

Social Media

Social networks determine the way we communicate with each other. They also play an important role for us as a company and brand; nowhere else do we engage so directly with our customers in dialogue.

Part 1

- 01 Profile picture
- 02 Cover picture
- 03 Info module

Part 2

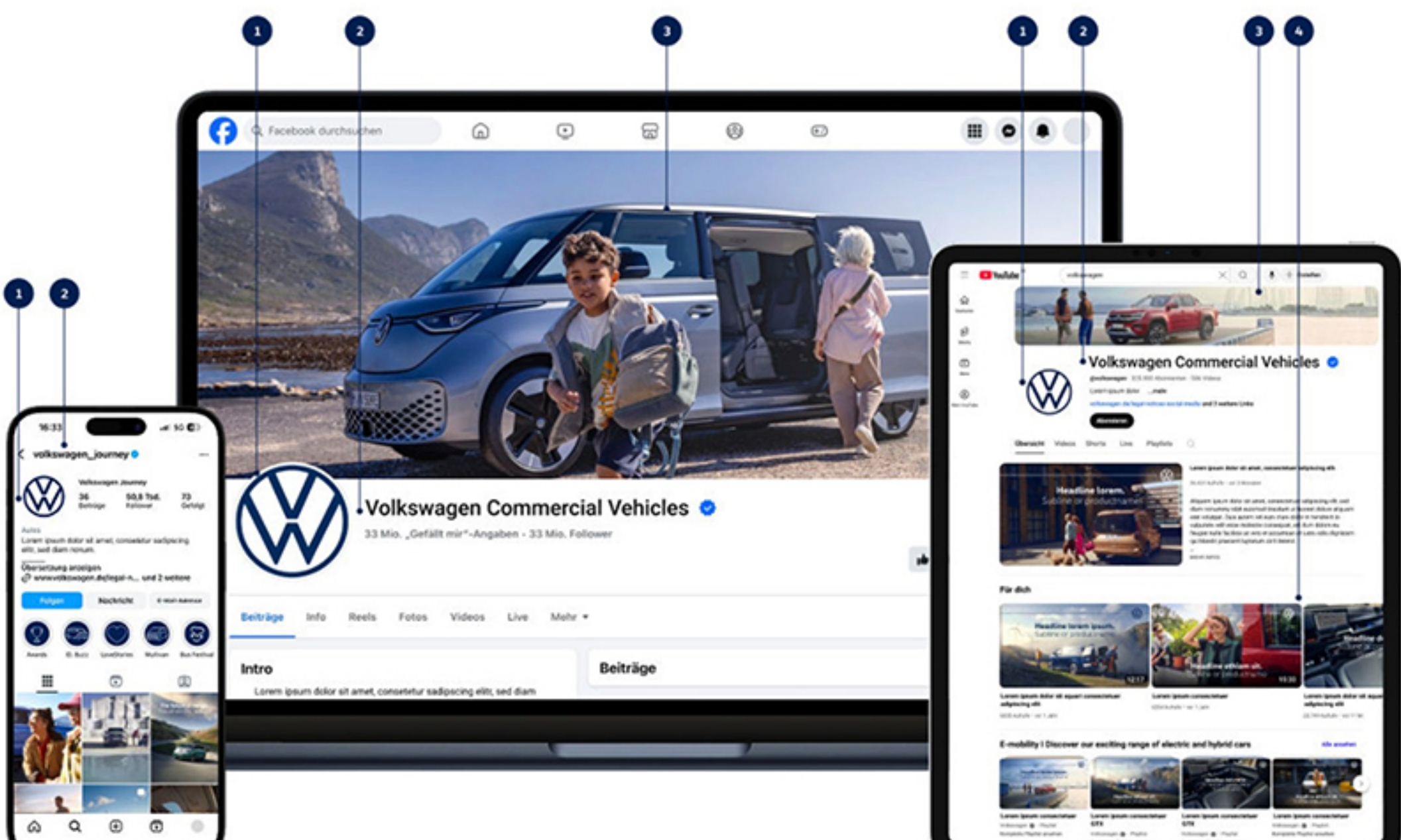
- 04 Instagram
- 05 Facebook
- 06 YouTube
- 07 LinkedIn
- 08 TikTok
- 09 Threads

Overview

Social Media platforms offer limited freedom in designing our profiles due to their guidelines. To implement them in line with our corporate design, we have defined some guidelines for the following elements:

- 01 Profile Picture
- 02 Name
- 03 Cover Picture
- 04 Thumbnail
- 05 Info Module

If we apply them consistently, users will immediately recognise: This is Volkswagen.



Instagram, Facebook, Youtube

Note
All design guidelines listed in this document are based on the status as of March 2025. Since platforms like Facebook regularly update their layout, it is advisable to check the current information on the respective provider pages before creating a profile or channel.

Profile Picture

Trademark

A specific version of the brand logo has been developed for the unique requirements of social media platforms. Only this version should be used.

As a general rule, the profile picture displays the Volkswagen logo. Brand extensions appear only in the profile name. Individual areas with their own logo may have different guidelines (e.g., Volkswagen We). These are defined separately.



01 Uniform Profile Picture for the Volkswagen Brand / Volkswagen Business Division.



02 Profile Picture and Profile Name (general)
03 Profile Picture and Profile Name (Volkswagen Commercial Vehicles)

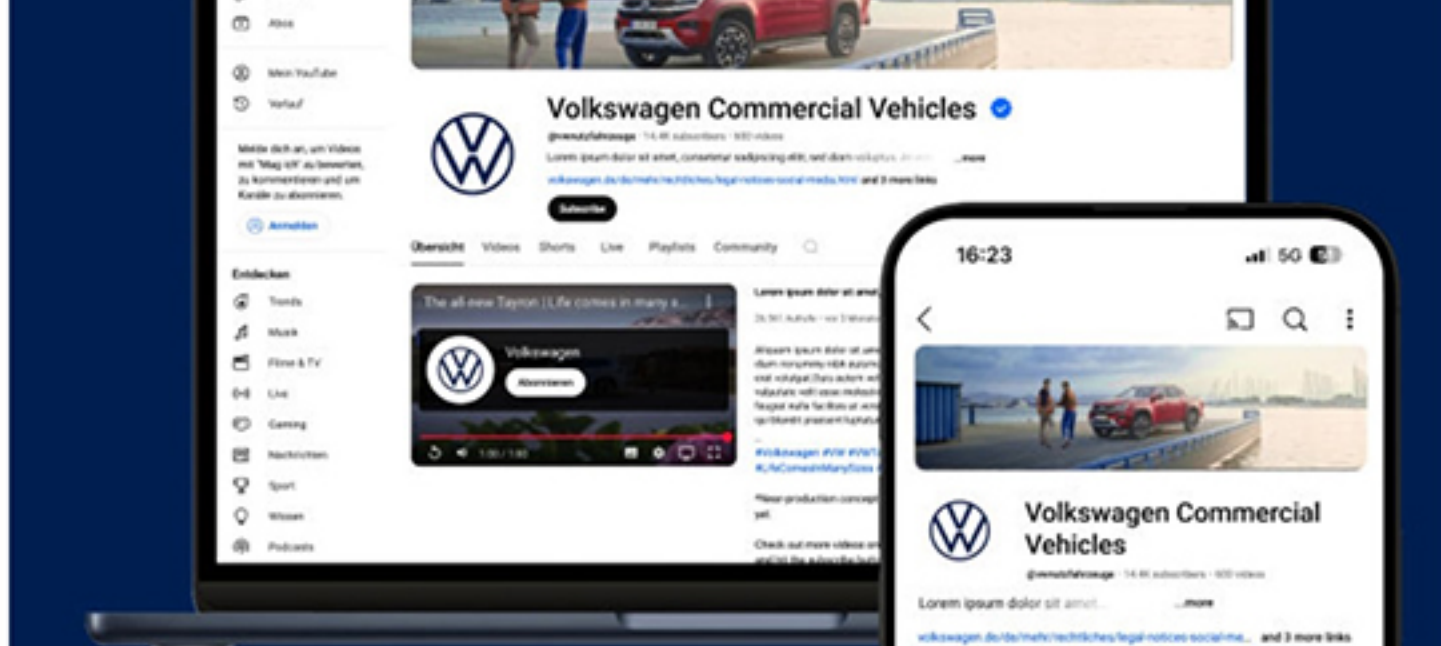
Protected Zones and Don'ts



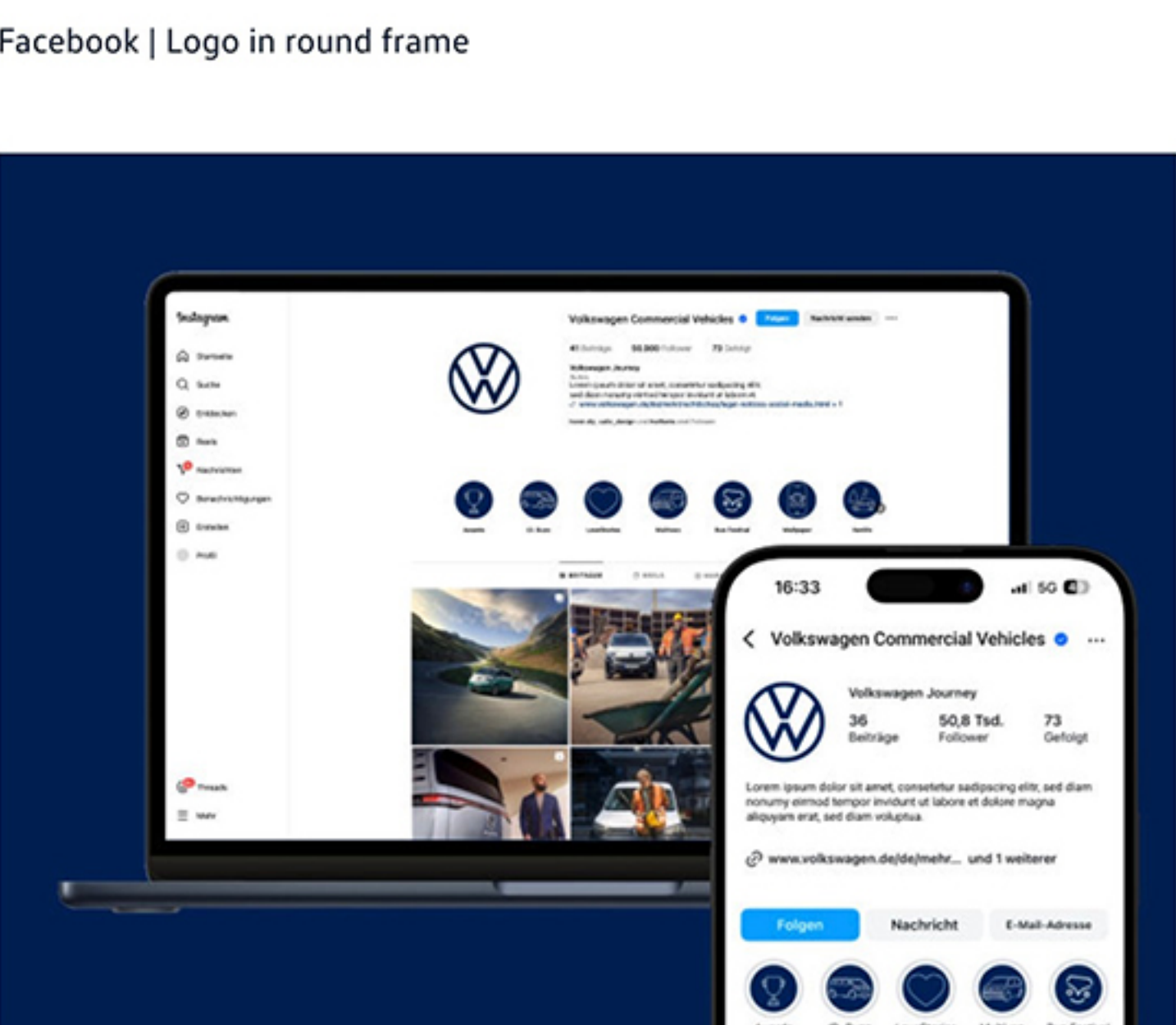
Logo with protection zone



Facebook | Logo in round frame



YouTube | Logo in round frame

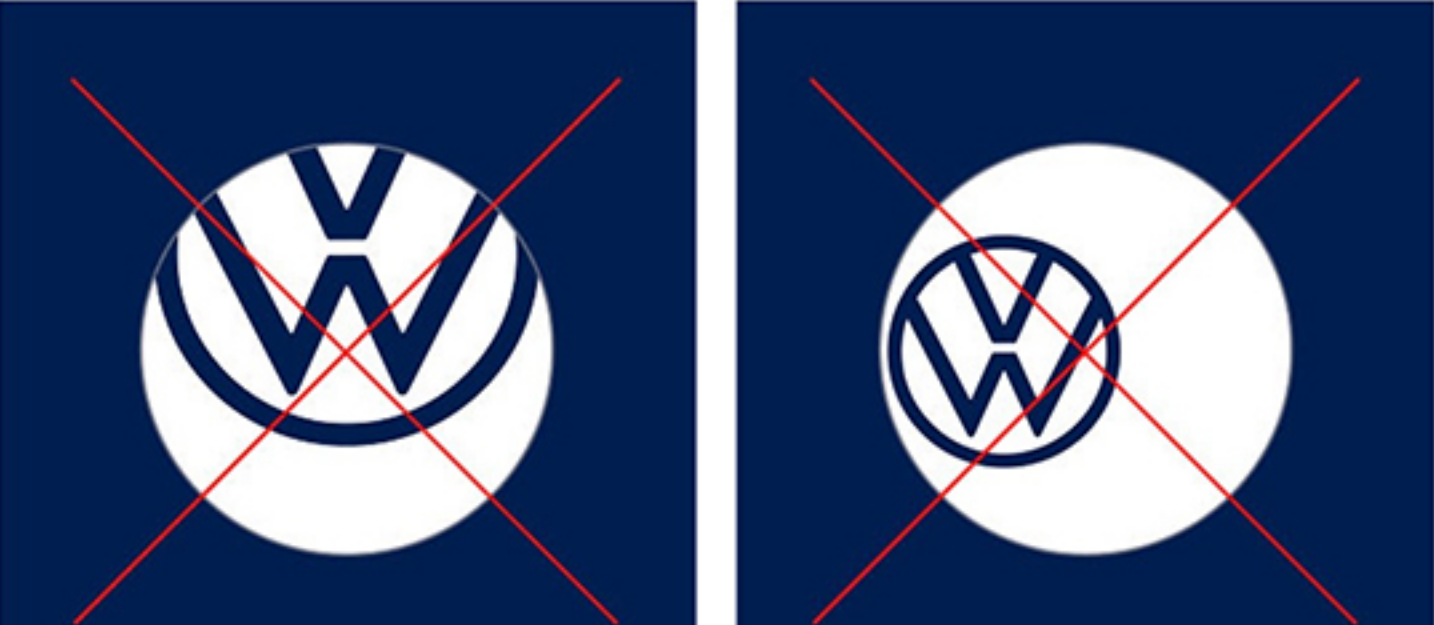


Instagram | Logo in round frame

Don'ts

Positioning

We never place the profile picture in the crop area. Likewise, we do not alter the margins or proportions of defined elements.



01 Profile picture has been cropped
02 Edge distances have been changed



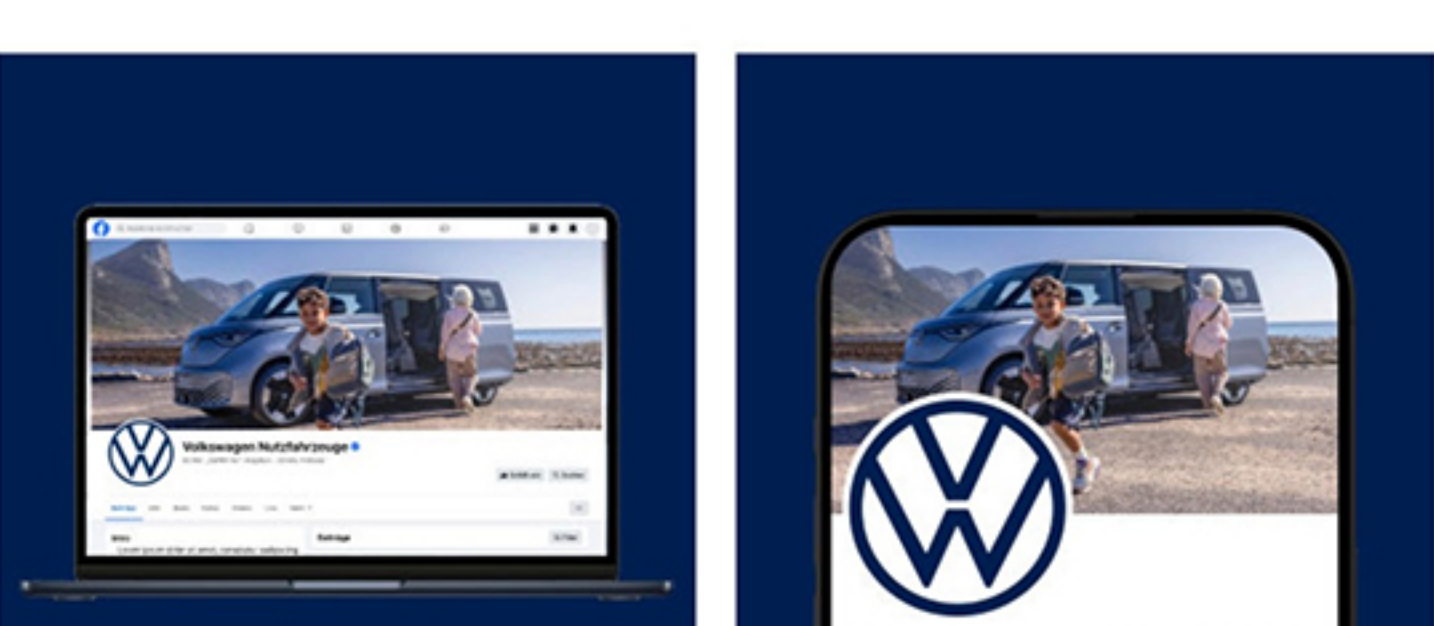
03 Protection zone not observed
04 Other colours

Cover Picture

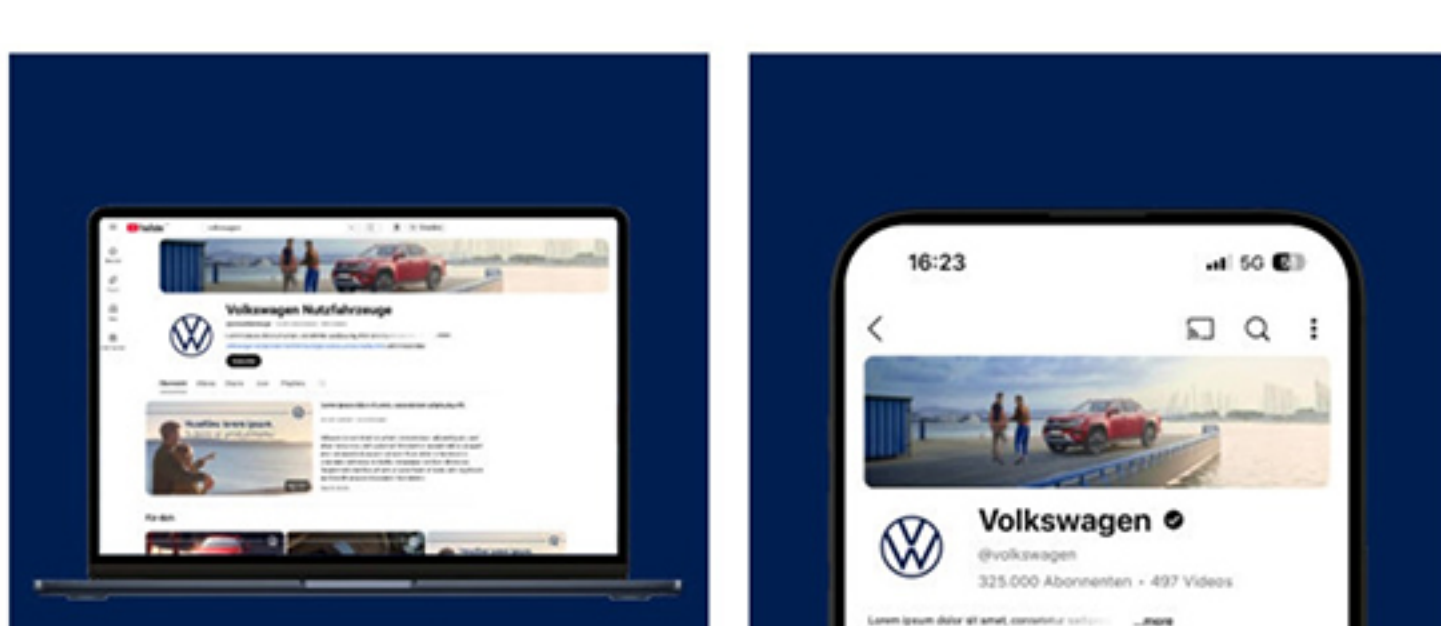
Uses and Don'ts

Images convey the Volkswagen brand experience particularly effectively – provided they are attention-grabbing and align with our defined image style (see image language guidelines). If a cover image is included, it should relate to a product, campaign, or our brand.

