



**Commercial  
Vehicles**

## Logo and Moving Line

We have reduced the logo to its essentials. The style is clear and concise. The design of the symbol is clear and simple. "Commercial Vehicles" is an integral part of the Volkswagen Commercial Vehicles logo. It is translated into the language of the country in question.



### **New brand design: The most important logo updates**

- There is no longer a main logo or a special logo. The horizontal logo is used for a horizontal moving line and the vertical logo for the vertical moving line. Exceptions reserved.
- The previously used moving frame is replaced by the moving line.

**All further details can be found in the respective chapters of this guideline.**



# Logo and Logo Versions

## Relationship of Products to Logos

Volkswagen Commercial Vehicles products are divided into two groups:



Volkswagen Commercial Vehicles logo



**Product group “Commercial Use”**  
The Volkswagen Commercial Vehicles logo with lettering is required for commercial positioning in communication.

- Crafter
- Transporter
- Caravelle
- Amarok
- Caddy Cargo
- ID. Buzz Cargo



Volkswagen logo (non-commercial)



**Product group “Dual Use”**  
The Volkswagen logo is to be used for private, non-commercial positioning in communication.

- Grand California
- Caravelle
- Multivan
- California
- Caddy
- Caddy Beach
- ID. Buzz

The assignment of Caravelle and Caddy vehicles to one of the two groups depends on their features.

## Volkswagen Commercial Vehicles Logo Horizontal and Vertical Logo

The stage is the central element of the layout. It adapts flexibly to different formats, ensuring a uniform look across all touchpoints.

It is much more than just a design framework - it gives our content a stage, puts it in the spotlight and draws attention to our message. The stage also strengthens the brand's recognition value. The stage should always be given preference as soon as the format size allows it.



Logo version	Digital	Print
Vertical logo	from 57 px*	ab 10 mm*

**Volkswagen Commercial Vehicles - Vertical logo version**  
The vertical logo is generally used in combination with the vertical moving line. It always consists of the VW logo and the lettering “Commercial Vehicles” in a vertical arrangement. It is used in the digital sector from a size of 57 px and in the print sector from 10 mm\*.



Logo version	Digital	Print
Horizontal logo	from 57 px	from 10 mm*

**Volkswagen Commercial Vehicles - Horizontal logo version**  
The horizontal logo is generally used in combination with the horizontal moving line. It always consists of the VW logo and the lettering “Commercial Vehicles” in a horizontal arrangement. It is used in the print area from a size of 10 mm. In the digital sector, the vertical logo version is generally used.

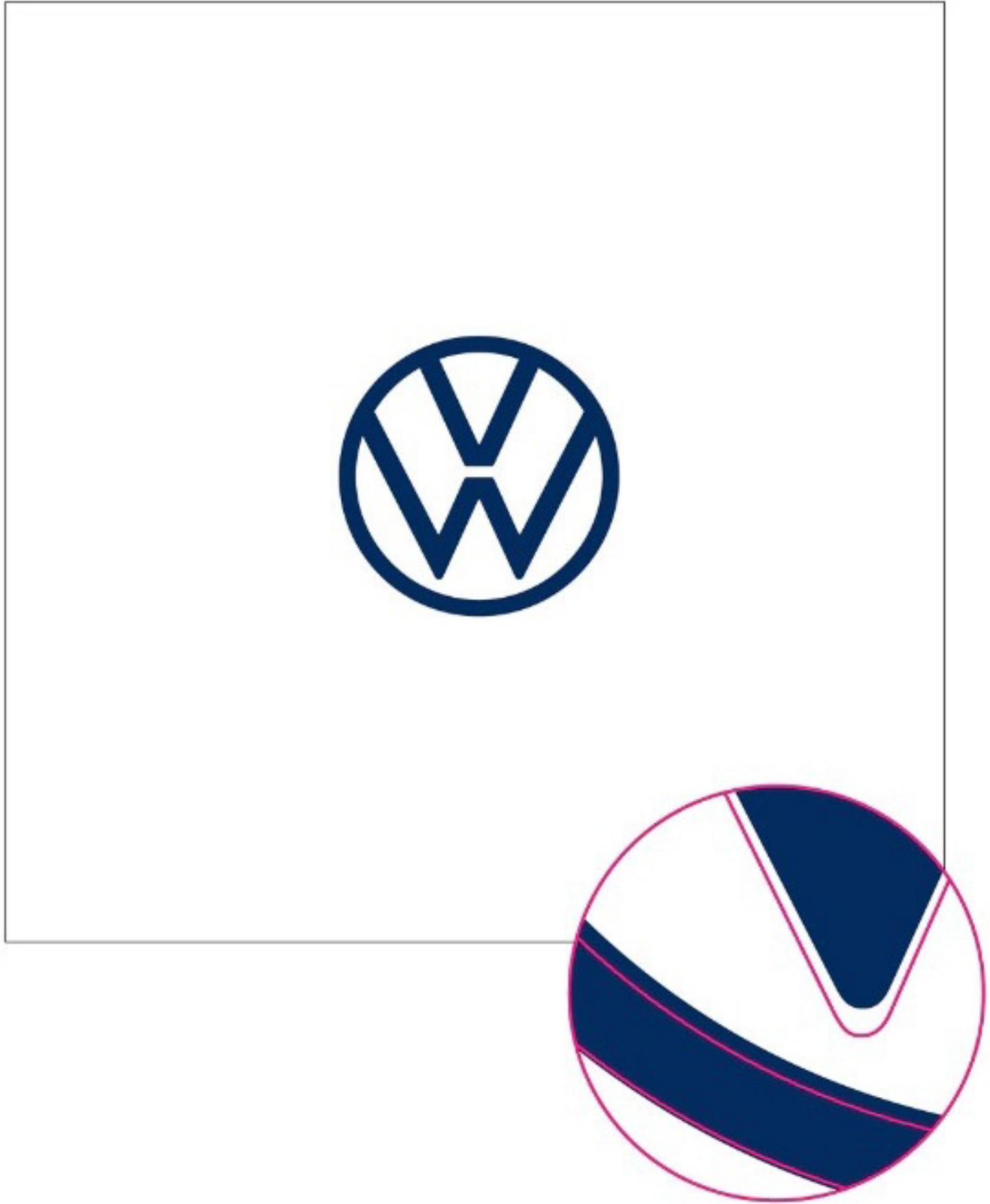
\* Size means the diameter of the VW symbol

## Volkswagen Logo (non-commercial) and Small Logo



Logo version	Digital	Print
Volkswagen logo (non-commercial)	≥ 57 px*	≥ 10 mm*

**Volkswagen logo (non-commercial)**  
The Volkswagen logo consists of the VW symbol without any words. It is used in digital media from a size of 57 pixels and in print media from a size of 10 mm.



Logo version	Digital	Print
Small logo	up to 56 px*	< 10 mm*

**Small logo**  
We developed a small logo version with different line weights and inner spaces to ensure legibility at small sizes. This version is only used in very small depictions: 32 px to 56 px in digital applications and 6 mm < 10 mm in print media. Never use “Commercial Vehicles” with the small logo.

**Good to know**  
Instantly recognisable: The small logo has a thicker outer ring.

\* Size means the diameter of the VW symbol

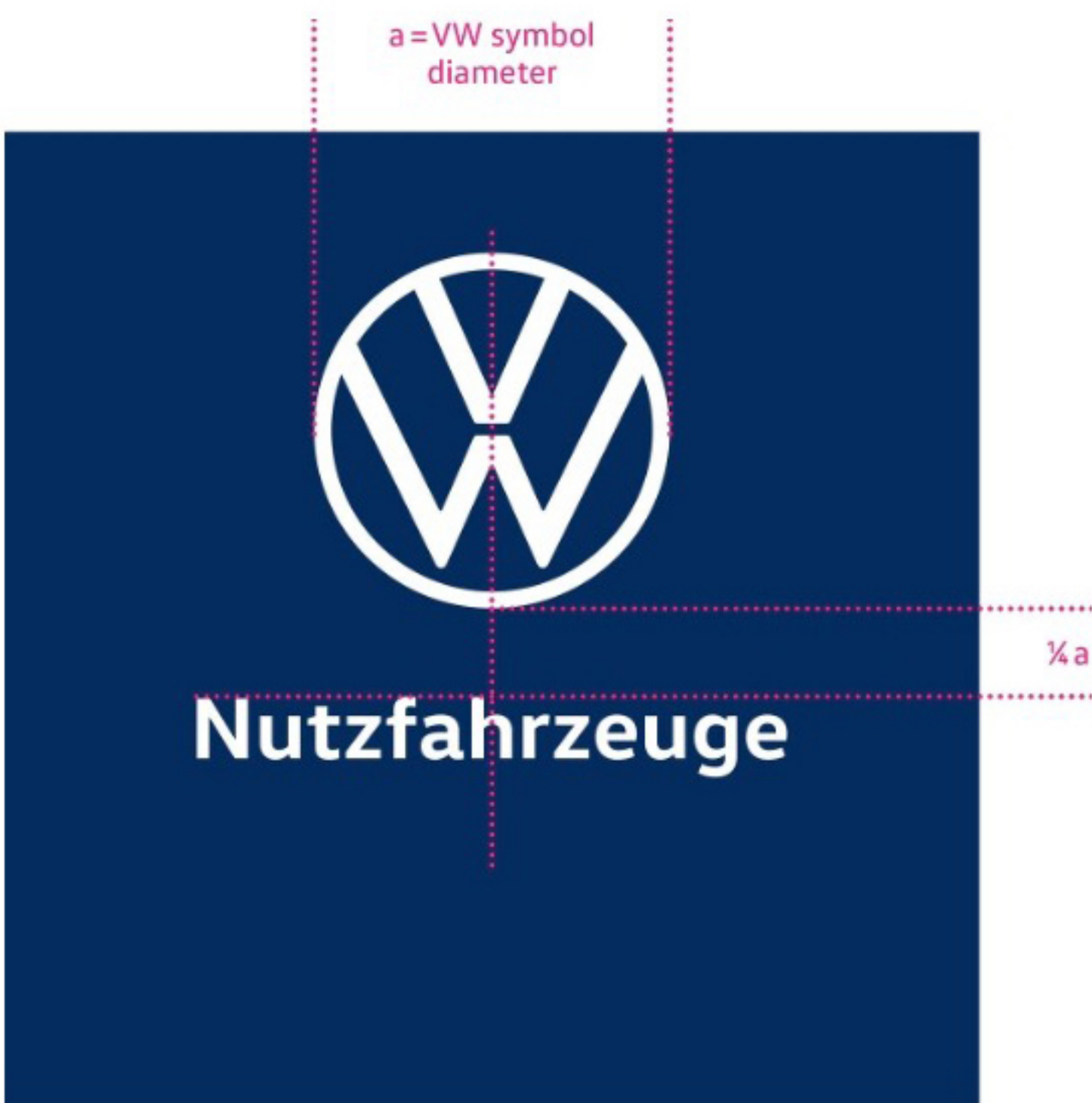
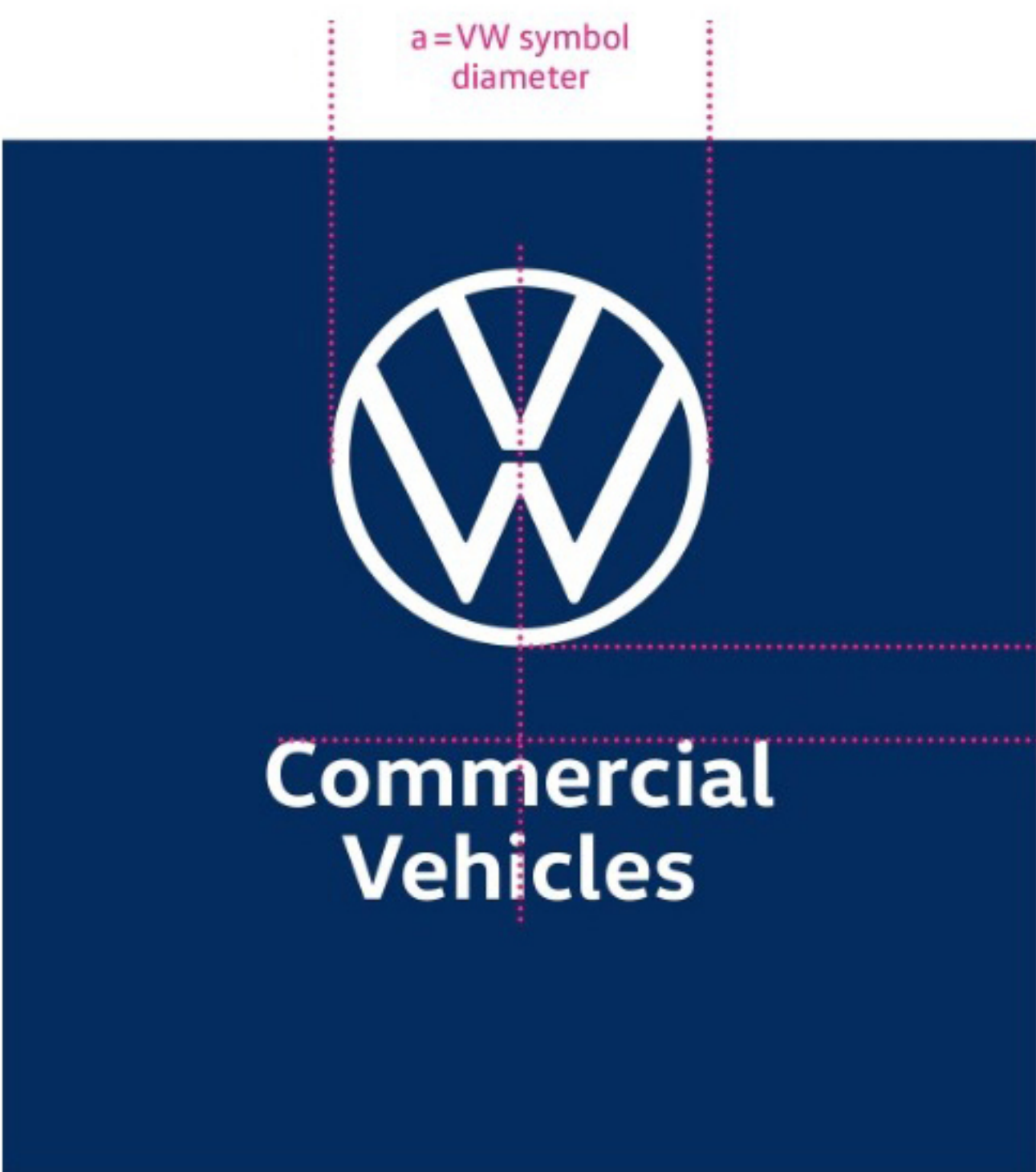


