

# Online Advertising

When designing web and mobile online advertisements, the focus is on striking visual language, the reduction of elements, and distinctive typography.

!

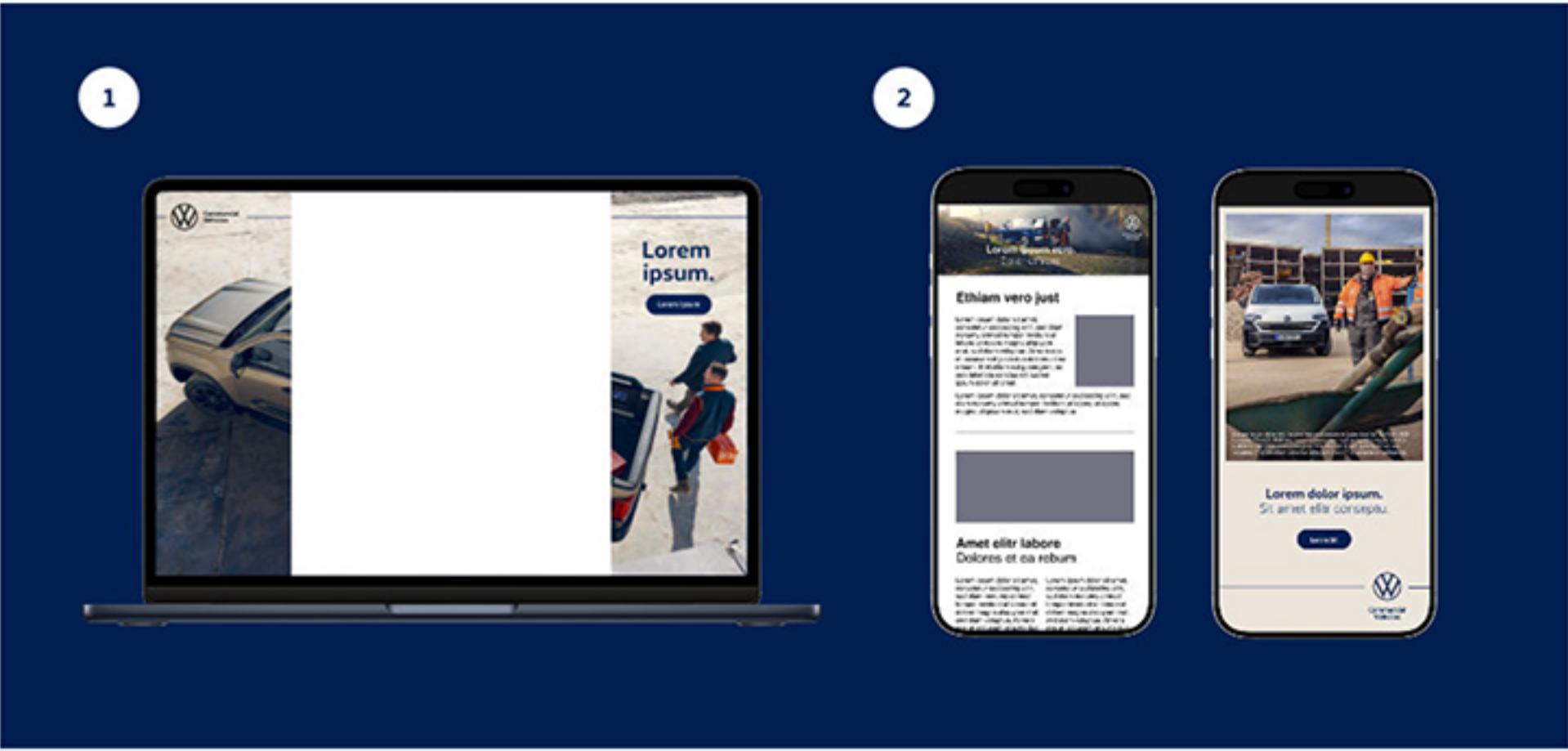
### New Brand Design: Key Updates for Online Advertising.

- Implementation of the new layout principle for online advertising.
- Animated online ads are preferred. For detailed information, please refer to the animation section.
- A layout with stage and frame cannot be implemented in every format; instead, full-bleed and full-screen images can be used.

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

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## Overview



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- Small and Special formats
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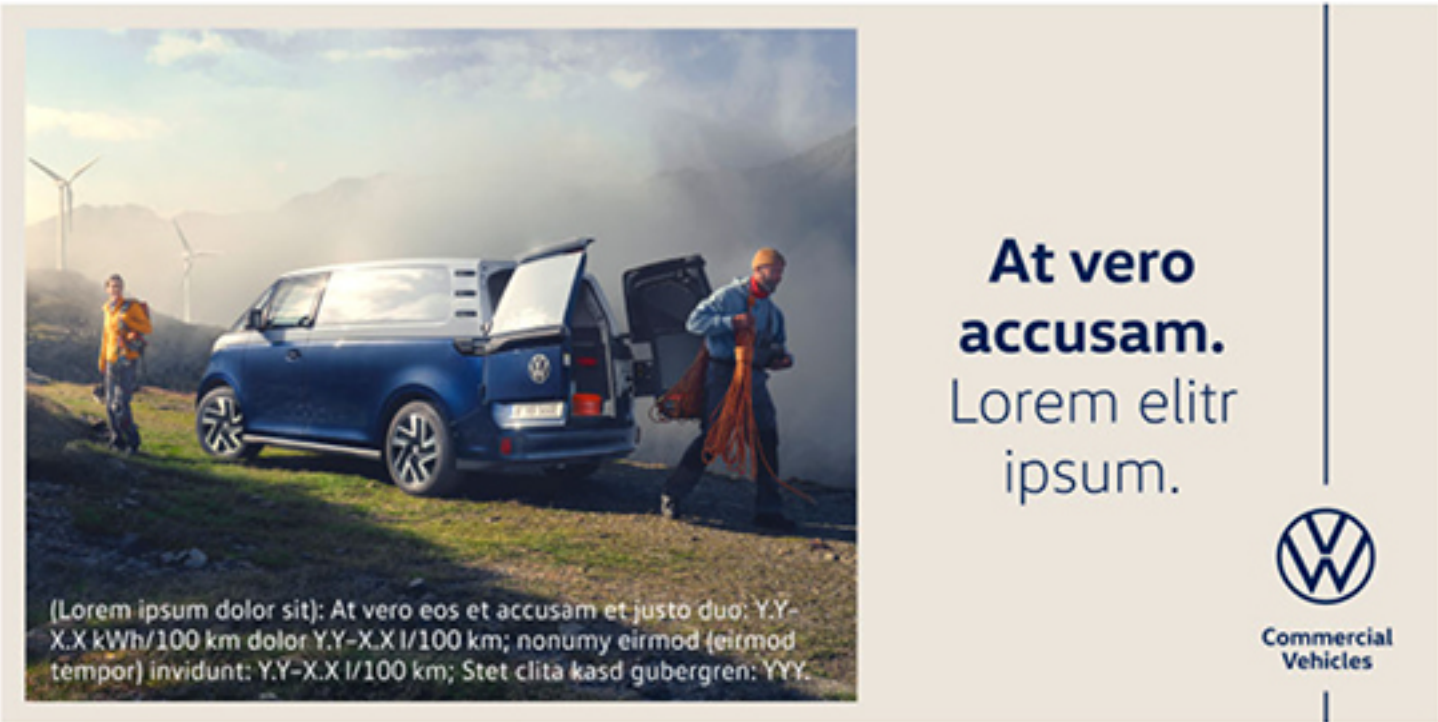
- Categorisation
- Constructions
- Application Examples

# Dynamic Displays

## Animated Online-Advertising

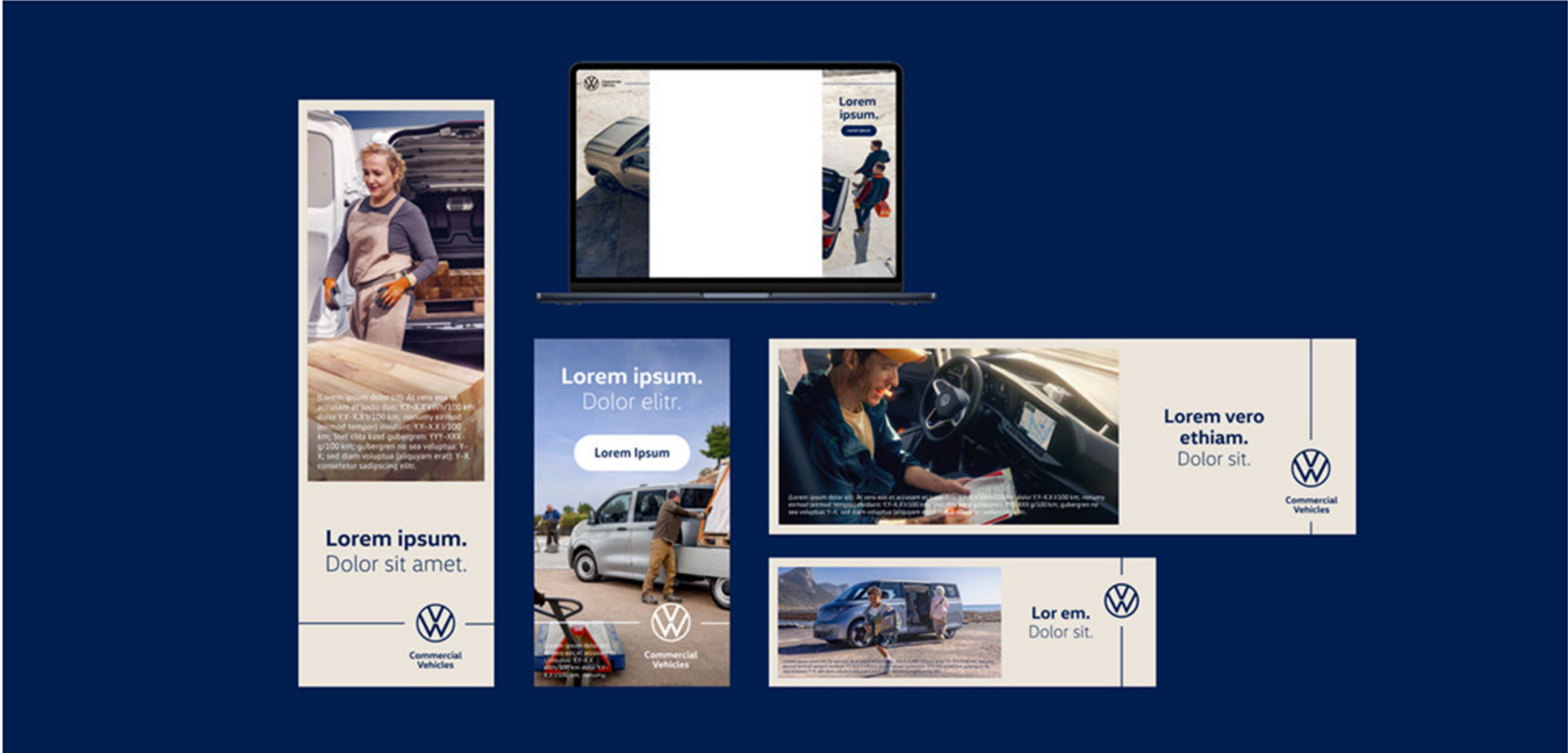
Animated sequences in online advertising give companies the opportunity to convey their message in an engaging way, evoke emotions, and leave a lasting impression of the brand in the audience's memory. Particularly in social media and on mobile devices, where short and dynamic content dominates, animated ads are a key success factor for effective digital brand advertising.

The [Animations](#) chapter provides a detailed insight into the structure of animated sequences in online advertising.





# Web Advertising



## Categorisation

To adapt the brand design for web advertising and ensure a consistent look, we categorise the web formats based on their size.

