

Logo ending

The logo ending is used in all TV commercials (TVC) to ensure a consistent brand identity.

[01 Standard version](#)

[02 Short version](#)

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General principles



The logo ending appears with the film still continuing in the background. To ensure an ideal platform for the Volkswagen logo in the final seconds of the video, it's important to take this into consideration when creating the film application to begin with.

The best possible background is a non-cluttered, low-contrast shot with slow movements and a lack of strong lines in the composition.

The logo ending is the main actor of the final scene. The image behind it shouldn't compete with it. No text elements may appear at the same time as the logo.

The logo glow cannot coincide with a cut in the film. Once the VW logo is complete, it's possible to cut to a calm sequence or detail shot similar in style.

Important

Always ensure that you comply with the legal requirements of your country, irrespective of these specifications. Compliance with national legislation is the responsibility of the respective markets.

Permitted Volkswagen Commercial Vehicles logo ending variants

The Volkswagen Commercial Vehicles logo ending is available in a standard and a short version.



Volkswagen Nutzfahrzeuge - on one line



Volkswagen Commercial Vehicles - on two lines

Product group "Commercial Use"

The Volkswagen Commercial Vehicles logo is used for clearly commercial communicative positioning.

Depending on the language, the one- or two-line Volkswagen Commercial Vehicles logo ending version is used. An editable template is available. However, the process is identical.

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



Crafter



Transporter



Caravelle



Amarok



Caddy Cargo



ID. Buzz Cargo

Permitted Volkswagen logo ending variants (non-commercial)

The Volkswagen logo ending (non-commercial) without the "Nutzfahrzeuge" lettering is available in a standard and a short version.



Volkswagen (non-commercial)

Product group "Dual Use"

For clearly private / non-commercial communicative positioning, the Volkswagen logo is used without the addition of commercial vehicles.