We always use images in full-screen format and avoid using small, fragmented images.



01 Facebook: desktop view
02 Facebook: mobile view

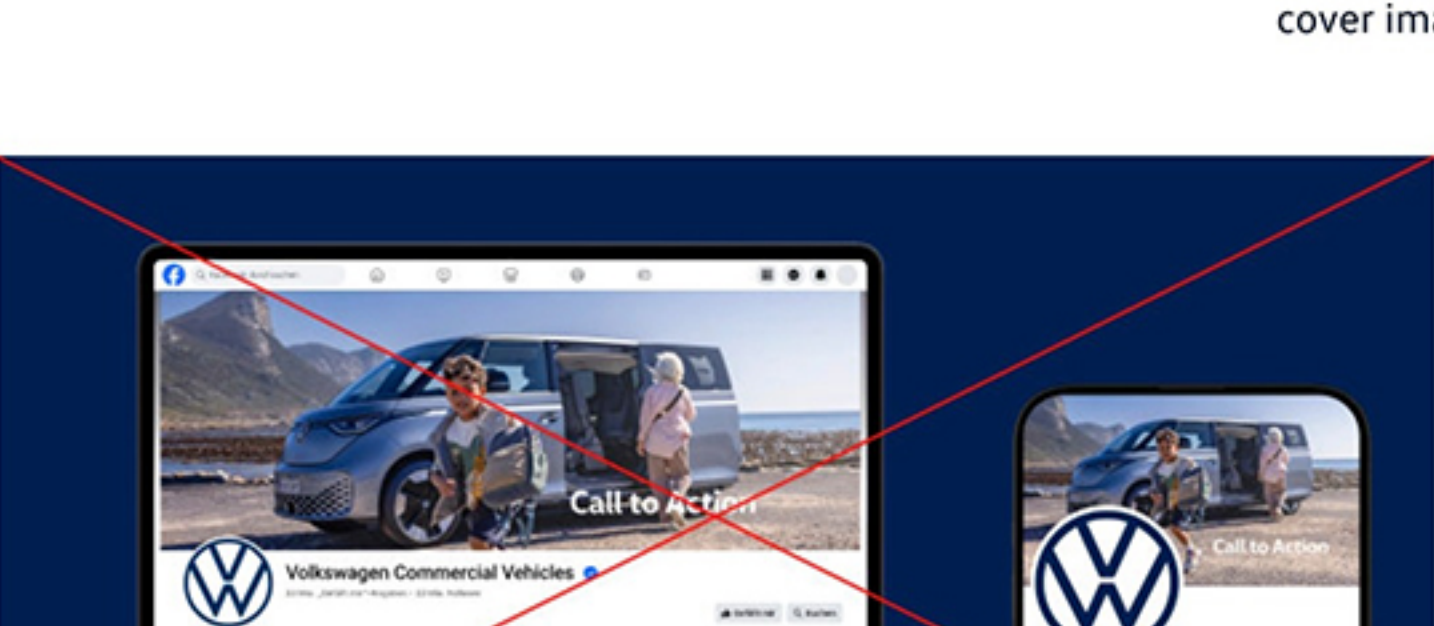


03 YouTube: desktop view
04 YouTube: mobile view

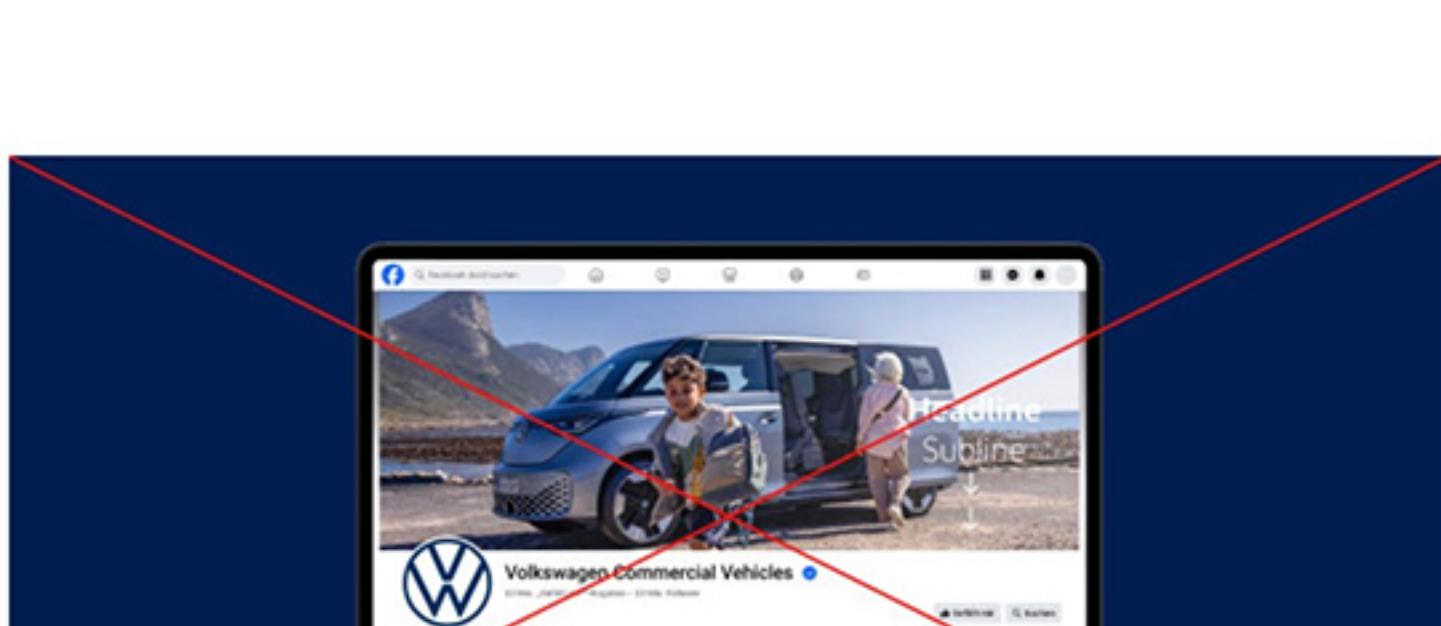
Don'ts

No multipictures and other elements

We avoid cover images made up of many small images. Arrows and buttons also do not belong on the cover image.



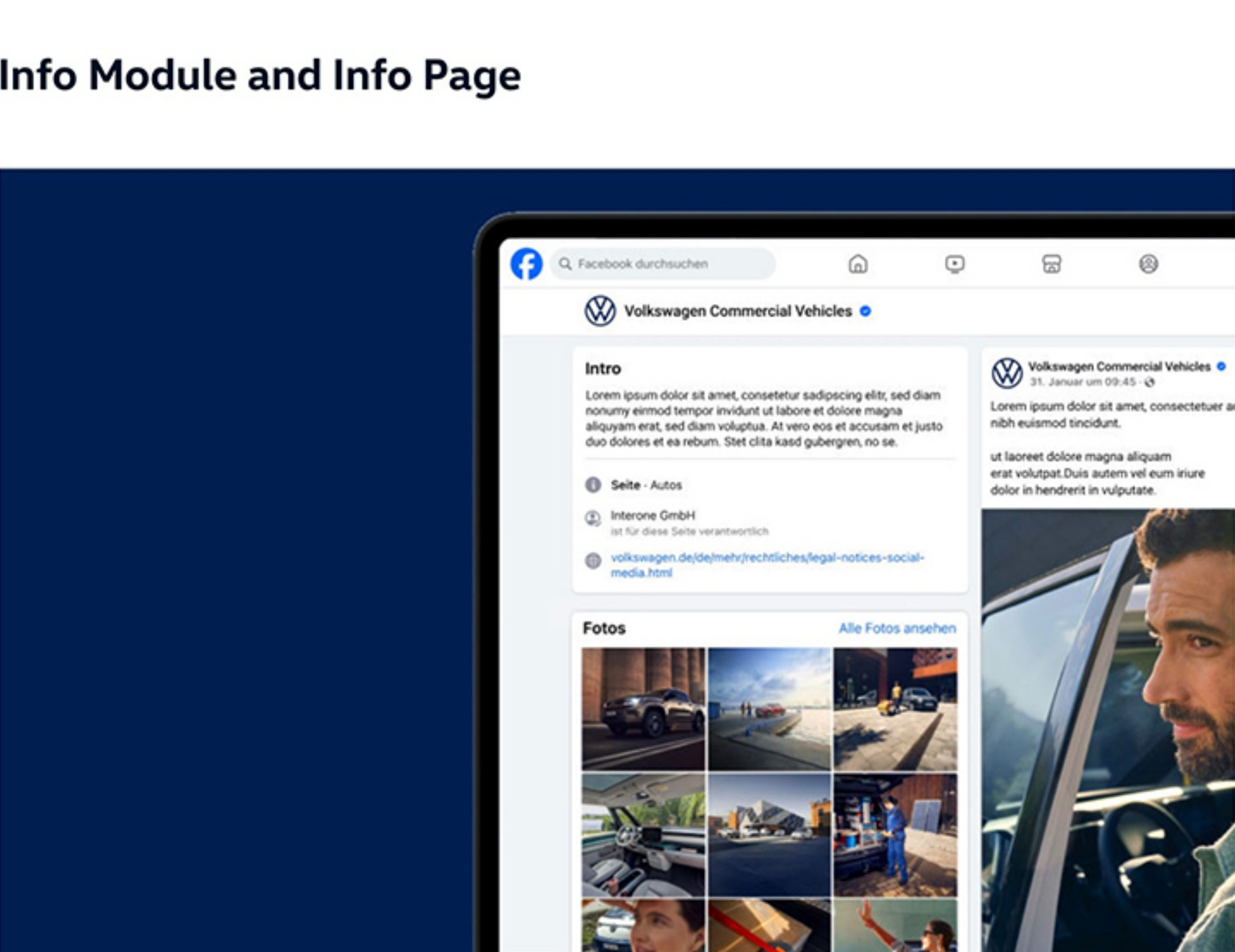
01 Call-to-Action does not belong on our cover picture.



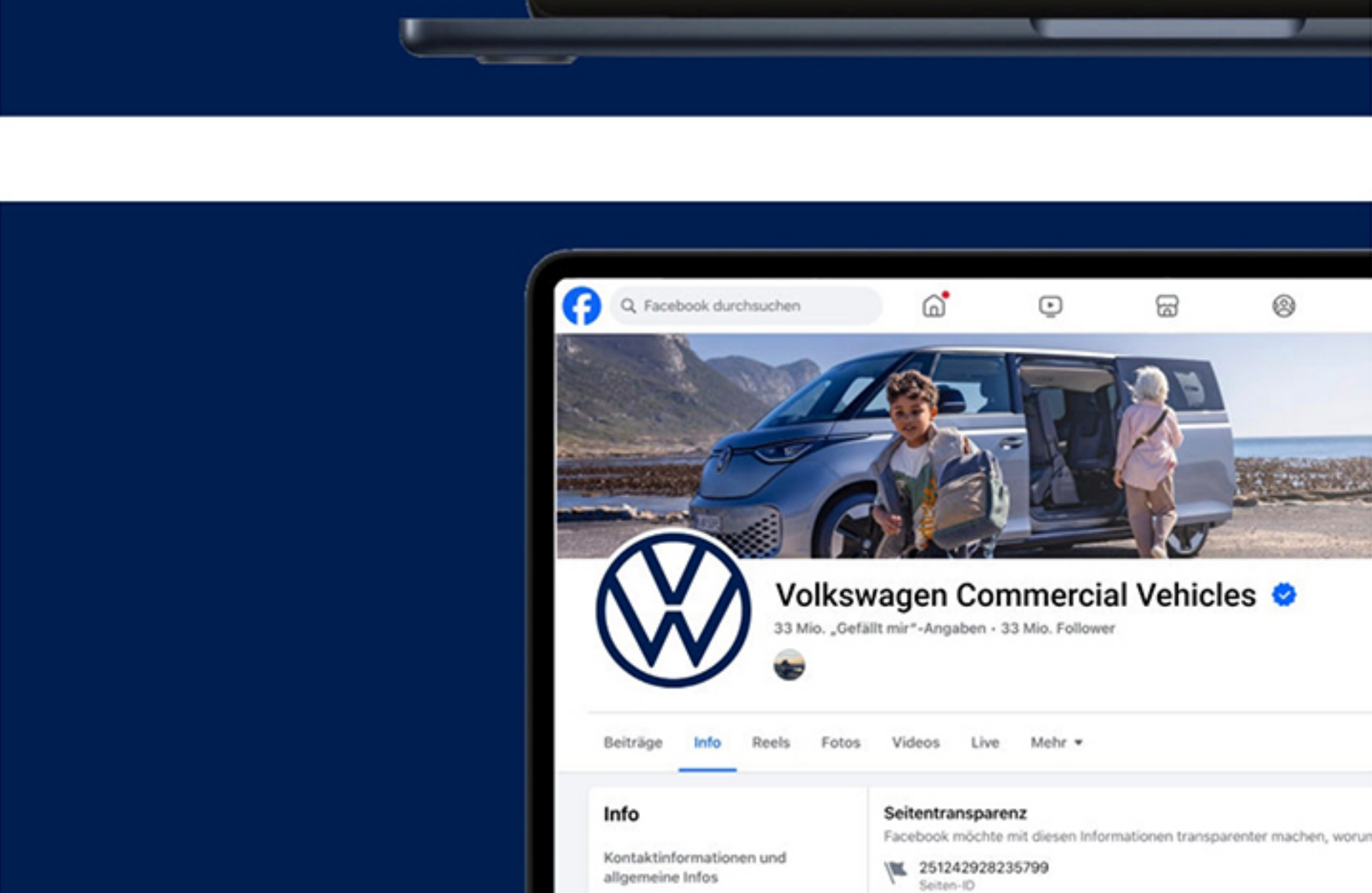
02 Text should not be placed on cover images, as it may be covered by the profile picture on smaller screen sizes.

Info Module

Info Module and Info Page



Info Module on the start page
Under the general information, we explain that our fan page is an official page of Volkswagen. We outline our 'mission' and briefly describe our company. This section also includes: contact details for customer service, the URL to the respective official website (e.g., volkswagen.co.uk), and the imprint.



Info Page
This standard link is permanently integrated by Facebook and cannot be removed, renamed, or moved. We fill out all fields where possible to increase keyword density and achieve better search results. Text formatting is not possible.

It is advisable to stay informed about the current options available on Facebook.

Social Media

Part 2

Channels

- 04 Instagram
- 05 Facebook
- 06 Youtube
- 07 LinkedIn
- 08 TikTok
- 09 Threads

Visual Layout

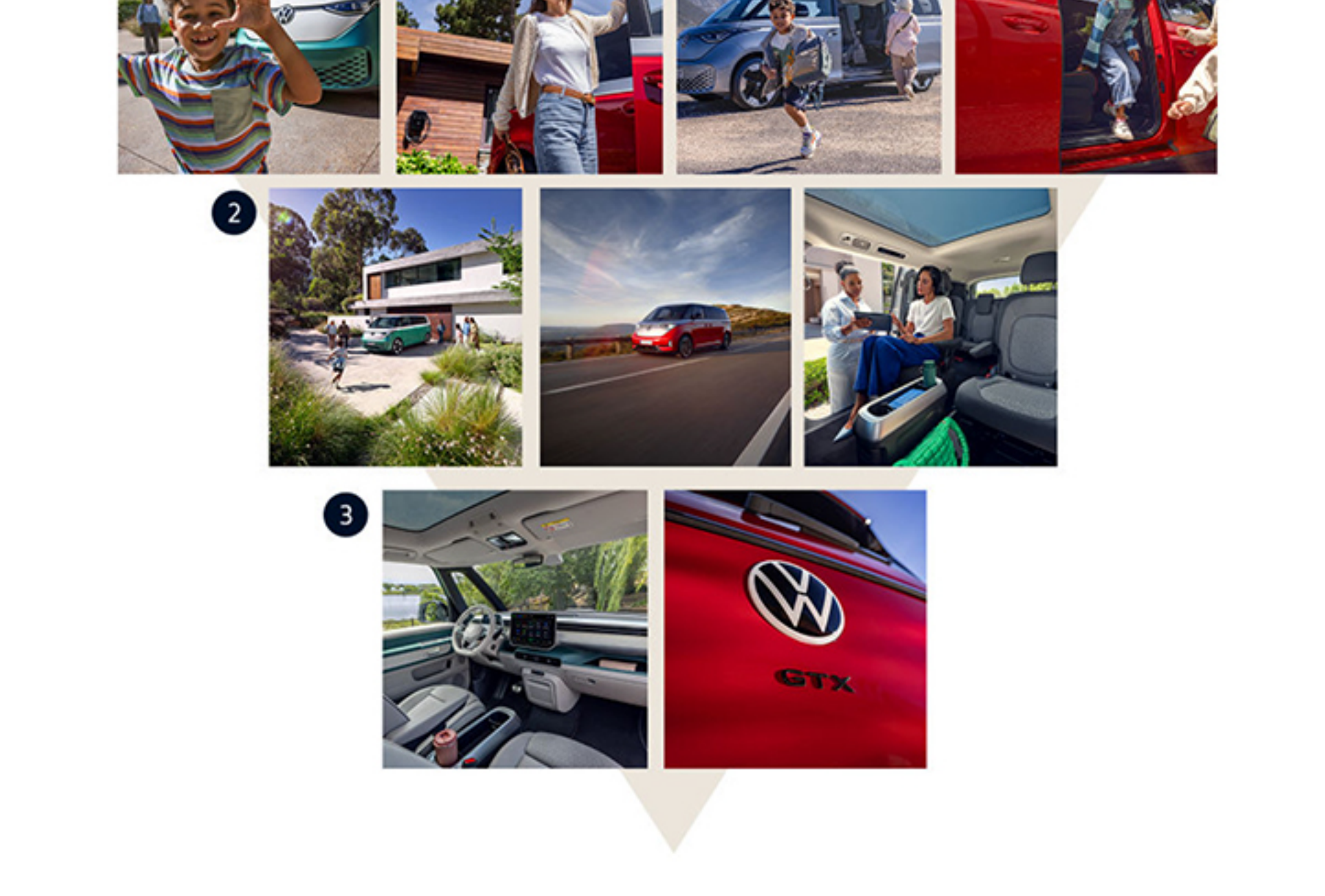
Image Hierarchy

There are different requirements for images in content production.

Advertising tells stories and evokes emotions, while product communication is more rational. In PR and sales, pure product information is the primary focus.

The content pyramid illustrates these three levels of communication. Across all levels, the general image style remains consistent.

