

VOLVO BRAND IDENTITY AND COMMUNICATION GUIDELINE

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What These guidelines are designed to encapsulate the perceptions of the Volvo brand in all our communication. They outline the visual identity standards of the Volvo brand as used in external communication. Consistently and with accuracy, across communication, channels and business entities – across the globe.

Why Consistency in look and feel, values and brand personality is the cornerstone of our communication strategy.

By creating compelling and coherent brand experiences that add value to the target audiences and clearly support each Volvo-branded business, we promote our common objective: To make Volvo the world's most preferred brand in our industries.

How When studying this document, pay close attention to the elements we all share when expressing our brand. The colors, typefaces and logotypes, of course, but also the channel-specific elements that help form a coherent impression of the Volvo brand. These brand essentials are highlighted in the various chapters, and some of them are specified in detail in supporting documents such as the Volvo Brand Identity Guideline.

Who This is a steering document for market and corporate levels across Volvo-branded businesses: Volvo Trucks, Volvo Buses, Volvo Construction Equipment and Volvo Penta and. It also applies to Volvo Financial Services when promoting financing and insurance offers for any of the Volvo-branded entities.

Any dealer level guidelines produced must adhere to the basic principles stated in these guidelines.

Use these guidelines for reference in your daily work as a marketer or communicator, and for briefing agencies and partners.

Remember This document defines the standards that go into all Volvo marketing and communication. Everything else – from marketing tactics and content strategies down to advertising messages – is defined by the respective business entity, in order to efficiently address diverse industry needs and customer buying criteria.

Understanding the mind-set of customers and prospects is imperative. Each marketing opportunity and concept must be evaluated from an outside-in perspective, making sure that verified needs, wants and expectations are addressed.

Finally! Be creative when it comes to content and messaging. Innovative and dynamic messaging is what drives our brand and is the key to marketing success for our business.

Good luck!

Related assets

Volvo brand documents

This Guideline is part of a larger suite of documents defining the Volvo brand, its expressions and appearances across different communication channels and touch points.

These documents are designed to safeguard brand consistency and to ensure that all Volvo-branded businesses benefit from the collective strength of the brand they share.

Compliance is mandatory, so make sure you study all documents relevant to your project before embarking on the creative journey.



You find the documents at the Volvo Brand Center on Violin.

Volvo Brand Directive

The principal steering document for the Volvo brand. Includes the One Volvo Brand Framework.

Volvo Communication Strategy 2020

Sets the direction for our communication to successfully deliver on the vision for the Volvo brand.

Guidelines

Volvo Brand Identity and Communication Guideline

Defines the visual identity standards and outlines how to encapsulate the perceptions of the Volvo brand in communication.



You are here

Volvo Design Philosophy

Creates the prerequisites for a holistic approach to design matters within Volvo. Includes Design Strategies and Digital Design Language.

Handbooks

Volvo Brand Sponsorship Handbook

Provides rules and advice for sponsored activities with a commercial purpose.

Volvo Brand Naming Handbook

Contains the common naming strategy and supporting structure.

Volvo Brand Merchandise Handbook

Defines how to create merchandise that form natural extensions of the Volvo brand.

Volvo Brand Exhibition and Event Handbook

Details how to deliver the Volvo brand at exhibitions and events.

Volvo Brand Emblem Handbook

Governs usage, appearance and placing of three-dimensional Volvo emblems on products.

Volvo Brand Web and Portal Handbook

Outlines design and UX principles applicable to all Volvo-branded websites.

Volvo Brand Social Media Handbook

Provides direction on how to promote the Volvo brand in social media.

Volvo Brand Mobile App Handbook

Provides direction on how to promote the Volvo brand in mobile apps.

Volvo Brand Software Services and Systems Handbook

Provides direction on how to promote the Volvo brand in software applications.

The Volvo trademark rules

and how to put them into practice

The Volvo Trademark Rules define the very basis of our brand identity and underpin all our business communication. They also protect the Volvo trademark from being misused, degraded or stolen. So please study this section carefully. At the end of the day, it will both benefit our business and enhance the customer experience.

TRADEMARK BASICS

What is a trademark?

Typically, it is a name or a symbol that identifies the origin of a product. The Volvo word mark logotype is one example.

Note that “Volvo” often appears as a trademark also when it is not displayed in the logotype format. One example is in running text, when “Volvo” is used together with a product designation as in “Volvo FH16”, for example. Another example is the “Volvo” used in our iron mark and the Volvo grill slash.

Who owns the Volvo trademark?

Volvo Trademark Holding AB owns, maintains and manages all the trademarks consisting of or containing Volvo. This legal entity is jointly owned by AB Volvo and Volvo Car Corporation, and grants licenses to those two industrial entities to use the Volvo trademark.

In order for both Volvo Car Corporation and AB Volvo to continue to harness the power of the Volvo brand, each party’s freedom to act independently is limited by the mutual undertakings given in relation to the trademark.

Why protect it?

The point of owning a registered trademark is to prevent others from profiting from it. In fact, legal actions can be taken against anyone who – even in subtle ways – uses a registered trademark without permission.

If any company could put labels saying “Volvo” on its products, the meaning of “Volvo” would change radically – and the value of our brand would diminish rapidly.

It all boils down to customer benefits

Protecting our brand is not only about protecting our own interests. By following the trademark rules in your everyday work life, you also make things easier for our customers: our trademark and identity will be easy to recognise, and our company will be perceived as solid and trustworthy.

Stick to the trademark rules and you will help strengthen the image of Volvo Trucks, Volvo Buses, Volvo Construction Equipment and Volvo Penta as businesses that keep their promises.

Golden rules

to protect the Volvo trademark

Rely on these key points to protect the integrity of the Volvo trademark in your daily work. For further details, please study the Volvo Trademark Rules.

1. Never invent your own logotypes/symbols

Creating new logotypes or logo-like symbols for e.g. products, services, projects, teams or departments is not allowed. Use only approved brand carriers in accordance to these guidelines and supporting handbooks, and you will contribute to a uniform brand appearance worldwide.

2. Write Volvo properly

It's Volvo with a capital V. Always. Never play around with the word, and never use it in the plural form or as a verb. The Volvo logotype may not be used in running text.

3. Expose Volvo in all the right places - but only there

Sponsoring activities gives our brand powerful exposure, so make sure you sponsor the right ones. Consult sponsorship management within your organization before signing any sponsorship contracts.

4. Don't use Volvo as a trademark on products from sources out of our control

To safeguard the validity of the trademark, a Volvo product must be tightly linked to the holder of the rights: either by way of ownership of the manufacturing company or by contractual arrangements that ensure active quality control.

5. Don't put "Volvo" in an independent partner's company or domain name

Only dealers, importers and companies owned by Volvo can use it.

6. Report suspected infringements

Alert Volvo Trademark Holding AB, Volvo Group Brand Portfolio Management or brand management

within your organization immediately. Do not take any action against the infringer yourself.

7. Name Volvo-branded offerings according to the naming strategy

Ensure compliance with the principles, naming architecture and processes stated in the Volvo Brand Naming Handbook.

8. Make sure the trademark is validly protected before you launch a new product or service, or enter a new market

Check with brand management within in your organization to make sure that the trademark you plan to use is sufficiently protected.

9. Do not develop your own merchandise

All Volvo-branded merchandise products are to be developed/approved centrally.

10. Use official Volvo signage only

Signs used at Volvo premises must conform to the Volvo Identity Programme's specifications, and be purchased from centrally approved suppliers.