# Vertical Logo

## Design

Always use the main logo when the layout permits. The special version applies for layout-specific exceptions.

The main logo consists of the VW symbol with "Nutzfahrzeuge" in the relevant national language below. The type is aligned with the VW symbol along the central axis. If the translated version of "Nutzfahrzeuge" consists of two words with a total of more than eleven characters, these should be placed on two separate lines. The distance between the symbol and the cap height of the name is one-quarter of the VW symbol diameter.

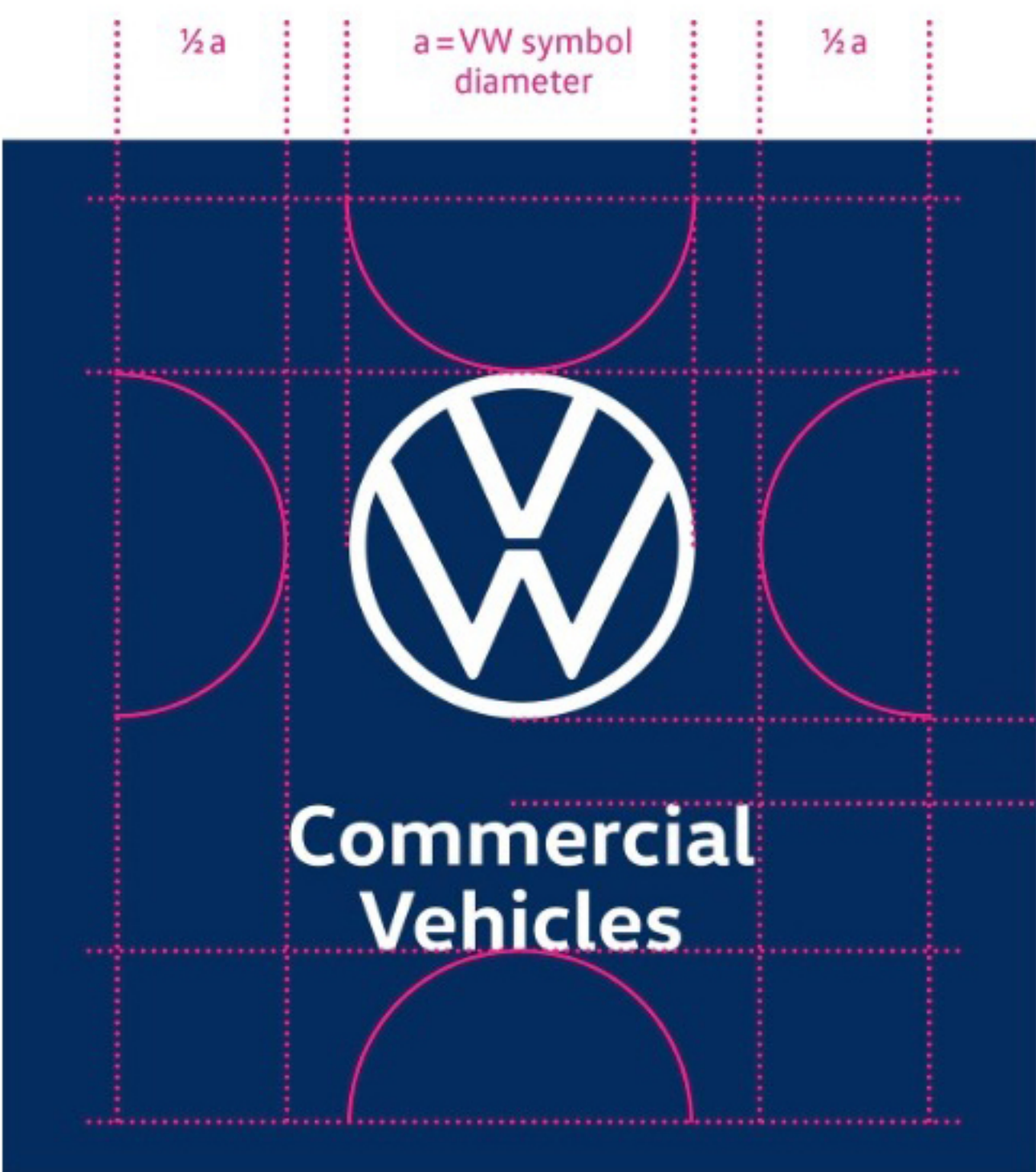


## Protection Zone

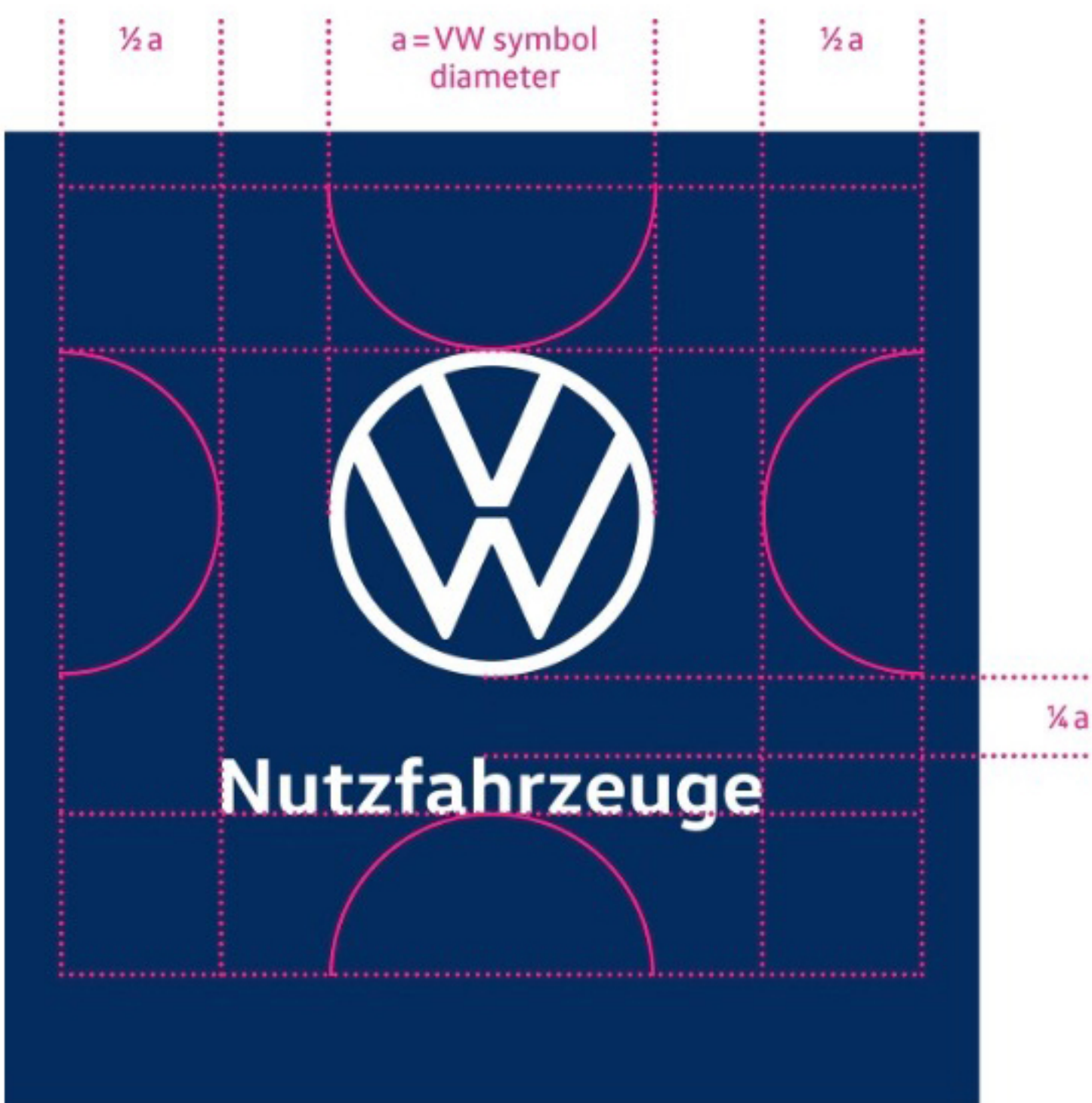
The protection zone is an integral part of the logo. Design elements or type may not be positioned in or extend into this zone.