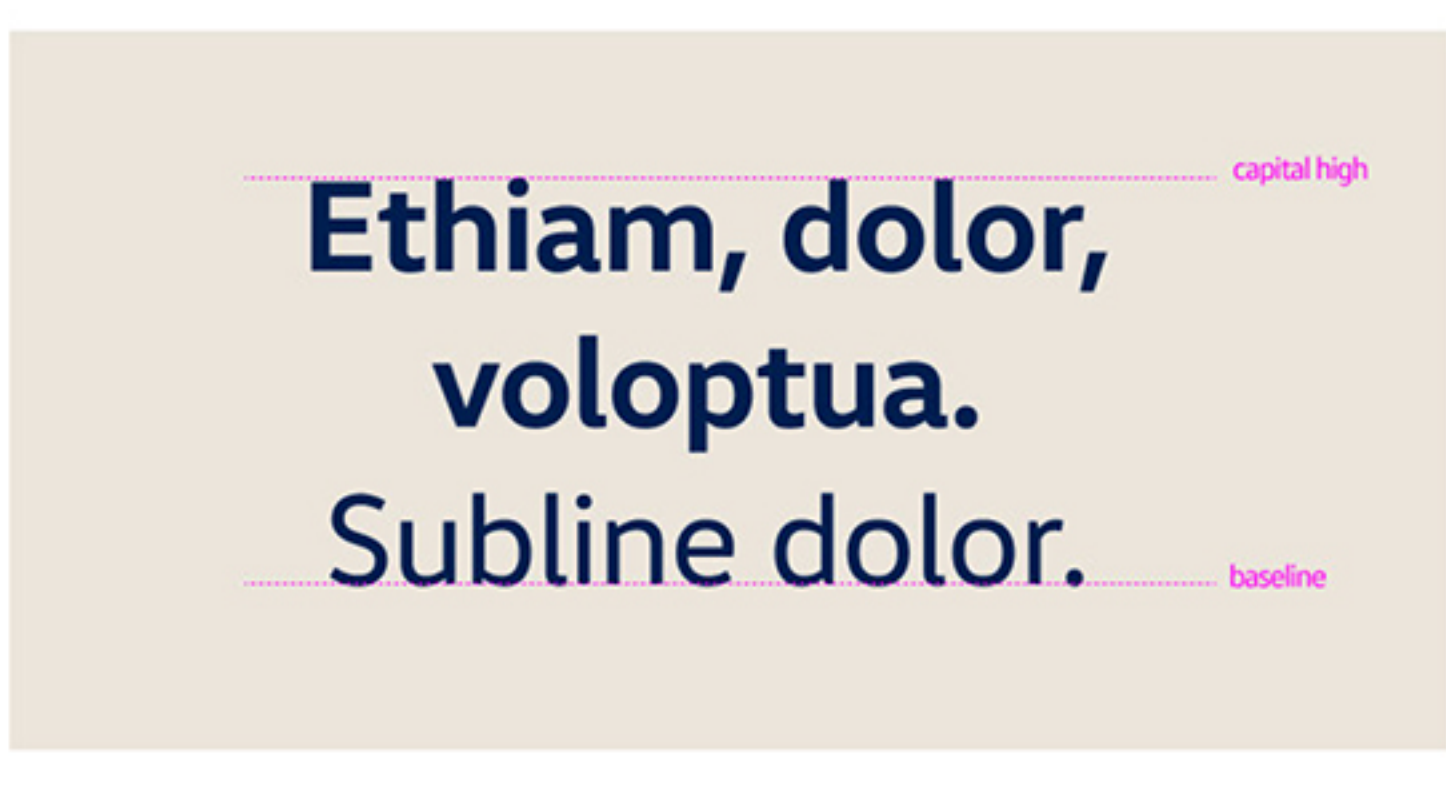
You can find our new image style here:
[Imagery](#)



- 1 Story: Emotional**
Focus: cast or image idea
- 2 Product: Emotional - Rational**
Focus: product
- 3 PR: Rational**
Focus: product, without cast

Typography

Our Volkswagen fonts play a key role in shaping our visual identity. Naturally, we also use them in our social media profiles. For all placements, we use the lowercase height and baseline as the starting point.



- VW Head**
As the name suggests, the VW Head is our headline font, specifically developed for impactful applications. We can use it in the bold weight for headlines and in the light weight for sublines.
- Little Writing**
Due to often uncontrollable cropping, we recommend using text on images as rarely as possible.
- Position**
At the top, bottom, or centre of the post.

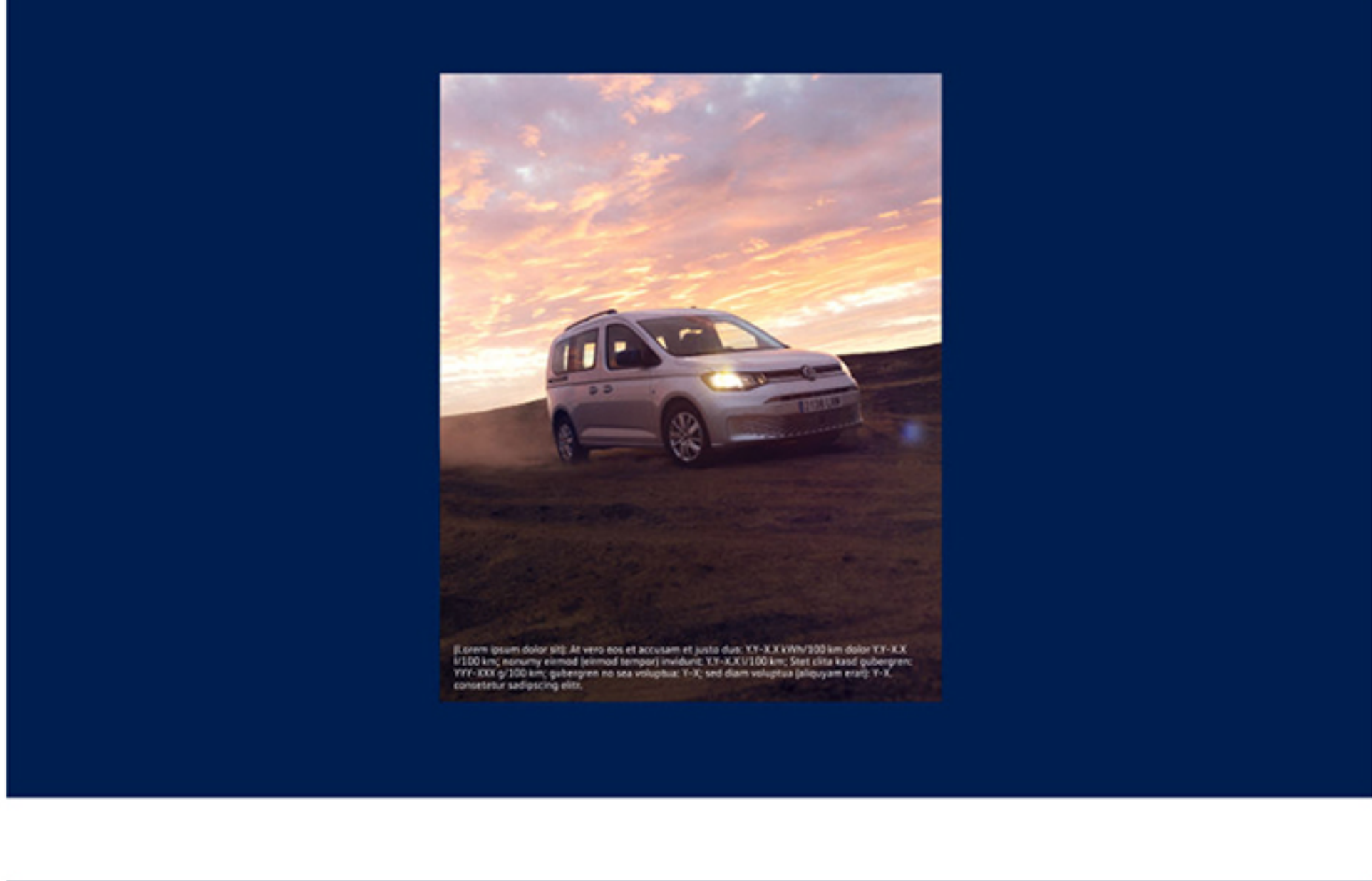
Placement of Text on Images

For a consistent appearance across all social media channels, it is recommended to post images in a 4:5 format (1350 x 1080 px). If this is not possible due to user interface reasons, alternative formats can be used (see the description of individual channels). Text should be placed with a minimum of 60 px distance from the edge.

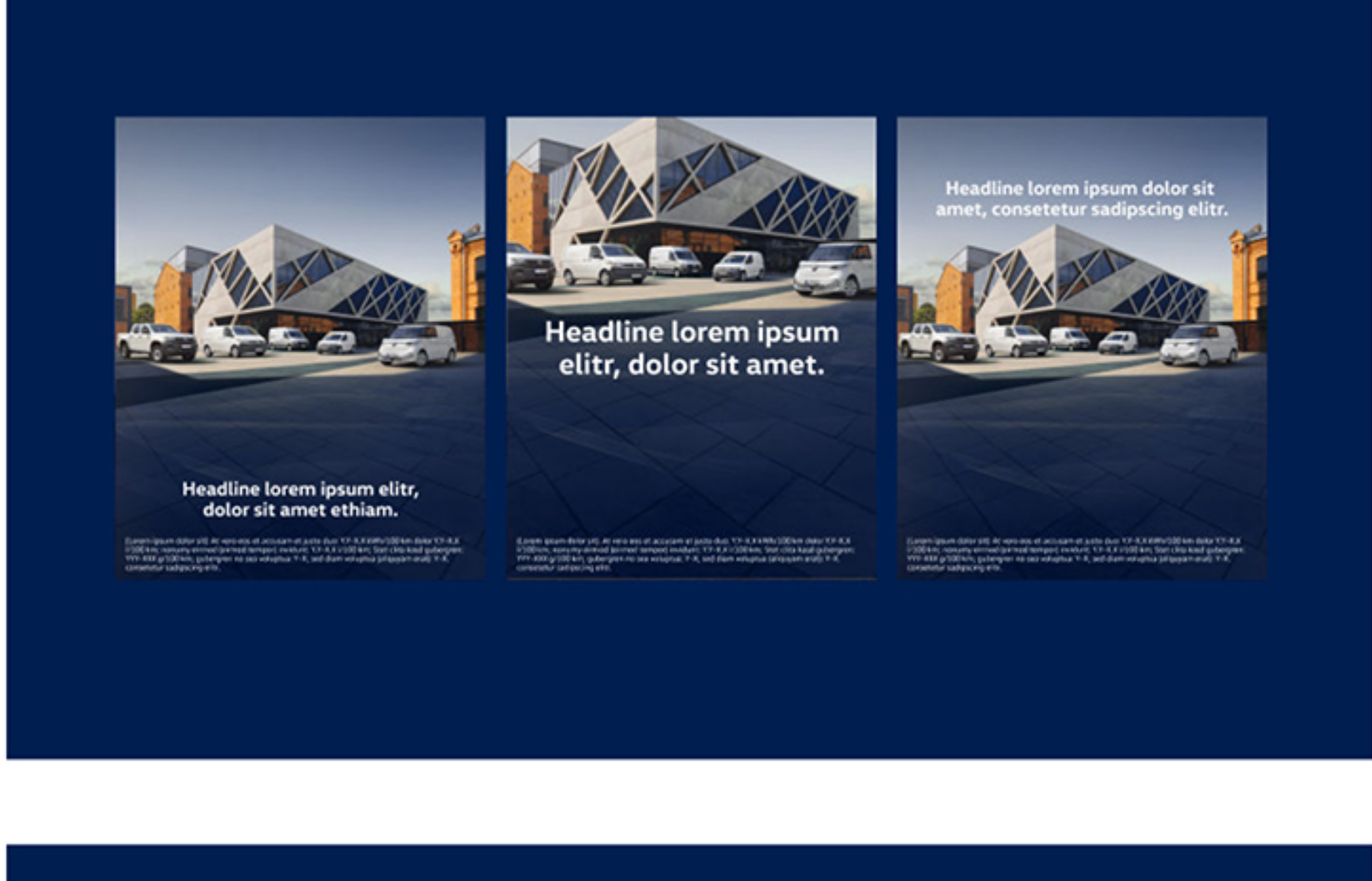
The subline usually forms a complete sentence and ends with a full stop. If the subline ends with a product name, the full stop is omitted. The font size for the headline and subline can vary between 56 px and 104 px depending on the layout and text length. The disclaimer is set in 24 px VW Text Regular.

Further details on typography can be found in the [typography guideline](#).

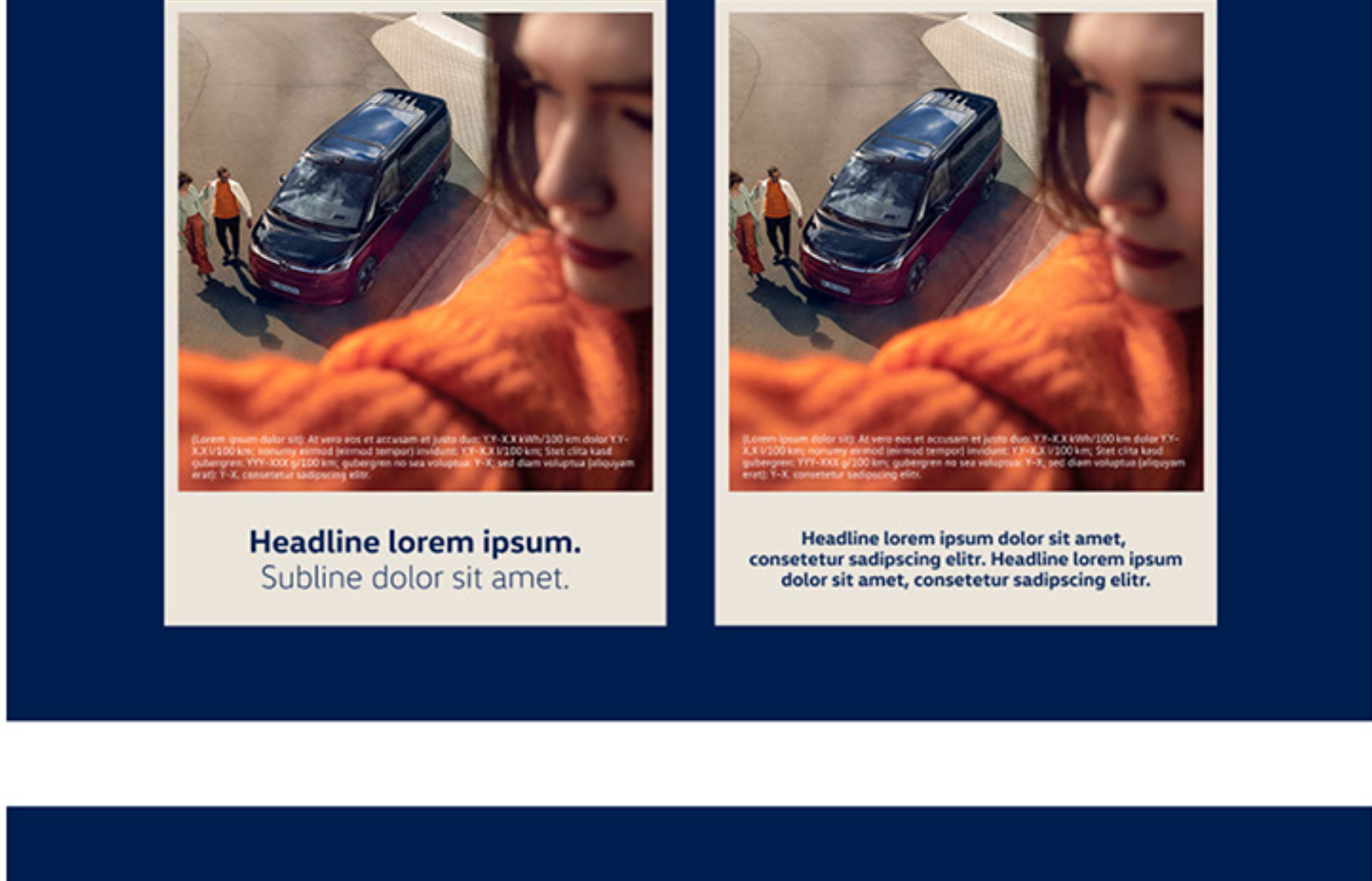
- There are four layout options:
- 01 Full-screen image
- 02 Full-screen image with typography
- 03 Layout with frame and stage
- 04 New Horizon with typography



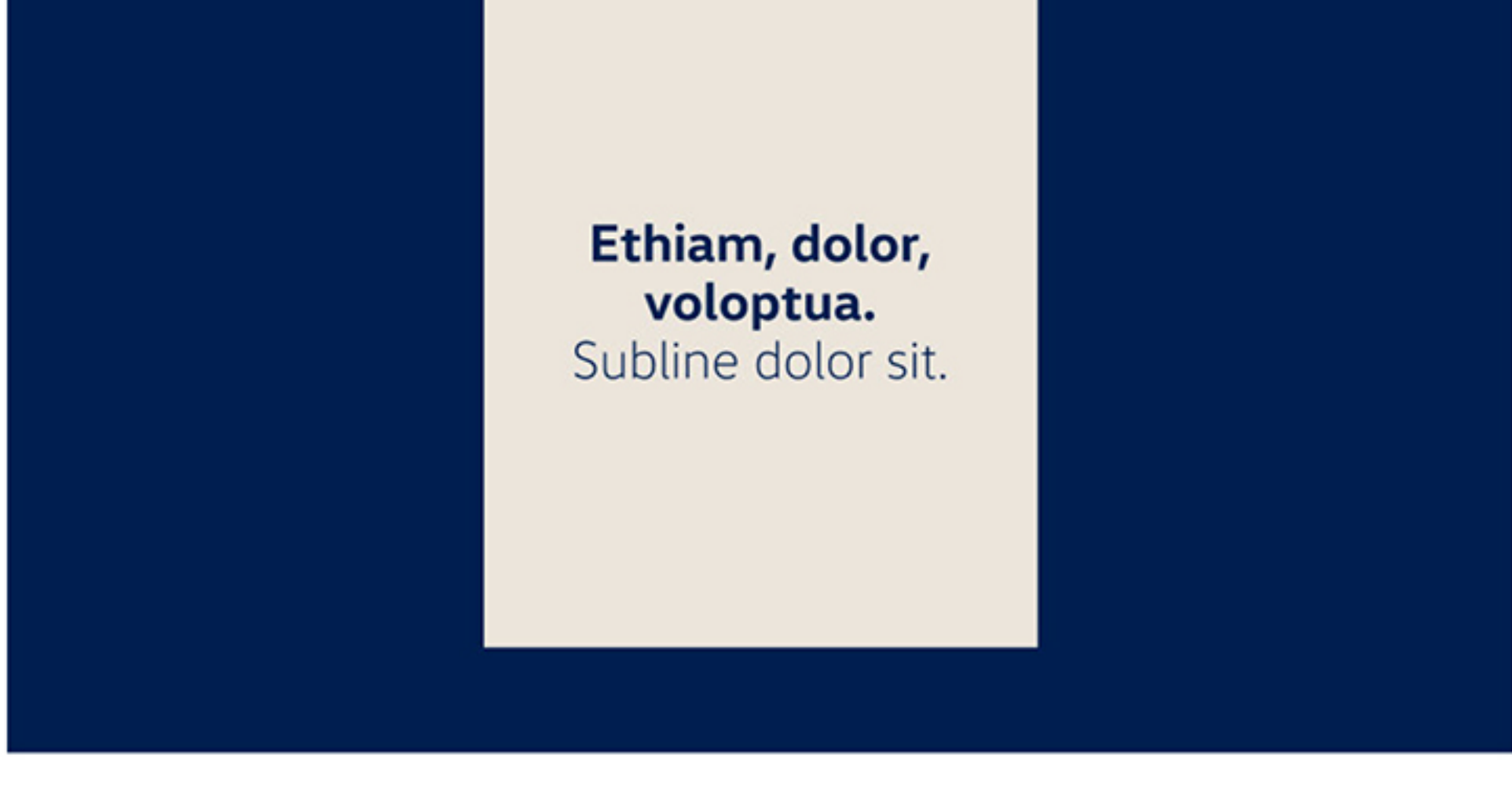
- Full-screen Image**
When cropping images for different channels, care should be taken to ensure that no important content is poorly cropped. In the feed or gallery view, disclaimers may sometimes be cut off, but market-specific legal requirements must always be taken into account.