11. Use approved furniture only

Furniture, materials and components used in front- and back-office environments must comply with centrally developed concepts and specifications.

12. Don't allow a supplier to refer to Volvo in its marketing

According to the general purchasing conditions applied by Volvo, the supplier shall not use any corporate name or trademarks belonging to or licensed to AB Volvo or its subsidiaries. Exception may be granted, but only by the Volvo Group Brand Portfolio Management.

Please seek advice from brand management within your organization in any trademark related issues.



OUR
BRAND,

OUR
HERITAGE

Gothenburg 1927: Volvo was born during a great wave of Swedish innovation. Its founders shared a human-centric vision, where technology is a means for improving people's lives. It was a simple idea: a statement putting what's most important into immediate focus.

“Automobiles are driven by people. Therefore, the guiding principle behind everything we build at Volvo is – and must remain – safety.”

Today with products covering a range of industries worldwide, the same driving force, the very values that define the brand, are just as relevant. It's the absolute focus; the singular purpose that makes us leaders in every industry we touch. And it's our people that make sure we are driving the right innovative solutions. Always designed with the drivers and operators, and everyone affected by our products, as the primary consideration.

With our core values of quality, safety and environmental care, we are a brand that places people first. We concentrate on safety to protect our most valuable assets – our customers – but also their customers and the general public, contributing to a safer society. We value long-term partnerships, which demands a consistent focus on quality in products, services and relationships. And we seek to improve lives both on and off the job, which is why we take every possible measure to care for the environment.

In order to become the world's most preferred brand, in our industries, we need to communicate this often and consistently. So people know the motivation and thinking behind everything that carries the Volvo brand.

Above all, we're

COMPETENT

Effectively building the Volvo brand in the market is a matter of balancing rational and emotional values in all our communication. It is imperative that every marketing and customer touch-point creates an emotional connection with the target audience – one that consistently conveys our unique brand character.

The Volvo brand's emotional positioning is firmly connected to competence. The reason is obvious: we are the industry experts, renowned for our pioneering mind-set and our ability to turn visions into reality.

Our products and services, and the benefits they deliver, must form the backbone of all our communication. Getting across how our total organization's delivery improves the everyday lives of our customers today and into tomorrow builds relevance and credibility among our target audiences.

We convey our competence by being knowledgeable and informative, focusing on facts (rather than bragging without substance). Sharing insights and value-adding details with the ease of a natural leader signals confidence in our

offer, and demonstrates our deep understanding of customer needs and industry demands. We deliver a first-rate experience at every single point of contact with our audiences, and never compromise on our core values.

Future-oriented, human-centric messages are an effective means to reflect the way we anticipate tomorrow's customer needs, paving the way for a sustainable future through our ever-evolving offerings.

Finally, Volvo's innovative spirit must be evident in our ways of communicating. We progressively explore new ways to attract attention, and consistently highlight features that have a strong innovative message. But we avoid saying that we are "innovative" – it's something we prove.

EXPRESSIONS THAT ADD EMOTIVE DYNAMICS

To bring attention and gravity to our brand, our communication is enriched with distinct emotional expressions:

Dynamic

Caring

Self-assured

Here is how to convey these differentiators:

Market our offerings in a dynamic way:

- Challenge industry clichés.
- Dare to be different when orchestrating your marketing efforts.
- Create desire for our brand by portraying our offerings in the most attractive way.

Express that we're caring in the way we meet and serve customers:

- Show that we're trustworthy – only make promises that can be kept.
- Make customers feel reassured that our solutions will give them peace of mind.
- Show how we care – nurture the image of an empathetic brand.

Be self-assured when calling for attention:

- Show how we are the industry leader.
- Provide a premium experience in every channel.
- Express that we make customers successful.
- Show that we're confident – but never come across as arrogant.

Keys to

PURPOSE- BUILT communication

Clearly defining the role of each piece of communication, adapting messaging to the target group, and taking on an integrated marketing approach. In a nutshell, these are the keys to efficient marketing that drives customers towards the purchase of a Volvo product or service.

How to use this marketing model

When planning a new activity, the simplified purchase funnel can be used as a high-level planning and validation tool, for example for:

- putting each piece of marketing in a campaign into context:
 - defining its objective
 - ensuring the proper balance between emotional and rational content
- ensuring channel coordination and synergies
- applying the correct emotional touch.

Although perhaps the most obvious example of where the purchase funnel mechanisms come into play is major product launches, the funnel is just as applicable for dealer campaigns as well.

How different communication channels and assets relate to the purchase funnel is detailed in the following chapters.

Target verified customer needs

Carefully mapping the needs, desires and preferences of the target audience is key to success in any marketing initiative. Ensure that:

- key messages are relevant to the target group (considering e.g. buying criteria, business drivers, industry trends)
- the communication appeals to, and is understood by, the target group
- channels used are prioritized based on customer behavior and habits.

Examples of channels and formats

.....

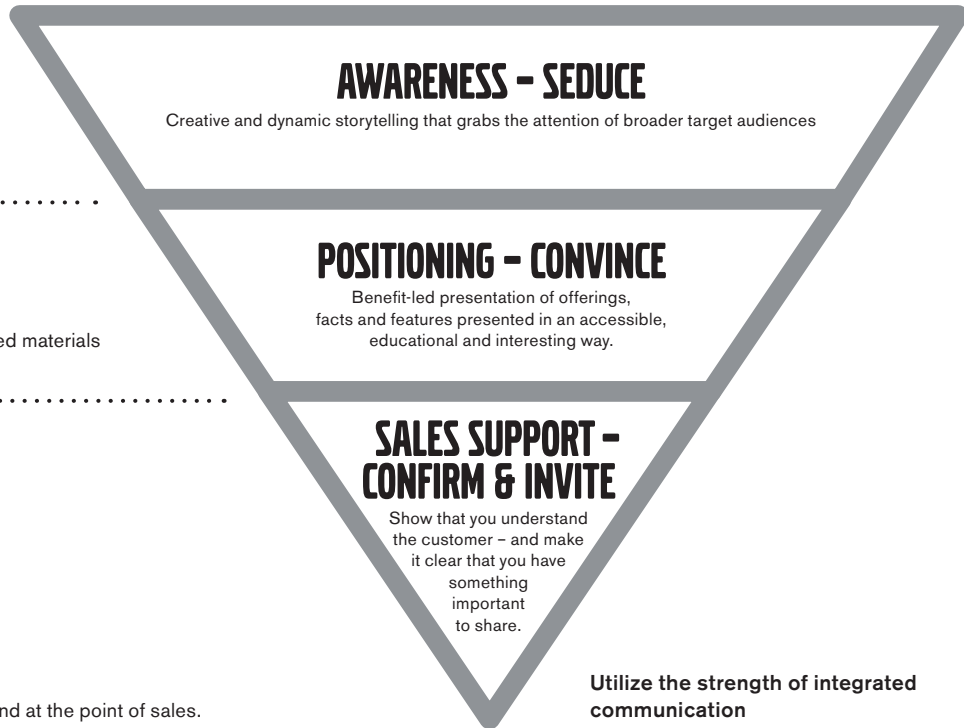
Virals, Magazines,
Launch sites, Ads,
Radio, TV, PR

.....

Product brochures
Market/dealer websites
Ads (features/segments)
Infomercials and other filmed materials

.....