### Design

The protected zone is one-half of the VW symbol diameter on all sides.



Protected zone = one-half of the VW symbol diameter on all sides



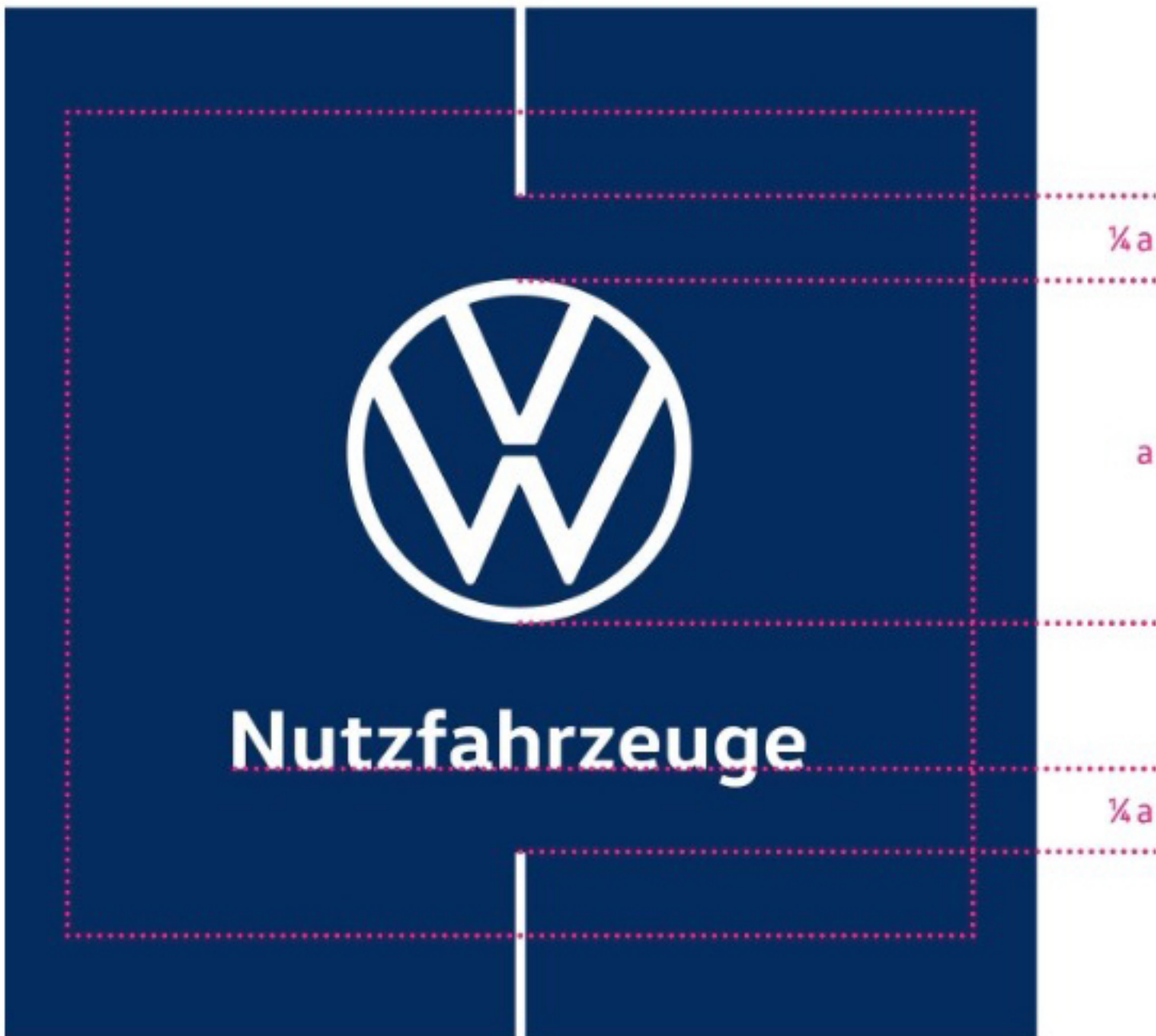
Protected zone = one-half of the VW symbol diameter on all sides

### Exemption in connection with the Moving Line

If the logo is used with the moving line, the distance to the moving line is 1/4 of the diameter of the VW logo.



Distance between logo and moving frame = one-quarter of the symbol diameter



Distance between logo and moving frame = one-quarter of the symbol diameter

### Good to know

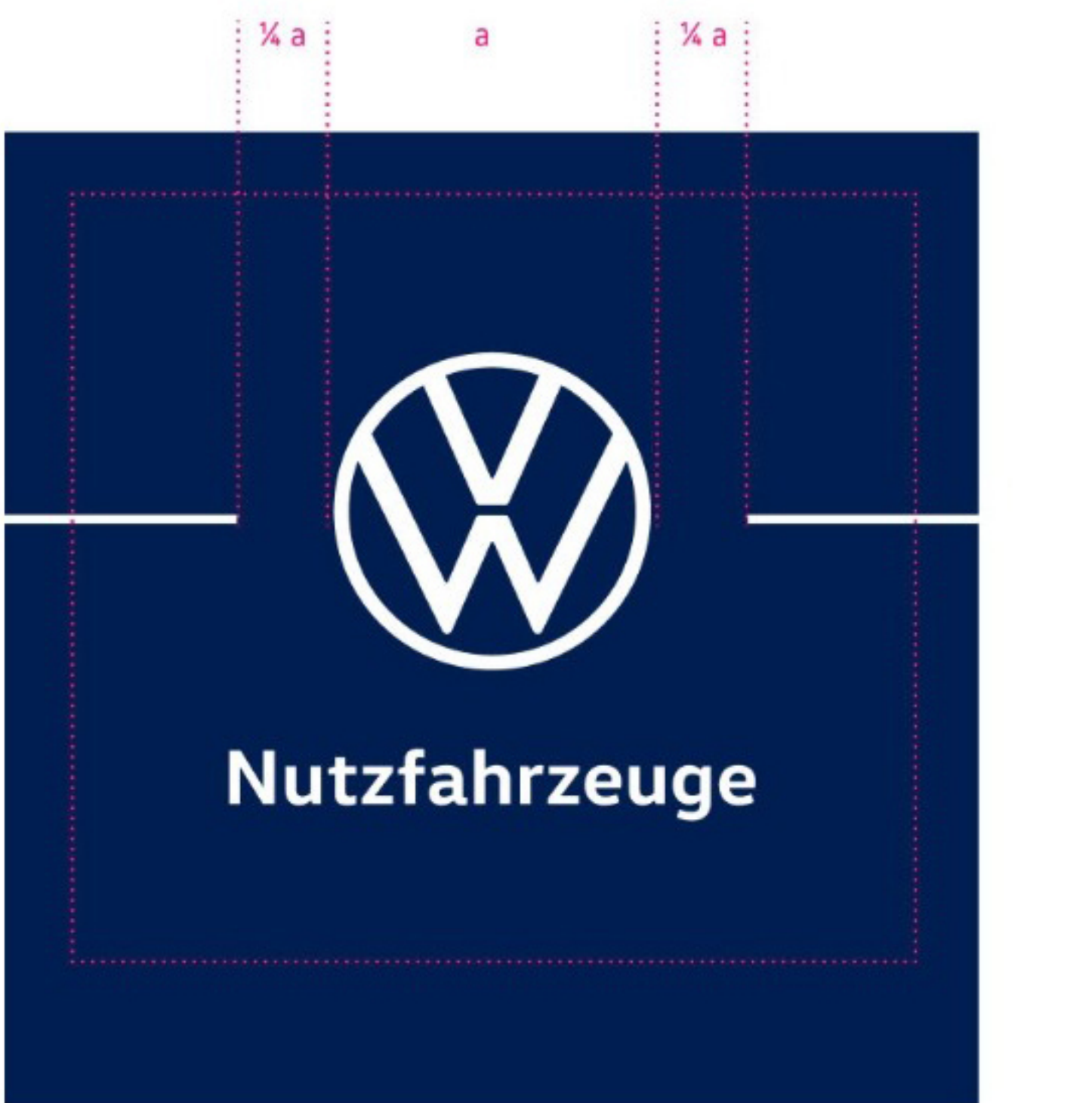
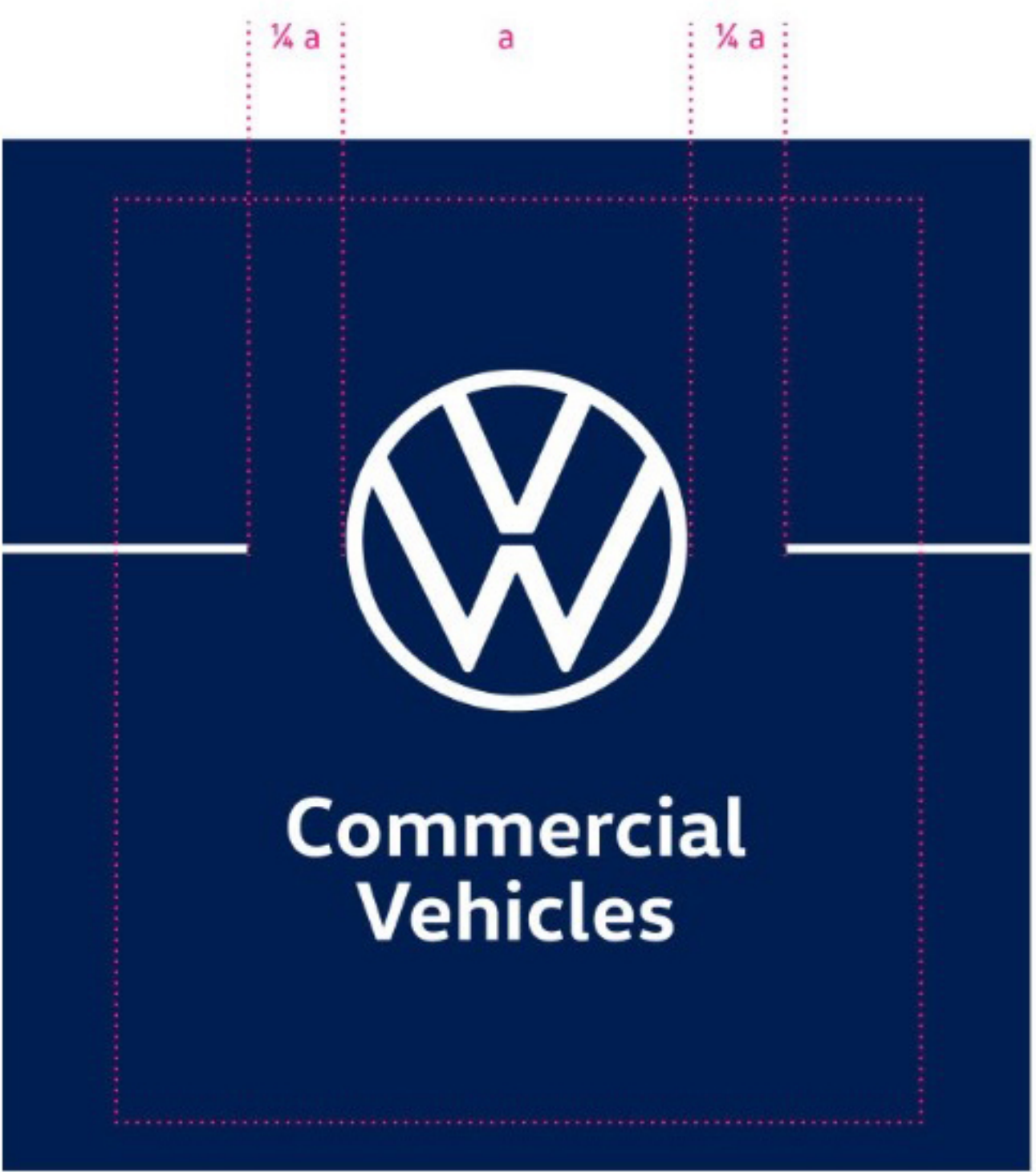
In the logo files for digital and print applications, both the distance to the moving line and the protection zone are already built in. For easier handling, the frame of the placed eps/ai file corresponds to the distance to the MovingLine at the top and bottom and the protection zone on the left and right.