- Full-screen Image with Typography**
For full-screen images, the headline and subline can be placed at the top, bottom, or centre. To ensure that the headline and subline are fully visible in all display formats, the defined spacing must be adhered to depending on the social media channel. Recommended font sizes for brochures, magazines, and flyers.

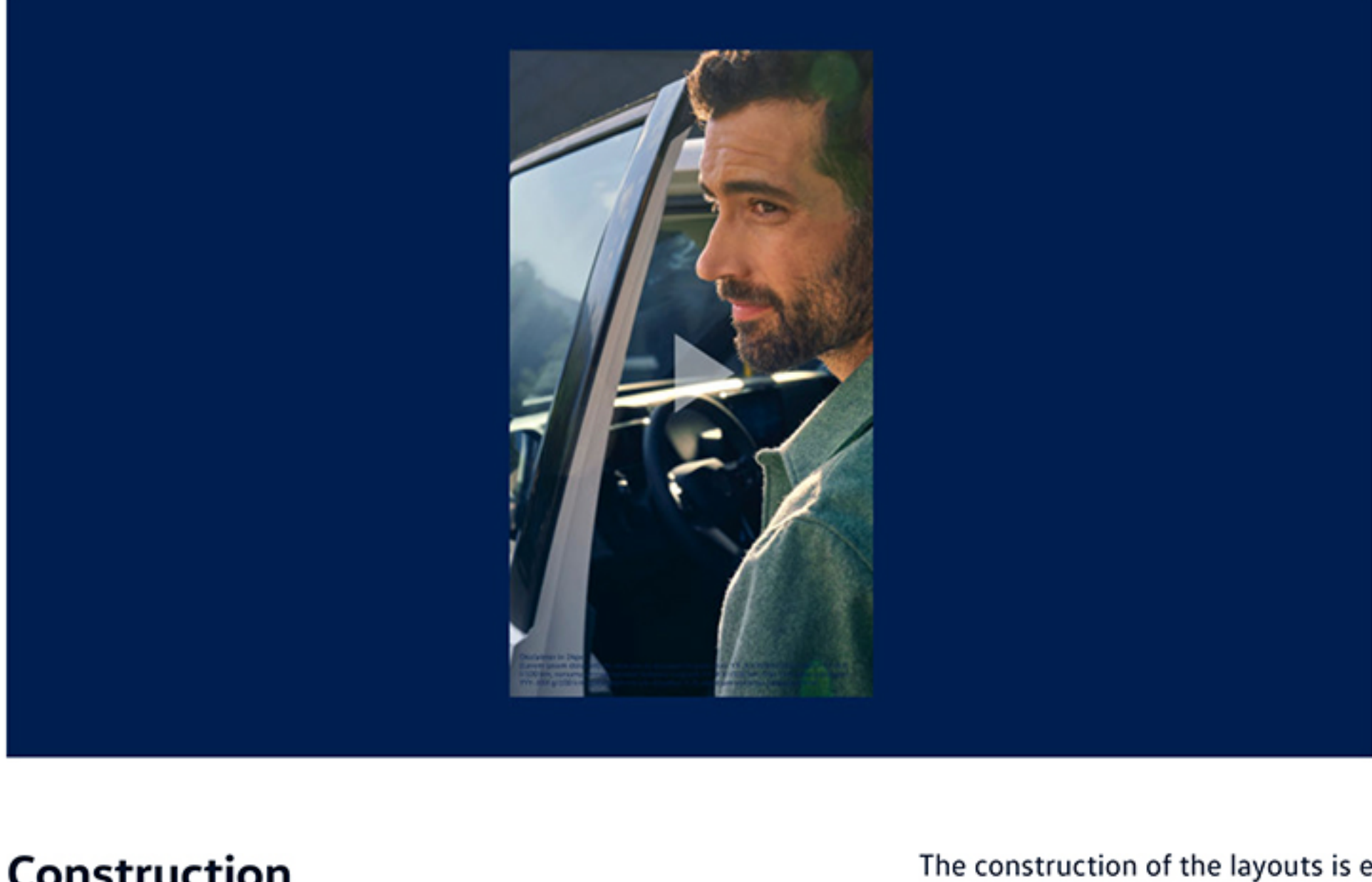


- Layout with Frame and Stage**
In layouts with a frame and stage, the headline and subline are centred. A minimum distance of 60 px should be maintained on all sides. Within this area, the text is set in the maximum font size.



- New Horizon with Typography**
There is the option to use the New Horizon variant with text for posts containing multiple images. It is important to ensure that this appears only once in the post and should not be combined with the frame variant. New Horizon with typography should not be used as the first element in a post. We recommend using New Horizon with text as a breakdown.

Videos



- Full Screen Video**
No frame is used in videos.
- Further information can be found here:
[Moving Image](#)

Construction

The construction of the layouts is exemplified using the 4:5 format and two special formats. The font size can vary between 56 px and 104 px for all formats, depending on the layout and text length.

Customised Templates are Available for Download for Each Channel:
[Templates](#)



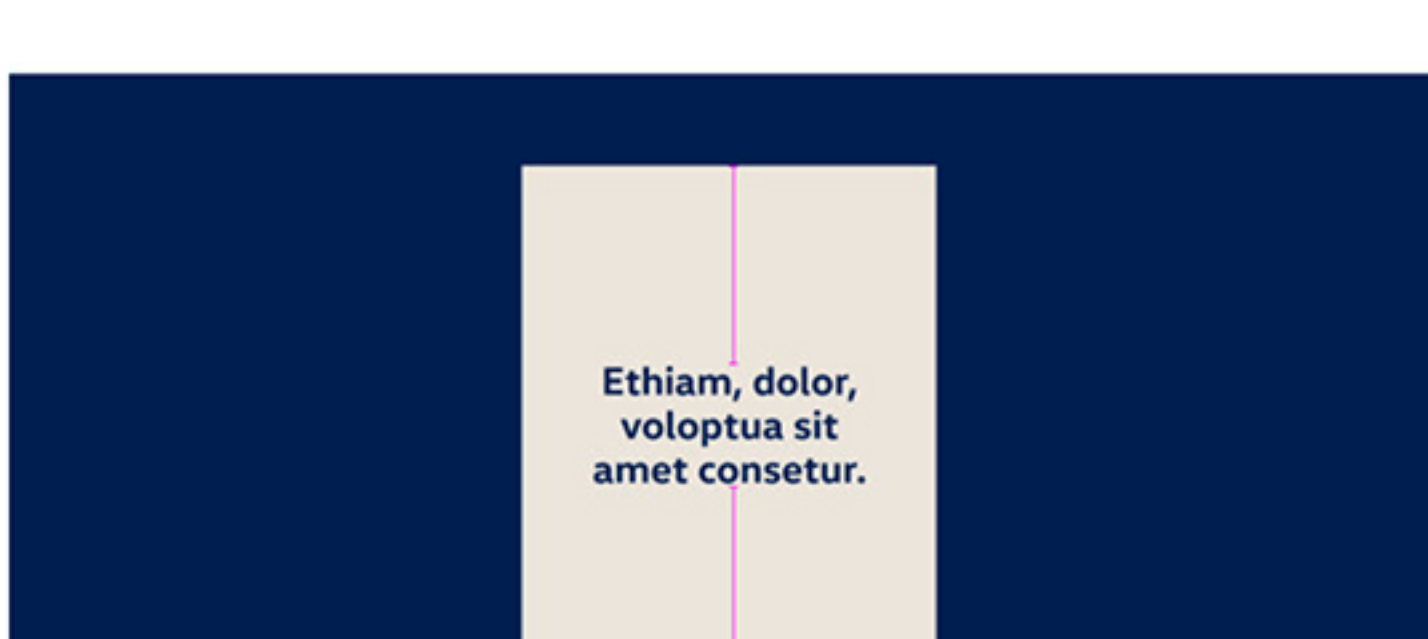
- 01 Legal text always has a 30 px distance from the bottom edge of the image.



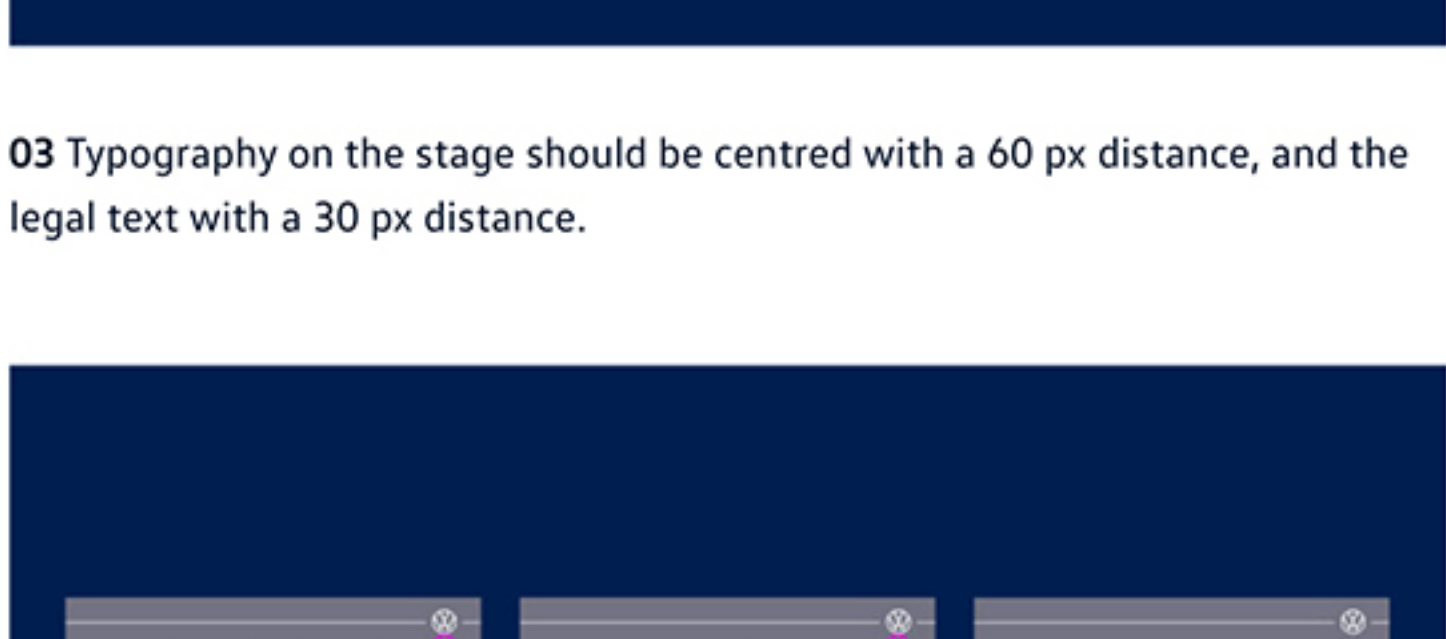
- 02 Typography on the image should be placed at the top or bottom with a 30 px distance from the edge, or centred, with the legal text having a 30 px distance.



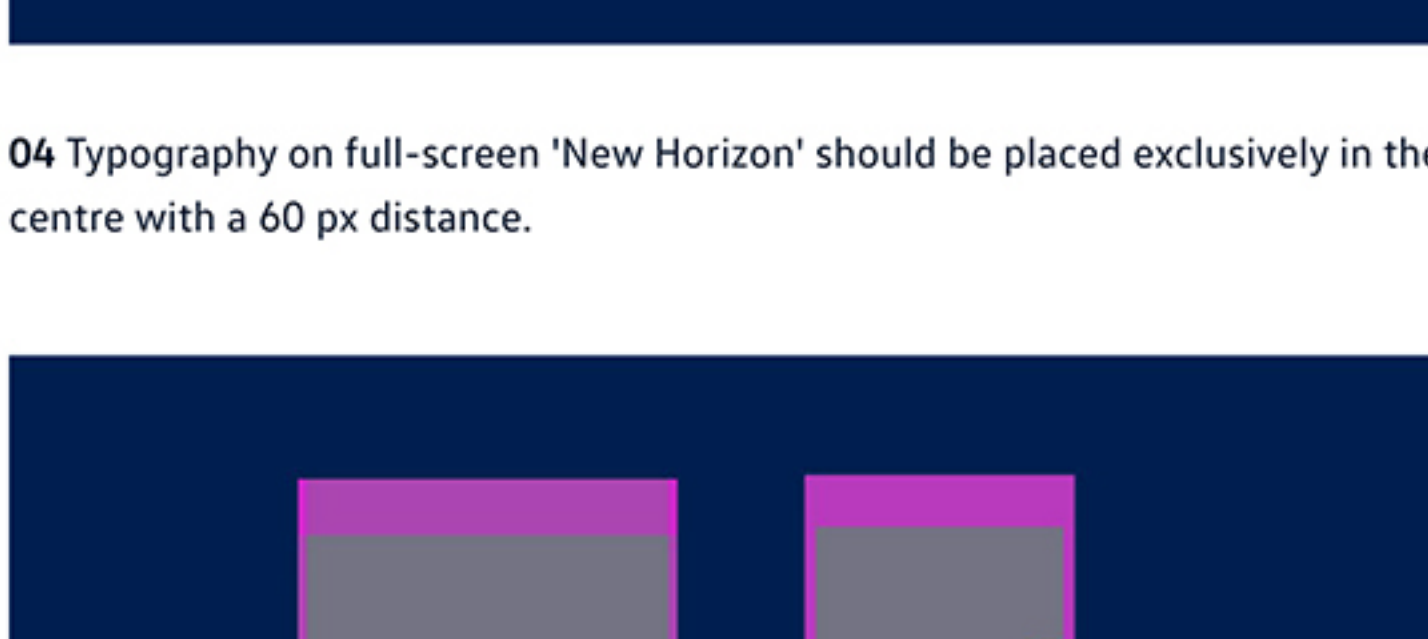
- 03 Typography on the stage should be centred with a 60 px distance, and the legal text with a 30 px distance.



- 04 Typography on full-screen 'New Horizon' should be placed exclusively in the centre with a 60 px distance.



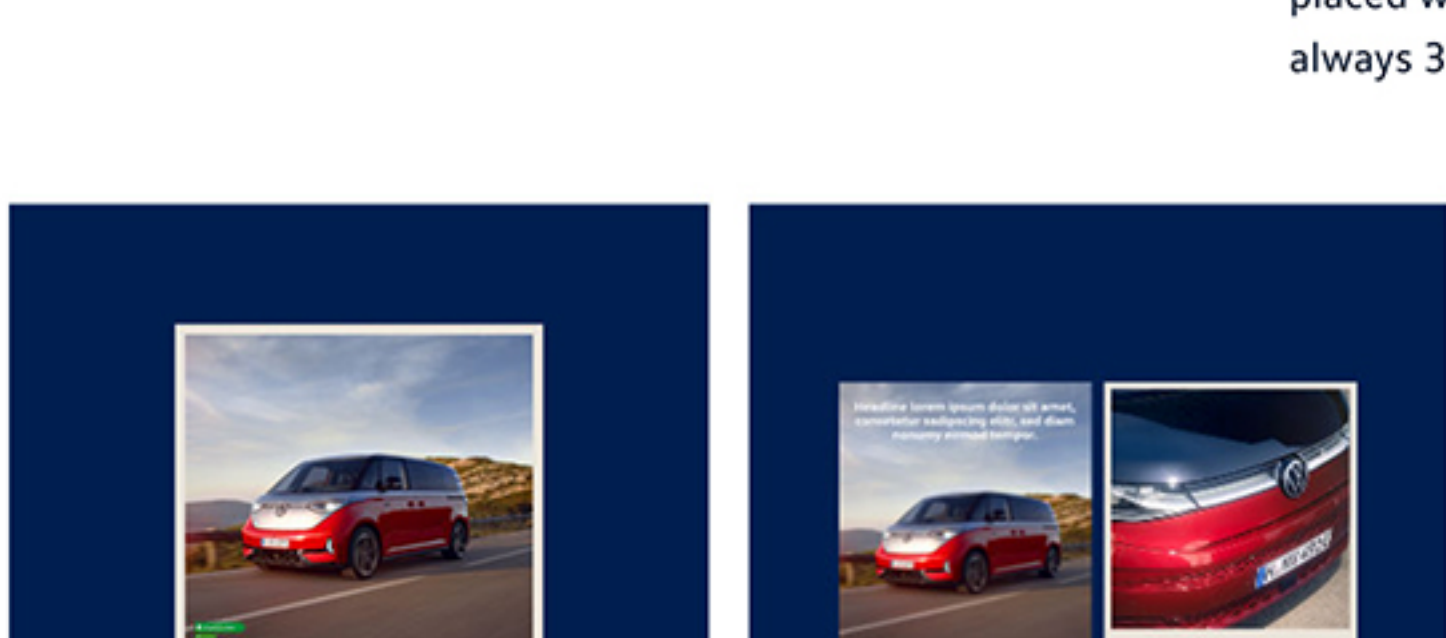
- 05 Thumbnail typography on full-screen image, logo size 112 px.



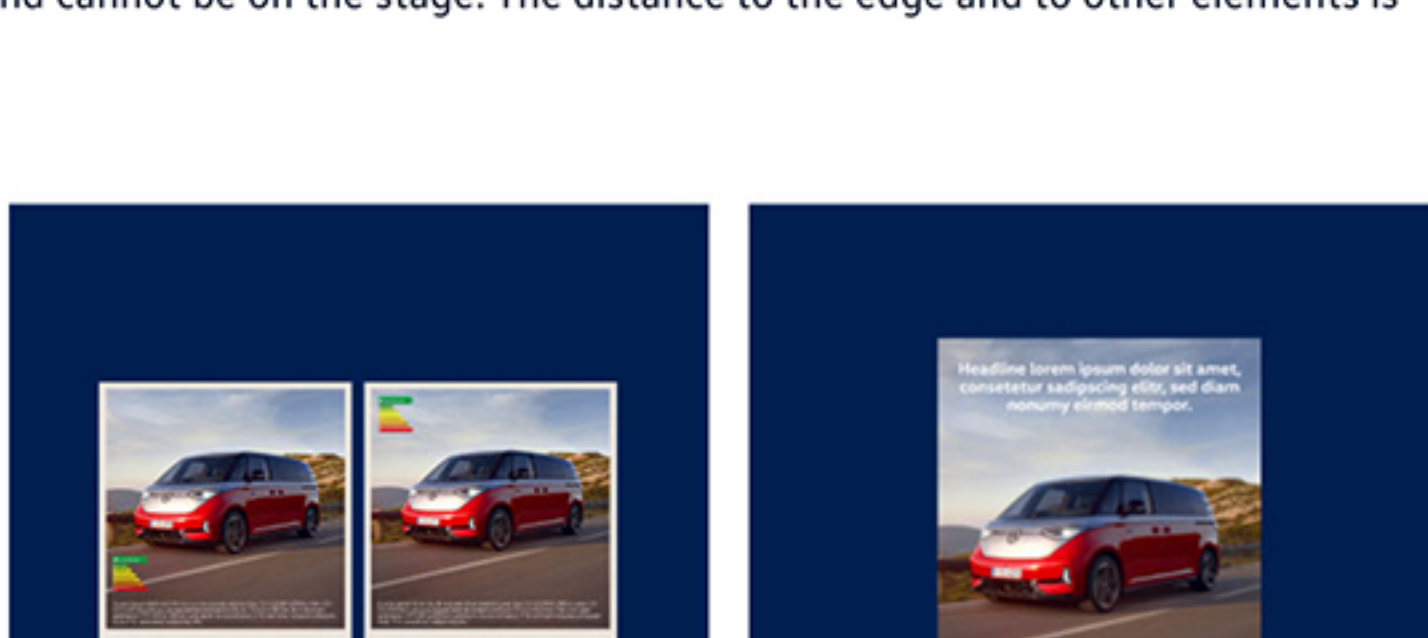
- 06 Layouts must adjust to the different safe zones of each Social Media platform.