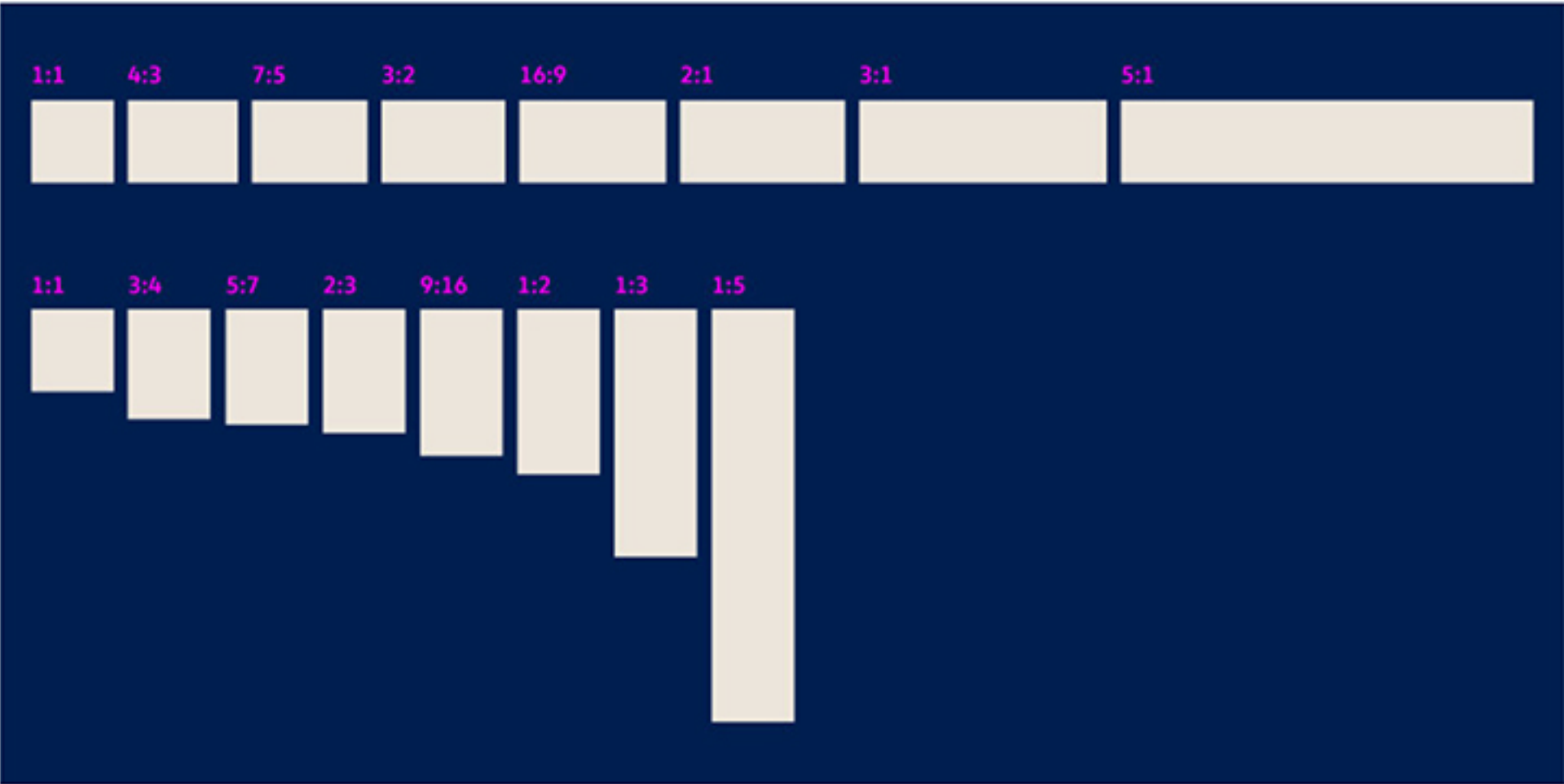


**Format Size**  
The format size is divided into S, M, and L categories and is based on the pixel count of the shorter format side.

**S-Advertisement**  
50 - 129 px

**M-Advertisement**  
130-559 px

**L-Advertisement**  
560 px and larger



In Web Advertising, there are different aspect ratios that determine whether it's a standard or custom format. The layout is adjusted accordingly.

## Logo Sizes

Short side version	1:1	4:3	7:5	3:2	16:9	2:1	3:1	5:1
<b>S-Displays</b>								
50 px – 79 px	24 px	24 px	24 px	24 px	24 px	24 px	24 px	24 px
80 px – 109 px	32 px	32 px	32 px	32 px	32 px	40 px	40 px	40 px
110 px – 129 px	40 px	40 px	40 px	40 px	40 px	48 px	48 px	48 px
<b>M-Displays</b>								
130 px – 179 px	32 px	32 px	32 px	32 px	32 px	32 px	32 px	48 px
180 px – 239 px	32 px	32 px	32 px	32 px	32 px	32 px	32 px	48 px
240 px – 359 px	48 px	48 px	48 px	48 px	48 px	48 px	48 px	64 px
360 px – 479 px	64 px	64 px	64 px	64 px	64 px	64 px	64 px	80 px
480 px – 559 px	80 px	80 px	80 px	80 px	80 px	80 px	80 px	112 px
<b>L-Displays</b>								
> 560 px	> 112 px	> 112 px	> 112 px	> 112 px	> 112 px	> 112 px	> 112 px	> 144 px

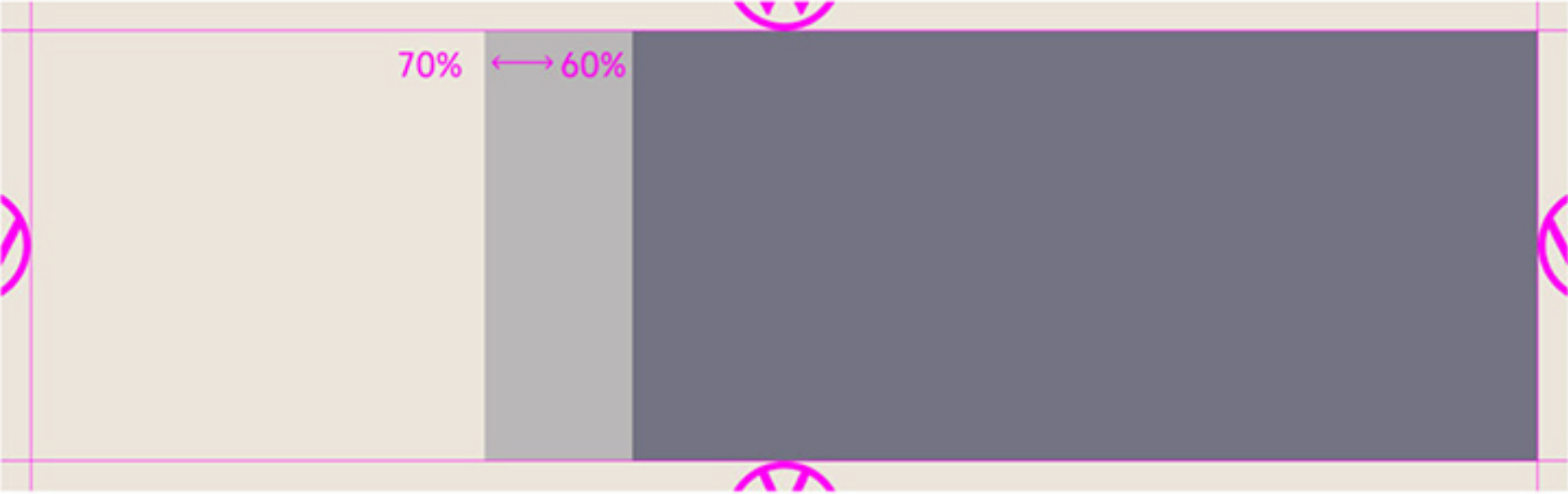
The logo sizes are defined for S, M, and L ads.

For S ads, the logos are used without the moving line by default, while for M and L ads, they are placed with the moving line by default.

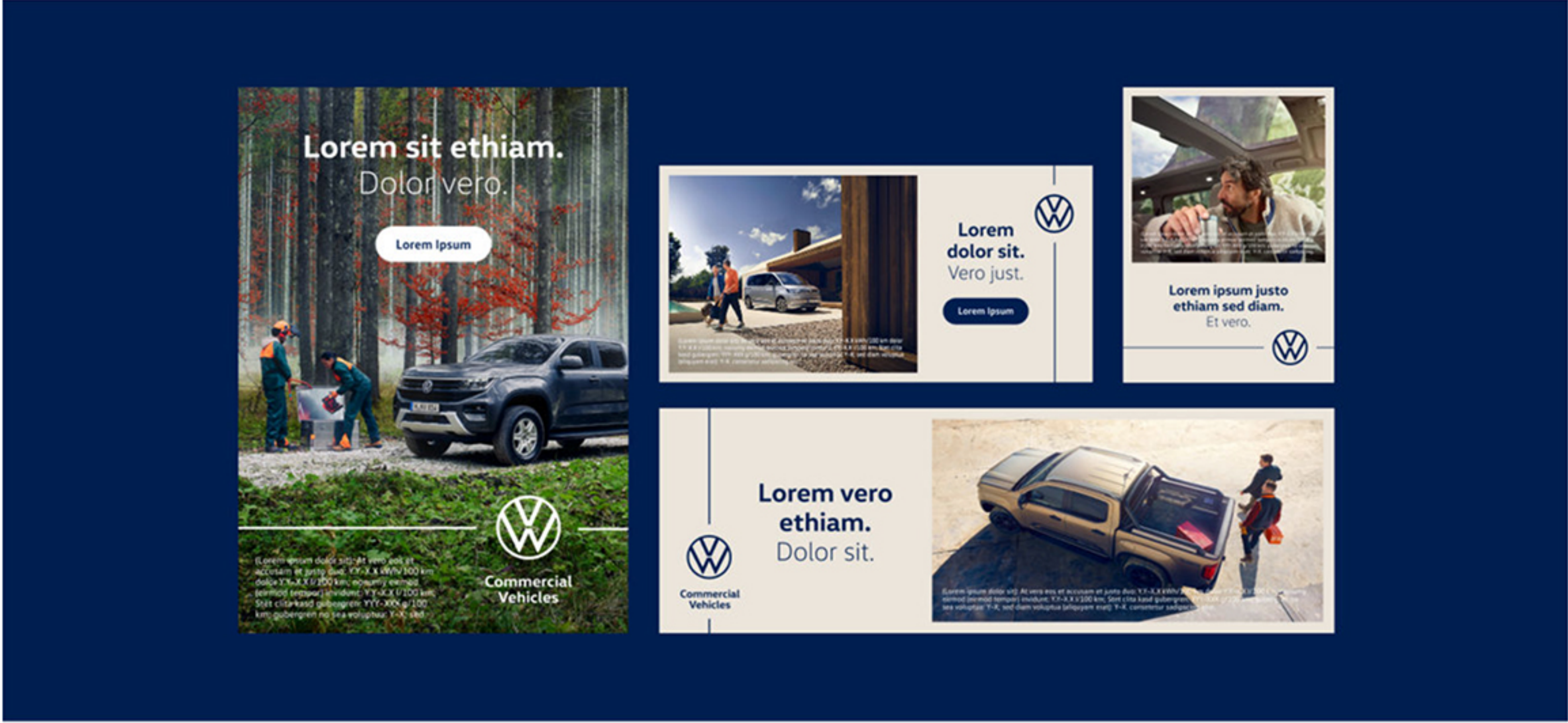
**General Note**  
In online advertising, the vertical Volkswagen Commercial Vehicles logo, in which the addition is placed below the logo, is generally used.

## Construction

For all digital applications, the width of the frame is a quarter of the logo diameter (a). The stage is adjusted proportionally, with the image portion being scaled between 60% and 70%.



## Application Examples





# Mobile Advertising



## Categorisation

The formats for mobile applications are divided into three sizes based on their aspect ratio. "g" is 320 pt for iOS devices and 320 dp for Android devices.

### pt and dp Size Units

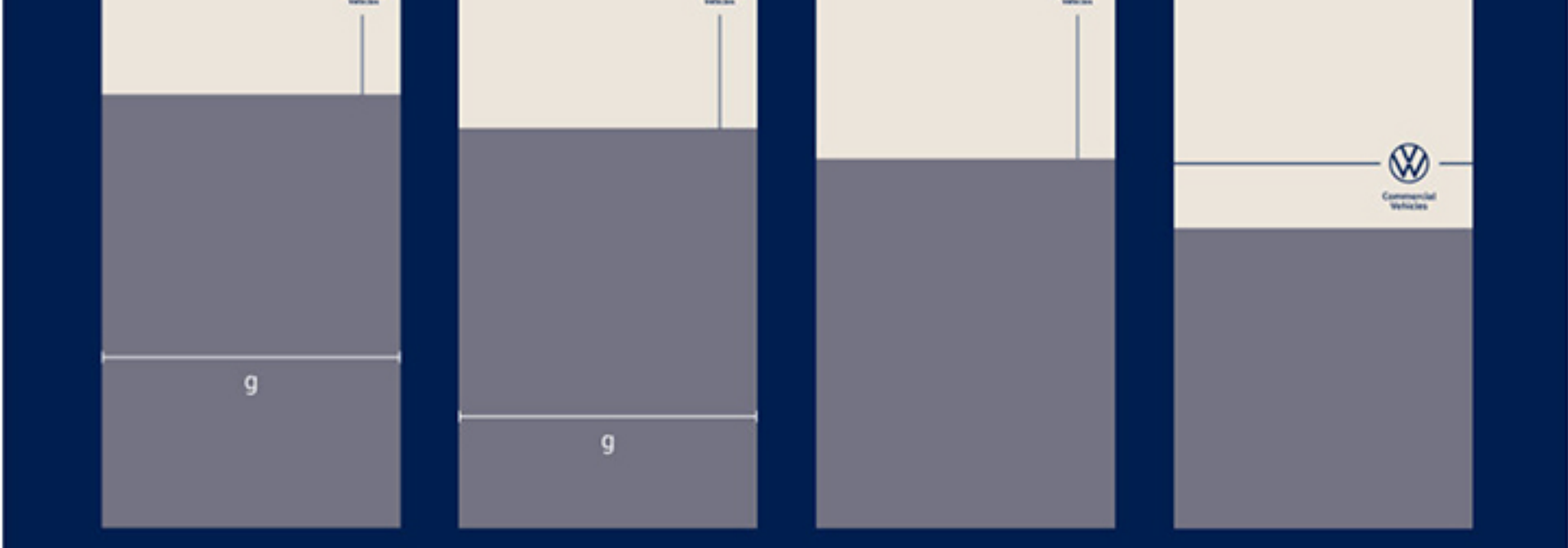
The defined logo size in pt (Point) and dp (Density-Independent Pixels) is the standard logo size for the smallest resolution on mobile devices. The flexibility allows for consistent adaptation to different devices and resolutions, preventing blurry or overly small logo applications.