Point of sales materials
Dealer event kits
Customer portals
Product companion apps



A continuous process

Brand promotion doesn't end at the point of sales. Post-purchase communication should support aftermarket sales, promote customer satisfaction and drive brand loyalty. Nurturing customer relationships through communication is about reminding customers that we're here and that we care - and about achieving activation. Use social media and other interaction touch points to let customers participate in the marketing conversation, and be receptive to feedback.

Utilize the strength of integrated communication

Covering the entire funnel and using multiple channels to convey the message will maximize impact.

Think content marketing: Produce content that is relevant to the core target audience and interesting to a wider audience. Create follow-up stories for the core target audience.

DRIVE CUSTOMERS THROUGH THE PURCHASE FUNNEL

AWARENESS

The primary communicative objective here is to create consciousness and interest for the offering on a strategic level among all influencers. This means that the target audience can be broad. The storytelling, content and expressions must be emotional and dynamic in order to attract attention, arouse curiosity and build desire.

POSITIONING

Targeting core customer groups, communication in this phase highlights added value and explains features and benefits - delivering all the rational reasons for choosing Volvo. Proving that we understand the customer's business is a priority, since it not only makes messaging relevant but also strengthens the perception of Volvo as competent.

SALES SUPPORT

Communication in this phase drives final decision-making and helps close the deal, converting prospects into customers and first-time customers into returning customers. Although rational content often plays a key role in the process, it's important that the marketing materials radiate customer care.

Things to
think about

BEFORE YOU START

This is a comprehensive document, providing an extensive range of guidelines. But if you follow the strategy, and incorporate the provided consistency guidelines, you will create communications that help secure our position and build our brand equity long-term.

Use these six steps as a high-level guide. A central reference point for validating your work; securing that it aligns with the strategic direction set within this document.

1

Establish the purpose & define the channels

- To create awareness:** (examples) Virals, magazines, launch sites, print advertisements, Radio, TV, PR.
- Position the brand and offering:** (examples) Market/dealer websites, product brochures, posters, feature/segment advertisements, infomercials, other filmed materials.
- To support sales:** (examples) Point of sales, dealer event kits.
- In line with communication strategies and plans, coordinate with other communication initiatives to exploit synergies in production, enforce messages and enhance the user experience.
- When planning an integrated marketing approach, always consider how long each communication piece will hold attention, and precisely when more contact should be made.

2

Position the brand (expressing competence)

- Are we creating transparency by sharing our knowledge (relevant facts)?
- Are we using clever (intelligent) concepts to present our products and services?
- Are we expressing our future-oriented way of approaching the business with human-centric messaging – focused on innovation?
- Are we proving that we are innovative: Highlighting features that have a strong innovative message – in an innovative way?

3

Express our personality

- Ensure a dynamic delivery** by challenging industry clichés, daring to use different marketing approaches, portraying our offerings in the most attractive way.
- Express our care for customers** by only making promises that can be kept, reassuring customers that our solutions provide peace of mind, nurturing the image of an empathetic brand.
- Express confidence without arrogance** by showing how we are the industry leader and provide a premium experience in every channel and medium.

4

Create a compelling brand story

- Convey our brand promise.
- Express our core values.
- Incorporate our brand statements.
- Express our Swedish origin.

5

Check that you have included the right tonality and consistency elements

- Tone of voice in copy (chapter 4).
- Tonality in imagery (chapter 5).
- Typography and colors (chapter 3).
- Printed layout (chapter 7).
- Tonality in film (chapter 9).
- Animations (chapter 9).
- Radio (chapter 11).

6

Secure premium quality

- We must deliver the highest standard at every single point of contact with our audiences.
- Never compromise on quality in images, film, sound, print, digital user experience etc.
- Conform to the applicable guidelines covered in this and other supporting documents.
- Check with Brand Management if unsure which guidelines should be applied.

CORE ELEMENTS

OF OUR BRAND
IDENTITY



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At the core of our brand's visual identity are a few elements that provide recognition and differentiation in every single piece of communication.

This chapter presents the core elements one by one, along with universal rules that ensure proper use of them across all communication channels. Please take the time to read and understand these fundamentals as they are the keys to creating a consistent visual brand experience. Success lies in our ability to ensure that the Volvo brand remains distinct, differentiated – and consistent.

Brand carriers

Regardless of where they meet the eyes of our audiences, our brand carriers must truly convey the premium quality inherent in the Volvo brand. Apply the rules outlined in this chapter to ensure clear and consistent presentation of the respective brand carrier.

CHECKLIST

- Treat each brand carrier as an inseparable element. Do not alter any of them.
- Do not use a brand carrier as part of new symbols and never incorporate it in a box or other graphical element that could be perceived as a logotype.
- Always reproduce the brand carriers from master artwork.



The Volvo word mark logotype

The Volvo word mark logotype is the main identification carrier for our brand. As a trademark, it is also the core Volvo brand. See page 20-23 for details.



The Volvo iron mark

From the very beginning, the Volvo iron mark has been at the heart of the Volvo brand. It is used by Volvo Trucks, Volvo Buses and Volvo Construction Equipment in all communication channels. It is also used by Volvo Financial Services in all their Volvo-branded business communication. See page 24-29 for details.

There is also a product emblem version – the Volvo product iron mark – dedicated for use on and in vehicles and machines.



The Volvo Penta logotype

The Volvo Penta logotype is the identification carrier for Volvo Penta. It has the same legal protection as the Volvo word mark logotype. See page 30-33 for details.

Entity identifiers

In certain printed material, the Volvo iron mark is combined with a text clarifying which business entity is the sender of the communication: Volvo Trucks, Volvo Buses, Volvo Construction Equipment or Volvo Financial Services. As for Volvo Trucks and Volvo Buses, a tagline is also presented.

The Volvo iron mark and the text forms an indivisible visual entity that is referred to as entity identifier. It is always to be presented on a white background. Note that the text should not be translated. See page 26-27 for further details.

Volvo Trucks

The Volvo Trucks entity identifier consists of the text "Volvo Trucks. Driving Progress" and the Volvo iron mark. This graphic entity is always presented on a white background.

Volvo Trucks. Driving Progress



Volvo Buses

The Volvo Buses entity identifier consists of the text "Volvo Buses. Driving quality of life" and the Volvo iron mark. This graphic entity is always presented on a white background.

Volvo Buses. Driving quality of life



Volvo Construction Equipment

The Volvo Construction Equipment entity identifier consists of the text "Volvo Construction Equipment" and the Volvo iron mark. This graphic entity is always presented on a white background.

Volvo Construction Equipment



The Volvo word mark logotype

The few simple rules stated in this section safeguard that this logotype is properly presented across communication channels and formats.

Color versions

The Volvo word mark logotype can be presented in Volvo Blue, black or white.

Master artwork downloads

The Volvo word mark logotype is available in several sizes and formats, designed for a range of applications. Please contact brand management within your organization for master artwork files and instructions.

The first choice: Volvo Blue on white

Volvo Blue on white is the preferred version. This color has a unique association to our brand and stands out elegantly on a white background. It can also appear on a silver background in signage.

Black and white versions

These versions are designed for use on solid colored and photographic backgrounds.

Use the black logotype when the background is light, or when full color reproduction is not possible.

Use the white logotype when the background is dark.

For guidance on which color version to use in a specific application, please refer to the chapter detailing that application.

CHECKLIST

- Ensure sufficient contrasts to safeguard logotype visibility on colored and photographic backgrounds.
- Always reproduce the Volvo word mark logotype from master artwork.
- Use the artwork version matching the application and reproduction size.