## Alternative Combination

If there is a lack of space in very full layouts, the vertical logo can alternatively be used with a horizontal moving line. In this case, the moving line is centred horizontally to the VW logo. The distance between the logo and the moving line is a quarter of the diameter of the VW logo. The protective zone is still half the diameter of the VW logo all the way round.

### Note

In online advertising and in Out-of-Home-Media, the vertical logo, in which the addition is placed below the logo, is generally used.



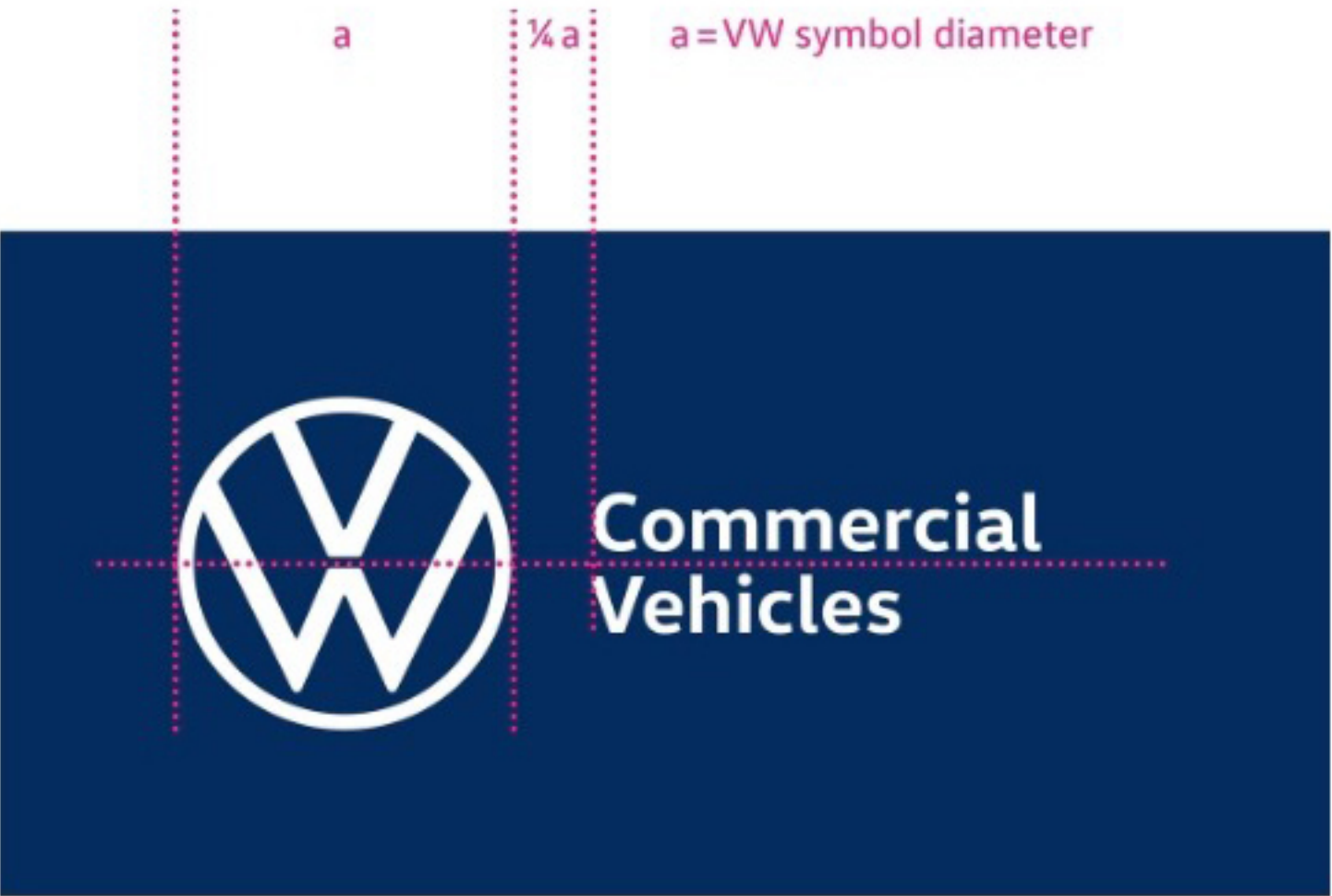


# Horizontal Logo

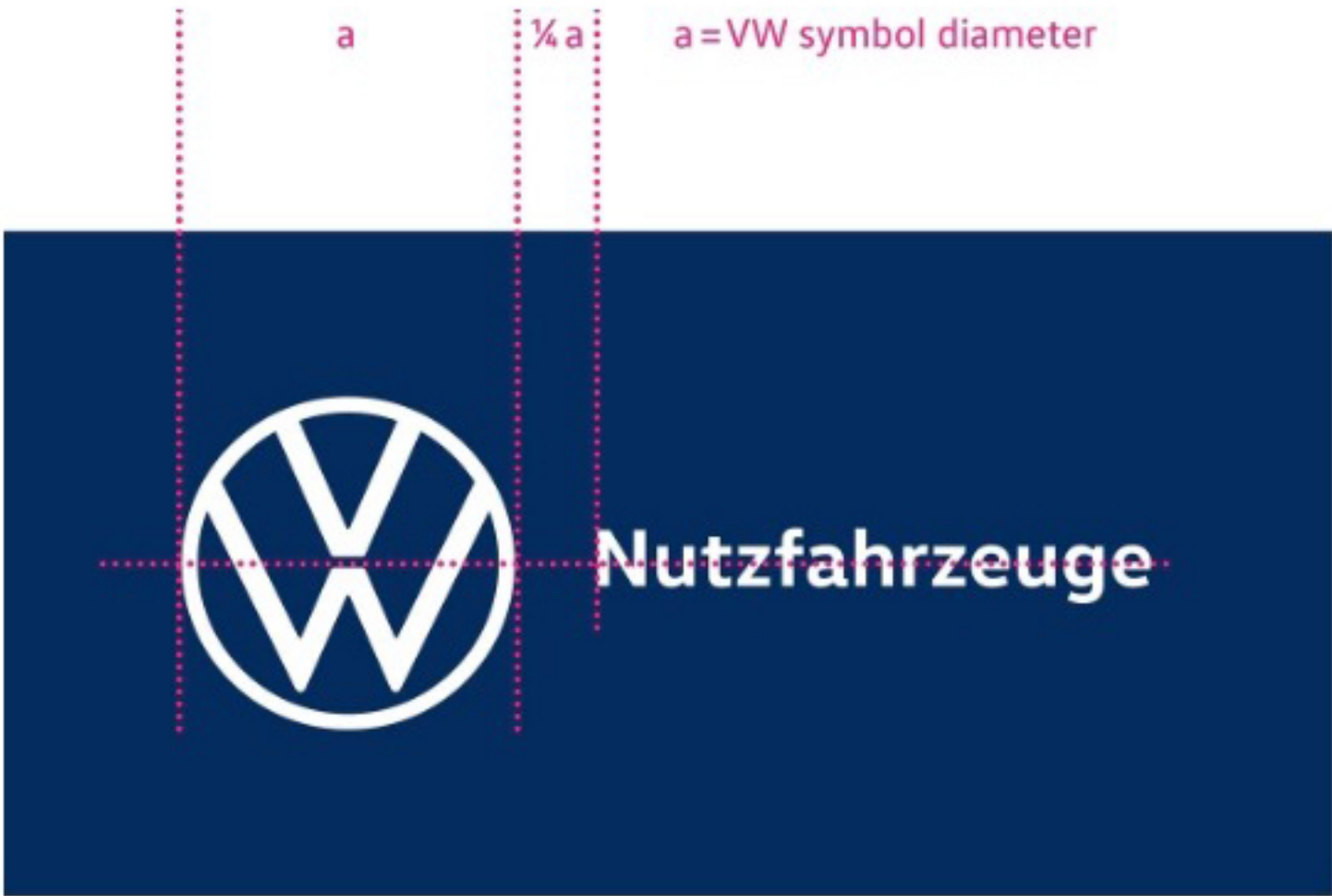
## Design

The horizontal logo consists of the VW logo and the words "Commercial Vehicles" in the relevant national language in a horizontal arrangement and is always used in combination with the horizontal moving line.

The font is left-aligned and centred vertically to the VW logo. If the translation of the lettering "Nutzfahrzeuge" consists of two words that together comprise more than eleven characters, these should be set in two lines.  
The distance between the logo and the lettering is a quarter of the diameter of the VW logo.