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



Grand California



Caravelle



Multivan



California



Caddy





Caddy Beach



ID. Buzz

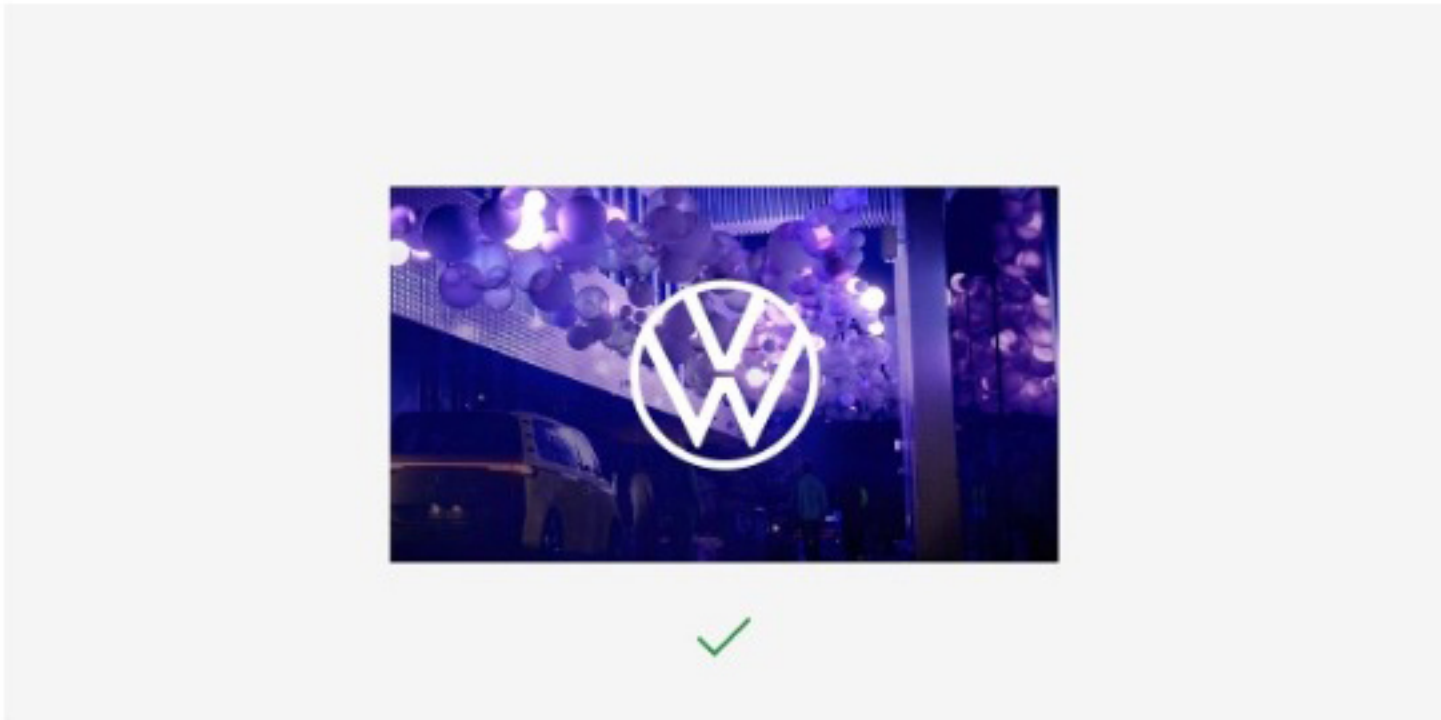
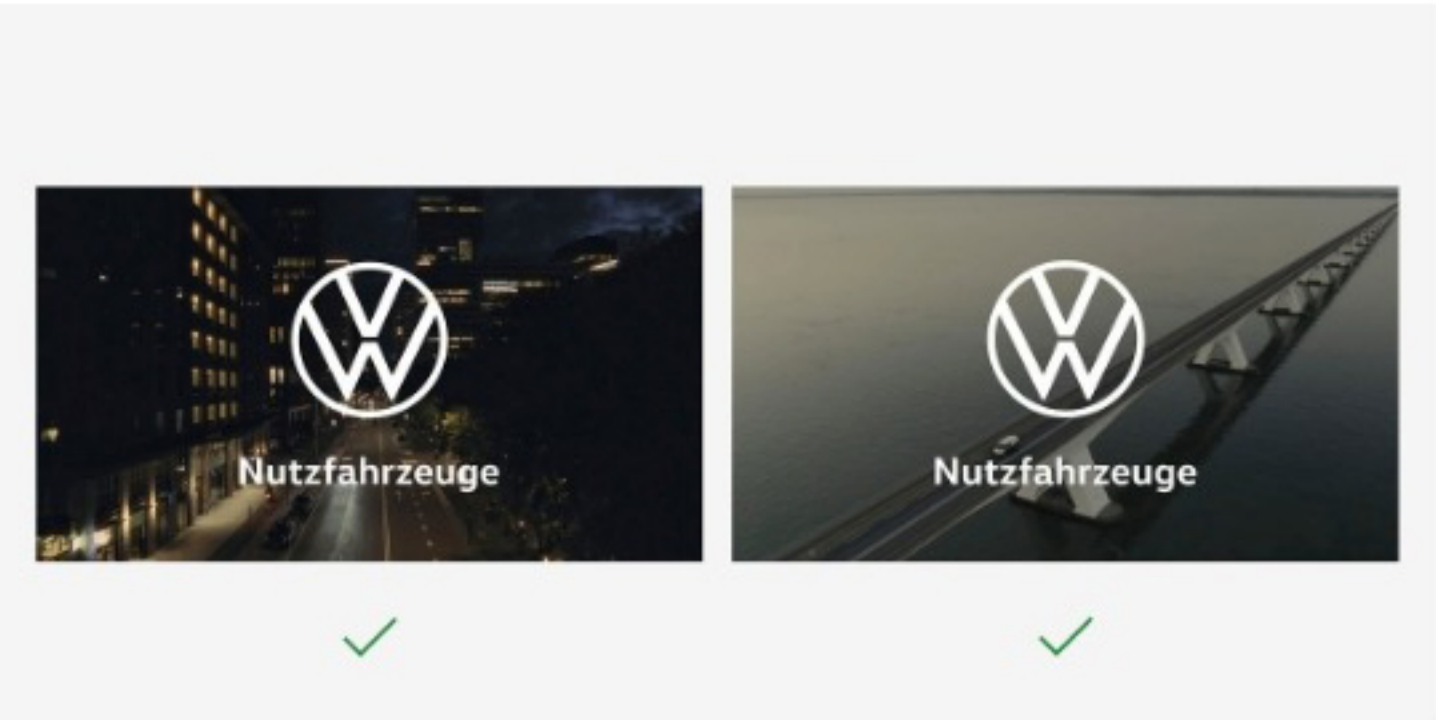
Overview of logo ending variants