### S-Size

The S-size refers to mobile advertising with an aspect ratio of 2:1 and above (e.g., 2:1, 3:1, 4:1, 6:1).

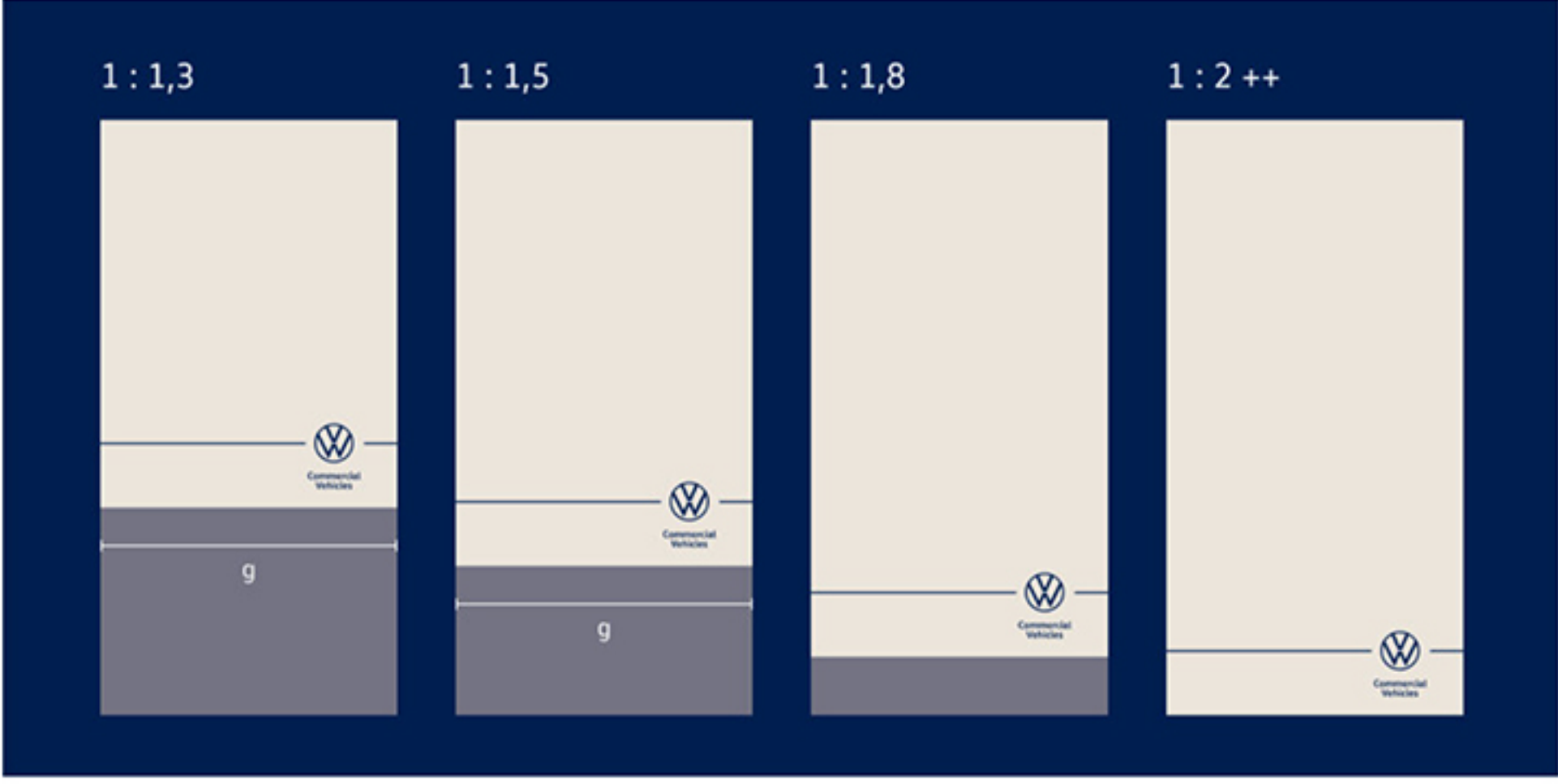
In this format size, a vertical moving line is used starting from a 3:1 aspect ratio. No frame is used, but an optional stage with edge-to-edge image is possible.



### M-Size

The M-size refers to mobile advertising with an aspect ratio of > 2:1 and ≤ 1:1 (e.g., 1.9:1, 1.8:1, 1.5:1, 1.3:1, 1:1).

In this format size, a vertical moving line is used in the 1.8:1 and 1.5:1 formats. In the 1.3:1 and 1:1 formats, the moving line can be positioned either horizontally or vertically. No frame or stage is used up to the 1:1 format.



### L-size

The moving line is reintroduced starting from the L-size.

In this format size, a horizontal moving line is used, along with a frame and a scalable stage.

## Construction for S-Displays

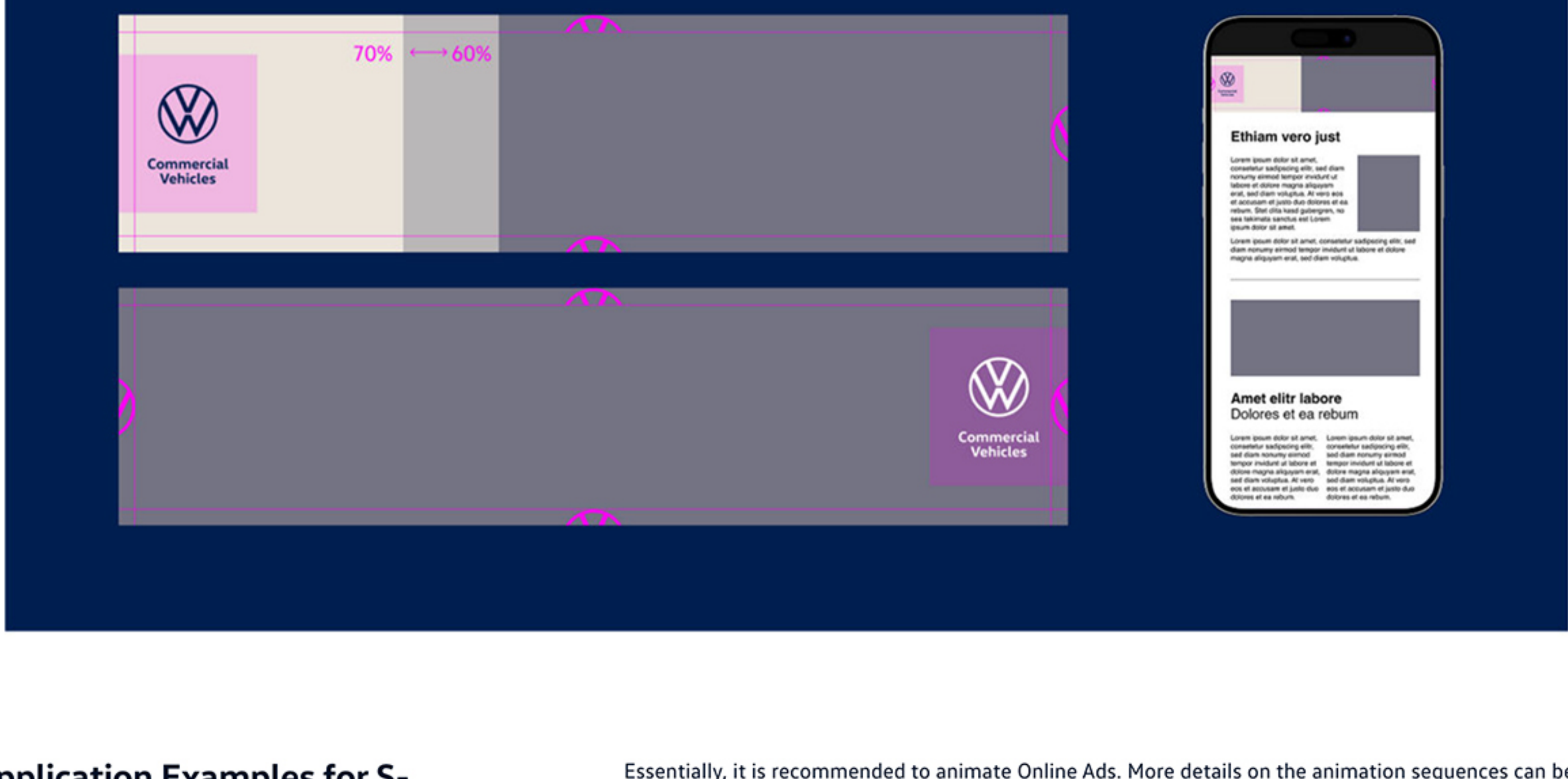
S-ads belong to small formats, where the shorter side of the format measures less than 240 px. The logo is aligned with the assigned size (see [table](#)) on the right or left edge of the format and vertically centred.

### 01 Small and special formats with stage

If the content of the online advertisement allows for a stage to be inserted, it is used without a frame. The image is then applied edge-to-edge, covering 60-70% of the image area.

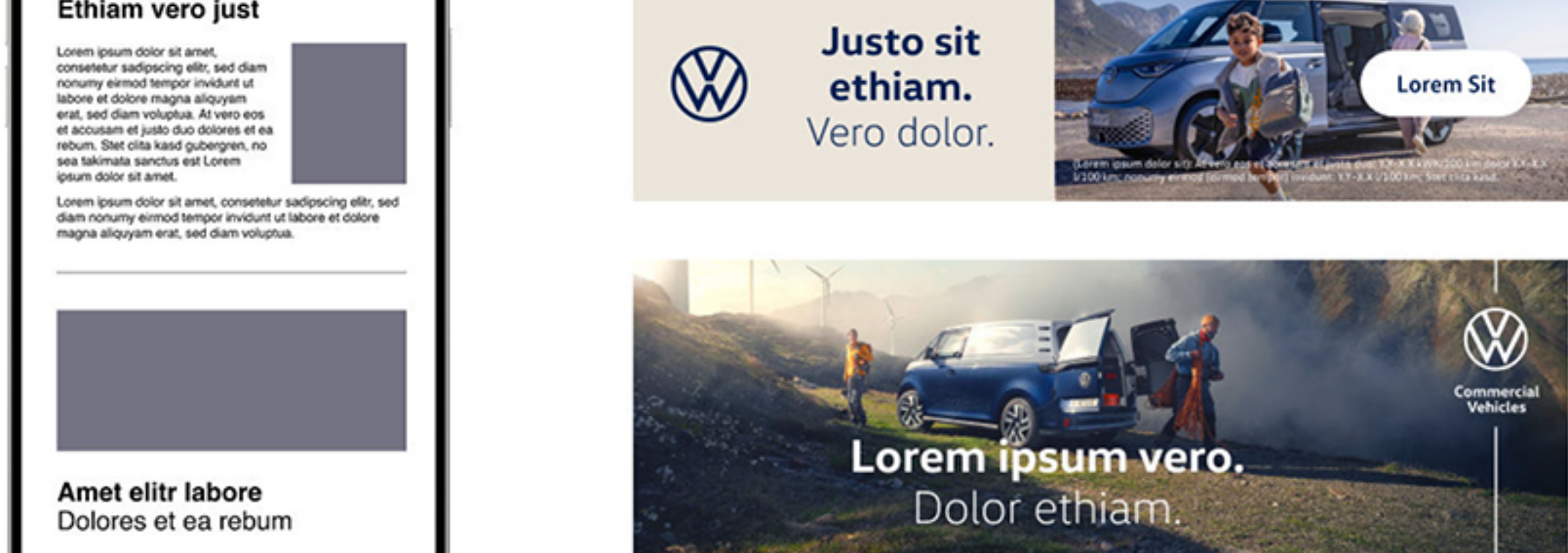
### 02 Small and special formats without stage

In very small formats, the use of a stage is often not possible. In these cases, the image is used to fill the entire format.