Additional Graphic Elements

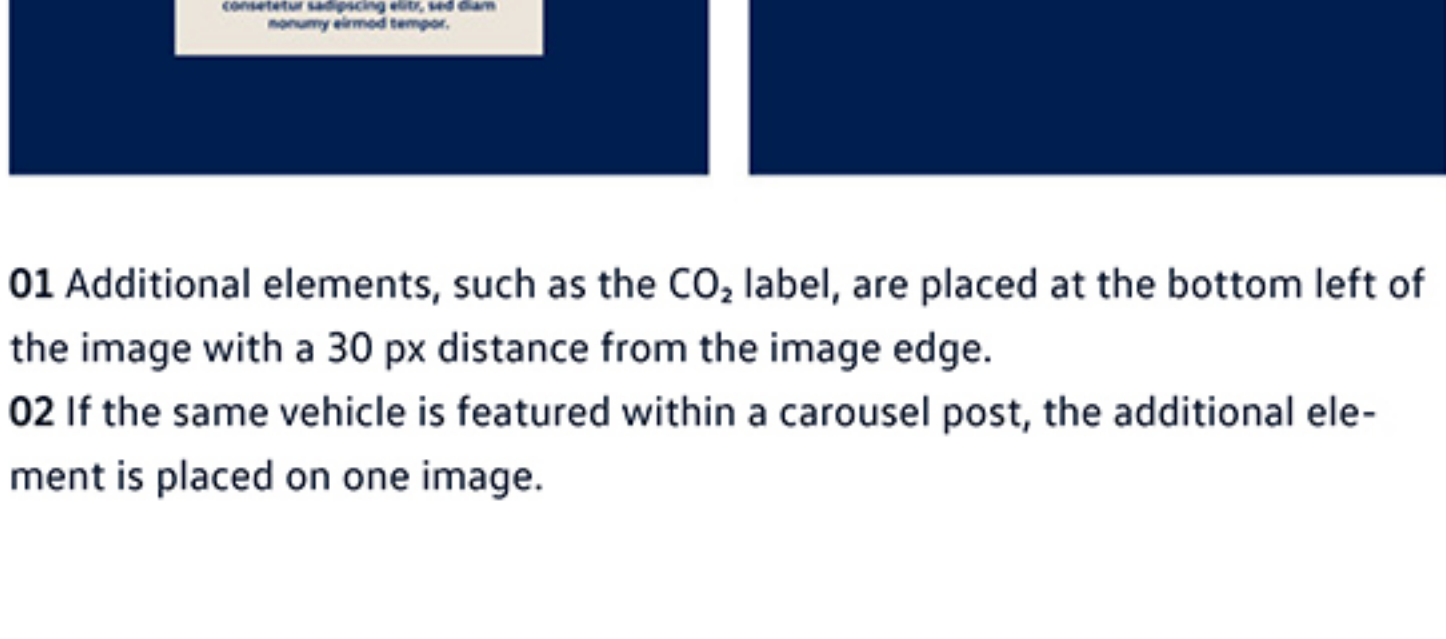
Depending on the country and format of the post, additional elements may be added. The distance to the edge and to other elements is always 30 px.



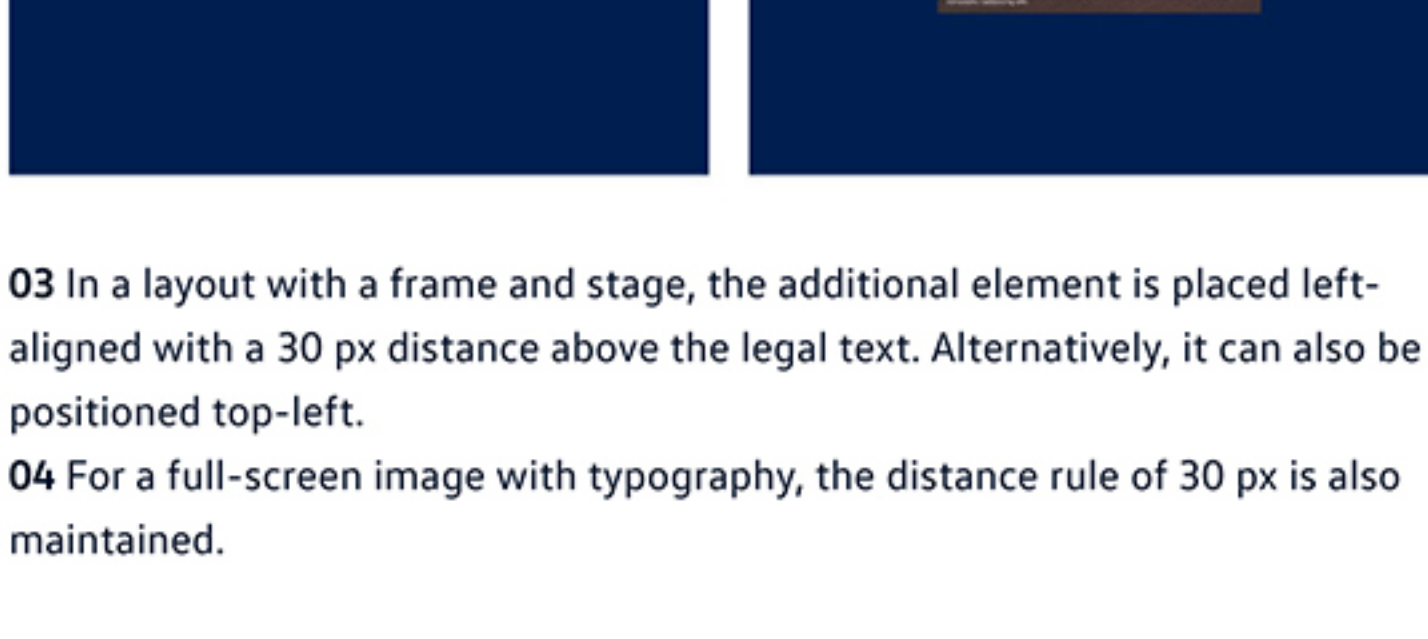
- 01 Additional elements, such as the CO₂ label, are placed at the bottom left of the image with a 30 px distance from the image edge.
- 02 If the same vehicle is featured within a carousel post, the additional element is placed on one image.



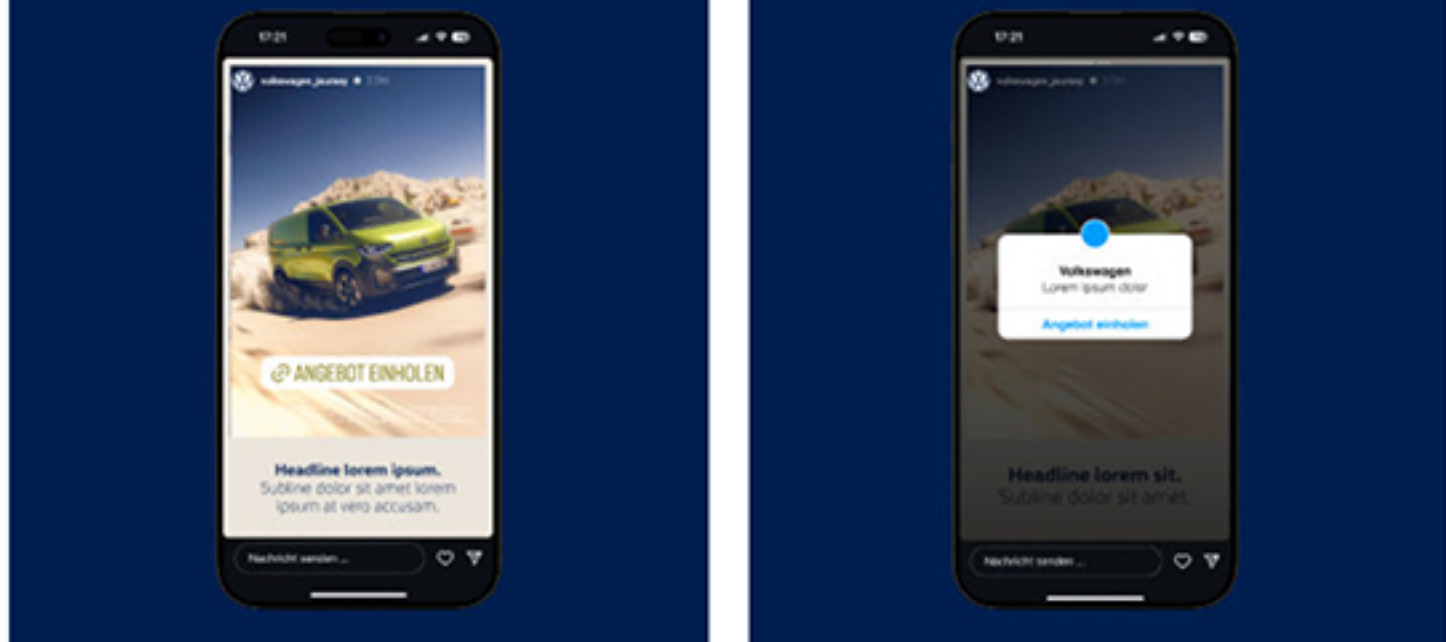
- 03 In a layout with a frame and stage, the additional element is placed left-aligned with a 30 px distance above the legal text. Alternatively, it can also be positioned top-left.
- 04 For a full-screen image with typography, the distance rule of 30 px is also maintained.



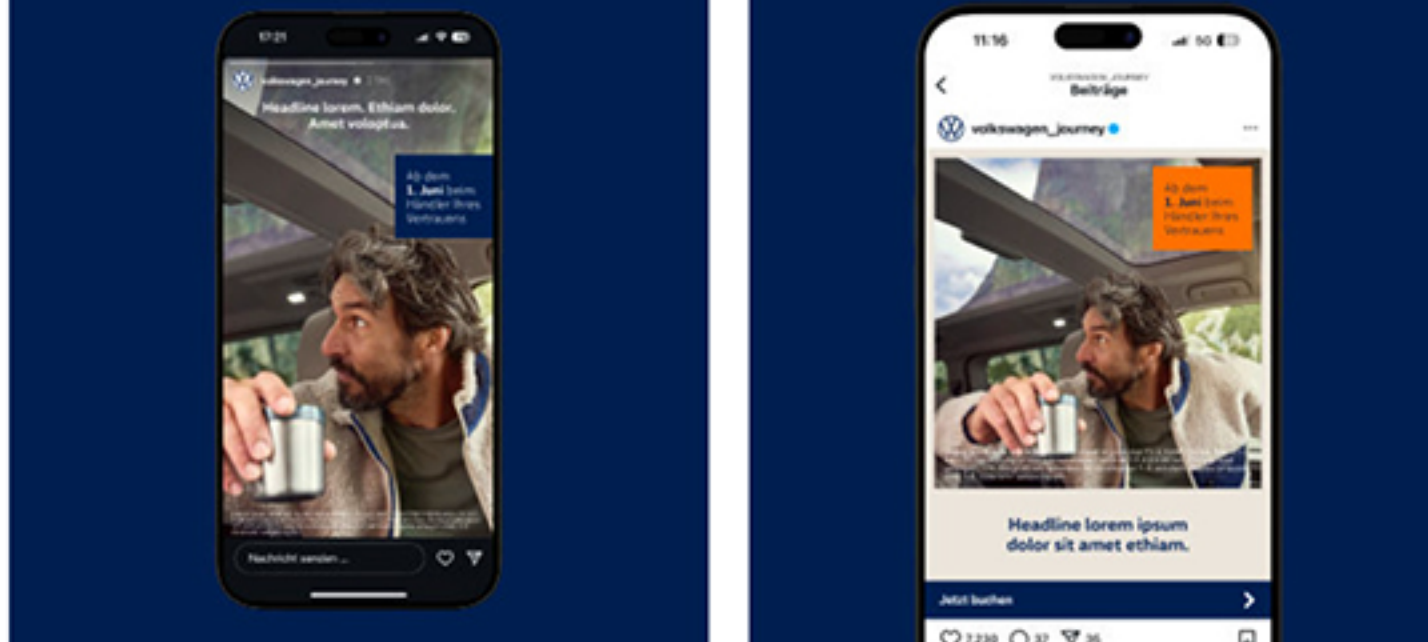
- 05 Interactive elements are always placed on the image.
- 06 The colour of the link sticker is always derived from the image. The background is always white.



- Note: This regulation only applies to traders. Further details in the Guideline:
[Eye-catcher](#)
- 05 Eye-catcher can be placed at the edge, sloping, on full-screen images.
- 06 For Images with a frame, eye-catcher are placed 30 px away from the edge of the image.



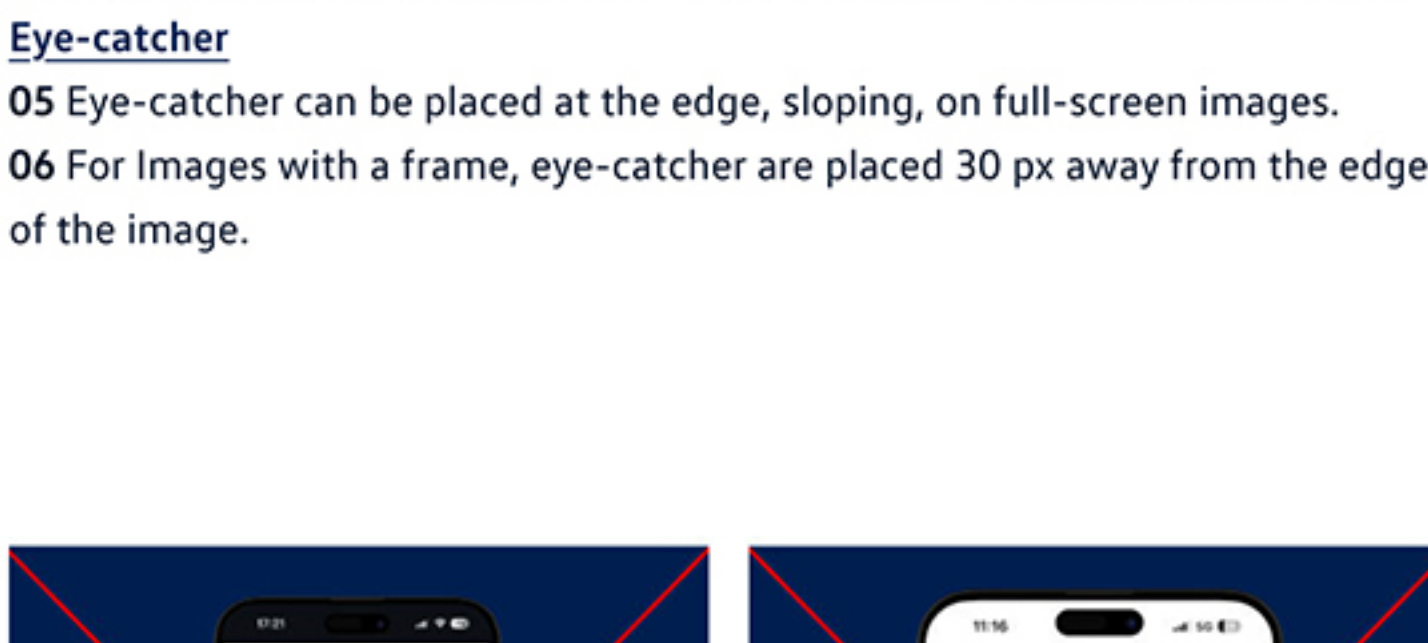
- 07 All text elements are placed as specified in the templates.
- 02 Additional elements are not placed on the stage.



- 03 Interactive elements are not placed on the stage and are always used in the defined colours.
- 04 Only VW Head is used as the font.

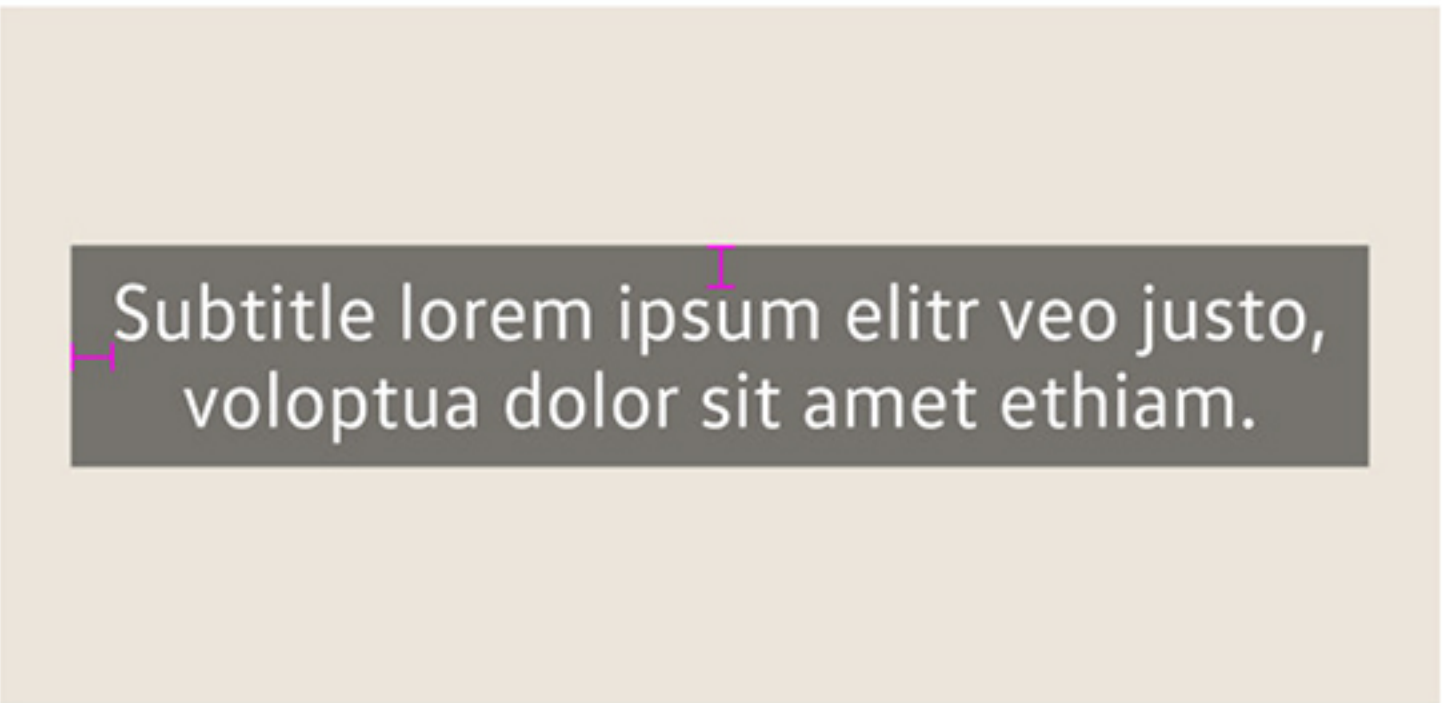


- 05 Emojis are not used in posts.
- 06 Emojis are not used in stories.