Minimum size and clear zones

For a variety of applications there are fixed or, in some cases, recommended sizes in which the Volvo word mark logotype should be reproduced. These are detailed in the respective chapters of these guidelines.

However, there are two fundamental rules that must be adhered to at all times: the minimum size and the clear zone.

Minimum size: 25 mm

To ensure that the Volvo word mark logotype is clearly visible, it should never be rendered less than 25 mm wide.

The only exception is for merchandise, on which the minimum size is 10 mm in width. However, visibility and clarity must always be ensured.

Clear zones

The clear zone is an area surrounding the Volvo word mark logotype in which no other graphic elements or texts are to be presented. The clear zone, which extends in all directions, protects the integrity of the logotype and ensures that it stands out clearly.

Minimum clear zone = the height of the logotype

The minimum distance between the Volvo word mark and any other graphical element equals the height of the logotype. When presented next to another logotype, a double clear zone must be applied.

The only exceptions to the clear zone rule are found in a few signage solutions and event perimeter boards at e.g. sports courts. Please refer to the Signage and Exhibitions and events chapters for details.

Double clear zone

When presented next to another logotype, double clear zone applies.

CHECKLIST

- Never violate the clear zone. It safeguards visibility and protects the integrity of the Volvo brand.
- Ensure that there is a proper visual balance between the Volvo word mark logotype and all other visual elements it accompanies.
- Always adhere to the minimum size rule.



Protecting the Volvo word mark logotype

Incorrect use of any basic element in the Volvo brand identity will have a damaging effect on the brand's impact and legal protection.

Shown here are examples of incorrect use of the Volvo word mark logotype.

CHECKLIST

- Ensure that agencies and partners producing Volvo-branded communication apply the Volvo Brand Identity Guideline.
- Always reproduce the Volvo word mark logotype from master artwork.
- Safeguard that all material produced is properly approved prior to final production and distribution.
- Report misuse and suspected brand infringements to Volvo Trade-mark Holding AB, Volvo Group Brand Portfolio Management or brand management within your organization.



Do not distort the logotype.



Do not use parts of the logotype alone.



Do not place elements inside the clear zone.



Do not change the letter relationship.



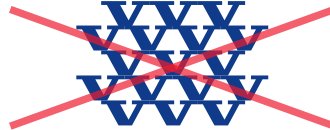
Do not add a shadow to the logotype.



Do not redraw the logotype in any way.



Do not substitute typefaces for the logotype.



Do not use the elements in a decorative way.



Do not reproduce the logotype in outline.



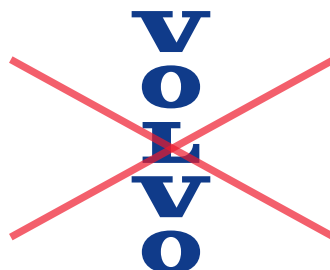
Do not use non-corporate colors.



Do not add dealer name to the logotype.



Do not alter the angle of the logotype.



Do not alter the logotype in any way.



Do not incorporate the logotype in symbols.



Never place the Volvo logotype in a narrow box.



Do not add visual effects to the logotype.



Do not print or make the logotype in gold or bronze.



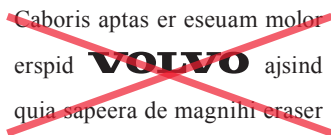
Do not put a corona around the logotype.



Do not use the logotype in visually complex backgrounds.



Do not place the descriptor within the clearzone.



Do not use the logotype in running text.



Do not use non-corporate typefaces.



Do not use the logotype on graduated backgrounds.



Do not use non-corporate colors and do not abbreviate company descriptors.



Do not create unapproved descriptors.



Do not reverse the colorways.



Do not place other logotypes within the clearzone.



Do not use Volvo Blue on non-corporate colors.

The Volvo iron mark

Used in all communication channels by Volvo Trucks, Volvo Buses, Volvo Construction Equipment and Volvo Financial Services, the Volvo iron mark must be consistently treated according to the few simple rules stated in this section.

Master artwork

The Volvo iron mark is available in several sizes and formats, designed for a range of applications. Please contact brand management within your organization for master artwork files and instructions.

Specific artwork for small applications

The appearance of the Volvo iron mark must always be consistent. For reproductions smaller than 14 mm or 40 px in width, please refer to the master artwork designed specifically for small applications.

Color versions

Obviously, presenting the Volvo iron mark in color is preferred, since the Volvo Blue color – unique to our brand – is then clearly conveyed.

However, the Volvo iron mark may also be reproduced in grey-scale when full-color reproduction is not possible, for example, in black and white communication materials or single-black print and copier applications (forms, test reports, etc.).

There is also a line-art version of the Volvo iron mark reserved for use on merchandise (embossing, etching, spot UV varnishing, etc. to create subtle tone-to-tone effects).

CHECKLIST

- The Volvo iron mark should always be presented on a white background in communication materials. It must never appear boxed in by other elements.
- Always reproduce the Volvo iron mark from master artwork.
- Use the artwork version matching the application and reproduction size.
- Never use the line-art version in printed material or digital communication.



Minimum size and clear zones

For a variety of applications there are fixed or, in some cases, recommended sizes in which the Volvo iron mark should be reproduced. These are detailed in the respective chapters of these guidelines.

However, there are two fundamental rules that must be adhered to at all times: the minimum size and the clear zone.

Minimum size: 12 mm

To ensure that the Volvo iron mark is clearly visible, it should never be rendered less than 12 mm wide in print. In certain circumstances, the line-art version may be reproduced 11 mm wide.

For digital interfaces, including websites and mobile apps, as well as for merchandise, there are exceptions to this rule. However, visibility and clarity must always be ensured.

Clear zones in stand-alone applications

The clear zone is an area surrounding the Volvo iron mark in which no other graphic elements or texts are to be presented. The clear zone, which extends in all directions, protects the integrity of the Volvo iron mark, and ensures that it stands out clearly. Note that different clear zones apply when the Volvo iron mark appears in brand identifiers (see page 27).

Minimum clear zone = half the width of the Volvo iron mark

The minimum distance between the Volvo iron mark and any other graphical element equals half the width of the Volvo iron mark, in stand-alone application. When presented next to another logotype, a double clear zone must be applied.

The only exceptions to the clear zone rule are found in a few signage solutions and event perimeter boards. Please refer to the Signage and Exhibitions and events chapters for details.

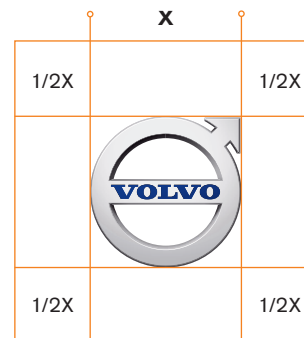
Double clear zone

When presented next to another logotype, double clear zone applies.

CHECKLIST

- Never violate the clear zone. It safeguards visibility and protects the integrity of the Volvo brand.
- Ensure that there is a proper visual balance between the Volvo iron mark and all other visual elements it accompanies.
- Always adhere to the minimum size rule.

12 mm/0.5"



Entity identifier

The entity identifier is used in printed marketing materials by Volvo Trucks, Volvo Buses, Volvo Construction Equipment and Volvo Financial Services, reinforcing the brand identity and clarifying the identity of the sender. It can also be used in online campaigns, for example on product launch websites.