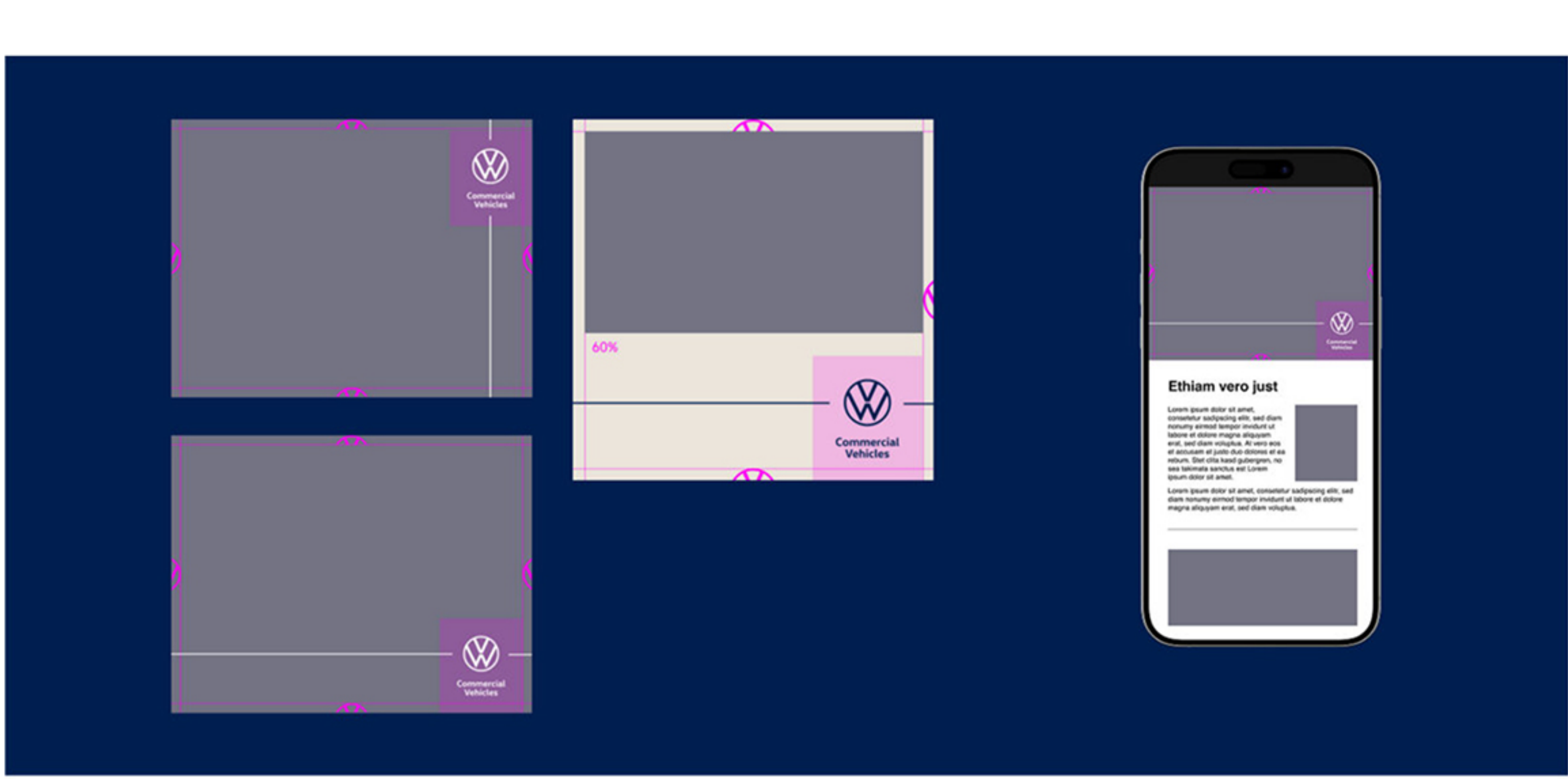
## Application Examples for S-Displays

Essentially, it is recommended to animate Online Ads. More details on the animation sequences can be found in this section: [Animations](#)



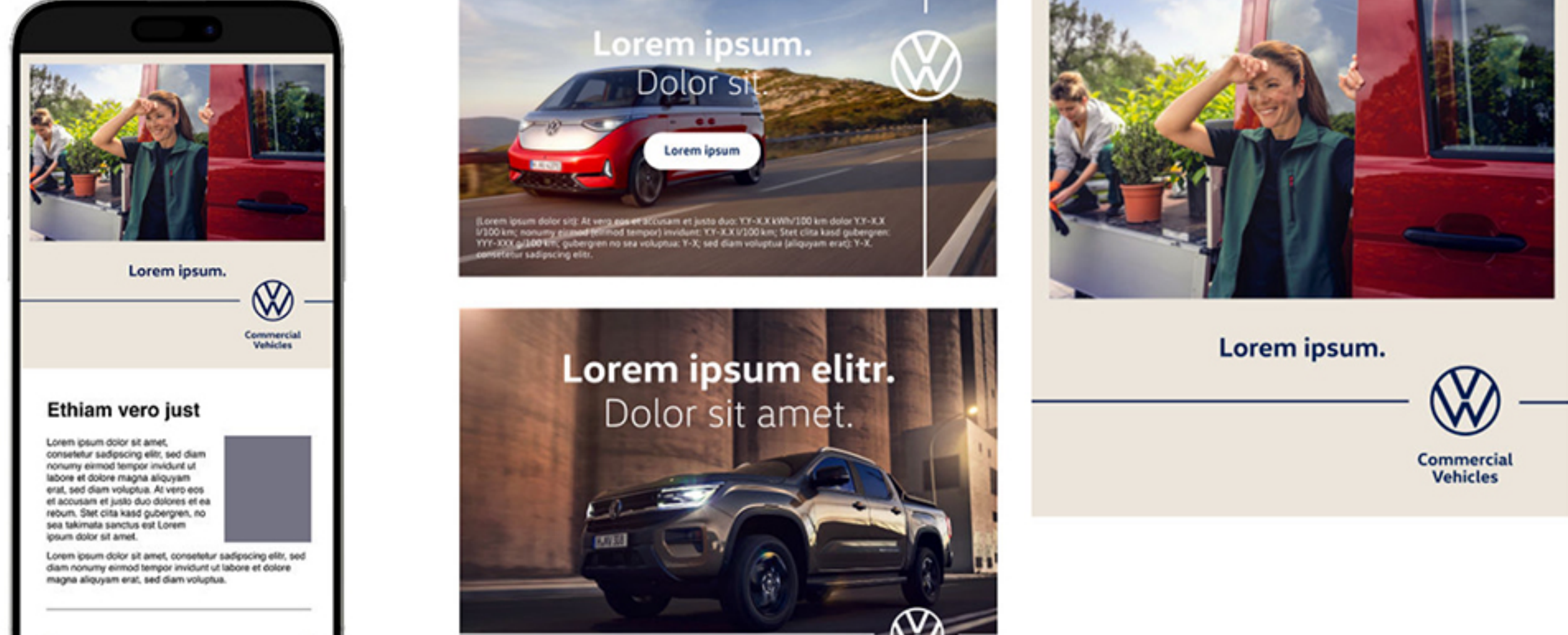
## Construction for M-Displays

M-ads are primarily designed without a stage and frame. A stage with a frame can be implemented starting from a ratio of 1:1.



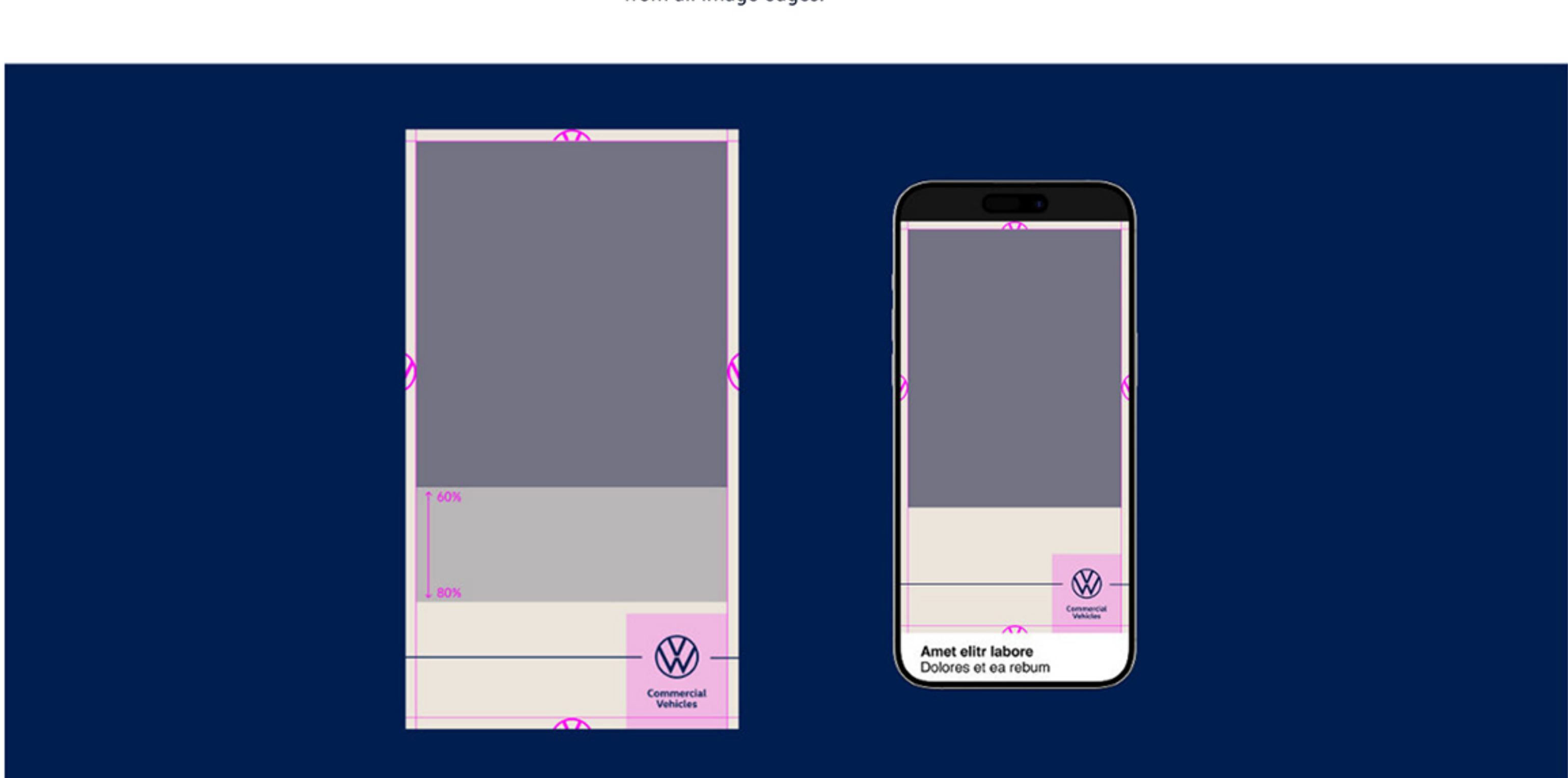
## Application Examples for M-Displays

Essentially, it is recommended to animate online ads. More details about the animation sequences can be found in this section: [Animations](#)



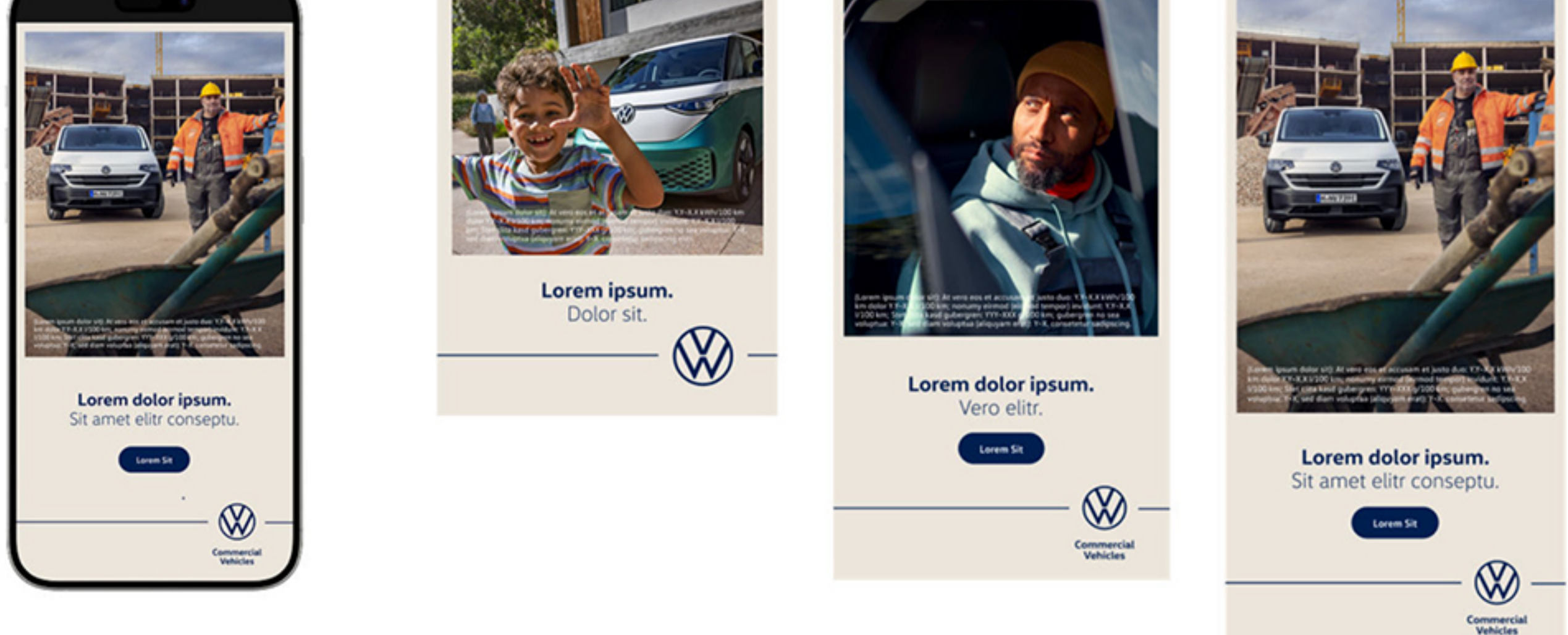
## Construction for L-Displays

L-ads are characterised by the use of a stage with a frame. The stage is defined by the desired size of the image, which can occupy 60%-80% of the format. The stage includes text elements such as the headline, subtitle, and call-to-action. If a legal text is required, it can be placed on the image with a 1/4 margin from all image edges.



