helpdesk at [identity@scania.com](mailto:identity@scania.com)

Images and generic Scania icons can be downloaded from Scania Digital Design System: <https://digitaldesign.scania.com> or 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

### Reflex

All information concerning Scania brand identity (logotype, fonts etc.) is available via the Communication support site on the global intranet Reflex:

<https://internal.scania.com/communication>

### Scania Digital Design System

Read more about Scania digital design, UX, UI, components etc. at  
<https://digitaldesign.scania.com>.

### Scania Identity Helpdesk

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