Anatomy of the entity identifier

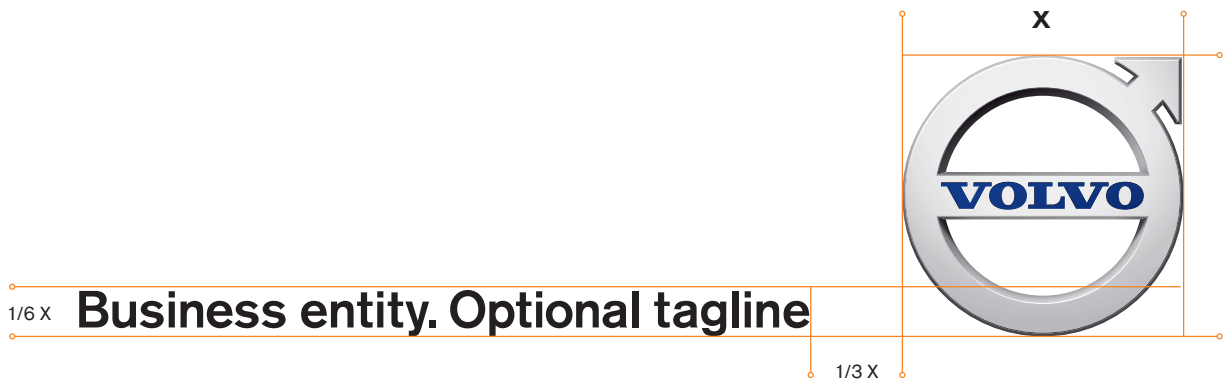
- The text is placed to the left of the Volvo iron mark, proportional in width to the size of the Volvo iron mark as illustrated.
- The clear zone between the Volvo iron mark and the text is also based on the size of the Volvo iron mark.
- The text is set in Volvo Sans Pro Medium in black.
- The background is always white.

CHECKLIST

- Always reproduce the entity identifier from master artwork.
- When adjusting the size to fit a certain format, ensure that the proportions between the Volvo iron mark and the text are correct.
- Always present the entity identifier on a white background.
- Requests to use translated taglines must be forwarded to global brand management within the organization concerned for advice and approval.
- Never violate the clear zone.



For master artwork, please contact brand management within your organization.



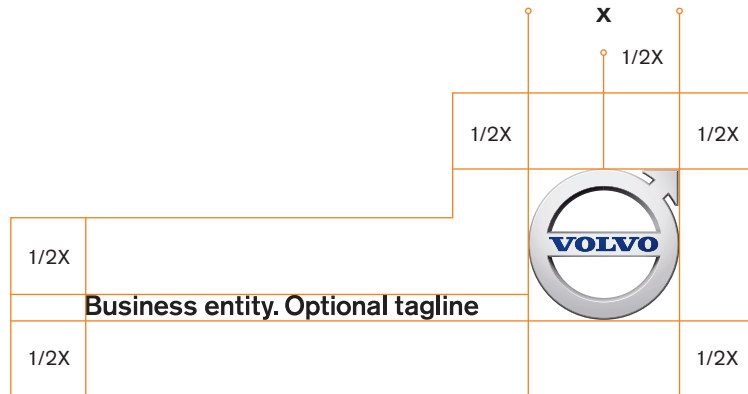
CLEAR ZONE

The entity identifier should be treated as a single visual entity, with a clear zone surrounding its entire design.

Minimum clear zone

= half the width of the Volvo iron mark

The clear zone extends from all of the entity identifier's elements to a distance equal to half the width of the Volvo iron mark. No text or image may infringe upon this space.



VOLVO TRUCKS

The Volvo Trucks entity identifier consists of the text "Volvo Trucks. Driving Progress" and the Volvo iron mark.

Volvo Trucks. Driving Progress



VOLVO BUSES

The Volvo Buses entity identifier consists of the text "Volvo Buses. Driving quality of life" and the Volvo iron mark.

Volvo Buses. Driving quality of life



VOLVO CONSTRUCTION EQUIPMENT

The Volvo Construction Equipment entity identifier consists of the text "Volvo Construction Equipment" and the Volvo iron mark.

Volvo Construction Equipment



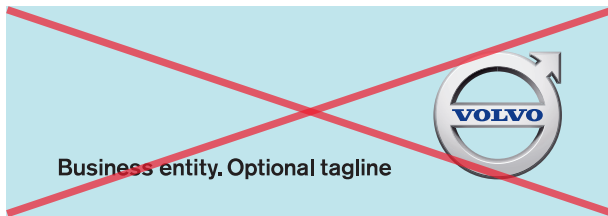
Protecting the Volvo iron mark

Incorrect use of any basic element in the Volvo brand identity will have a damaging effect on the brand's impact and legal protection.

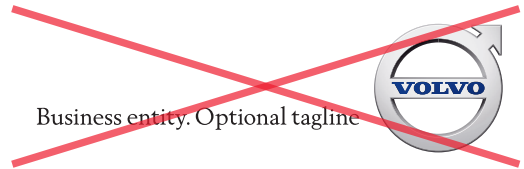
Shown here are examples of incorrect use of the Volvo iron mark.

CHECKLIST

- Ensure that agencies and partners producing Volvo-branded communication apply the Volvo Brand Identity and Communication Guideline.
- Always reproduce the Volvo iron mark from master artwork.
- Safeguard that all material produced is properly approved prior to final production and distribution.
- Report misuse and suspected brand infringements to Volvo Trademark Holding AB, Volvo Group Brand Portfolio Management or brand management within your organization.



Do not use on colored or photographic backgrounds.



Do not use Volvo Serif.



Do not use Volvo Broad.



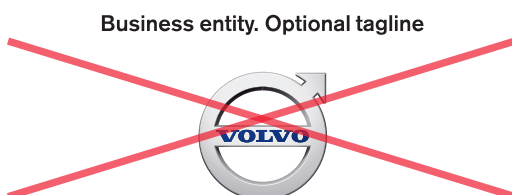
Do not break the text's alignment with the base of the Volvo iron mark.



Do not change the text color.



Do not use Volvo Sans Pro in a font weight other than Medium.



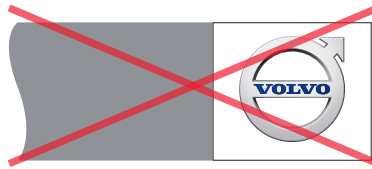
Do not place the text above the Volvo iron mark.



Do not set the text on two lines.



Do not reverse the greyscale version out of a background.



Do not use the white box application.



Do not use the Volvo logotype within the band as part of a longer statement.



Do not crop or use part of the Volvo iron mark in isolation.



Do not alter the colors and always match the Volvo Blue in the band to approved color swatches.



Do not use a tint version as a watermark or decorative device.



Do not print the greyscale version in any other color than black.



Do not add decorative borders or use holding shapes that could appear as part of the design.



Never use on photographic backgrounds.



Do not use the Volvo iron mark to create other logotypes.



Never use the Volvo iron mark reserved for Volvo Cars.



Do not violate the clear zone.



Do not squash or stretch the Volvo iron mark.



Do not rotate the Volvo iron mark.



Never apply the Volvo iron mark as decoration on tables, stools or other furniture.

The Volvo Penta logotype

To ensure consistency and legal protection of the Volvo Penta logotype, the few simple rules stated in this section must be adhered to at all times.

Color versions

The Volvo Penta logotype can be presented in Volvo Blue, black or white.

Master artwork

The Volvo Penta logotype is available in several sizes and formats, designed for a range of applications. Please contact brand management within your organization for master artwork files and instructions.