Special logo with lettering on two lines

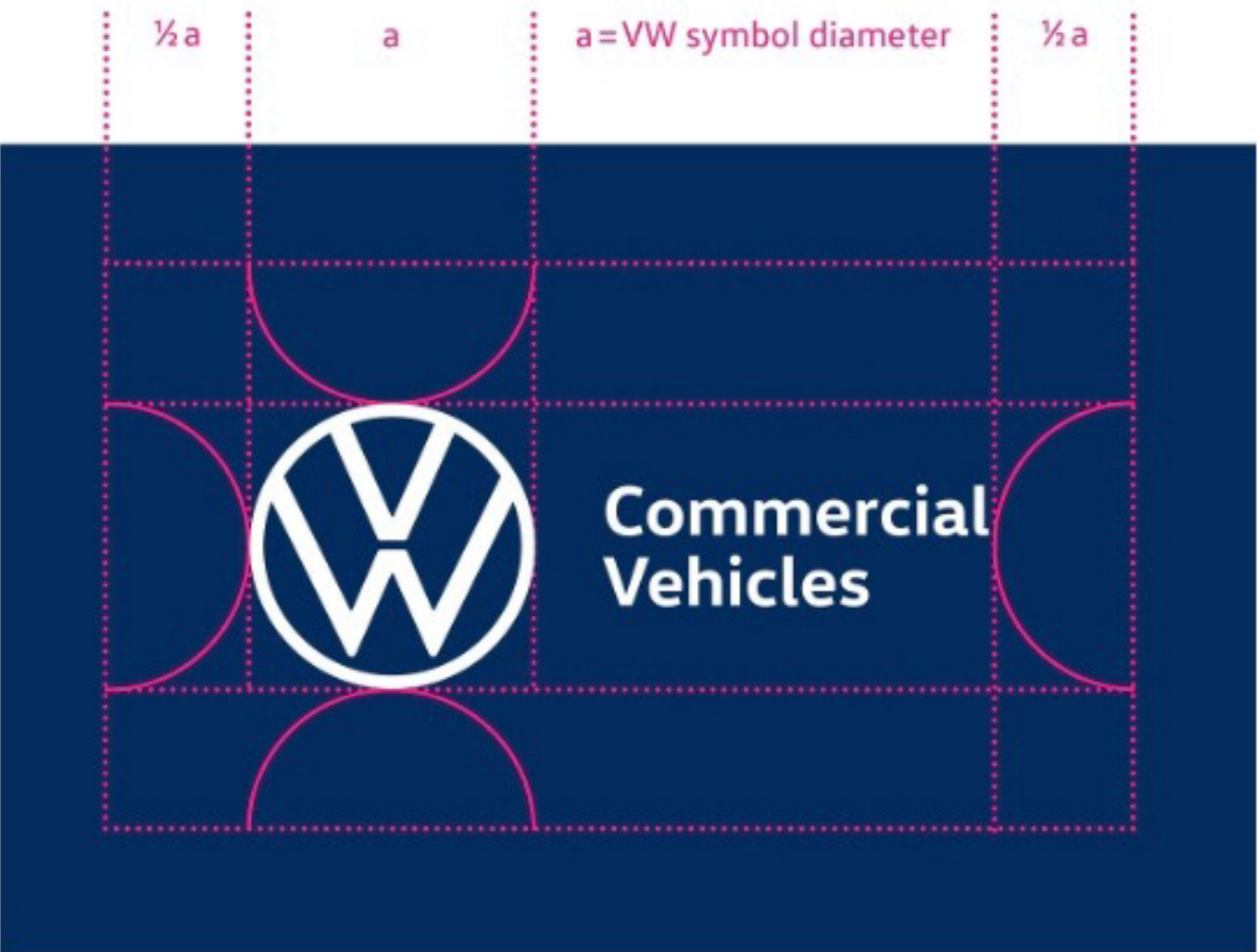


Special logo with lettering on one line

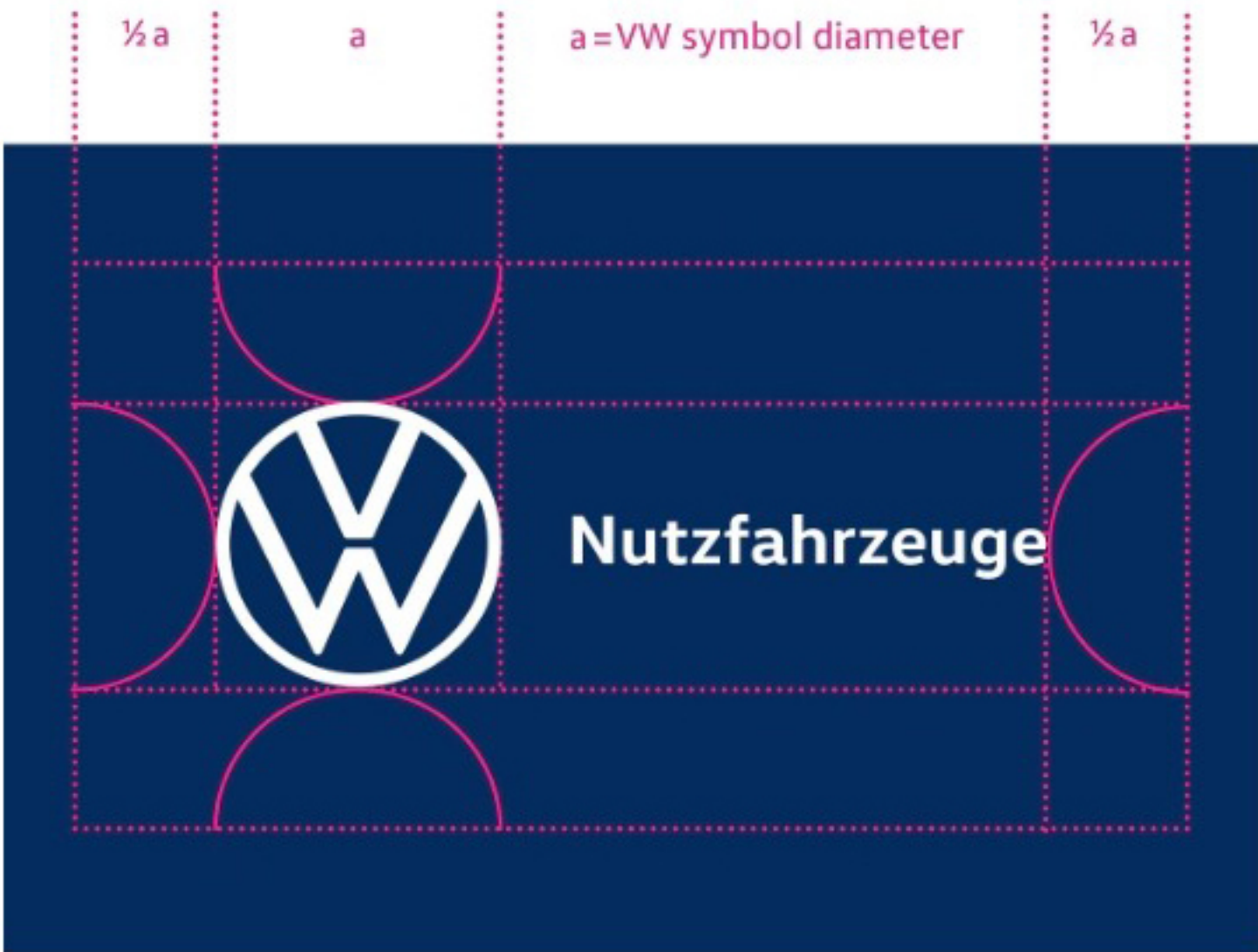
## Protection Zone

The protection zone is an integral part of the logo. Design elements or type may not be positioned in or extend into this zone.

**Design**  
The protected zone is one-half of the VW symbol diameter on all sides.



Protected zone = one-half of the symbol diameter on all sides



Protected zone = one-half of the symbol diameter on all sides

**Exemption in connection with the Moving Line**  
If the logo is used with the moving line, the distance to the moving line is 1/4 of the diameter of the VW logo.



Distance between logo and moving line = one-quarter of the symbol diameter



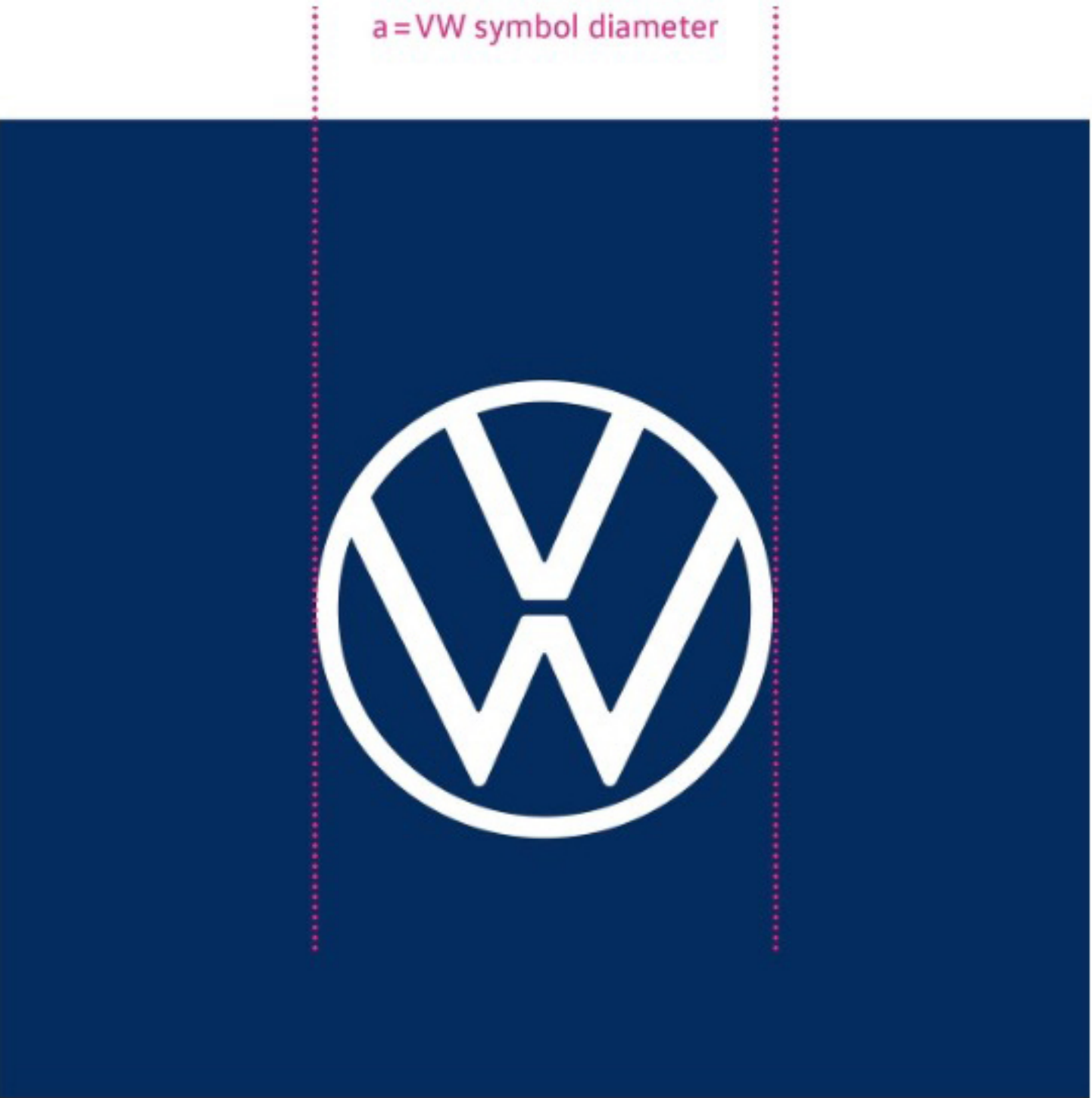
Distance between logo and moving line = one-quarter of the symbol diameter