## Application Examples for L-Displays

Essentially, it is recommended to animate online ads. More details on the animation sequences can be found in this section: [Animations](#)



## Design Elements | Application

This table shows how the design elements are used in the different types of mobile online advertising.

Sizes	S-Sizes 6:1, 4:1, 3:1, 2:1	M-Sizes 1.8:1, 1.5:1, 1.3:1, 1:1	L-Sizes 1:1.3, 1:1.5, 1:1.8, 1:2++
Image Crop	!	✓	✗
Logo	!	✓	!
Moving Line	✗	!	!
Headline	!	!	!
Subline	✓	✓	✓
Disclaimer	✓	✓	✓
Button	✗	✓ (Minimum Size 44 px)	✓ (Minimum Size 44 px)
Animation Sequence	✓ (platform-dependent)	✓ (platform-dependent)	✓ (platform-dependent)

Please only use the elements described here when designing advertising materials and adhere to the definitions provided in the guidelines for the basic elements.

## Logo Sizes

Realisation	Multiplication factor	S (6:1 - 2:1)	M (1.8:1 - 1.3:1)	1:1	L (1:1.3 - 1:2++)
320 px/40 (Standard width   PCW logo)	x 1	32 px	42 px	48 px	56 px
480 px	x 1.5	32 px	48 px	64 px	64 px
640 px	x 2	44 px	64 px	64 px	64 px
750 px	x 2	52 px	72 px	96 px	96 px
1080 px	x 3	72 px	96 px	128 px	128 px
1125 px	x 3	72 px	96 px	128 px	128 px
2160 px	x 4	144 px	168 px	224 px	224 px



# Animations

## Logo Animation

The logo should be displayed simply and clearly, depending on whether a moving line is present or not. Depending on the image colors, the logo can be used in white or VW Dark Blue.



**Without a Moving Line**  
**(Example of adverts in S-size)**  
The logo is displayed without any additional effects to emphasize the image and headline more strongly.



**With a Moving Line**  
**(Example for adverts in M-size)**  
The logo and the moving line are displayed simultaneously in the image.

## Animation Sequence in S-Size

A special animation sequence is used for advertising in S-size.



**Phase 01-02**  
  
The animation builds up gradually and fades in the layout elements one by one. The legal text is always shown<sup>1</sup>.

**01:** Image, logo without moving line, headline (+ optional subtitle)  
**02:** Call-to-Action

<sup>1</sup> **Important:** The placement of the legal text must be reviewed with the legal department in relation to the regulations of the local markets.

## Animation Sequences in M-Size

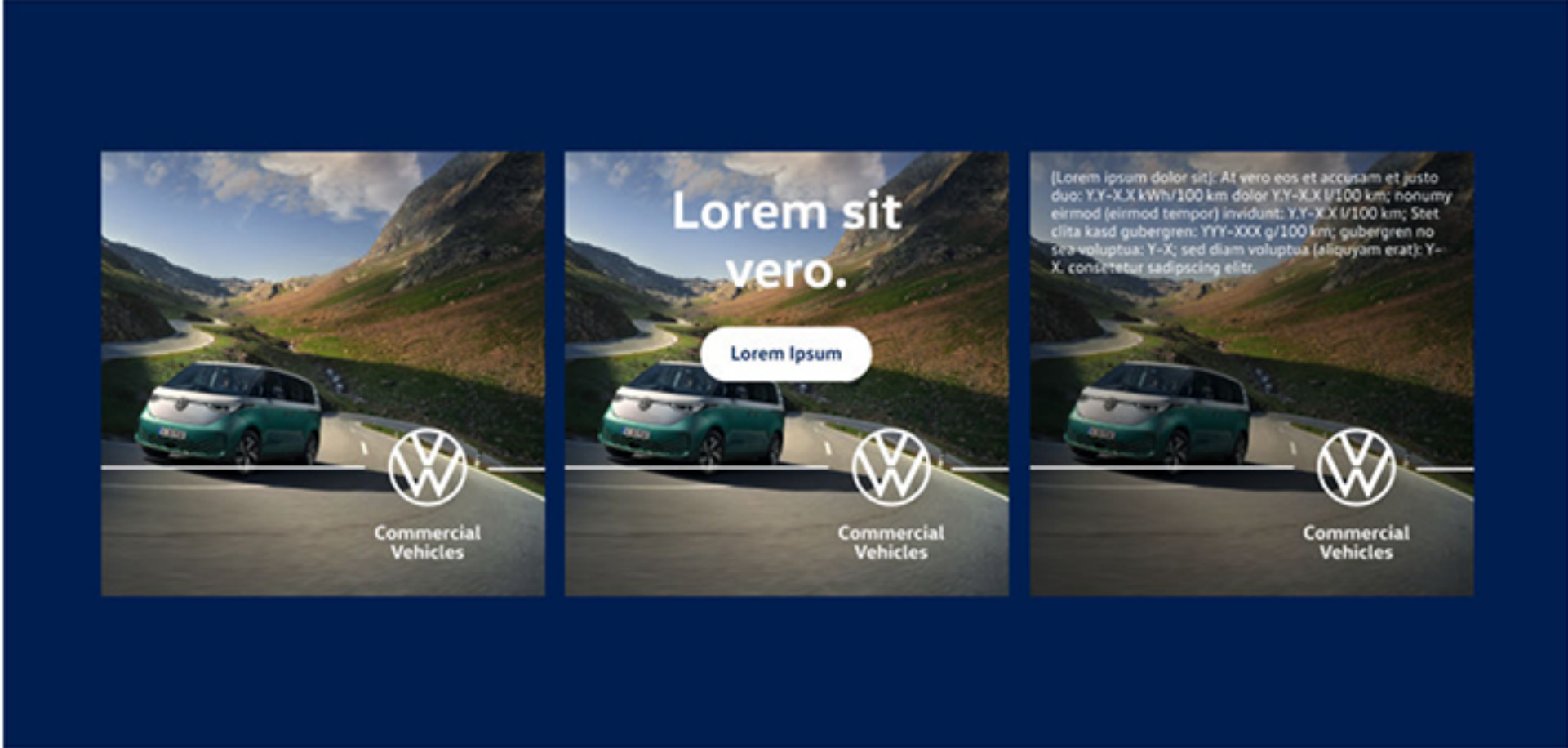
Adverts in M and L sizes have a larger content area. Therefore, a more integrated animation sequence with a moving line is used for these ads.



**Phase 01 – 02**  
  
The animation builds up gradually and fades in the layout elements one by one. The legal text is always shown<sup>1</sup>.

**01:** Image, Logo and moving line, Legal text  
**02:** Headline (+ optional subtitle), Call-to-Action

<sup>1</sup> **Important:** The placement of the legal text must be reviewed with the legal department in relation to the regulations of the local markets.

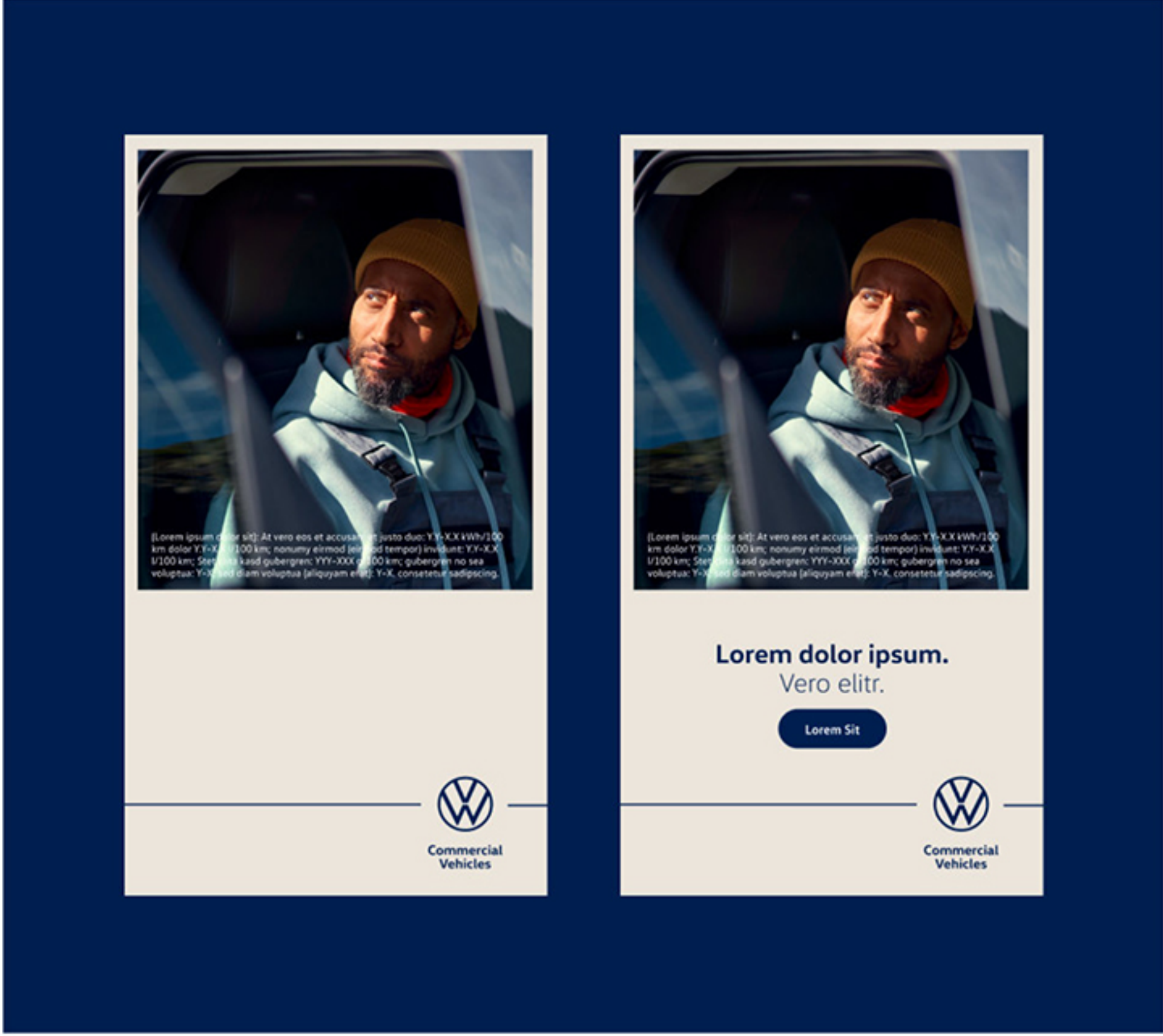


**Phase 01-03**  
  
**01:** Image, logo and moving line  
**02:** Headline (+ opt. subtitle), Call-to-Action  
**03:** Legal text<sup>1</sup>

<sup>1</sup> **Important:** The placement of the legal text must be reviewed with the legal department in relation to the regulations of the local markets.

## Animated Sequence in L-Size

In animations of size L, the layout principle with stage and frame can be applied. The image portion can occupy 60%-80% of the format.



**Phase 01 – 02**  
  
The animation builds up gradually and fades in the layout elements one by one. The legal text is always shown<sup>1</sup>.

**01:** Image, Logo and moving line, Legal text  
**02:** Headline (+ optional subtitle), Call-to-Action

<sup>1</sup> **Important:** The placement of the legal text must be reviewed with the legal department in relation to the regulations of the local markets.

## Animated Slideshow Ads

If the image is animated within the frame (e.g., by sequentially displaying several images with the appropriate disclaimer), each online banner should only tell one story – ideally with motifs from a photoshoot.



A slideshow with 2–3 images, each visible for one second and without transition effects, is recommended.

This ensures the story remains clear and understandable for viewers, and the online banner appears calm rather than hectic.

Animation of the call-to-action should be avoided.



Online Advertising for Dealers

Construction

All design rules also apply to retailer advertising. Additionally, retailers can place their business information in designated positions within the layout to create their own online advertisements.



01 Dealer Advertising without Image  
In formats with a New Horizon background, the retailer information is placed below the moving line. The distance to the line is 1/4 of the logo size.



02 Dealer Advertising with Image  
In formats with an image background, the retailer information is placed below the moving line. The distance to the line is 1/4 of the logo size. The legal text is also placed above the moving line with a 1/4 logo distance.



03 Dealer Advertising with Vertical Moving Line  
In formats with a vertical moving line, the retailer information is placed above the legal text with a 1/4 logo size distance.