	Standard	Short
	TV, cinema and other media,	Mainly for social media,
	Logo with sound logo	Logo with sound logo
	Audio track variant 1 – standard with ramp and with sound logo	Audio track – short (with sound logo)
	Audio track variant 2 – standard without ramp and with sound logo	Duration: 1.8 seconds
	Duration: 3 seconds	
	Logo with sound logo	Logo with sound logo
	Audio track variant 1 – standard with ramp and sound logo	Audio track – short (with sound logo)
	Audio track variant 2 – standard with ramp and sound logo	Duration: 1.8 seconds
	Duration: 3 seconds	

Sound logo
The sound logo is the short, incisive melody of the Volkswagen brand.

Examples of use and don'ts

The last film scene on which the logo appears should be unagitated, with a level of brightness that is as consistent as possible and without striking contrasts. The logo must be very clearly visible.



Other aspect ratios

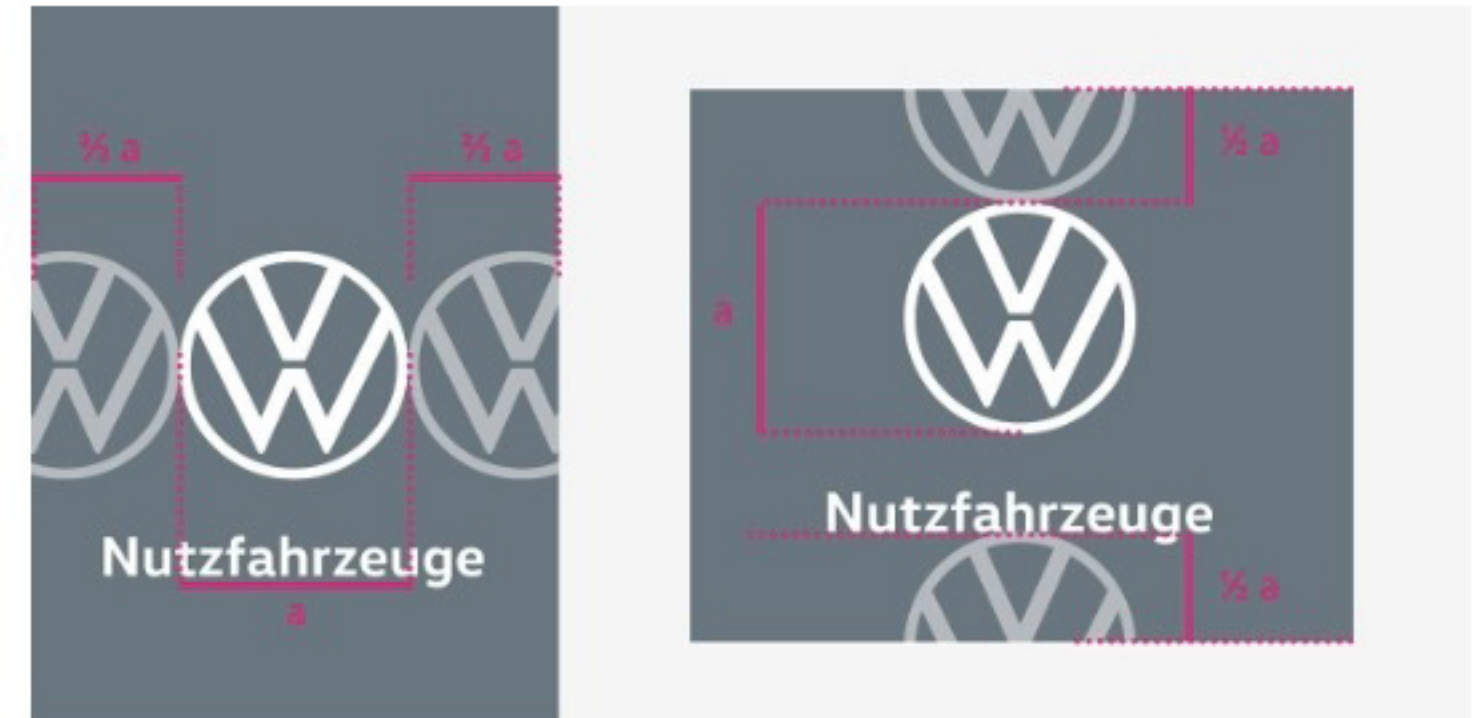
Overview

In the case of format requirements for which no version is available for download, the size of the logo must be adapted if necessary.



Landscape format:

The logo (including the lettering "Commerical Vehicles") is always positioned centrally in the format. The logo diameter is equal to half the shorter format side. This results in a spacing of half a symbol diameter to the longer format side.

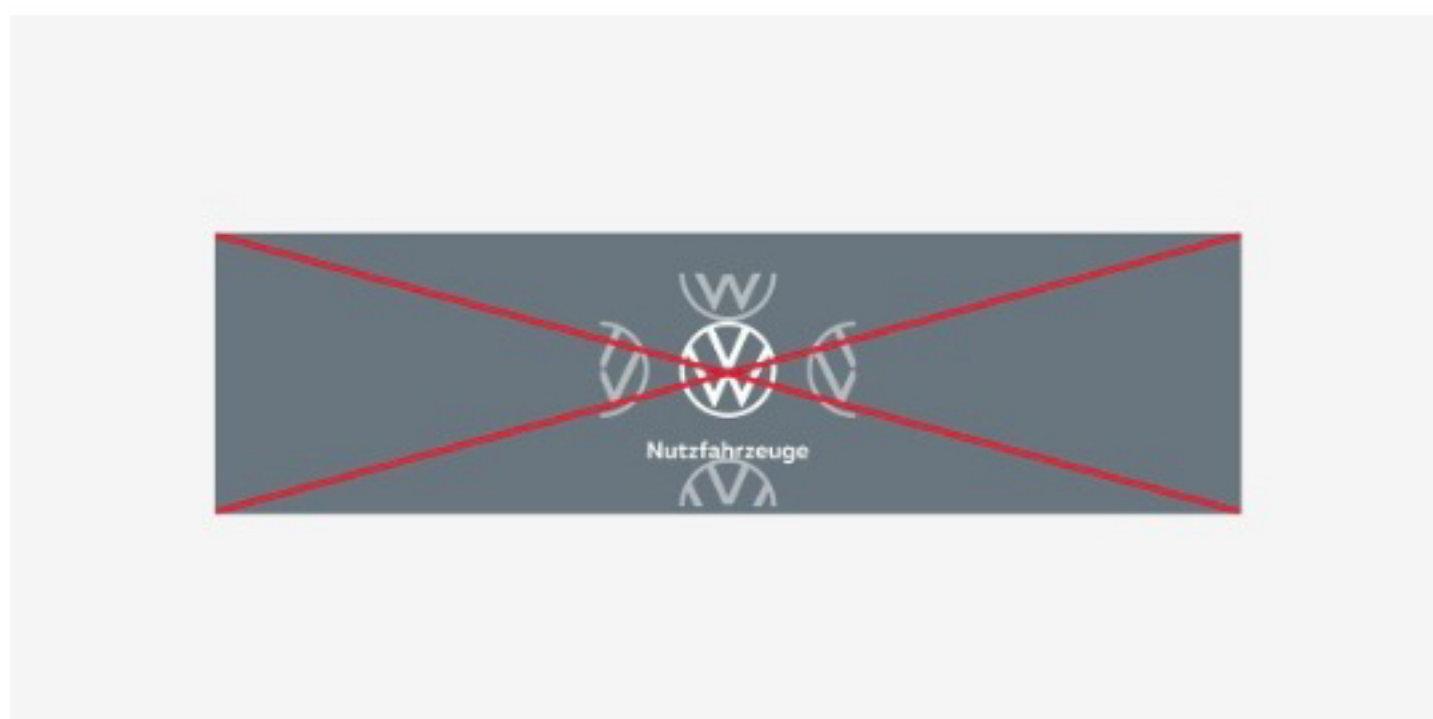


Portrait format:

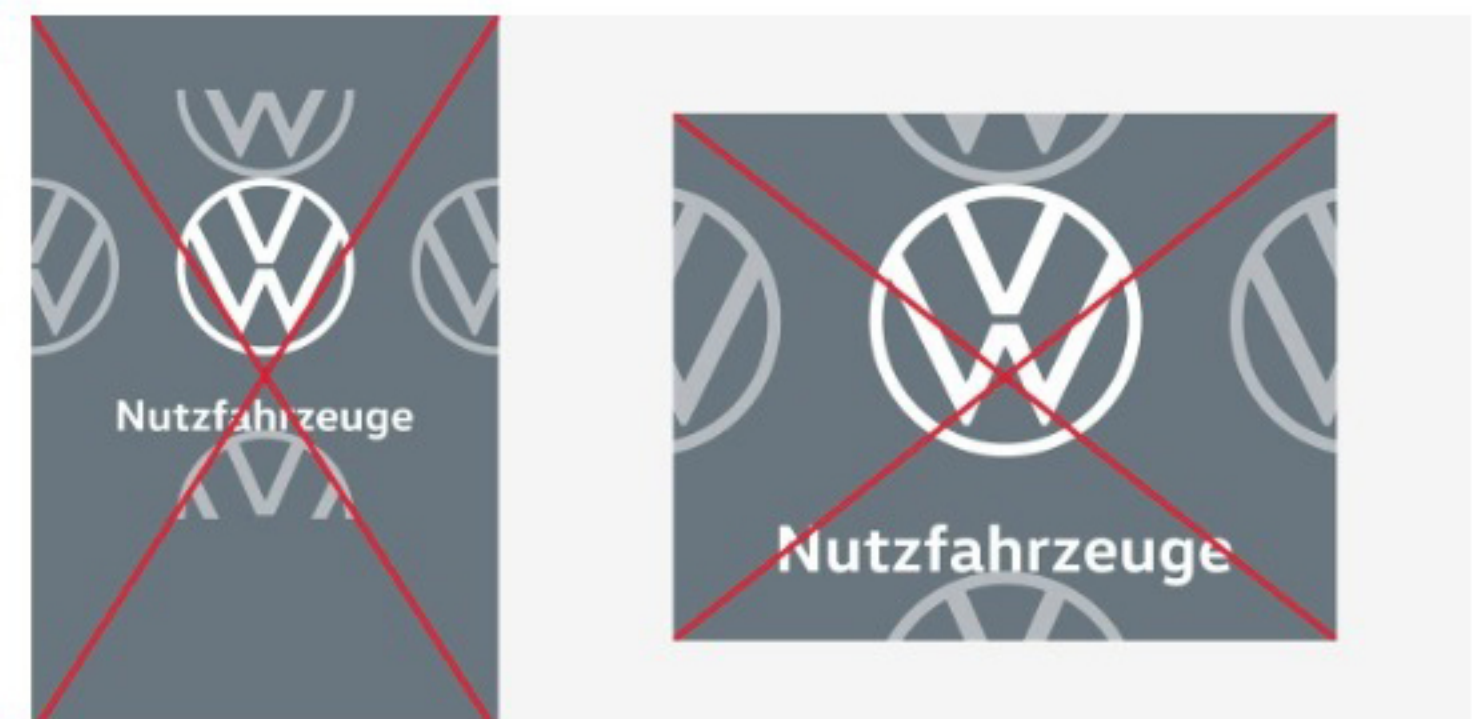
Due to the varying name character spacing of the country variants, a standard spacing of $\frac{2}{3}a$ is used in portrait format applications.

Don'ts

Freely selectable sizes, positioning outside the centre and alignment according to the longer margin spacing.



01 Don't freely scale the logo.



02 Don't place the logo asymmetrically in any direction.

03 Don't determine format size based on the longer format side.