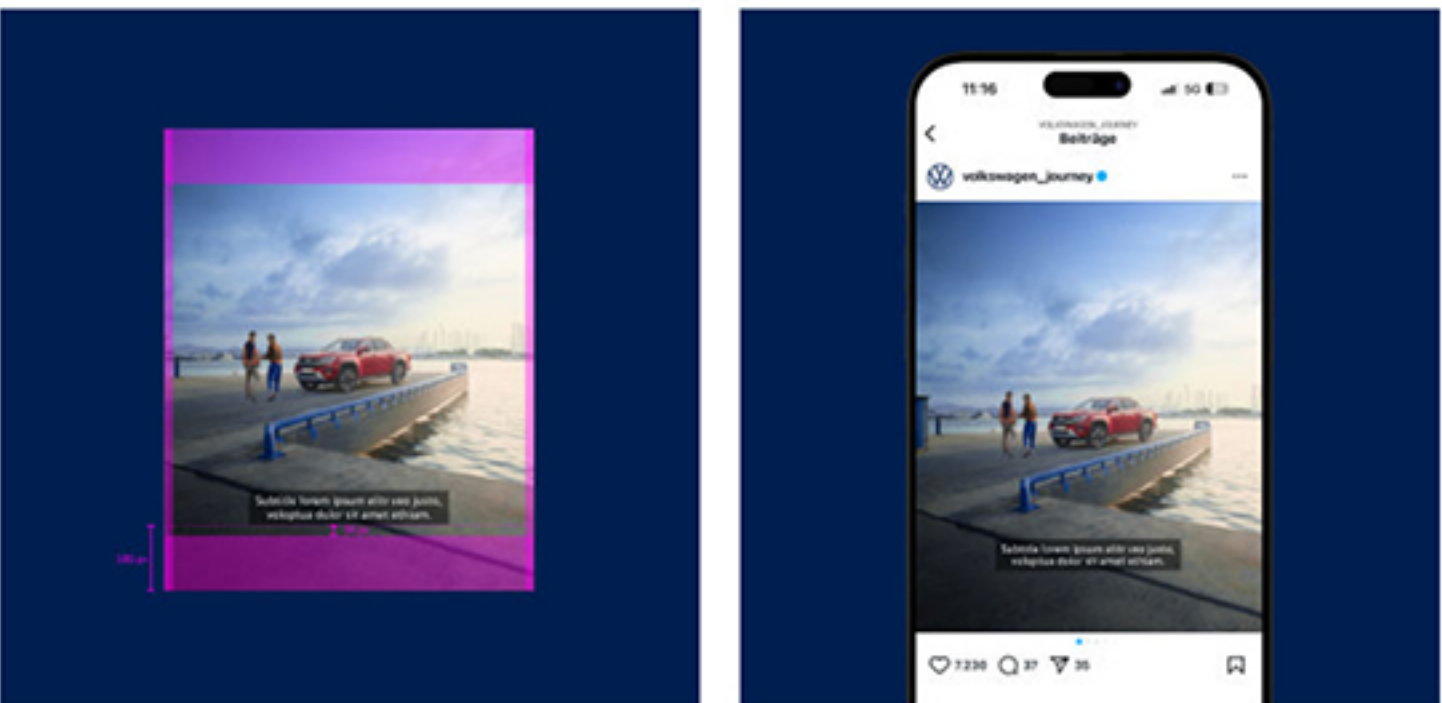
- 07 Cut-outs are not used in posts.
- 08 Collages are not used.

Subtitles

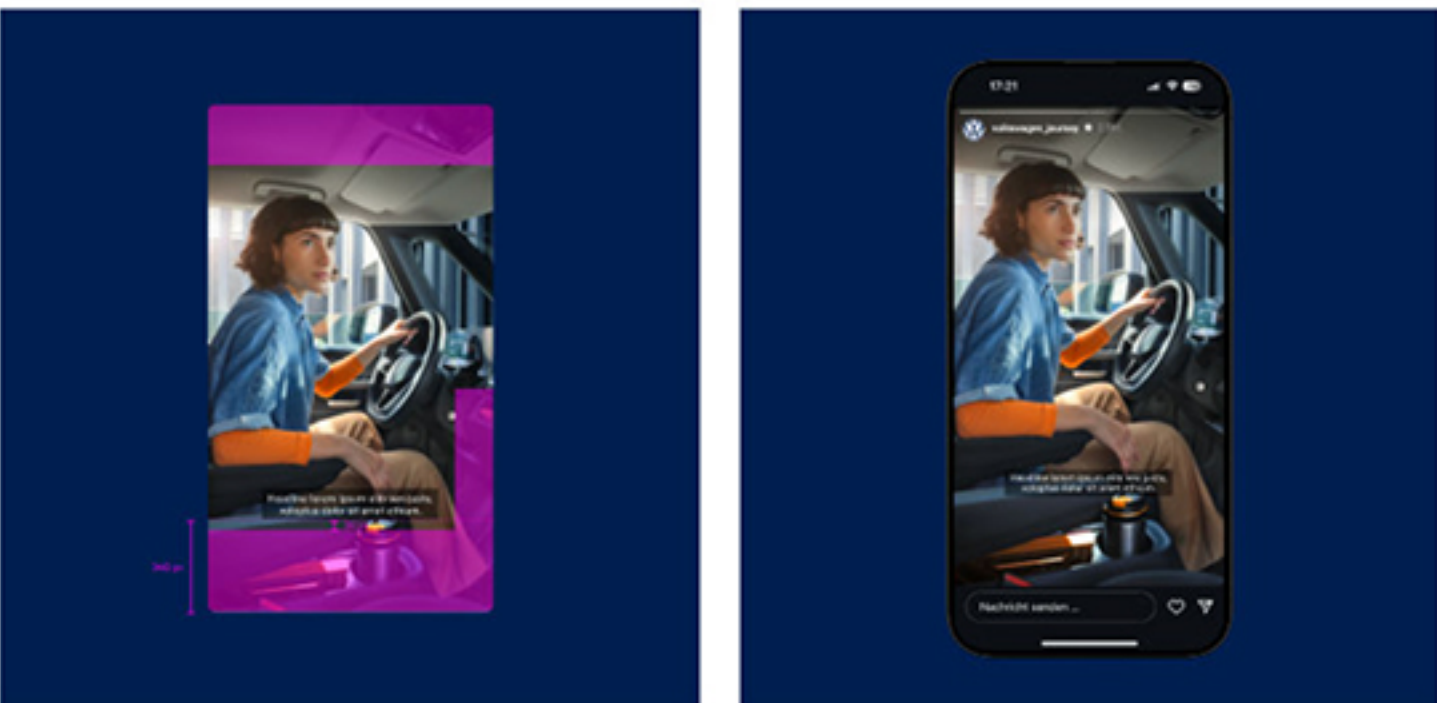


The positioning of the subtitles is defined by the safe zone in all formats. The text is set in VW Text Regular at a size of 40 px. The subtitles are placed within a black box with 40% opacity. The text within the box must maintain half the cap height from the edge of the box (see pink markings).

Subtitles are generally only placed in exceptional cases, as the channel's own subtitles are preferred.



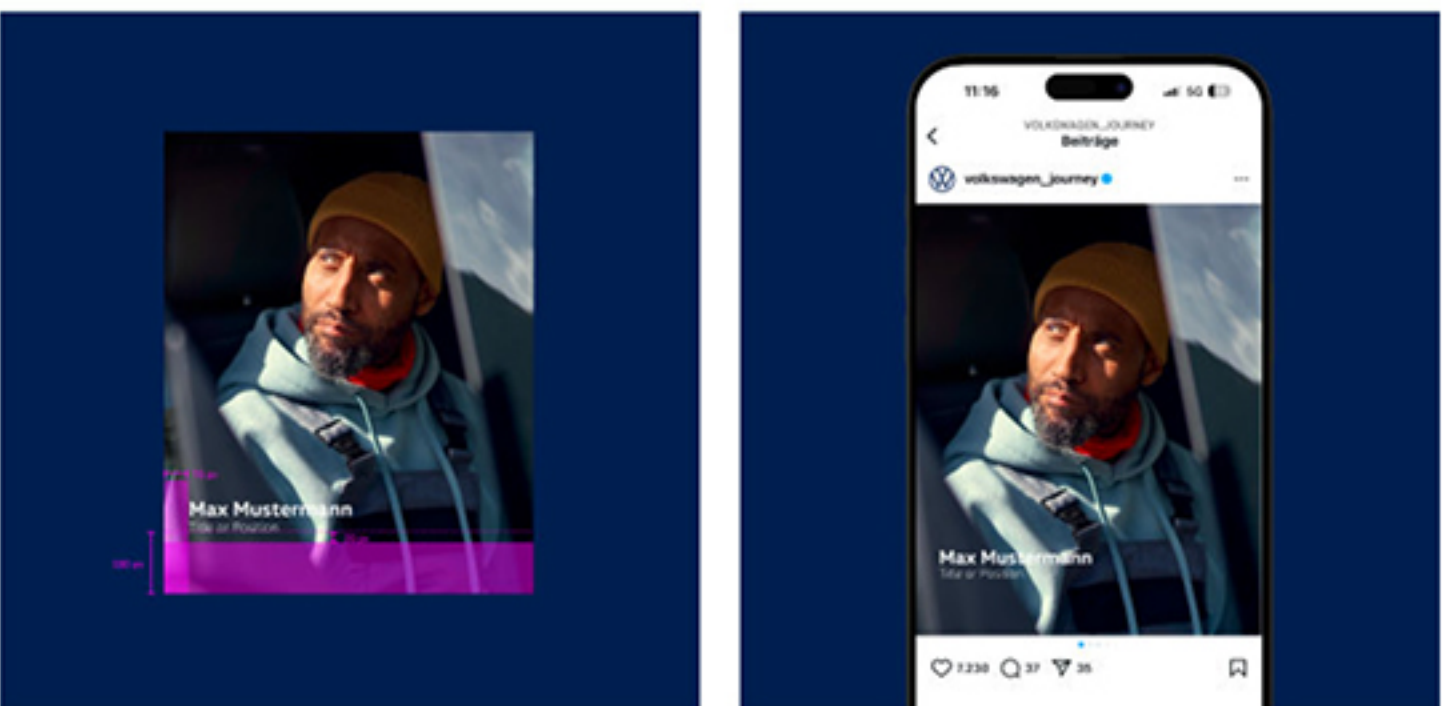
01 Construction view in 4:5 format
02 Moving image with subtitles in 4:5 post



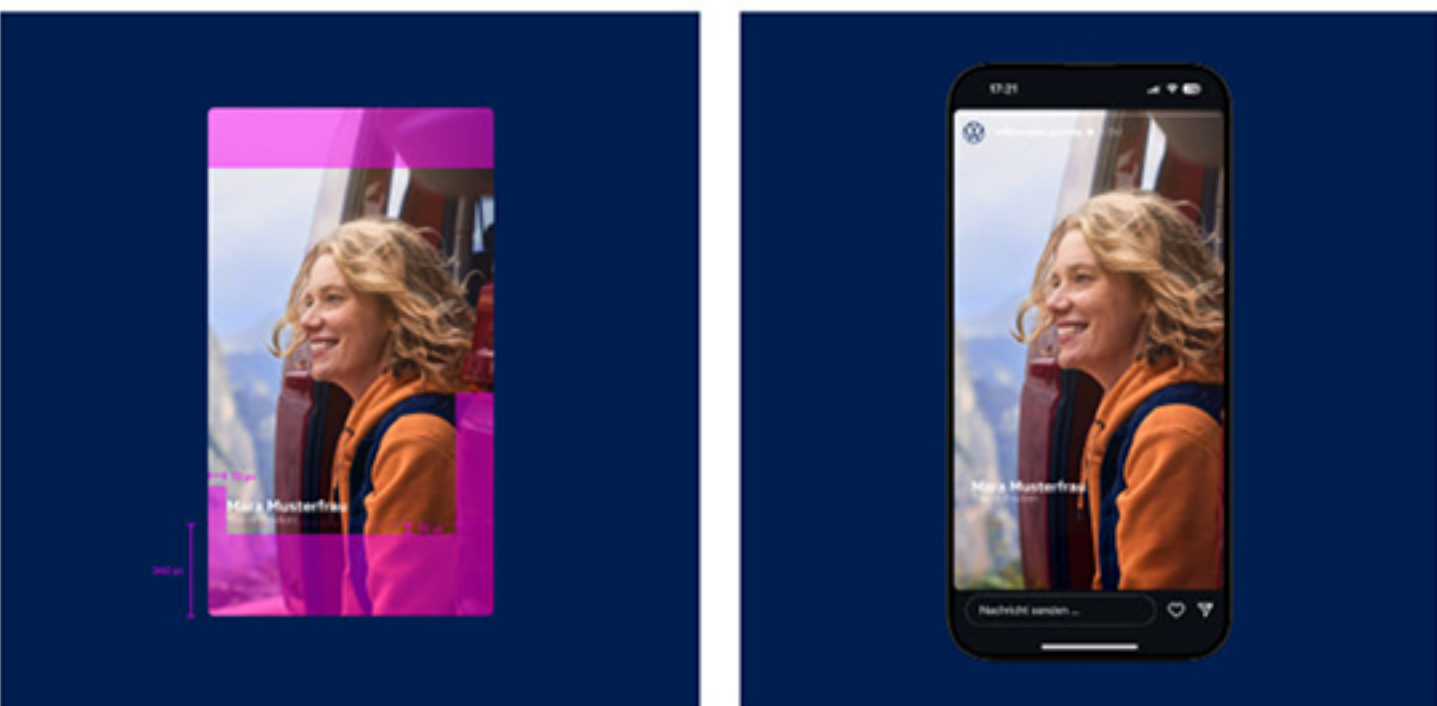
01 Construction view in 9:16 format.
02 Moving image with subtitles in 9:16 format.

Lower Third Banner

A Lower third banner is only integrated as a text element on the image. A necessary safe zone, as specified in the design drawing, must be observed. The name is placed in VW Head Bold in a size of 60 px. The title, the position or a description can be added under the name in the VW Head Light in a size of 40 px.