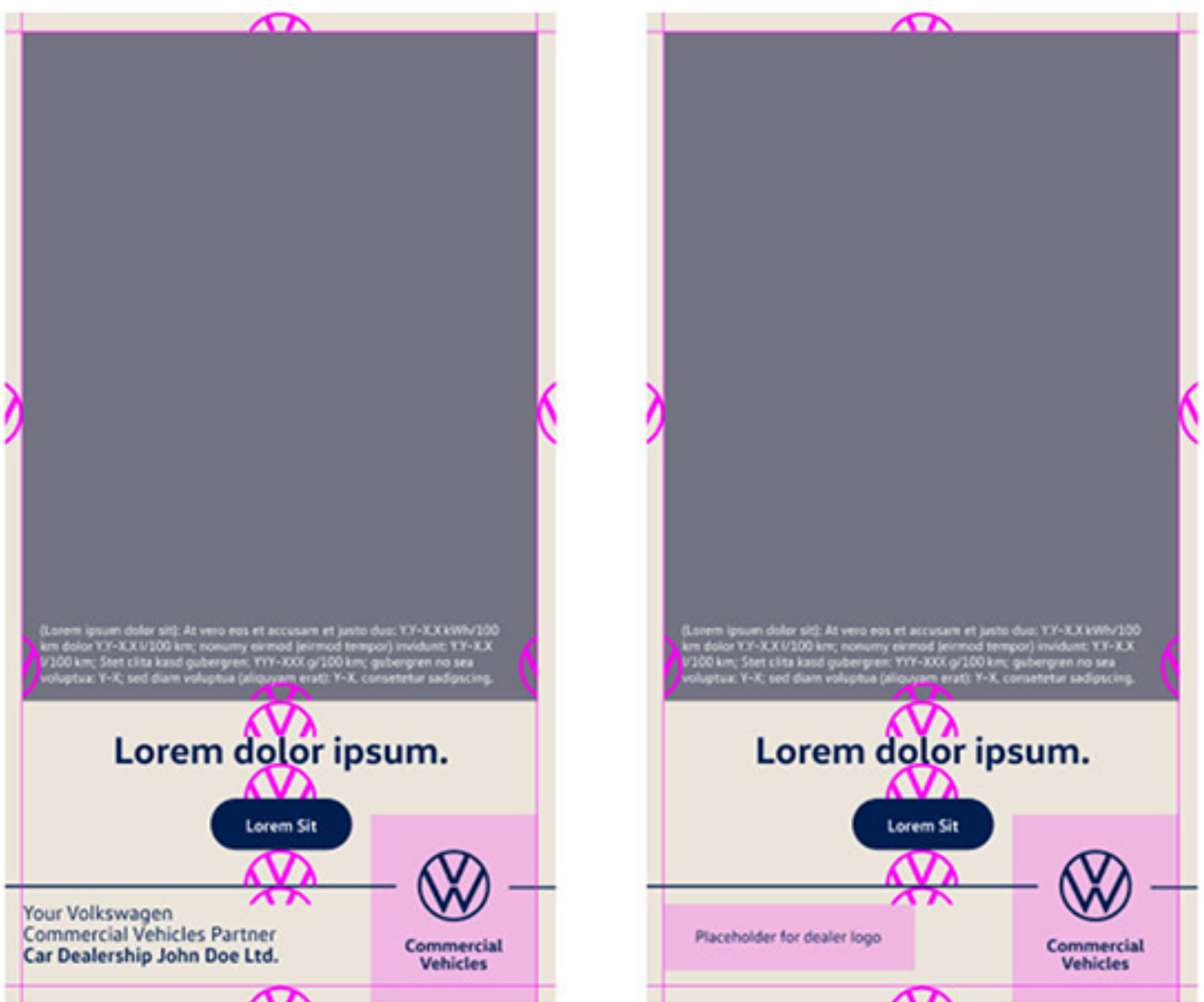


04 Dealer Advertising with Image and Dealer Logo  
In formats with an image background, the retailer logo is placed below the moving line, with a 1/4 logo size distance. The legal text is also placed above the moving line with a 1/4 logo size distance.

**Note**  
In other formats, a retailer logo can also be placed in the position of the designated retailer information.

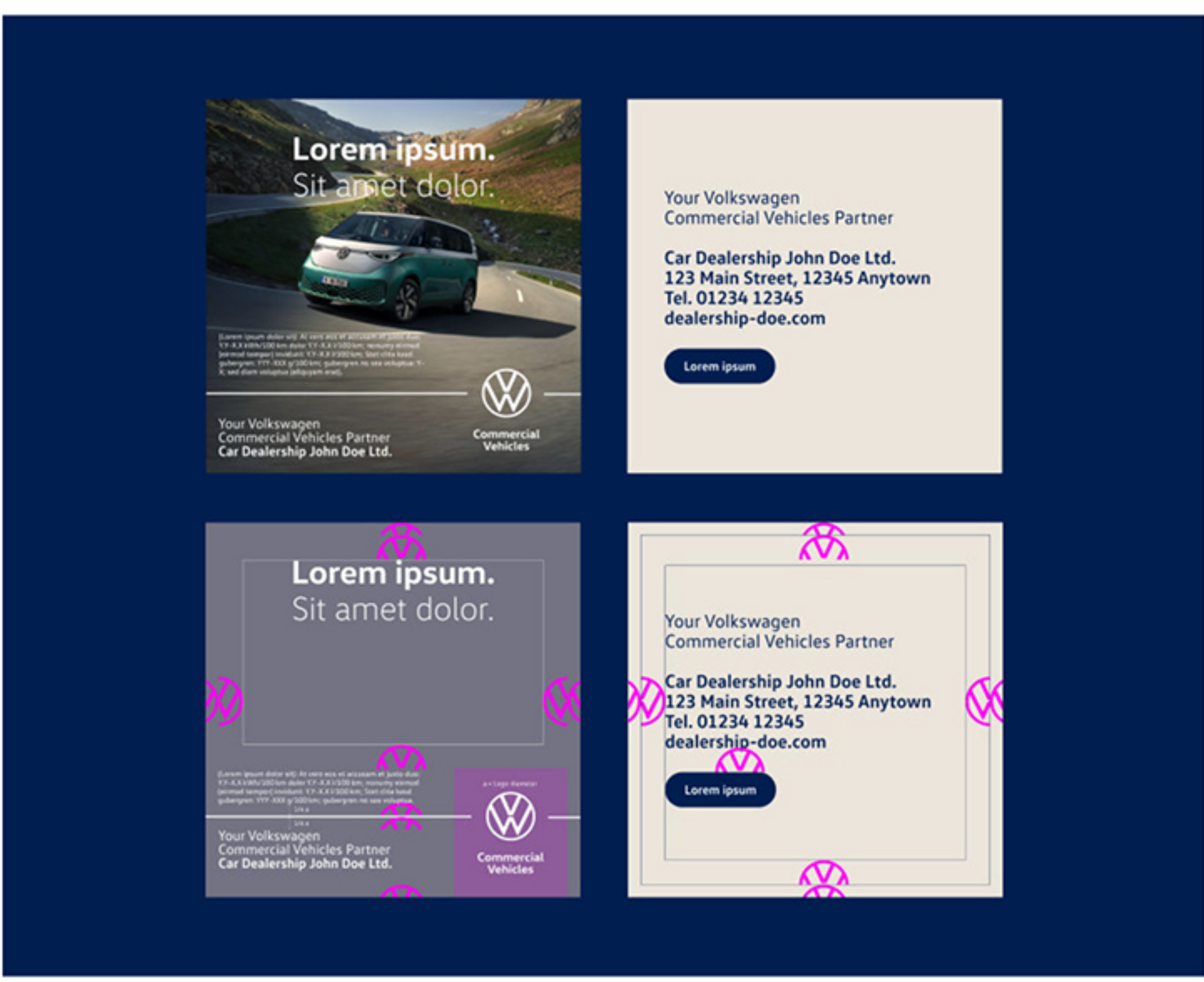
Use of the Stage

Dealer Information/Logo on Stage



Animation Sequence with Dealer Information

In animation sequences, the dealer information is displayed in a small version from the first frame with the Volkswagen logo and is visible throughout. Lastly, the dealer information can be displayed in large format on a full colour background.

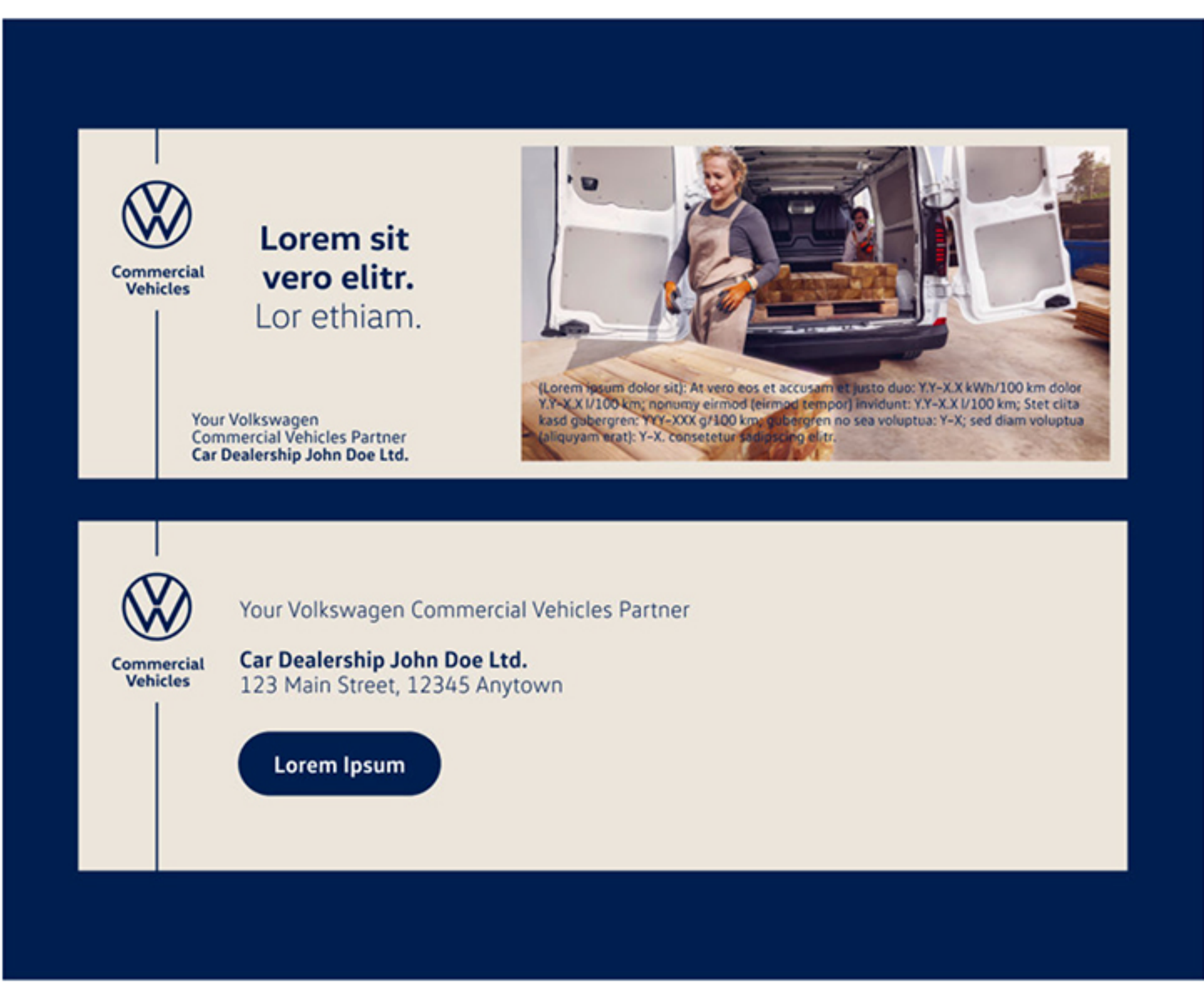


S/M-Size

Phase 01-02

- 01: Image, Logo and Moving Line, Headline, Subline, Legal text and Dealer Information
- 02: Dealer information large (font size like HL/SL) and Call-to-Action

**Important:** The placement of the legal text must be reviewed with the legal department in relation to the regulations of the local markets.



L-Size

Phase 01-02

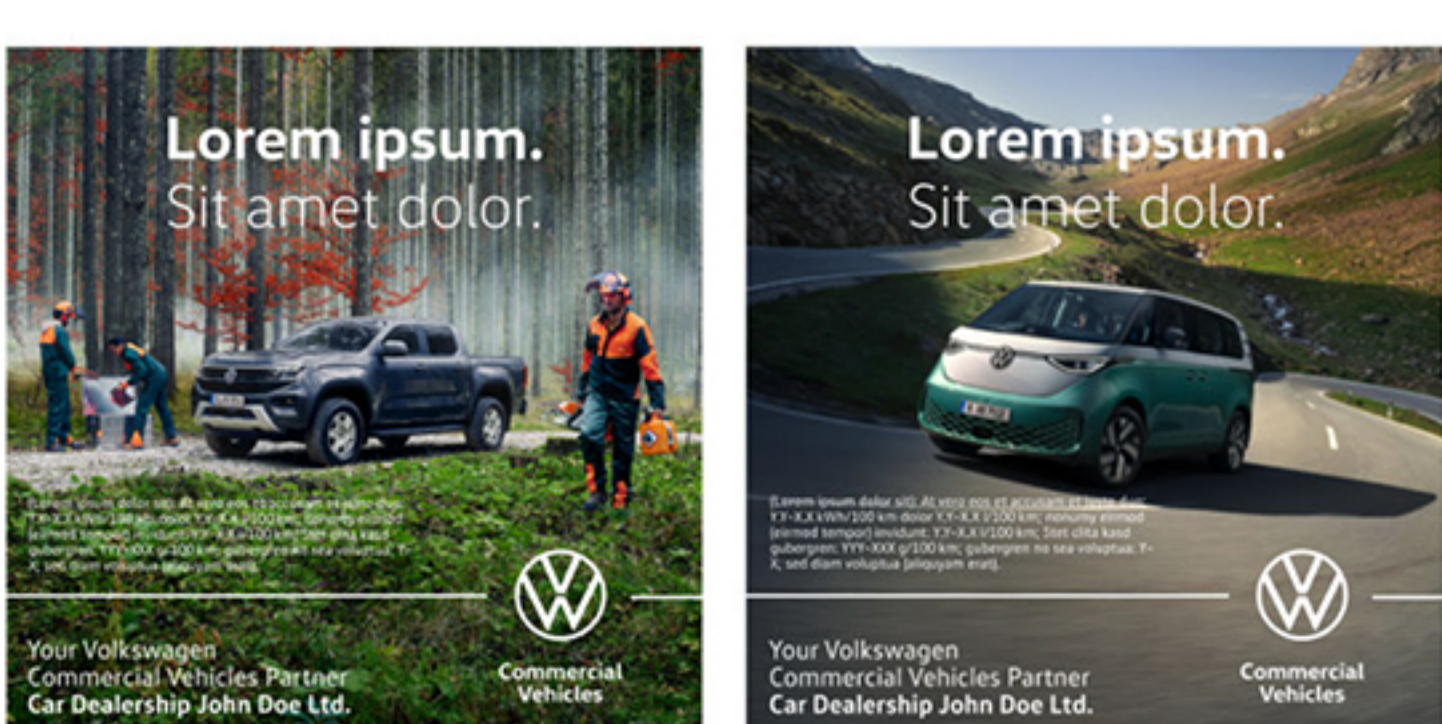
- 01: Image, Logo and Moving Line, Headline, Subline, Legal text and Dealer Information
- 02: Dealer information large (font size like HL/SL) and Call-to-Action

**Important:** The placement of the legal text must be reviewed with the legal department in relation to the regulations of the local markets.