The first choice: Volvo Blue on white

The stacked Volvo Penta logotype, with the word "Penta" centered below the word "Volvo", in Volvo Blue on white is the preferred version. This color has a unique association to our brand and stands out elegantly on a white background.

Black and white versions

These versions are designed for use on solid colored and photographic backgrounds.

Use the black logotype when the background is light, or when full color reproduction is not possible.

Use the white logotype when the background is dark.

For guidance on which color version to use in a specific application, please refer to the chapter detailing that application.

Single-line version for specific applications

This Volvo Penta logotype version is for use on specific application only: in corporate stationery, on products and on promotional items. The basic rules applicable to the stacked Volvo Penta logotype also apply to the single-line version.

CHECKLIST

- Ensure sufficient contrasts to safeguard logotype visibility on colored and photographic backgrounds.
- Always reproduce the Volvo Penta logotype from master artwork.
- Use the artwork version matching the application and reproduction size.



Minimum size and clear zones

For a variety of applications there are fixed or, in some cases, recommended sizes in which the Volvo Penta logotype should be reproduced. These are detailed in the respective chapters of these guidelines.

However, there are two fundamental rules that must be adhered to at all times: the minimum size and the clear zone.

Minimum size: 26.5 mm

To ensure that the Volvo Penta logotype is clearly visible, the stacked version should never be rendered less than 26.5 mm wide in print. For the single-line version, the minimum size is determined by the length of the word “Volvo” which should not measure less than 25 mm.

For digital interfaces, including websites and mobile apps, as well as for merchandise, there are exceptions to this rule. However, visibility and clarity must always be ensured.

Clear zone

The clear zone is an area surrounding the Volvo Penta logotype in which no other graphic elements or texts are to be presented. The clear zone, which extends in all directions, protects the integrity of the logotype, and ensures that it stands out clearly.

Minimum clear zone = the height of the word “Volvo”

The minimum distance between the Volvo Penta logotype and any other graphical element equals the height of the word “Volvo” in the logotype. When presented next to another logotype, a double clear zone must be applied.

The only exceptions to the clear zone rules are found in a few signage solutions and event perimeter boards. Please refer to the Signage and Exhibitions and events chapters for details.

CHECKLIST

- Never violate the clear zone. It safeguards visibility and protects the integrity of the Volvo brand.
- Ensure that there is a proper visual balance between the Volvo Penta logotype and all other visual elements it accompanies.
- Always adhere to the minimum size rule.



3. CORE ELEMENTS

Protecting the Volvo Penta logotype

Incorrect use of any basic element in the Volvo brand identity will have a damaging effect on the brand's impact and legal protection.

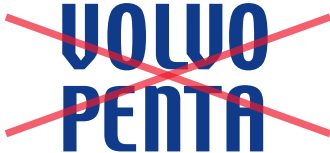
Shown here are examples of incorrect use of the Volvo Penta logotype.

CHECKLIST

- Ensure that agencies and partners producing Volvo-branded communication apply the Volvo Brand Identity and Communication Guideline.
- Always reproduce the Volvo Penta logotype from master artwork.
- Safeguard that all material produced is properly approved prior to final production and distribution.
- Report misuse and suspected brand infringements to Volvo Trademark Holding AB, Volvo Group Brand Portfolio Management or brand management within your organization.



Do not incorporate the Volvo Penta logotype in frames or other design elements.



Do not substitute typefaces for the logotype.



Do not print descriptors in Volvo Blue.



Do not combine the logotype with illustrations.



Do not distort the logotype.



A blue box may not be incorporated as a design element.



Do not use non-corporate colors.



Do not place other logotypes within a double clear zone.



Do not add non-approved descriptors to the logotype.



Do not place elements inside the clear zone.



Do not reproduce in outline.

OUR TYPOGRAPHY

builds consistency

Our typography has both a functional and an aesthetic side. It creates impact, ensuring text is legible and easy to read, and at the same time it creates a distinct character that is easy to recognize. Volvo has four typefaces, all of which are strong identifiers for the Volvo brand: Volvo Broad Pro, Volvo Broad Outline, Volvo Sans Pro and Volvo Serif Pro.

These typefaces support a range of languages. For non-supported languages and media formats, there are designated font equivalents to use.



Volvo Broad Pro is the font that is most closely linked with our brand. It is a forceful upper-case typeface designed for impact and recognition.

It is designed for large sizes and functions well for titles and headings, for example, in brochures, advertisements and customer magazines. It also works well in product designations.

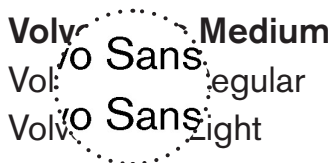


This headline typeface provides an open, airy feeling and makes quite a striking impression, especially when placed on images.

Proper contrast between typeface and background is key to successful use of Volvo Broad Outline typeface.

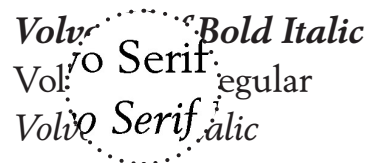
Volvo Sans Super

Volvo Sans Bold



This distinct and legible typeface clearly represents the quality and integrity of the Volvo brand. Volvo Sans Pro comes in five weights, which provide useful variation, and is suitable for sub-headings, introductions, body copy and captions.

Volvo Serif Bold



Volvo Serif Pro is open and closely allied to script. Its elegant proportions make it very suitable for descriptive or narrative text. This typeface is available in four weights. It can be used in longer body copy, captions and quotes – but not in headlines.

Typography

Guiding principles

Designed to create an impact, the Volvo brand typefaces provide recognition and differentiation while promoting legibility. We primarily use four fonts, unique to our brand: Volvo Broad, Volvo Broad Outline, Volvo Sans and Volvo Serif.

Using the Volvo brand typefaces consistently in print and on screen, in accordance to the instructions provided in these guidelines, will maximize the Volvo brand's visual presence across communication channels, industries and markets. Basic usage rules are detailed on the following pages.

Reserved for market communication

The Volvo typefaces are to be used in external communication. For internal communication such as internal newsletters, Word letters, forms and for e.g. customer communication or correspondence that is not marketing material, Arial or Times New Roman must be used.

Typefaces for digital interfaces

Due to legal reasons and technical constraints, Arial is used instead of Volvo Sans on Volvo-branded websites and desktop applications, e.g. in sub-headings, body text and navigation.

A balanced used of the Volvo Broad Digital typeface, which is a headline typeface developed for responsive digital designs, promotes brand identification across digital media, including mobile apps.

Language support

The Volvo typefaces are available as OpenType fonts. Several languages are supported, including Western and Central European languages.

CHECKLIST

- Ensure readability, quality and clarity at all times through e.g. spacing, kerning and placing of text.
- Do not set text in too loose tracking.
- Never change or distort the Volvo typefaces to create new weights or letter-shapes, since that would compromise the legal protection of the typefaces unique to Volvo.
- Write Volvo properly, with a capital V. Never use the Volvo word mark logotype or the Volvo Penta logotype in running text.
- Private dealers with a corporate identity of their own are never allowed to use the Volvo typefaces in communication promoting their company.



Please contact brand management within your organization for access to the Volvo typefaces.

Volvo Broad Pro

- Use Volvo Broad Pro only in titles, bigger headlines and product designations.
- Can be used on white or colored backgrounds and on images. When placed on an image or colored background, it must be set in white or black.
- Colored headlines set in Volvo Broad Pro may only be used on white backgrounds.
- Use Volvo Broad Digital to ensure proper appearance in responsive digital formats.
- Volvo Broad Pro must not be used in stationery documents.