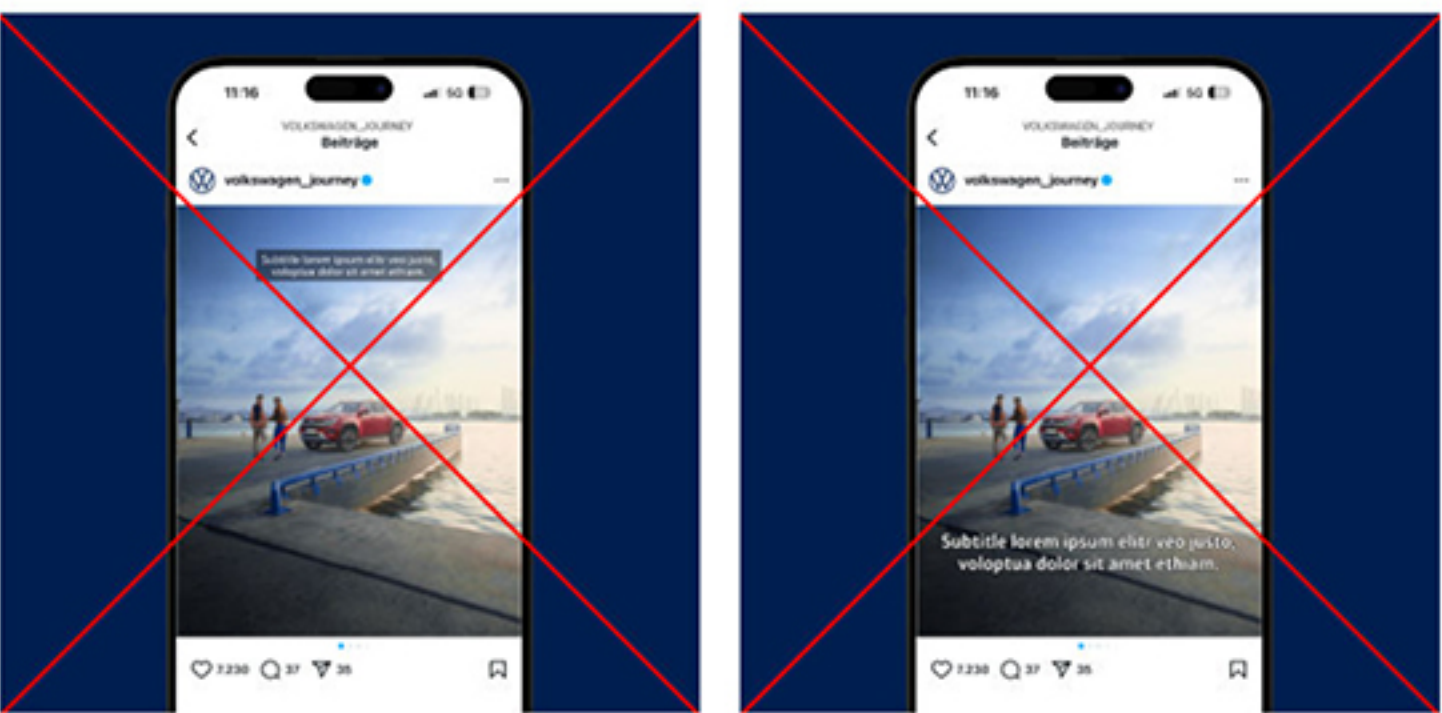


01 Design view with distances
02 Lower third banner in post

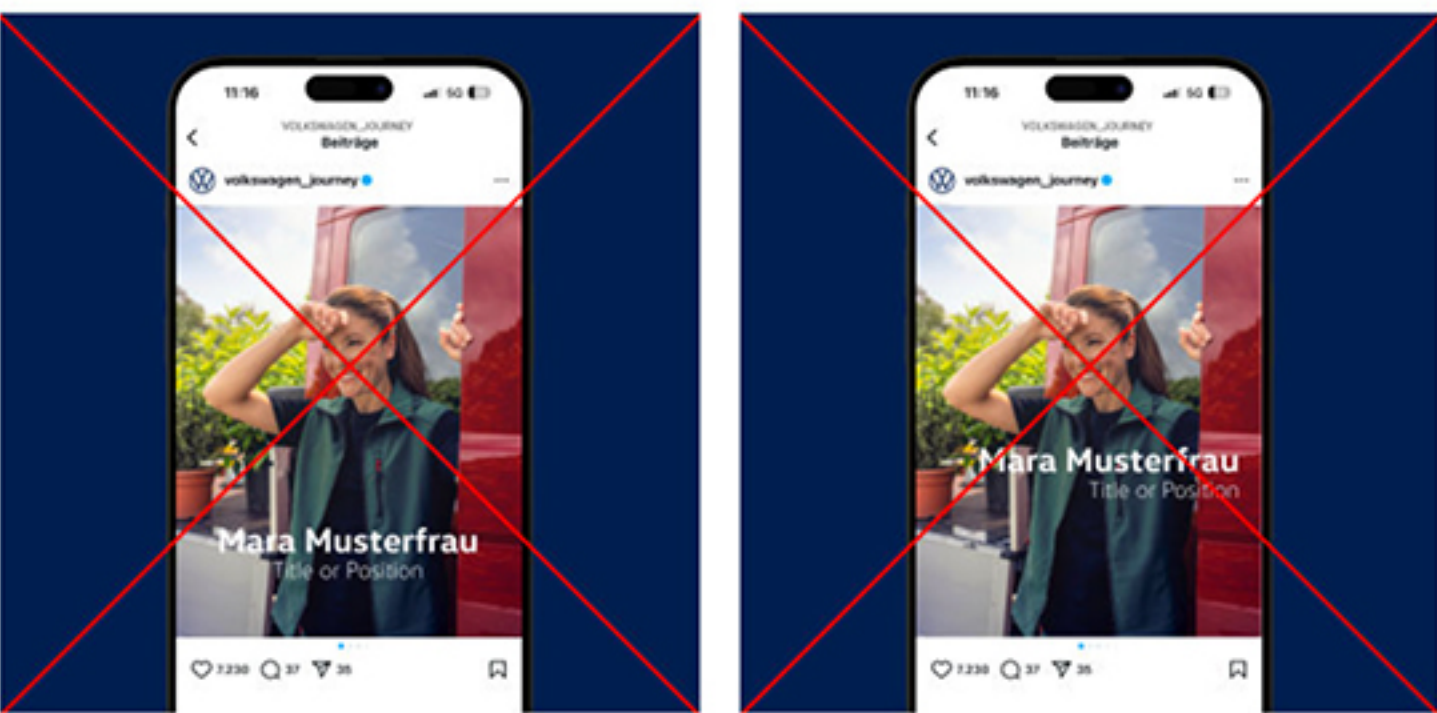


01 Design view with distances
02 Lower third banner in reel-format

Don'ts



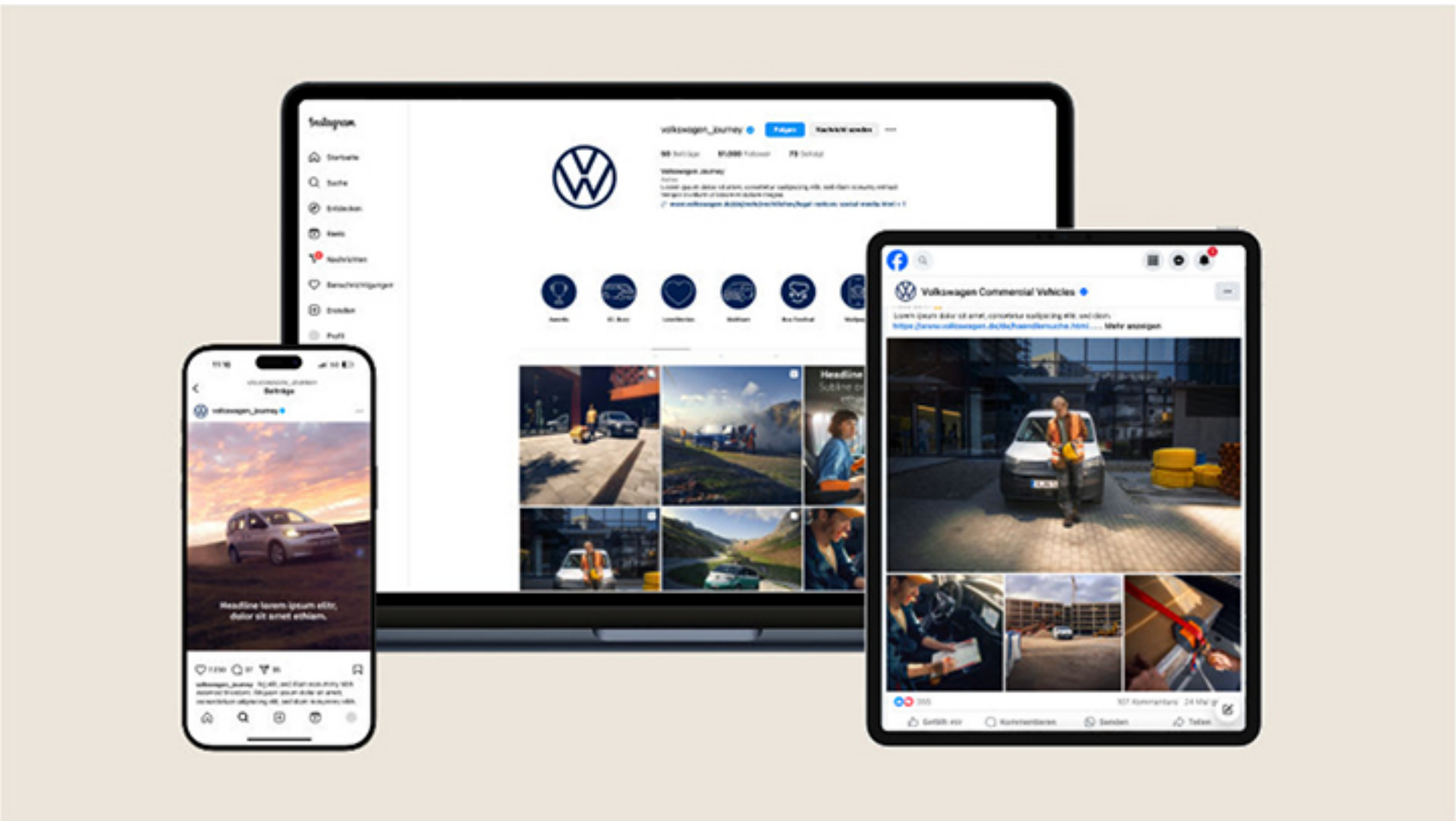
01 Subtitles are always at the bottom.
02 The font size must be adhered to. Outlines for text are not permitted.



03 Lower third banners are not set like headlines and sublines.
04 Lower third banners may only be inserted flush left in the bottom left-hand corner.

Visual Media Strategy

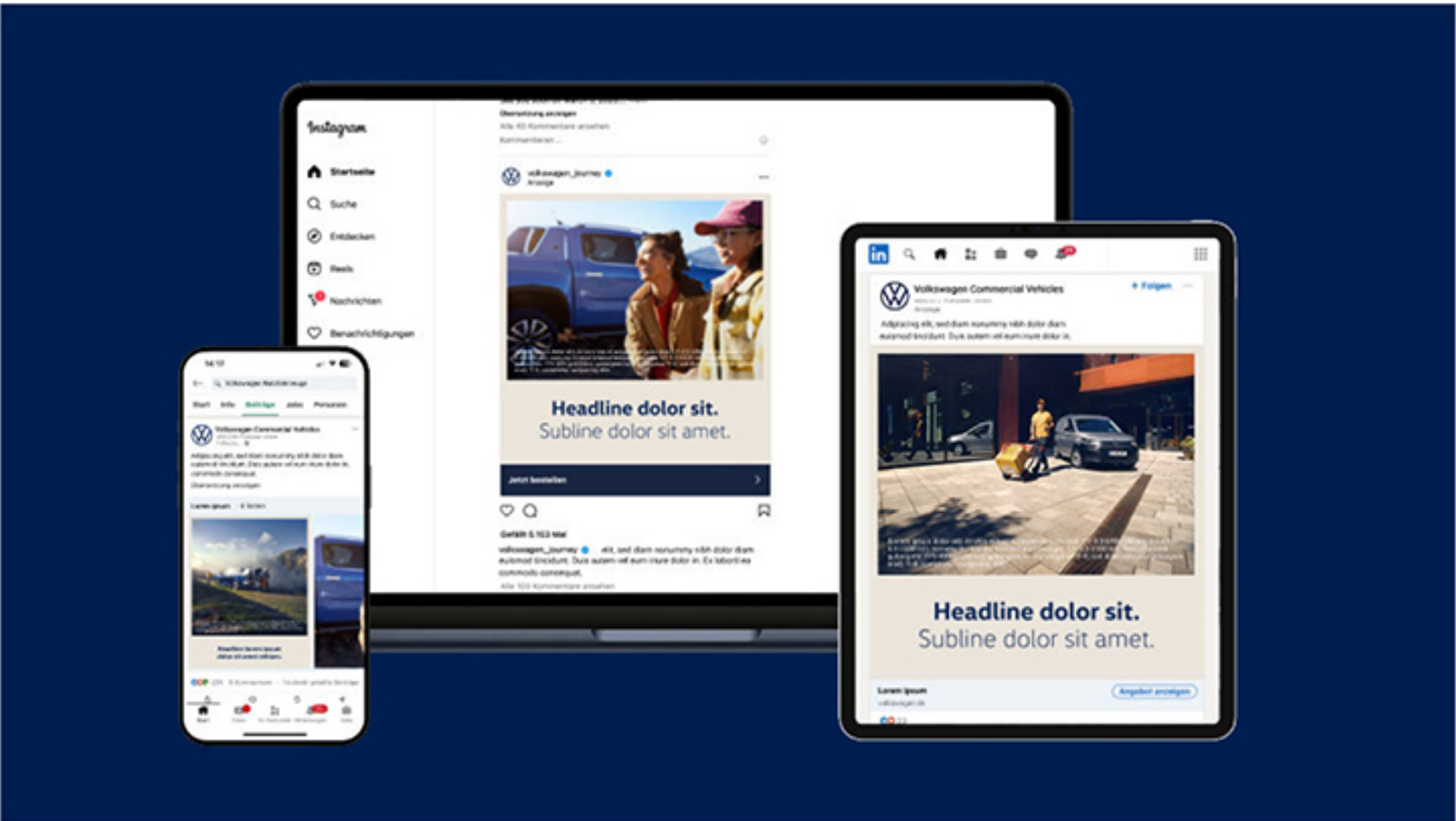
Owned



Owned Content" refers to the social media content managed internally by Volkswagen (e.g., volkswagen, volkswagen_de, etc.). On these channels, organic posts are shared with minimal integration of the new brand design.

It is especially important to pay attention to how images are cropped in gallery and feed views. Depending on this, the rules for image sequencing may change.

Paid



Paid content includes the adverts of the respective channels. These are placed via the owned account, but are also visible to users who do not follow it. Depending on the settings, paid content can be displayed independently of owned content and will not appear in the profile feed.

To draw attention to the new brand design, it is integrated here as much as possible.

Note

There are two central ways to convey a message on social media: through the text in the image itself and through the caption.

The text in the image focuses on emotions and storytelling to make the brand more tangible. The caption, on the other hand, provides additional information about the depicted vehicle and highlights technical details or special features.

Instagram

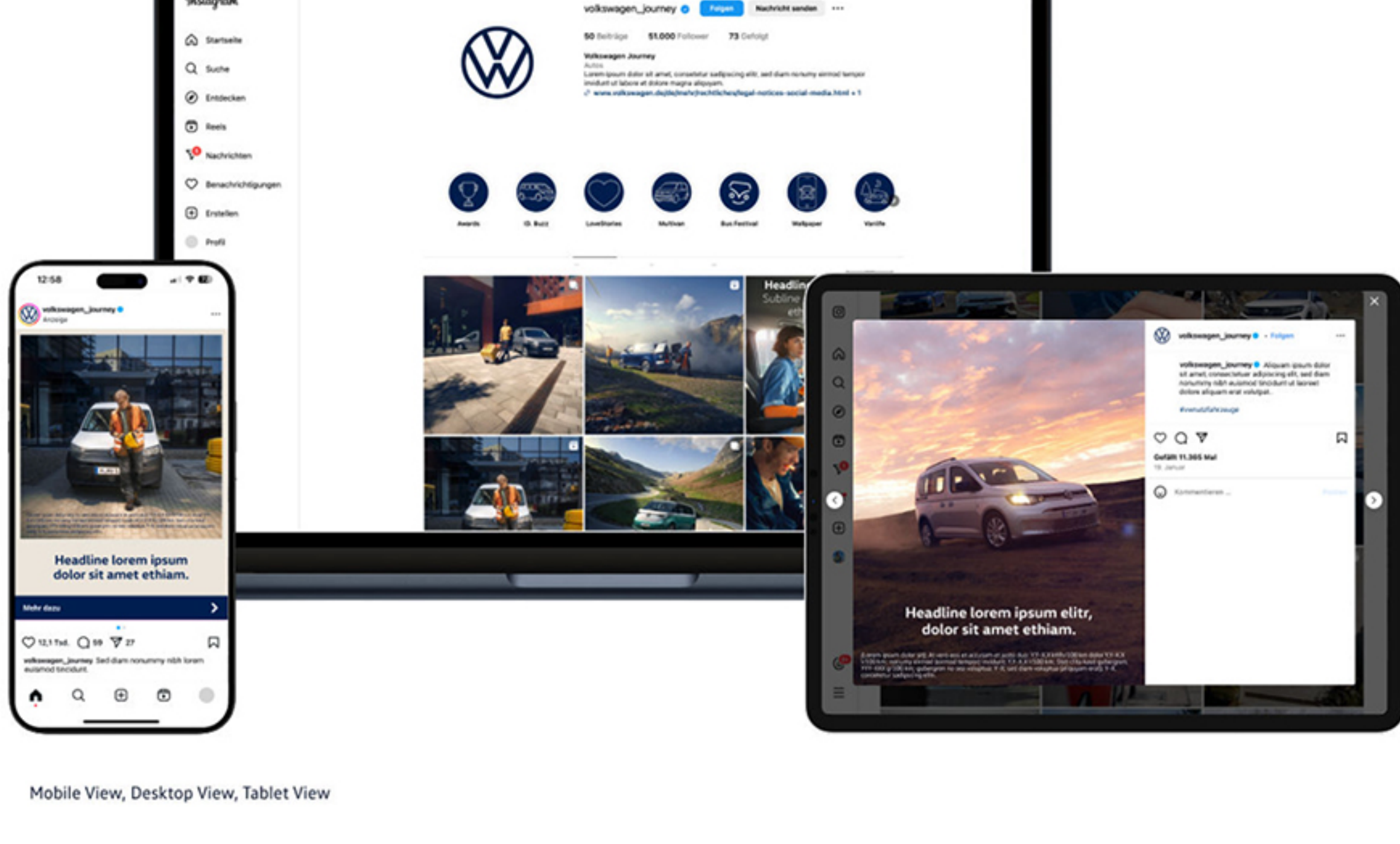
Overview

Instagram is one of the largest social media platforms worldwide, with the greatest reach. Through our Volkswagen channels, we can directly engage with our customers. Information about products and events can be shared quickly and easily. Feedback and suggestions from the community reach us instantly.

There are various ways to design the profile in line with our corporate design. In addition to the profile picture, we can include a spacious cover photo and choose the profile name.

We differentiate between:

- 01 Owned content
- 02 Paid content



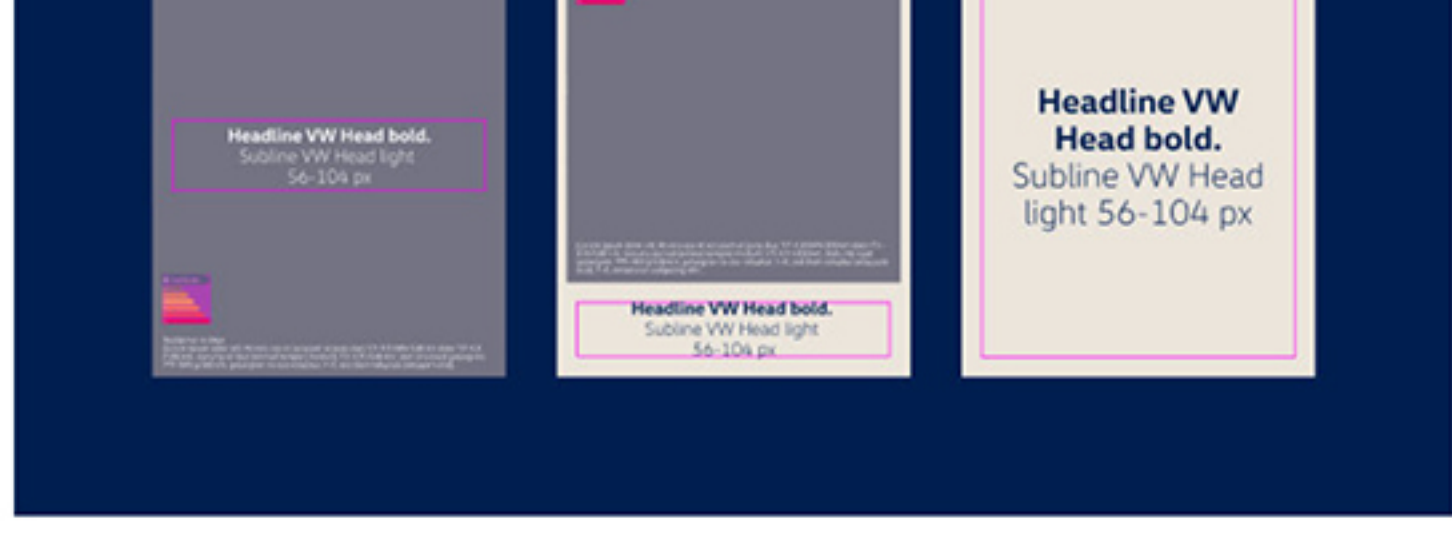
Mobile View, Desktop View, Tablet View

Formats for Instagram

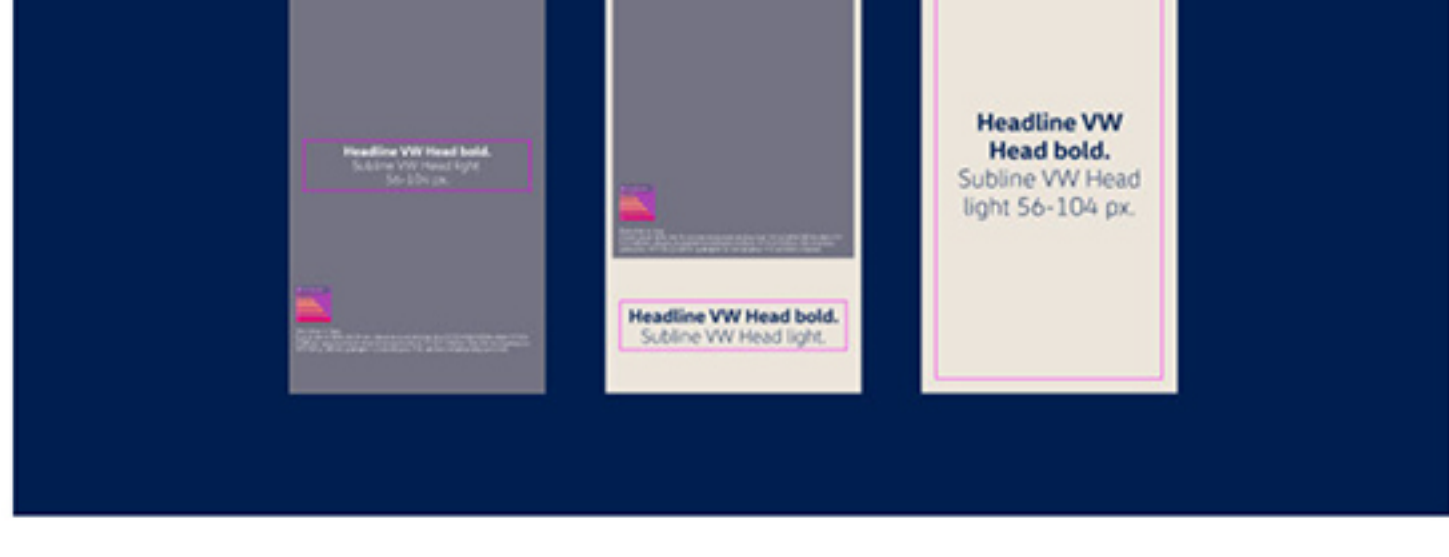
There are two layout formats:

- 01 Posting-format 4:5
- 02 Story-format 9:16

Download: [Templates](#)

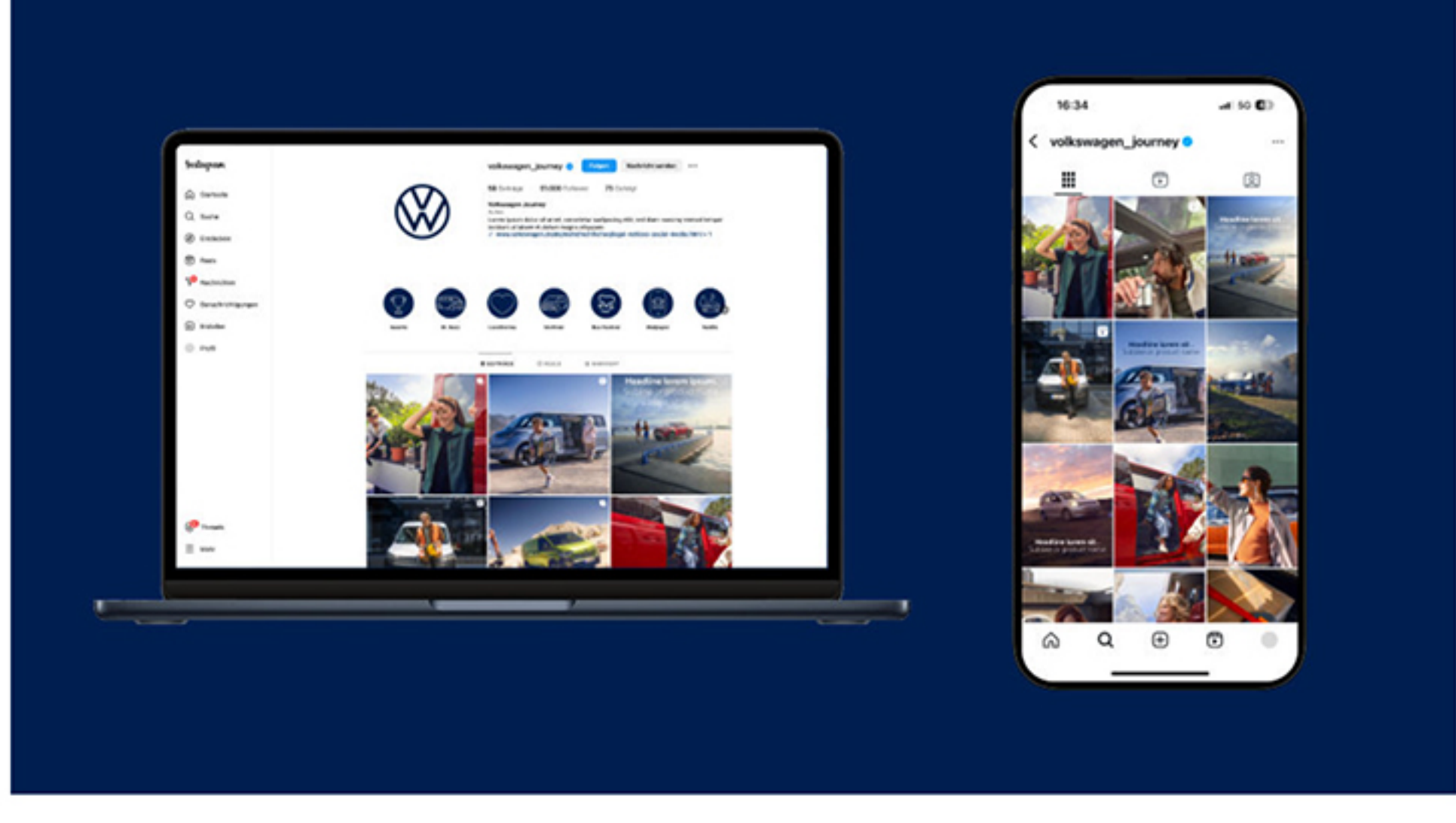


01 Images are posted in 4:5.



02 Image stories are posted in 9:16.

Content Formats (owned)



On the accounts managed internally by Volkswagen (e.g., volkswagen, volkswagen_de, etc.), owned content is published in various formats. These channels are used to distribute organic posts that integrate the new brand design only minimally.

