

# Stationery

## – general rules

### Volvo Group logotype

Business cards, letters and other stationery items are all important carriers of our visual identity. They form the backdrop for important correspondence with various target groups and ensure that stationery items convey a consistent and professional look and feel.

### Checklist

- Present official web addresses, e.g. to corporate, market or dealer websites. Do not present social media or campaign website addresses.
- On some markets, the legal company name must be presented on specific stationery items. Consult your nearest brand or communication department for advice.
- Use pre-printed stationery to safeguard color and reproduction quality – avoid printing your own.
- Volvo Financial Services must only use Volvo Group stationery in their Volvo business communication.

### Basic principles

- The measurements, content, typography and information placement are fixed. The contact details that need to be presented are, however, flexible.
- Only use official Volvo Group Divisions/Entity names, e.g. Volvo Group Trucks Technology or Volvo Construction Equipment.
- Only use official department names and avoid internal names or abbreviations.
- Only use bright white, high quality stationery paper with the best environmental credentials.
- Use pre-printed stationery to safeguard color and reproduction quality.
- Always use the EPS PMS version of the logotypes for printing.
- Safeguard that all stationery produced is properly approved prior to final production and distribution.

# Business cards with Volvo Group logotype

The measurements, typography, content and logotype placement of the business cards are fixed. The contact details that need to be presented are, however, flexible.



## Standard format 90x50 mm

- 1 Always use the EPS PMS single color version of the Volvo Group logotype for printing.
- 2 Always add on 3-5 mm bleed of the Volvo blue color when placing the logotype on edge.
- 3 Set the name in Volvo Novum Medium 10/8 pt.
- 4 Volvo Group Division/Entity name is set in Volvo Novum Medium 6/7 pt.
- 5 All other text is set in Volvo Novum Regular 6/7 pt.

NOTE: QR code may be added due to local need. If so, it shall be placed in the upper right corner and be sized as small as possible.

\* If applicable add your official Volvo Group Division/Entity name here, e.g. Volvo Group Trucks Technology or when required your legal company name.