Volvo Sans Pro

- Use Volvo Sans Pro for sub-headings, introductions, body copy and captions.
- Should not be used in titles and main headlines. The only exception is headlines within brochures.
- Should be used as the primary typeface for presenting technical information and specifications.
- Can be used on white or colored backgrounds and on images. When placed on an image or colored background, it must be set in white or black.
- Colored text set in Volvo Sans Pro may only be used on white backgrounds.
- Should a headline set in Volvo Broad Pro grow too long when translated, e.g. so that it exceeds the set number of lines on the brochure front cover, the headline can be set in Volvo Sans Medium Pro instead.
- Never alter Volvo Sans Pro to italic.

Volvo Broad Outline

Volvo Broad Outline is available in three versions, each intended for a specific use:

- Broad Outline Large for large print headlines
- Broad Outline Medium for print headlines
- Broad Outline Small for web headlines
- Make sure to use the appropriate version of Volvo Broad Outline for your application.
- Use Volvo Broad Outline only on images and colored backgrounds – not on white.
- Ensure that contrast between text and background is sufficient. Verify text legibility.
- Do not set Volvo Broad Outline headlines in other colors or tints than full black or white.

Volvo Serif Pro

- Use Volvo Serif Pro in longer body copy, captions and quotes.
- Never set a headline in Volvo Serif Pro.
- Can be used on white or colored backgrounds and on images. When placed on an image or colored background, it must be set in white or black.
- Colored text set in Volvo Serif Pro may only be used on white backgrounds.

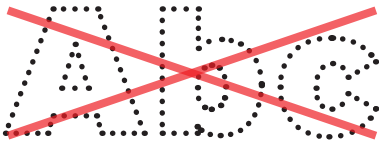
Typography

USAGE	TYPEFACE NAME	TYPEFACE	SPECIFICATIONS
External communication	Volvo Sans Pro	Volvo Sans	See the Printed material chapter for details
External communication	Volvo Serif Pro	Volvo Serif	See the Printed material chapter for details
External communication	Volvo Broad Pro	VOLVO BROAD	See the Printed material chapter for details
External communication	Volvo Broad Outline	VOLVO BROAD OUTLINE	See the Printed material chapter for details
Official Volvo Ocean Race communication	Distressed Volvo Broad	DISTRESSED VOLVO BROAD	Contact Volvo Group Brand Portfolio Management
External websites (responsive designs) and apps	Volvo Broad Digital	VOLVO BROAD DIGITAL	Volvo Brand Web and Portal Handbook
External websites	Arial	Arial	Volvo Brand Web and Portal Handbook
Driver/operator environments	Volvo Instrument	Volvo Instrument	Contact Volvo product design department
Internal communication	Arial	Arial	
Office documents and presentations	Arial	Arial	As in Office templates
Internal communication	Times New Roman	Times New Roman	
Office documents and presentations	Times New Roman	Times New Roman	As in Office templates

Protecting the Volvo fonts

Incorrect use of any basic element in the Volvo brand identity will erode the cohesion of the entire system.

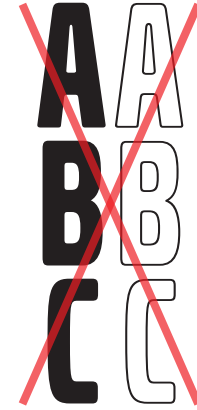
Shown here are examples of incorrect use of the Volvo typefaces, which would have a damaging effect on their impact and legal protection:



Do not change outlines to dotted or stitched lines.



Do not affect the appearance of the characters by removing parts, apply in pattern grids or the like.



Do not set Volvo Broad Pro vertically or diagonally. Set this typeface horizontally only.



Do not fill or adjust parts of the characters.



Do not make italics out of upright letters.



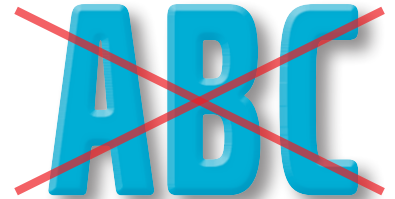
Do not stretch/extend (or condense) to change the width of the characters.



Do not use Volvo Broad Outline in black on white background. Volvo Broad Outline can only be used (in black or white) on images.



Do not manually change outline information to create other weights or letter shapes.



Do not overdo visual effect combinations like 3D extrusion, outline, drop shadows etc.



Do not use Volvo Broad Outline in any color.



Never put an image into Volvo Broad Outline.



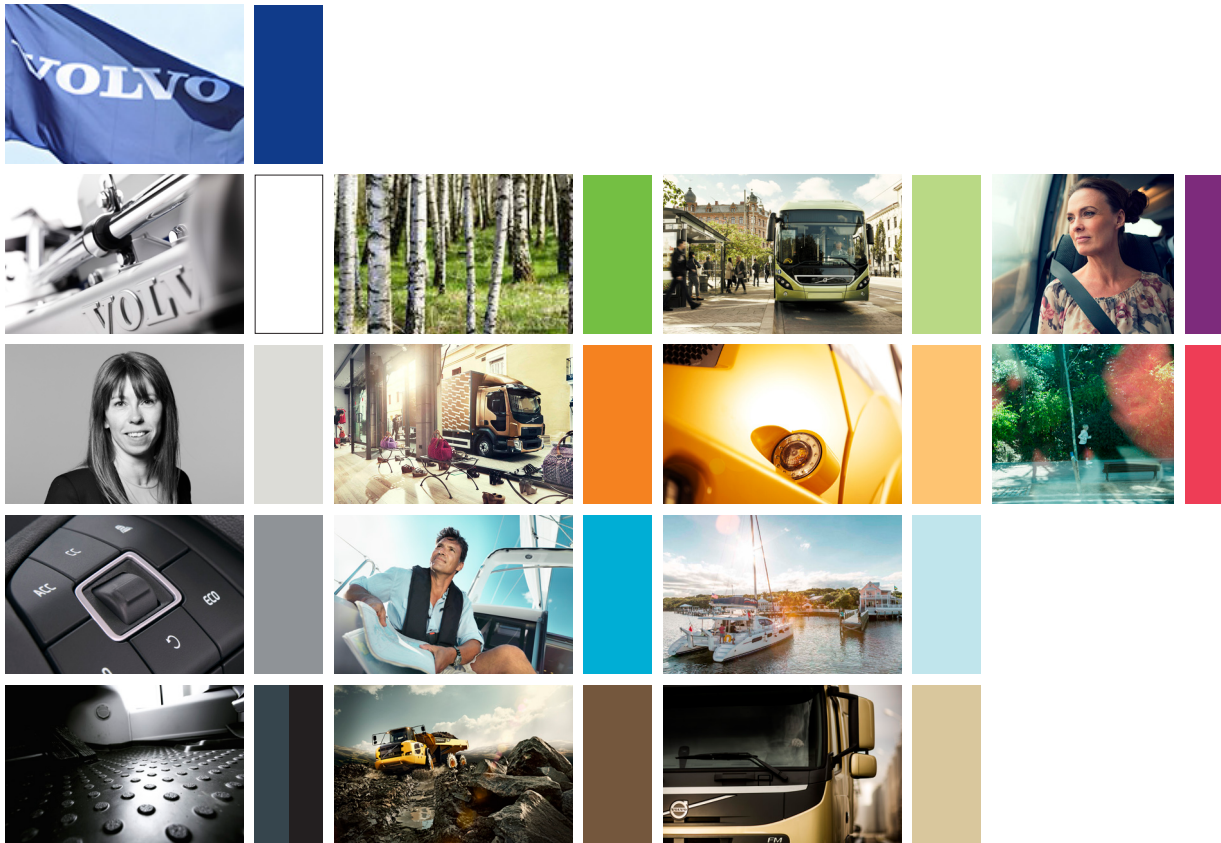
Do not jeopardize readability and clarity, e.g. by positioning Volvo Broad Outline (in black or white) on a scattered image background.