# Volkswagen Logo (Non-Commercial)

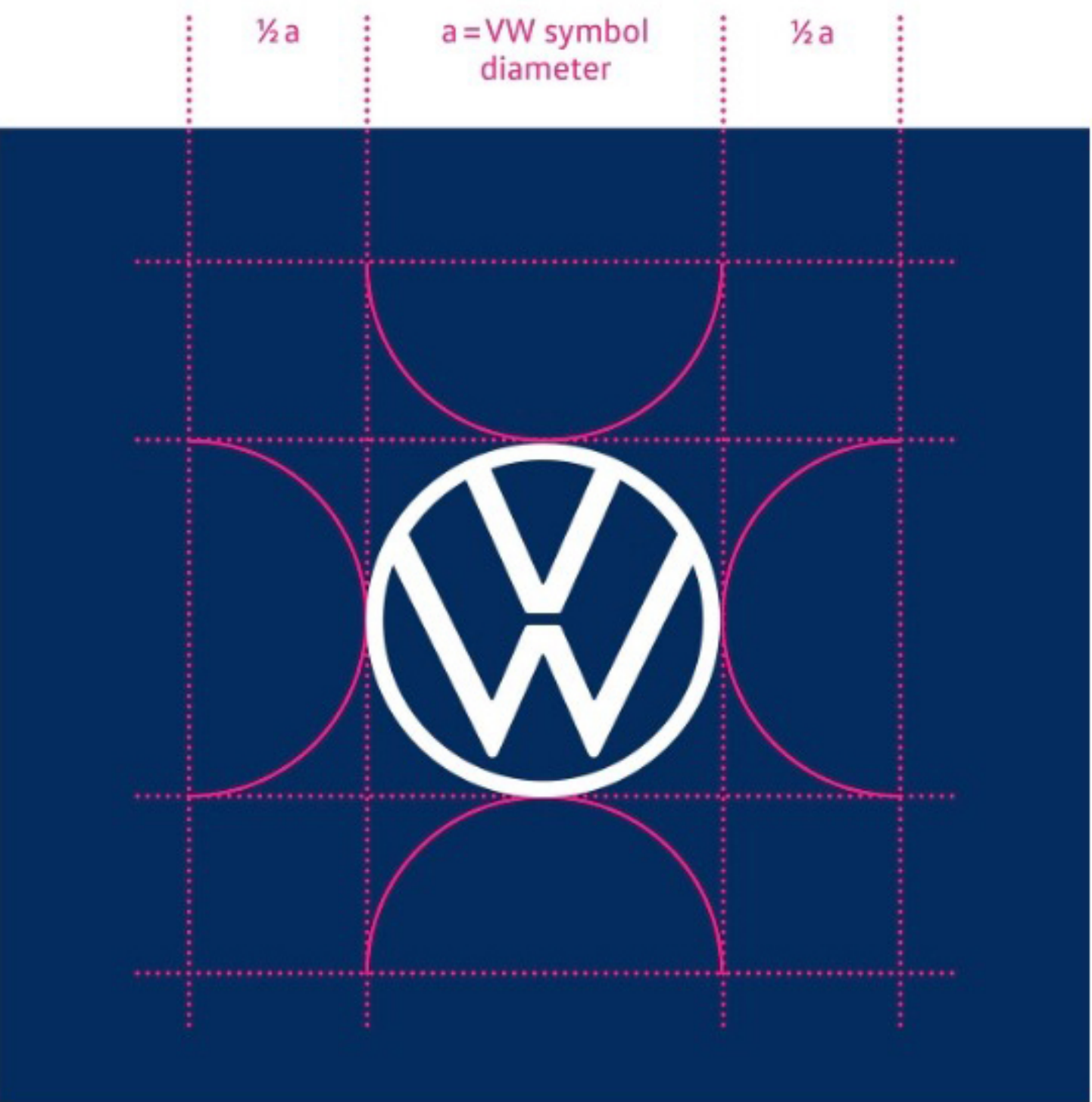
## Design

The Volkswagen logo (non-commercial) consists of the VW logo without the lettering "Nutzfahrzeuge". It is used in communication for vehicles with non-commercial use.



## Protection Zone

The protected zone is an integral part of the logo. Design elements or type may not be positioned in or extend into this zone.

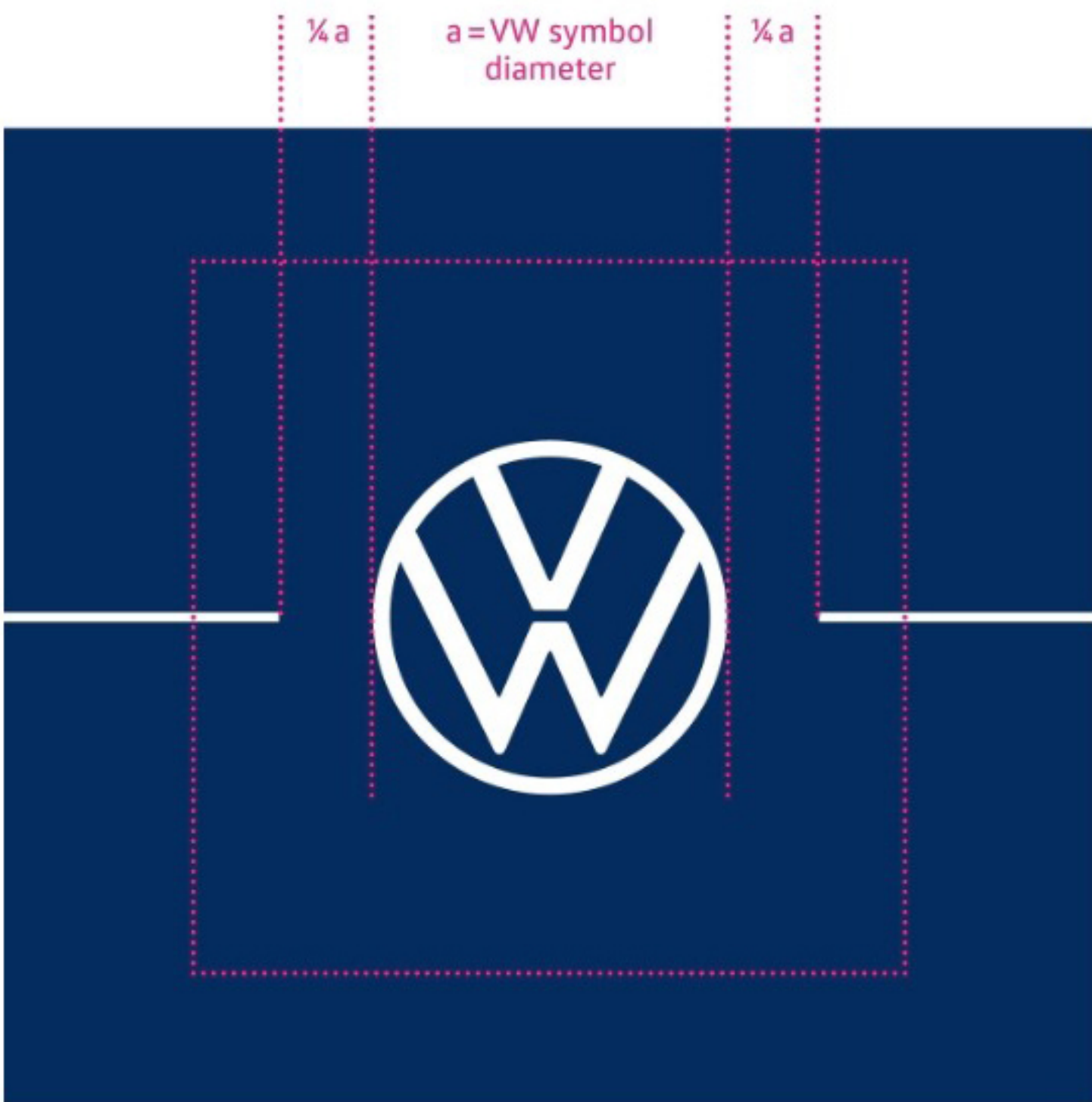


### Design

The protected zone is one-half of the VW symbol diameter on all sides.

### Good to know

In the logo files for digital and print applications, both the distance to the moving frame and the protection zone are already built in. For easier handling, the frame of the placed eps/ai file corresponds to the distance to the moving frame.