Colour Unity

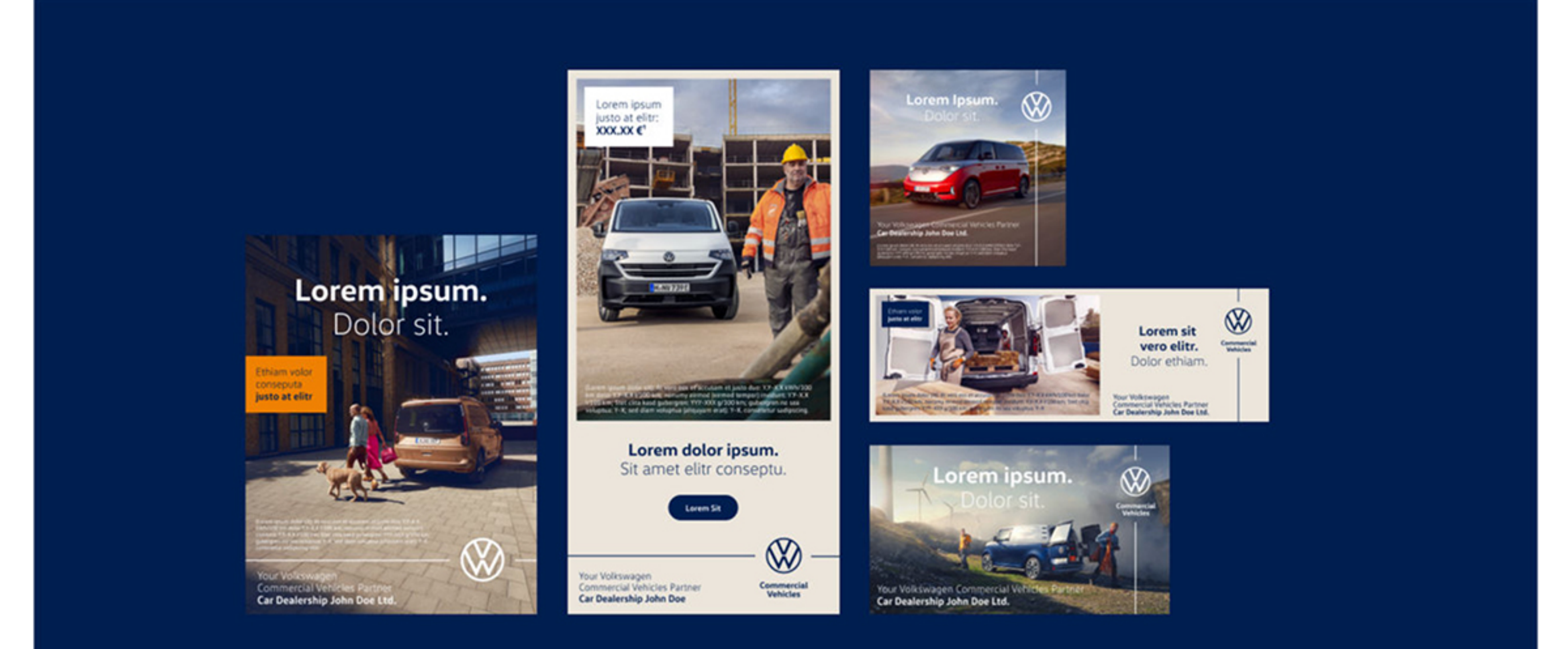
All design rules also apply to retailer advertising. Additionally, retailers can place their business information in designated positions (as shown above) within the layout to create their own online advertisements.



The dealer logos are placed in VW Dark Blue on a background in the color New Horizon or a light image. This creates a color harmony with the Volkswagen logo, the Moving Line, headline, and subline.

On dark images, all elements appear in white.

Application Examples of Online-Advertising for Dealers





# Design Elements

## Imagery

All ads include a background image, which, depending on the format, either extends to the edge or is combined with the stage. We prefer images that feature both cars and people. However, if the shot is particularly striking, it is also acceptable to show only the car (without people).

The use of isolated images is also possible. More details in the Guideline:  
[Imagery](#)



## Isolated Images

If campaign photos are not available, product cutouts are an option. The background must be a solid colour – either in one of the primary or secondary colours, or in a shade matching the colour of the vehicle presented. Please consider the standard shadow effect.



## Select and Crop Images for Different Formats

For representing a dynamic world, we need suitable images that can be adapted and cropped for each format. In formats with extreme aspect ratios, the use of semi-still images or mini-sequences is recommended to ensure that the vehicle and its relevant details stand out.



- 01 Storyline (favoured)**  
Use a different image for each format, which are similar in mood and create a storyline.
- 02 Relevant Perspectives**  
One image for all formats.  
The focus must be on the relevant vehicle elements. Make sure that these elements remain visible in every customised version. Vehicle parts and even the logo on the car can be cropped as long as the main focus is not restricted. This is particularly important for responsive applications.
- 03 Multipicture**  
Special formats allow the use of multipicture due to their extreme aspect ratios. For the first option of image selection, it is possible to use two different images from the same shoot or two images that are very similar in mood.



**Further application examples for special formats**  
In combined ads, image sections should be selected so that relevant vehicle elements and people are also visible. In physically separate formats, an image can either be split or one side can be used as a stage.



Typography

Basics

The headline is set simultaneously to the layout principle in VW Head Bold and the subline in VW Head Light, both centered. Other text elements such as call-to-action and legal text are set in VW Text. Generally, text elements are centered within the text frame. If this is not possible due to the image motif, “Alternative Text Positions” may be used.

Note

In small formats, which only have space for a headline, this is always set in VW Head Bold. Changing the font style in a sentence and the exclusive use of a subline is not permitted.



Model Designation

The model name in online advertising can be set as a headline in bold or as a subline in light.

Size and Line Spacing

For the respective font sizes in the S, M and L formats, you can choose from the size spectra listed below at your own discretion. Within these spectrums, the font sizes are defined in steps of 4 (24 px, 28 px, 32 px ...). The line spacing is always 110% of the font size.

Exceptions

In certain formats, the font size of the headline may exceed the logo diameter in order to increase visibility and impact. However, all spacing of the defined type area must still be maintained.



Special case – Full-bleed image with vertical Moving Line (Size M)

In slightly more elongated formats, a vertical Moving Line is usually used in combination with a full-bleed image as background. It is important to note that the text frame is positioned with a distance of 1/2 logo to both the outer edge of the format and the Moving Line.

A distance of 1/2 logo plus 1/4 logo (text margin) is maintained from the top edge of the format. If legal text is included in the layout, it is aligned directly to the lower overall type margin and keeps a distance of 1/2 logo to the text frame.



Alternative Text Positions

In formats with a full-bleed image as background, text elements can't always be centered, as this may cover important parts of the image. In such cases, text elements can be aligned to the top or bottom edge of the text box.

It is recommended to position the text on the opposite side of the logo to ensure a balanced layout.

Font Sizes for Online Adverts

In digital formats, the font size is defined both by the area of application (web or mobile) and the respective format. This means that each S, M and L format is assigned a font size range from which a suitable font size can be selected for the respective content set.

In these size spectra, the sizes always move in steps of 4, starting at 16 px. The line spacing for headline, subline and disclaimer is always 110%.

In digital formats, we dispense with copy and instead always rely on a clear call-to-action to promote activation.



Web Advertising

S-Display

Format: 50 - 129 px

Font size: 16 - 48 px

M-Display

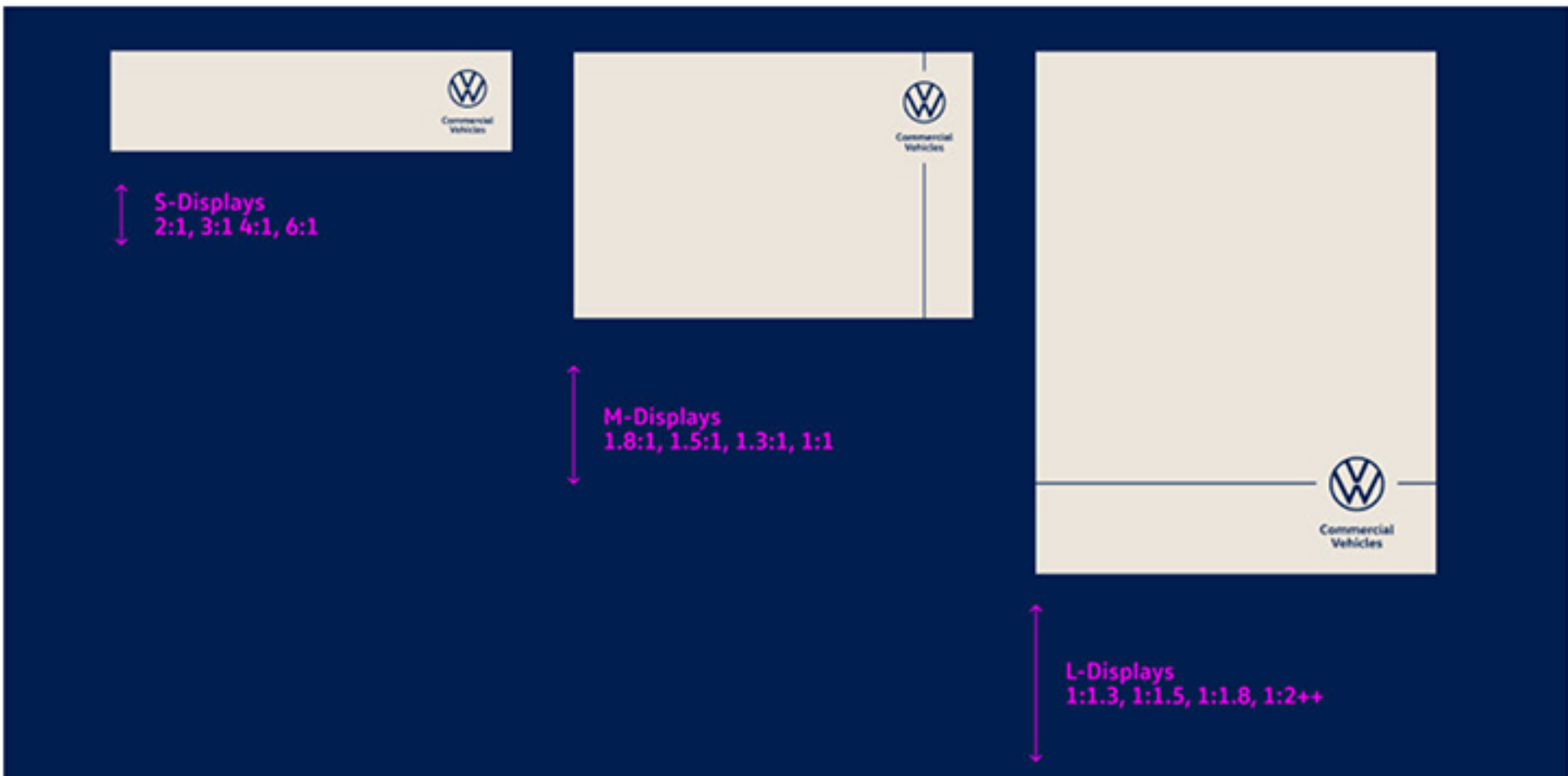
Format: 130-559 px

Font size: 16 - 200 px

L-Display

Format: 560 px and larger

Font size: 64 - 200 px



Mobile Advertising

S-Display

Format: 2:1, 3:1 4:1, 6:1

Font size: 16 - 200 px

M-Display

Format: 1.8:1, 1.5:1, 1.3:1, 1:1

Font size: 16 - 240 px

L-Display

Format: 1:1.3, 1:1.5, 1:1.8, 1:2

Font size: 48 - 320 px

In this example, the font sizes are listed for an M format with a height of 240 px (web advertising).



