

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.