### Exemption in connection with the Moving Line

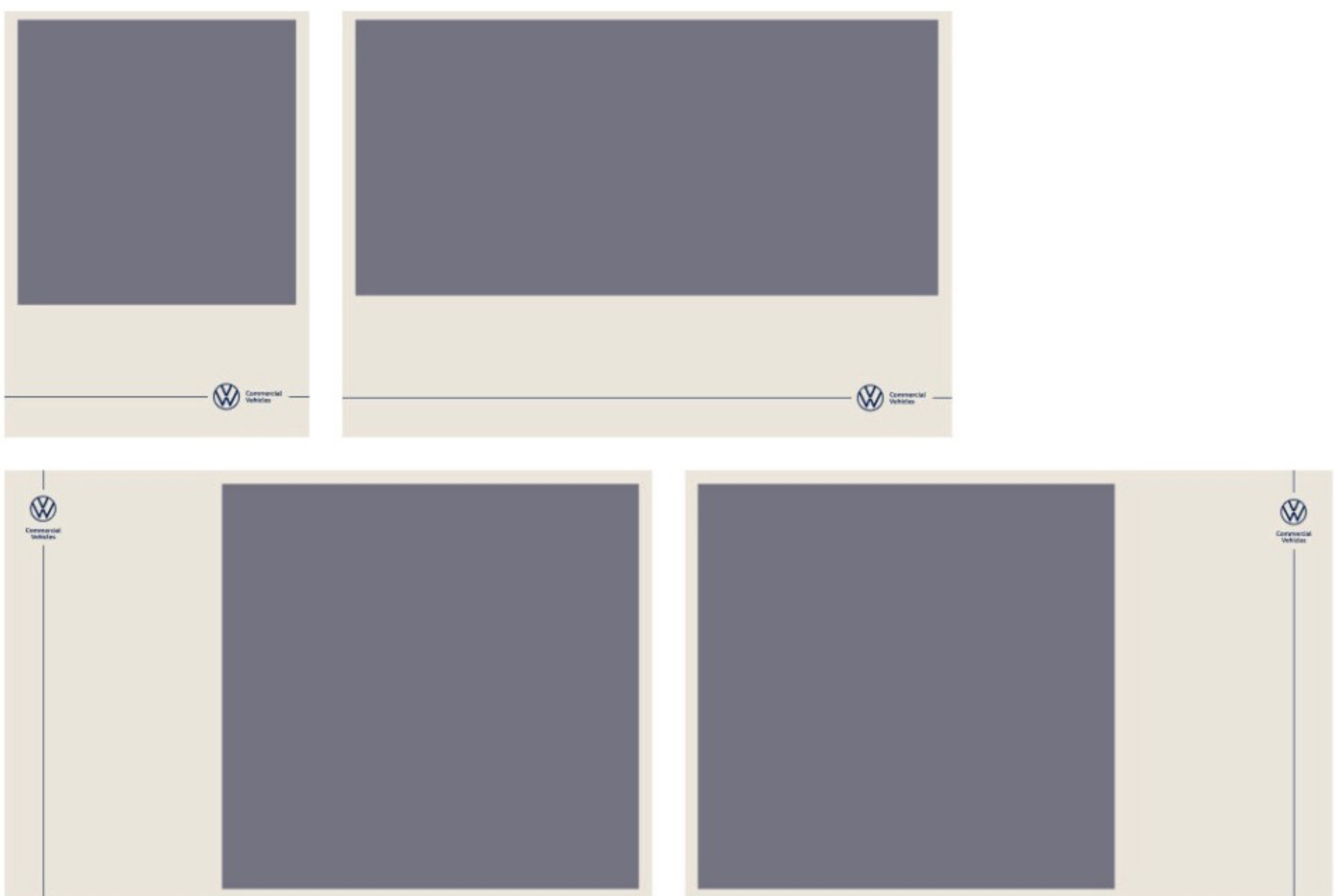
If the logo is used with the moving line, the distance to the moving line is 1/4 of the diameter of the VW logo.



# Application in the Layout and Combination With the Moving Line

## Flexible Use

We use the logo and the moving line horizontally or vertically, depending on the area of application. We always position the logo centred in relation to the moving line, which is interrupted at this point by a defined distance.



## Line Thickness of the Moving Line in Print Applications

The line thickness of the moving line is dependent on the logo diameter and is fixed for all digital and print applications.



Line thickness in print applications								
Logo diameter	10 mm	13 mm	18 mm	26 mm	36 mm	51 mm	72 mm	215 mm
Line thickness	1 pt <sup>1</sup>	1 pt <sup>1</sup>	1,35 pt	2 pt	2,7 pt	3,8 pt	5,4 pt	16 pt

<sup>1</sup> minimum thickness    <sup>2</sup> rounded

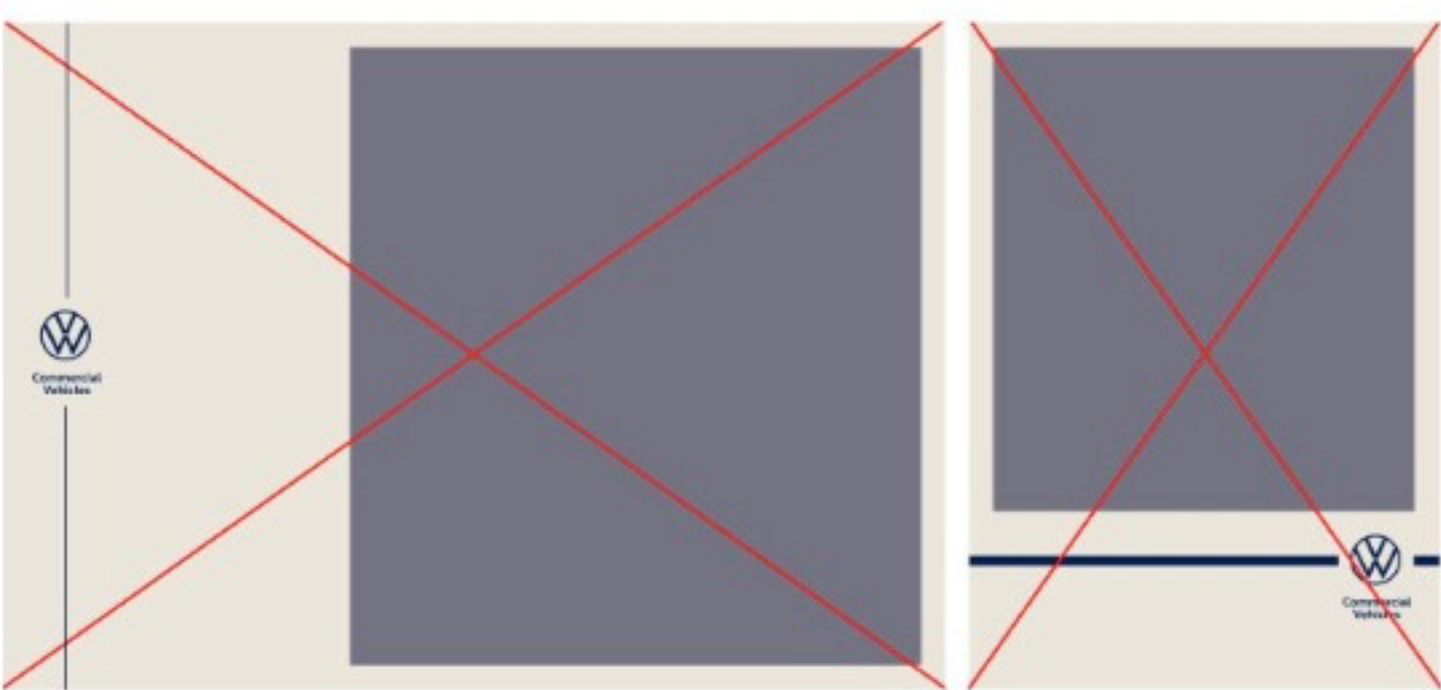
### Print Applications

The diameter of the logo is multiplied by the factor 0.075, which results in the line thickness in pt. The minimum line thickness is 1 pt.

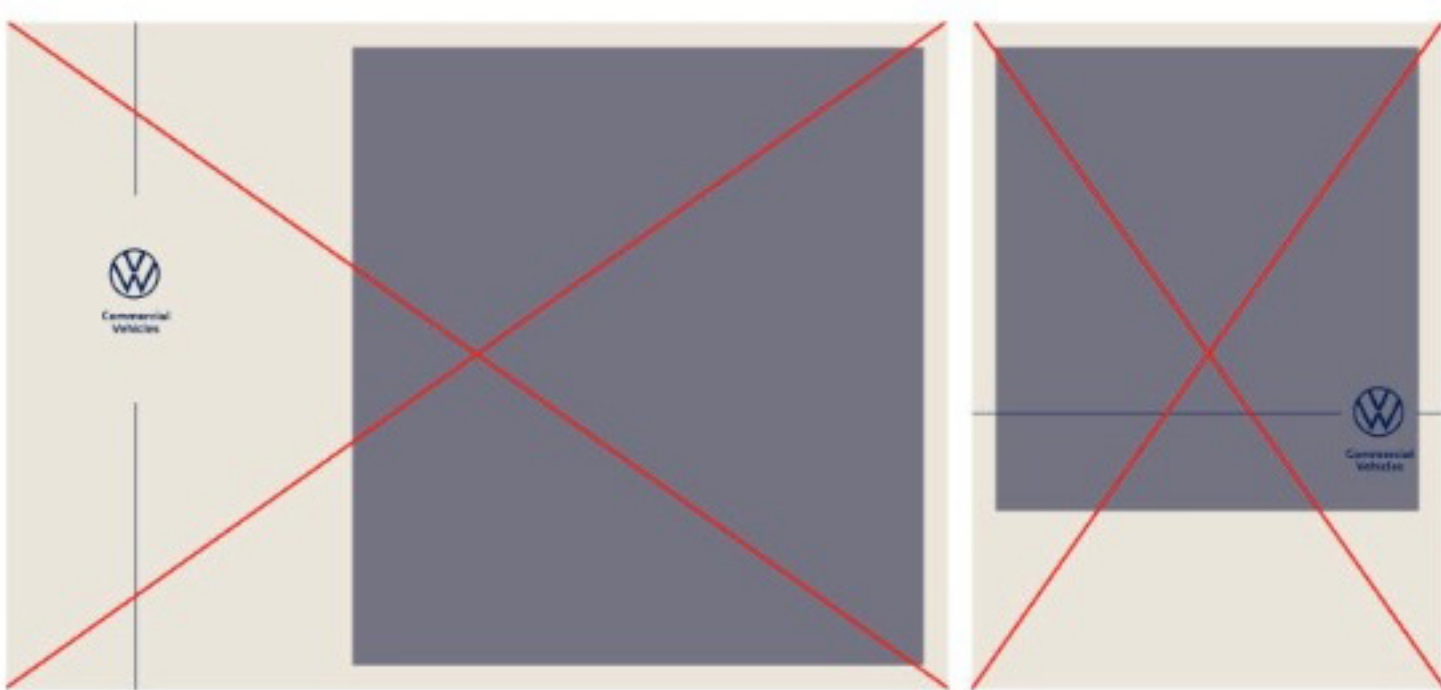
### Sample Calculation

Logo-Diameter = 18 mm  
Line Thickness = 18 x 0,075 = 1,35 pt

## Don'ts (Print Applications)

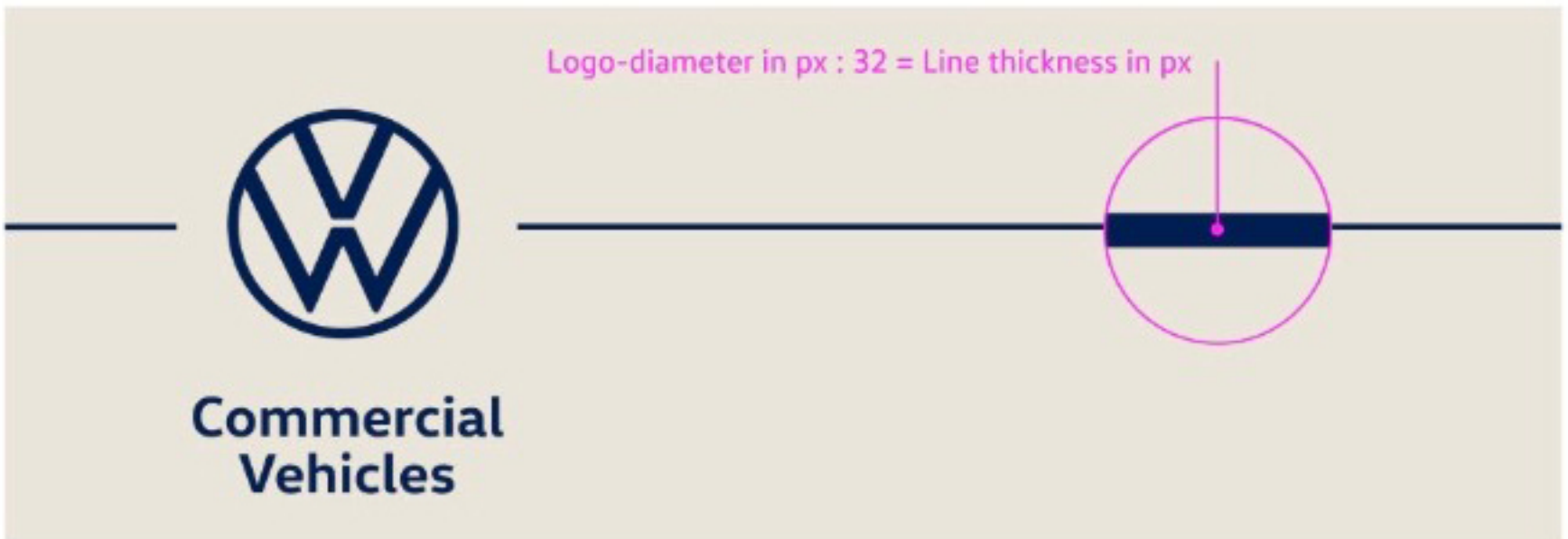


**01** The logo and moving line are not placed centrally, and the thickness of the moving line must be proportional to the size of the logo.