Max. Headline VW Head Bold 48 px  
Max. Subline VW Head Light 48 px

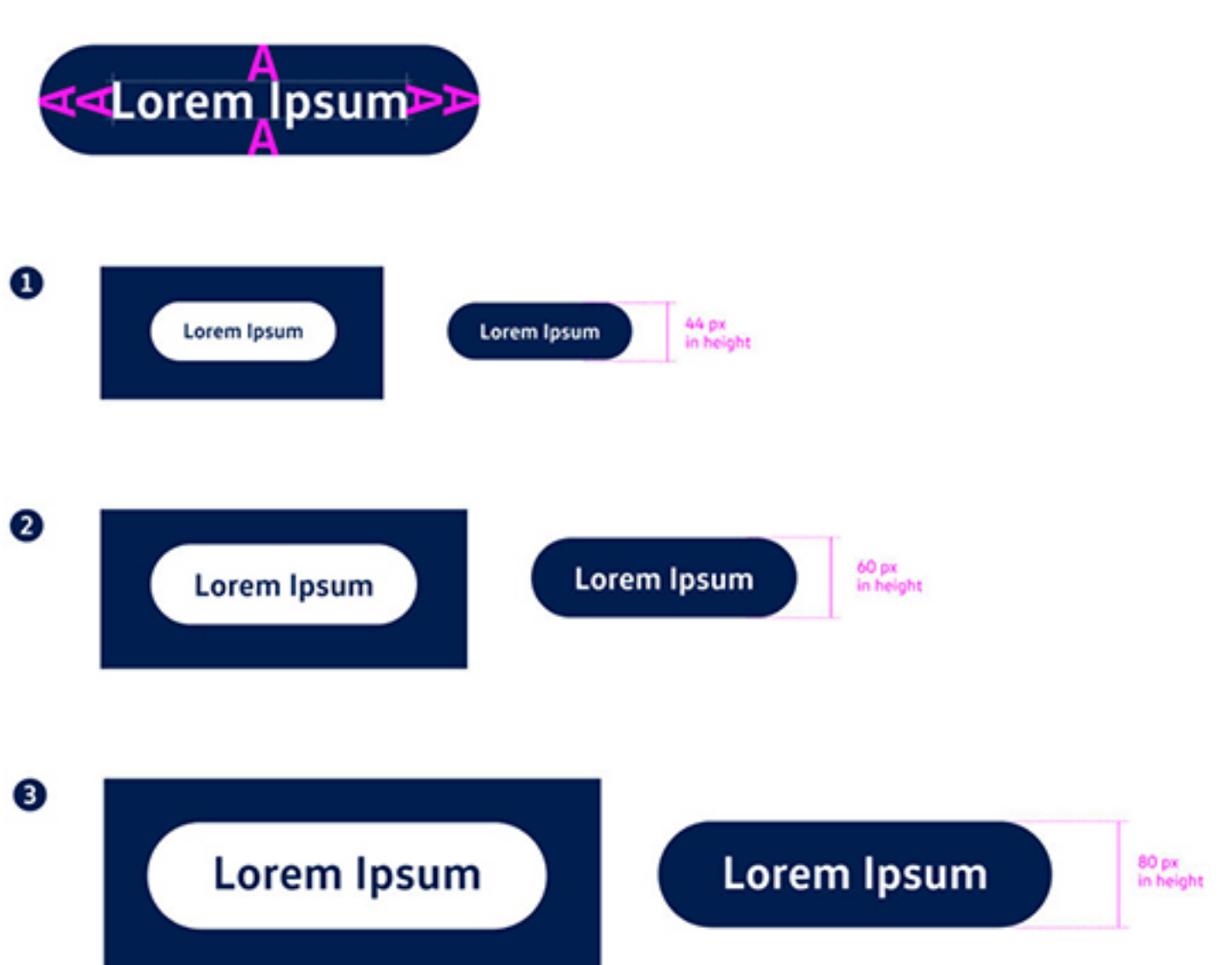
Min. Headline VW Head Bold 24 px  
Min Subline VW Head Light 24 px

Button VW Text Bold 16 px

Legal Text VW Text Regular 12 px\*  
(\*The legal regulations of the respective country must be observed. Further details in the [Legal Text](#) section).

Button/Call-to-Action

The buttons for online advertising are only coloured in the primary colours VW Dark Blue and white. The font colour in the buttons is defined by the other primary colour. Please select the colour that best matches the image motif.



Construction

A button is dimensioned using the respective offset height. At least one offset height must be guaranteed on each side; a maximum of double the offset height can be used as a distance dimension on the left and right sides.

Typography

Only VW Text Web in Bold font style is used within the buttons.

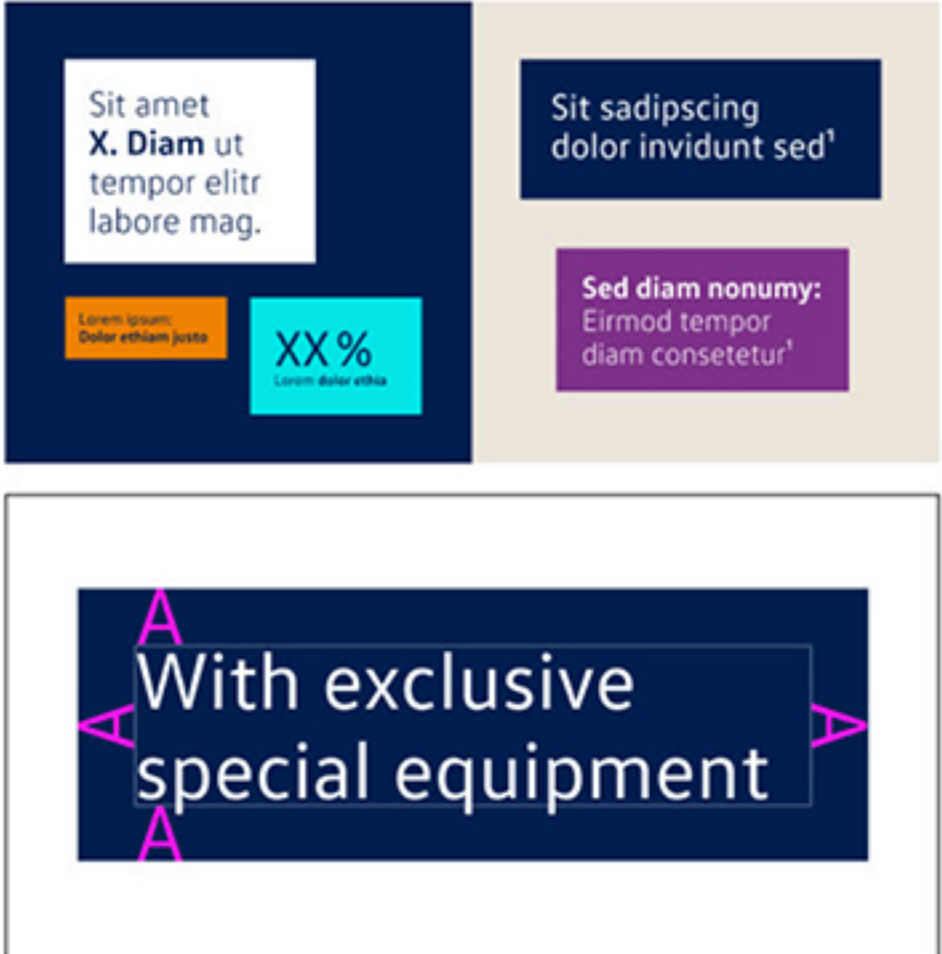
Standard size

By default, a minimum font size of 16px is applied to buttons with a height of 44px. If the format does not allow a button with a height of 44px, a button with a height of 30px can be used in exceptional cases. Buttons of 30px in size do not comply with the WCAG 2.1 standards (accessible web design). It should be verified whether these rules need to be adhered to.



Eye-Catcher

Within a layout, either a call-to-action or an eye-catcher is integrated. Eye-catchers are used exclusively in white, VW Dark Blue or in the additional colours VW Amber, VW Mint Blue or VW Medium Purple. Care should be taken to maintain a balanced ratio of the colours in use.



Legal Text

**Use of legal text**  
If a legal text is prescribed, please orientate your placement on the examples shown.

**Please note:**  
The minimum size of 8 px does not comply with the WCAG 2.1 standards (accessible web design). Please check whether these rules must be adhered to. To comply with accessibility standards, all text must be clearly legible. The recommended font size for this is at least 12 px.



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

The legal text must have a size of at least 8 px. Where this is not possible but a legal text is required, the banner cannot be placed. Alternatively, a banner without a product can be used instead.

- Placement**
- In small formats with a coloured or image-based background, the legal text is placed in the bottom corner on the opposite side of the logo, aligned with the text frame.
  - For a horizontal moving line, the legal text is placed below it.
  - In larger formats with an integrated stage, the legal text is positioned in the lower image area with a 1/4 distance from the edge of the image.
  - The legal text must not cover any important image content.



**Legal text in Animation Sequences**  
It is recommended that the legal text is permanently displayed in animation sequences. As explained in the chapter **animations**, a legal text can also run as the last frame across the entire width of the type margin. However, this variant is not legally compliant in all countries and must be checked in advance with the legal provisions of the respective country.

Don'ts



- 01 There can be no mixed font styles in a sentence/line.
- 02 Button size must be in the right proportion to the logo and font size and must not compete with them.



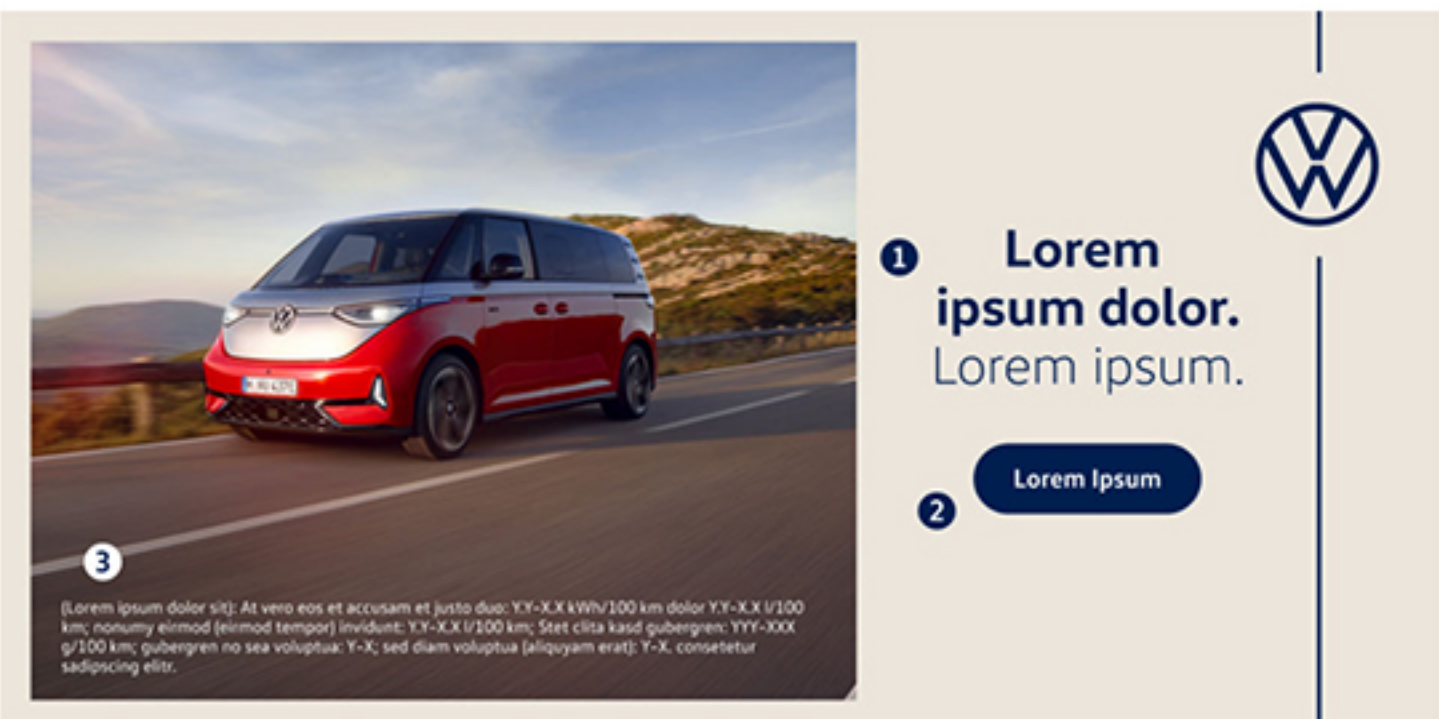
- 03 In formats that are too small and have certain format ratios (e.g. 3:1, 2:1), no stage is used.



- 05 Retailer information cannot be placed directly under the headline and sub-line.
- 06 Dealer information cannot be placed above the moving line if no legal text is required in the layout.

Accessibility

Some elements recommended in this guideline do not fulfil the WCAG 2.2 standards, as the focus here is on the greatest possible clarity. If your country applies the WCAG standards very strictly, be sure to use formats that fulfil them. All text must be easy to read and comply with accessibility standards. Level AA of WCAG 2.2 requires a colour contrast of 4.5:1 between text and background for normal text and 3:1 for text in large letters such as headlines.



Contrast ratio for various elements

- 01 Headline on Background:  
Required contrast ratio 3:1
- 02 Text on Button:  
Required contrast ratio: 4.5:1
- 03 Text on Background:  
Required contrast ratio: 4.5:1

**Important**  
Please ensure that you always comply with the legal regulations of your country.