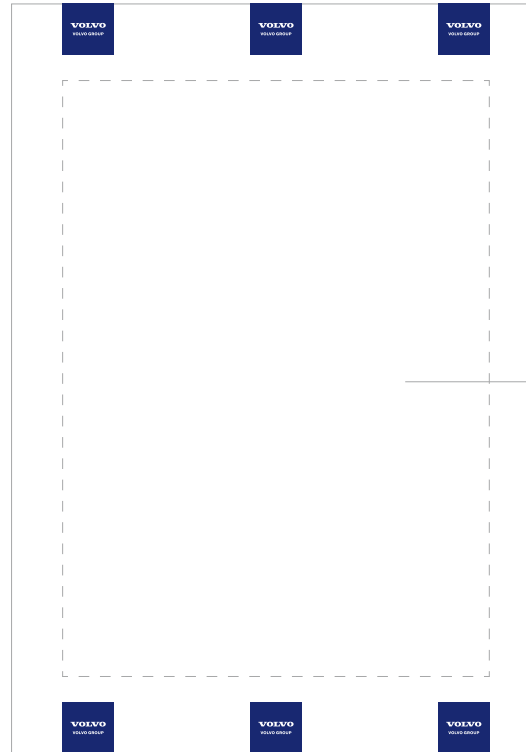


Volvo Group logotype placements in various media

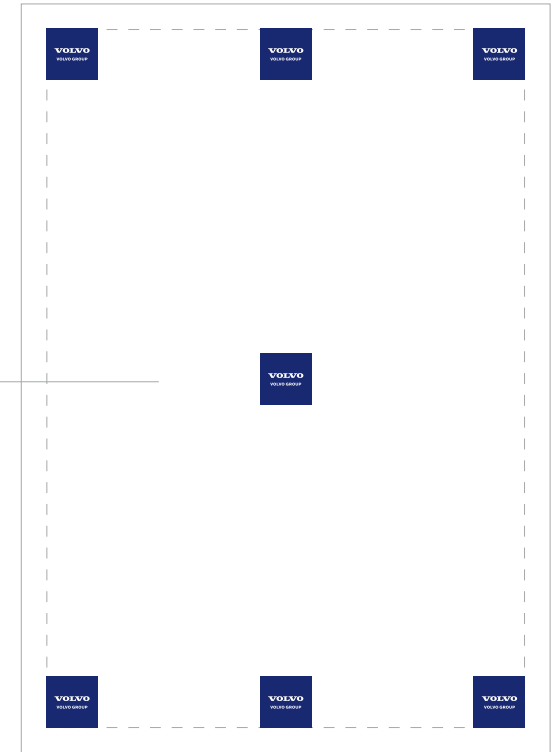
The Volvo Group logotype can be placed in a variety of ways depending on the layout. It can be aligned to the edge or placed in the active area. It can be centered, aligned left or right. For each media there is a primary placement. The Volvo Group logotype can be used as a legal sender.

NOTE: Carefully consider logotype prominence in relation to the other elements. Always strive to achieve a balance between logotype and main message. Avoid several competing elements.



Aligned to the edge

Always align the Volvo Group logotype to the right or left of the active area. The logotype can also be centered. When aligning the logotype to the edge for printed materials always add 3-5 mm of the Volvo Blue color for bleed.



Placement in active area

The active area is the predetermined part of the layout occupied by text and images excluding margins. You can place the Volvo Group logotype left-aligned, right-aligned or centered within the active area, see above.

Ads with the Volvo Group logotype

The Volvo Group logotype can be placed in a variety of ways depending on the layout. It can be aligned to the edge or placed in the active area. It can be centered, aligned left or right. For each media there is a primary placement. The Volvo Group logotype can be used as a legal sender.

