

Stationery

– general rules

Volvo Iron Mark logotype or Volvo Penta 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.

These guidelines ensure that your stationery items convey a consistent and professional look and feel – so that they effectively help build trust and loyalty.

Checklist

- Only use bright white, high quality stationery paper with the best environmental credentials.
- Always use PMS versions of the Volvo Iron Mark logotype and the Volvo Penta logotype for printing.
- 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.
- Safeguard that all stationery produced is properly approved prior to final production and distribution.
- Use pre-printed stationery to safeguard color and reproduction quality – avoid printing your own.
- Volvo Financial Services must only use Volvo-branded stationery in their Volvo-branded business communication.

Stationery items representing Volvo Trucks, Volvo Buses, Volvo Construction Equipment and Volvo Financial Services feature the Volvo Iron Mark logotype. Items representing Volvo Penta feature the Volvo Penta logotype.

The layout for Volvo stationery is fixed

This means that the measurements, typography and placing of elements as defined on the following pages must be consistently applied. However, there is flexibility as for how much contact details to be presented.

Use official department and entity names only

For guidance on organizational terms such as name of operation/entity and department name, please refer to organizational charts – but ensure to use external names intended for general communication purposes. Avoid internal names or abbreviations. Consult brand management or corporate communications within your organization for further advice.

Main department

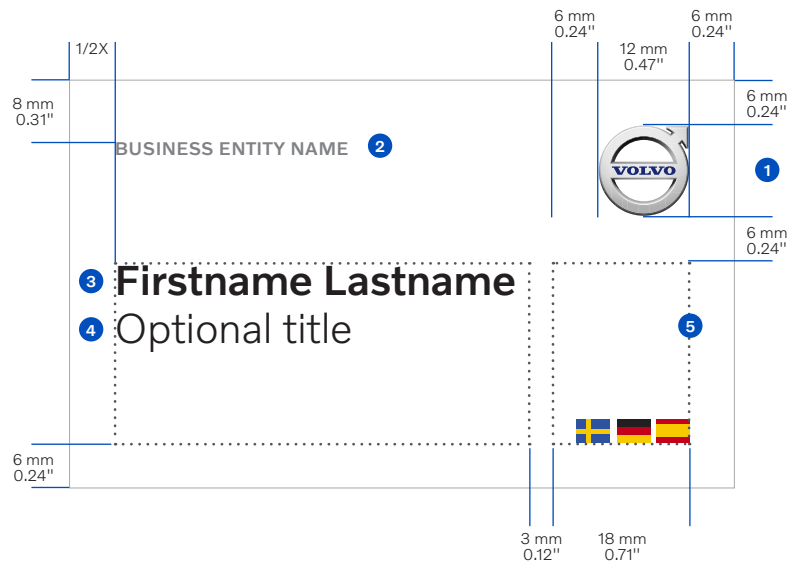
A main department is one in which other departments or functions reside. When the information helps clarify a person's organizational belonging and position, the main department name should be presented on his or her stationery. Otherwise it is optional.

Name tags with the Volvo iron mark 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.

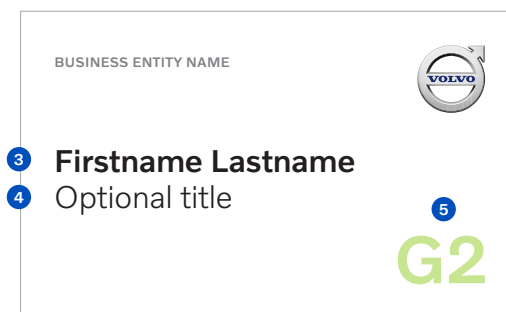
Checklist

- Size is flexible. Adapt to the amount of information that is needed on the badge. Maintain margins and distances.
- Always make sure that all details presented are current and correct, and the material, printing and finish are of the highest quality.
- Name tags on paper must be white and are not allowed to contain a background color or image.
- To print more colors than black, use the CMYK version of the Volvo Iron Mark logotype.



88x54 mm or 3.4x2.1"

- 1 Place Volvo Iron Mark logotype, 12 mm, in upper right corner.
- 2 Present Volvo Trucks, Volvo Buses, Volvo Construction Equipment or Volvo Financial Services set in 7/9 pt Volvo Novum Medium, upper case, in 60% tint of black.
- 3 Set first and last name in Volvo Novum Medium, 100% black, 16/18 pt. Align with top margin. Use two lines if necessary.
- 4 Title or similar are optional below the name. Set in Volvo Novum Regular, 100% black, 16/18 pt.
- 5 Group name or similar, photo, image, single graphic elements or symbols may be placed in lower right corner in the dedicated area. Set texts in Volvo Novum Medium. Main or accent color may be used.

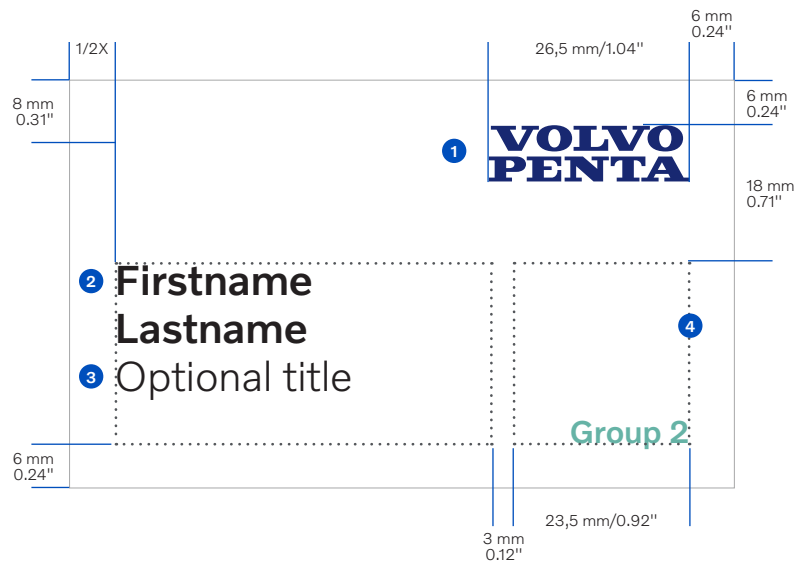


Name tags with the Volvo Penta logotype

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

- Size is flexible. Adapt to the amount of information that is needed on the badge. Maintain margins and distances.
- Always make sure that all details presented are current and correct, and the material, printing and finish are of the highest quality.
- Name tags on paper must be white and are not allowed to contain a background color or image.
- To print more colors than black, use the CMYK version of the Volvo Penta logotype.



88x54 mm or 3.4x2.1"

- 1** Place Volvo Penta logotype, 26.5 mm, in upper right corner.
- 2** Set first and last name in Volvo Novum Medium, 100% black, 16/18 pt. Align with top margin. Use two lines if necessary.
- 3** Title or similar are optional below the name. Set in Volvo Novum Regular, 100% black, 16/18 pt.
- 4** Group name or similar, photo, image, single graphic elements or symbols may be placed in lower right corner in the dedicated area. Set texts in Volvo Novum Medium. Main or accent color may be used.