COLORS

from our

SWEDISH HERITAGE

Color is a key design element in the creation of the Volvo identity. Proper use is differentiating and creates recognition. A specific hierarchy for color use should be followed at all times. Used correctly, it creates a consistent brand expression, a distinct identity, and a characteristic Swedish look and feel.



THE VOLVO COLOR PALETTE

Looking at our colors from a strategic perspective, we see a color that has a unique association to our brand: The Volvo Blue (top).

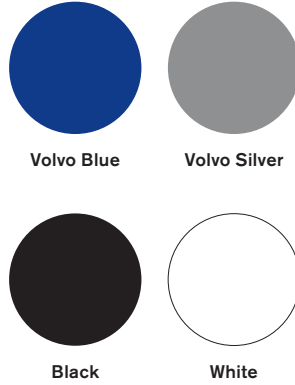
Then we have colors that clearly express the competent personality of our brand (left), and colors that convey our Swedish heritage and focus on nature (middle).

Finally, we have the vibrant colors that promote dynamic and self-assured expressions, designed to cut through the media noise and call attention to our messages.

Colors

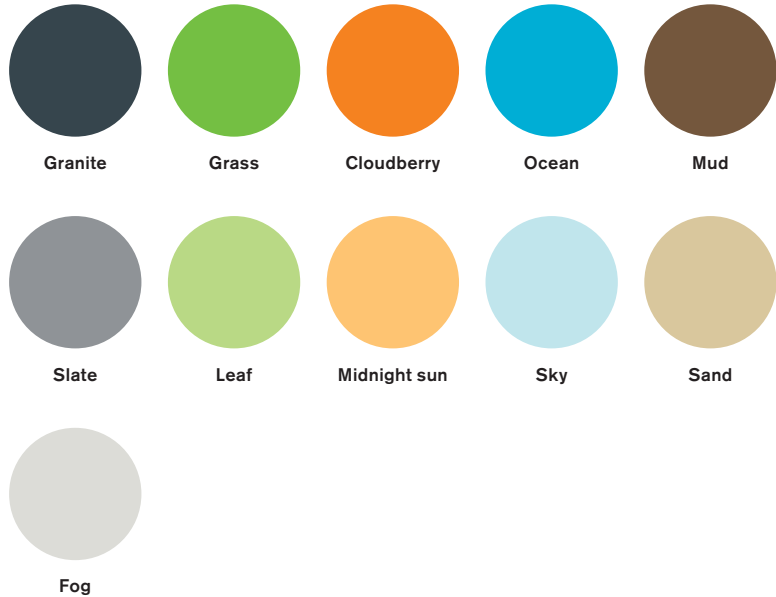
Corporate colors

Volvo Blue is the primary corporate color, and is reserved for usage in combination with the Volvo word mark logotype and the Volvo Penta logotype. It must not be used for decorative purposes in advertising, sales promotion, on buildings and carpets, etc. Black, white and silver are secondary corporate colors.



Profile colors

These are our primary colors for decorative purposes. The palette should be used for positioning the Volvo brand both online and offline in, for example, brochures, product guides and sales materials. Each color should be used in 100% only, in order to secure consistency. NB: Try not to use the green colors excessively in order to avoid green wash.



Accent colors

Strong and vivid in appearance, these colors are designed to cut through the media noise and call attention to a specific message or campaign. The accent colors are reserved for awareness building communication – both online and offline. They must never be used for decorative purposes. Each color should be used in 100% only, in order to ensure consistency. Using both accent colors to highlight a message in e.g. an advertisement is not allowed – stick to a single color.



CHECKLIST

- Use colors sparingly – but effectively – to grab attention and highlight key messages.
- Use each color only in 100% full color – never in tints.
- Do not use the green colors excessively in order to avoid green wash.
- Always use the CMYK color codes when designing printed material.
- Never use the corporate or accent colors for decorative purposes.

Signal colors

The signal colors are standard colors, not unique to the Volvo brand, and serve one purpose only: To highlight user feedback messages.

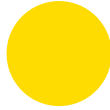
These colors are primarily intended for use in online forms and digital applications, but may also be used in printed material such as product manuals and service handbooks – for signal and alert purposes only.

The colors intuitively signal:

- Success (green)
- Warning (yellow)
- Error (red)



Success
green



Warning
yellow



Error
red

**Call to action Blue
- for digital use only**

This color is reserved for high priority call-to-action elements, such as buttons and links in digital channels.

Not only does Call to action Blue create perceptions of trust, dependability and strength – its ability to create focus without distracting the user has been verified in user tests. It also resembles the color used in “hyperlinks” at the dawn of the Internet, meaning that many users intuitively associate it with moving on.

Note that Call to action Blue must not be used for decorative purposes, and never appear in printed material.



Call-to-action
Blue

Business-specific colors














There are a few exceptions where business-specific colors, or colors unique to one Volvo-branded business, may be used. For example the yellow, gray and orange colors used in Volvo Construction Equipment’s fact sheet product illustrations.

Note that the use of business-specific colors are always exceptions that must be approved by Volvo Group Brand Portfolio Management.

White is a visual enhancer

It is important to recognize the vital role that white backgrounds, frames and open “space” play in our visual communications. White makes the Volvo iron mark and the Volvo Penta logotype stand out – and our colors glow.

Color codes

		COLOR	PANTONE	C	M	Y	K	R	G	B	WEB#	
Corporate colors		Volvo Blue	2747	100	85	0	15	24	40	113	182871	
		Volvo Silver	877	-	-	-	-	-	-	-	-	
		White	White	0	0	0	0	255	255	255	ffffff	
		Black	Black	0	0	0	100	0	0	0	000000	
Profile colors		Granite	Cool Gray 11	22	0	0	85	77	78	83	4d4e53	
		Slate	Cool Gray 7	2	0	0	50	145	146	150	919296	
		Fog	Cool Gray 2	0	0	4	15	216	215	213	d8d7d5	
		Grass	368	59	0	100	0	120	184	51	78b833	
		Leaf	365	30	0	62	0	200	230	145	c8e691	
		Cloudberry	152	0	60	100	0	221	118	17	dd7611	
		Midnight sun	1355	0	25	63	0	252	204	130	fccc82	
		Ocean	312	96	0	15	0	22	166	201	16a6c9	
		Sky	7457	23	0	7	0	186	220	230	badce6	
		Mud	7505	36	53	71	38	112	78	54	704e36	
		Sand	7501	15	18	41	0	220	204	167	dccca7	
	Accent colors		Heather	512	63	100	20	0	118	51	105	763369
			Raspberry	710	0	90	60	0	216	68	81	d84451
Signal colors		Success	-	100	0	100	0	71	150	45	47962d	
		Warning	-	0	10	100	0	247	211	2	f7d302	
		Error	-	0	100	100	0	196	0	26	c4001a	
For digital use only		Call to action Blue	-	-	-	-	18	81	181	1251b5		