**02** The logo and moving line must always maintain a 1/4 distance of the used logo size from each other.  
**03** The logo and moving line cannot be placed on the image.

## Line Thickness of the Moving Line in Digital Applications



Line thickness in digital applications								
Logo diameter	57 px	64 px	80 px	96 px	112 px	128 px	144 px	160 px
Line thickness	2 px <sup>1</sup>	2 px	2 px <sup>1</sup>	3 px	3 px <sup>2</sup>	3 px <sup>2</sup>	4 px <sup>2</sup>	5 px

<sup>1</sup> minimum thickness    <sup>2</sup> rounded

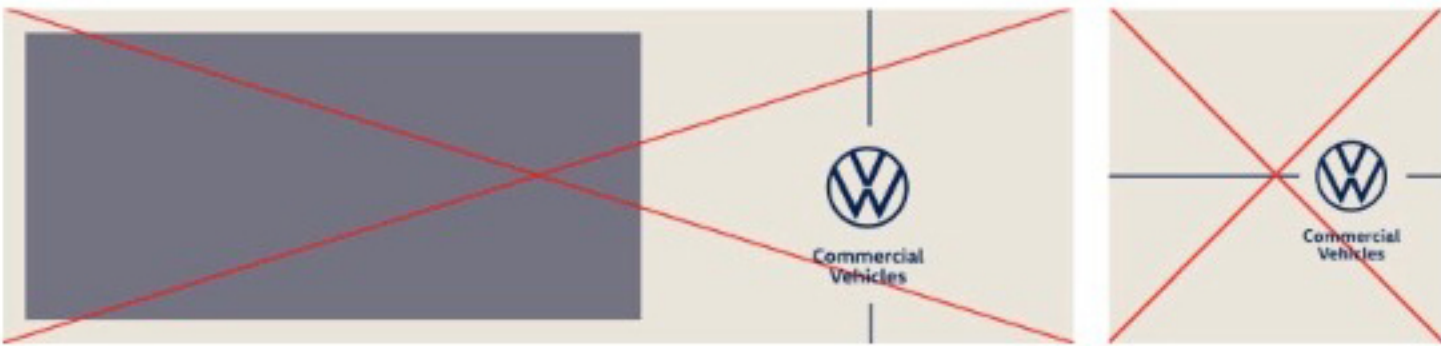
### Digital Applications

The diameter of the logo is multiplied by a factor of 32 to give the line width in pt. The minimum line width is 2 px.

### Sample Calculation

Logo diameter = 64 px  
Line Thickness = 64 : 32 = 2 px

## Don'ts (Digital Applications)



**01** The logo and moving line are always aligned directly with the layout grid and are never centered on the stage.



**02** The line thickness of the moving line is not changed.  
**03** The logo and moving line are not coloured.

## Digital Applications

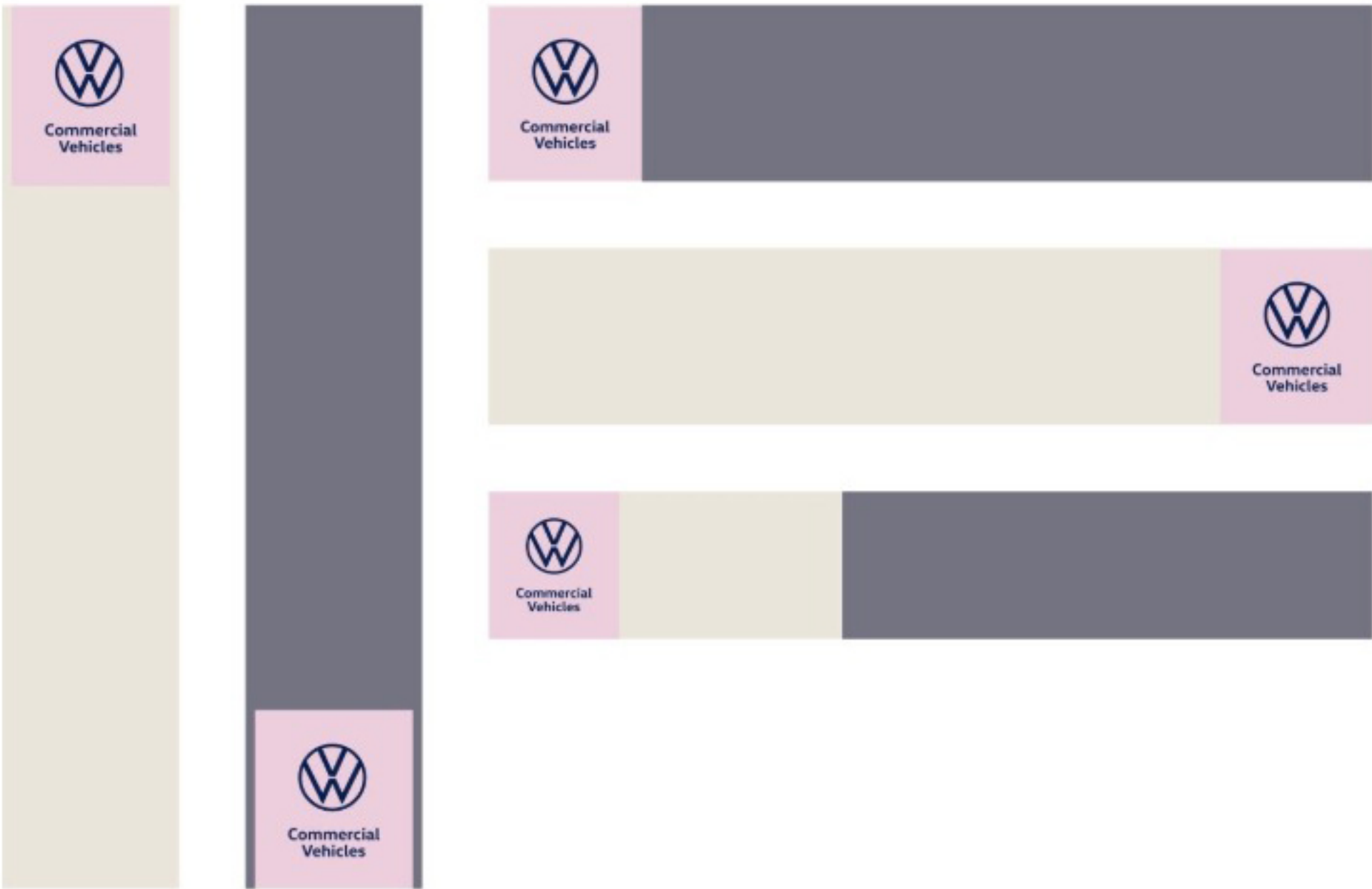
For small and particularly narrow formats, the Moving Line is omitted, as it lacks sufficient visibility and cannot be perceived as intended.

### Web advertising

In S formats for web advertising, the Moving Line is not used to ensure clarity and legibility.

### Mobile advertising

In S formats for mobile advertising, the Moving Line is omitted when the aspect ratio is 3:1 or narrower, as it cannot be effectively applied in these conditions.



If the Moving Line is omitted, the logo is centered along the short edge of the layout, respecting the defined logo size and clear space.



# Colour Versions and Background

## Logo on Background Colour

The logo and moving line always form a single unit and have the same colour. In print and digital applications, they are always placed exclusively in VW Dark Blue on a background in the colour New Horizon.



**Black**  
We only use the black logo if the other two versions cannot be used for technical production reasons (e.g. embossing, die-cutting, free-stamping, fax, etc.).

### Don'ts

Don't modify the logo.



01 No images within the logo  
02 No colour gradients



03 No other colours

## Logo on Picture

The logo can also be placed on image backgrounds. We place the logo and the moving line in Volkswagen Dark Blue or white - coordinated with the image used to ensure maximum contrast. It is important to ensure a calm background.



### Don'ts

Don't use the logo on low-contrast or busy backgrounds. Likewise, don't place the logo over important product features or faces.



01 Inadequate contrast between logo and image  
02 Image background too busy/too much contrast



03 Don't cover product features  
04 Don't cover faces



# Logo Size

## Recommended logo sizes for digital applications

Full-screen-formats	Format	Standard symbol size
Standard HD	1 280 x 720 px	62 px
Full HD 2K	1 920 × 1 080 px	92 px
Wide Quad HD	2 560 × 1 440 px	123 px
Ultra HD 4K	3 840 × 2 160 px	184 px
High Definition 4K2K	4 096 × 2 160 px	184 px

## Sample calculation: standard symbol size (DIN A4)

Shorter format side = 210 mm  
Symbol diameter = 210 mm x 8.5% = 17.85 mm ≈ 18 mm  
Type area borders = 18 mm x 0.75 = 13.5 mm

## Recommended logo sizes for print applications

DIN formats	Format	Standard symbol size <sup>1</sup>
A6	105 x 148 mm	11.5 mm
A5	148 x 210 mm	13 mm
A4	210 x 297 mm	18 mm
A3	297 x 420mm	26 mm
A2	420 x 594 mm	36 mm
A1	594 x 841 mm	51 mm
A0	841 x 1 189 mm	72 mm
Posters		
Tele Lights	810 × 1 200 mm	69 mm
City Lights	1 185 × 1 750 mm	101 mm
Poster Lights	3 360 x 2 380 mm	203 mm
	5 040 x 2 380 mm	203 mm
Mega Lights (18/1)	3 560 × 2 520 mm	215 mm
Pop-up banners		
Banner S	1 000 x 2 000 mm	85 mm
Banner M	2 000 x 5 000 mm	170 mm
Banner L	3 600 x 9 600 mm	306 mm

<sup>1</sup> Use the small logo for diameters smaller than 10 mm, otherwise the standard logo version.