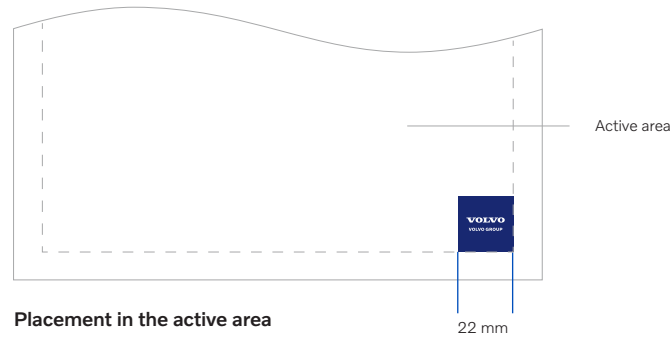
Size of logotype in A3/A4

The logotype when placed on A4 sized papers, should be 22 mm and on A3 sized papers 44 mm. For other paper sizes, the logotype size and placement should be altered to the same proportions.

Landscape format

The same principles apply for placing the logotype, as in portrait format (along top or bottom edge, top or bottom of setting area or center).

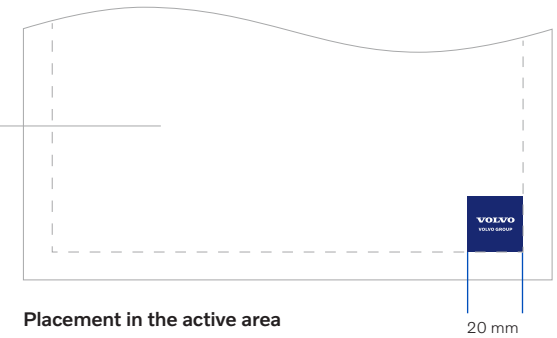
Portrait and landscape, A4



Placement in the active area

Place the Volvo Group logotype right-aligned on the ads active area, as shown above.

Portrait and landscape, A5



Placement in the active area

Place the Volvo Group logotype right-aligned on the ads active area, as shown above.

Ads with the Volvo Group logotype

The Volvo Group logotype can be placed in a variety of ways depending on the layout. It can be aligned to the edge or placed in the active area. It can be centered, aligned left or right. For each media there is a primary placement. The Volvo Group logotype can be used as a legal sender.

Size of logotype in A3/A4

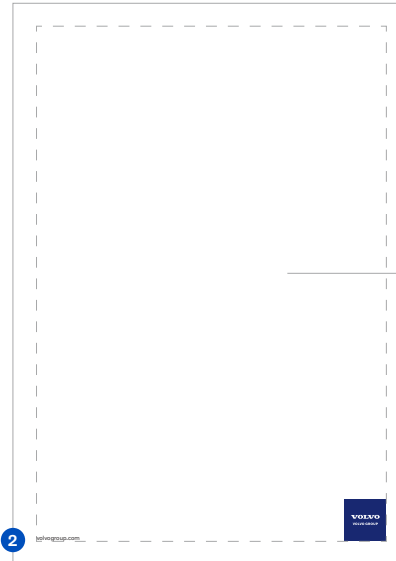
The logotype when placed on A4 sized papers, should be 22 mm and on A3 sized papers 44 mm. For other paper sizes, the logotype size and placement should be altered to the same proportions.

Landscape format

The same principles apply for placing the logotype, as in portrait format (along top or bottom edge, top or bottom of setting area or center).

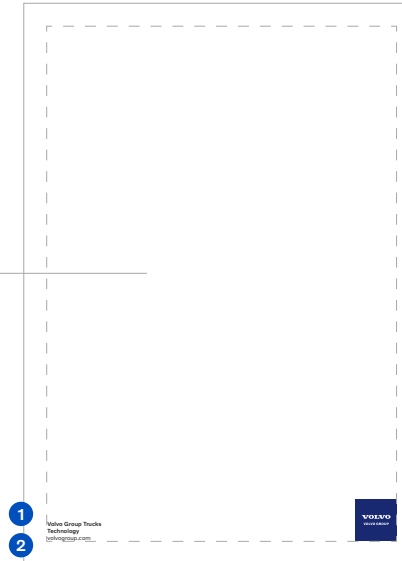
Web sender

Portrait and landscape, A4



Division/Entity sender

Portrait and landscape, A4



- 1 Set in Volvo Novum Medium 8-9 pt (recommended size).
- 2 Set in Volvo Novum Regular 8-9 pt (recommended size).