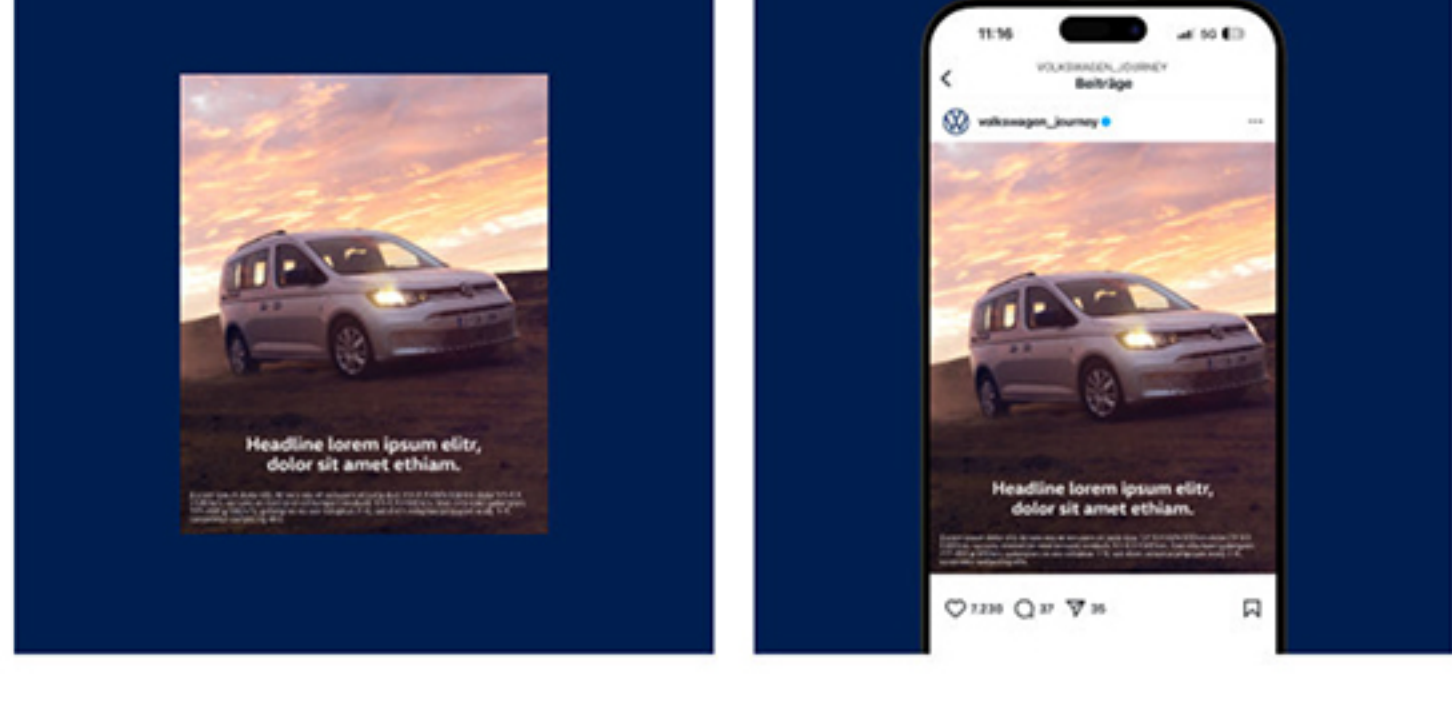
Posts appear in the profile feed view. Therefore, it is important to ensure that the look and feel remain consistent.

The formats include:

- 01 Single image post
- 02 Carousel post
- 03 Video post
- 04 Image story
- 05 Video story
- 06 Reel

Post

To maintain a consistent appearance across all social media channels, it is recommended to post images on Instagram only in the 4:5 format.

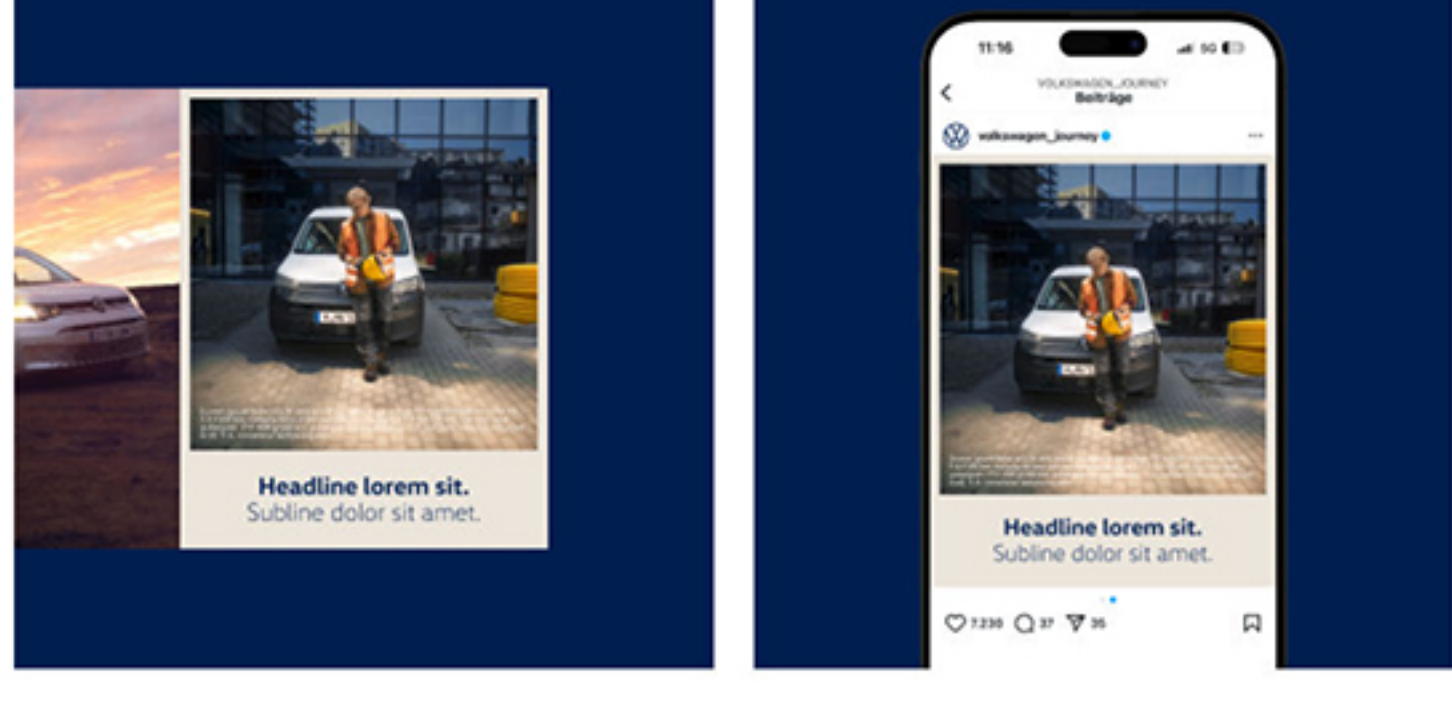


01 Single Image Post

For owned single image posts, neither a frame nor a stage is used.

When placing text on images, it is important to ensure that it is not cut off in the desktop feed view. To make sure that both the headline and subtitle are visible in the mobile feed view as well as on the desktop, a sufficient minimum margin is required.

Legal texts do not appear in the desktop feed view. Additionally, market-specific legal regulations must always be observed.

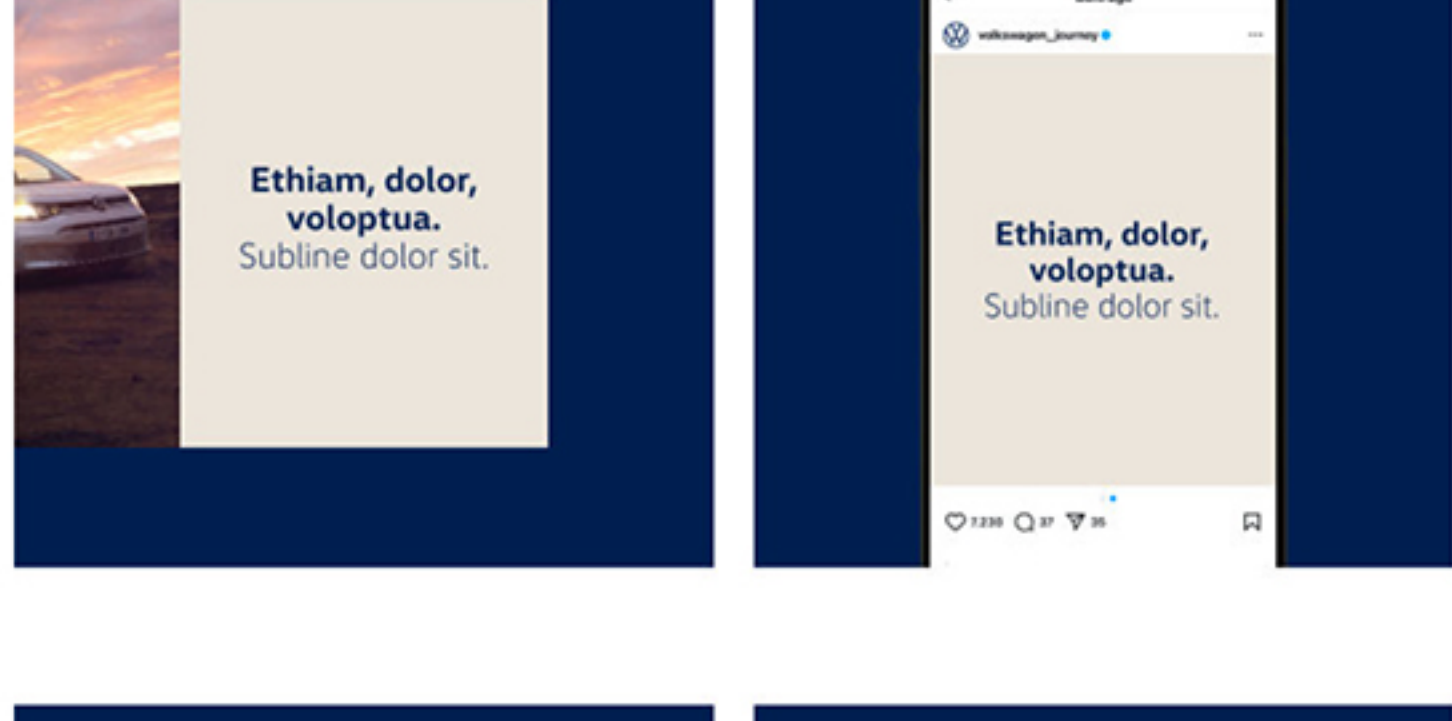


02 Carousel Post

Images with frames should never be placed first and can be used starting from the second image. We recommend using the frame option a maximum of once within a carousel post, and ideally, at the point of resolution in the storytelling.

Alternatively, the New Horizon variant can also be used. Example: 1st image, 2nd video, 3rd headline and subtitle on New Horizon.

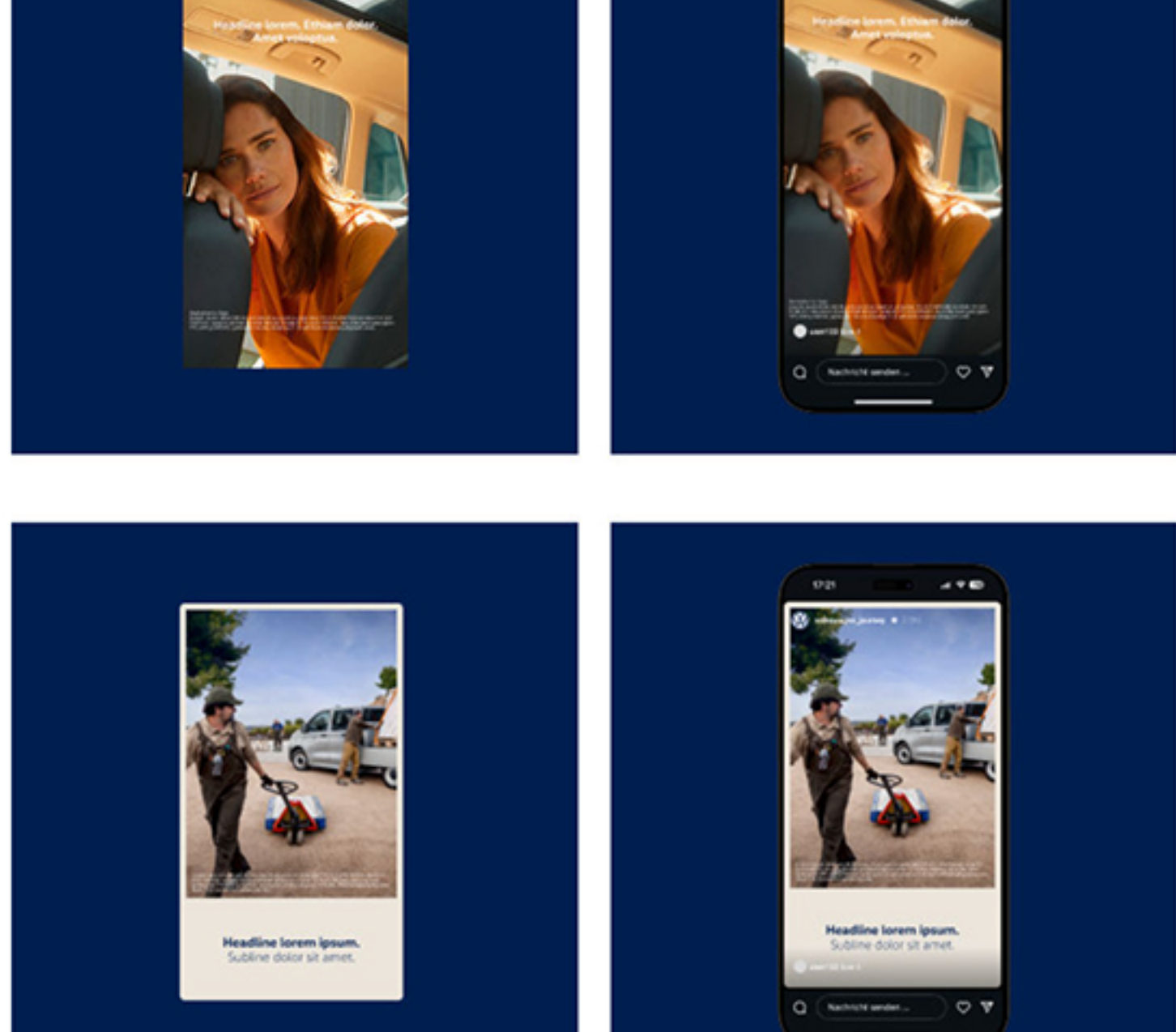
If the frame or New Horizon are used, no text should appear on the images directly before or after them.



03 Video Post

Video posts can be published individually or within a carousel post. They will not appear in the Reel feed and will maintain the 4:5 format.

Story & Reels



04 Image Story

On Instagram, there is the option to share content in Stories. Images are displayed for 15 seconds and are available for 24 hours. This guideline applies exclusively to static content (stills).

The layout with stage and frame for owned stories is optional. Stories are always displayed in full-screen format (9:16).

05 Video Story

The guideline for Stories with moving images can be found here:

[Moving Image](#)

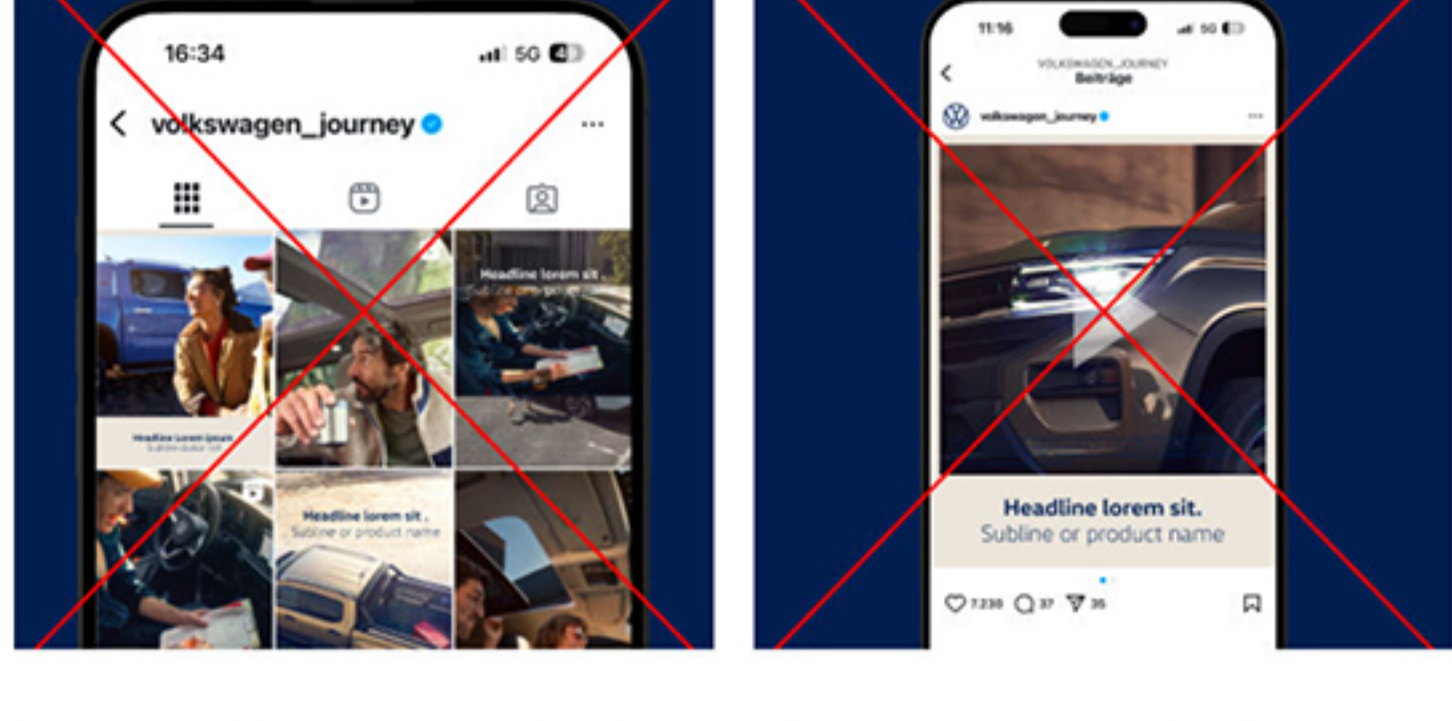
06 Reel

On Instagram, there is the option to share Reel videos independently from a post. Reels are shorter than regular videos and appear both on the Reels page and in the profile feed. They are exclusively displayed in the 9:16 format.

The guidelines for Reels can be found here:

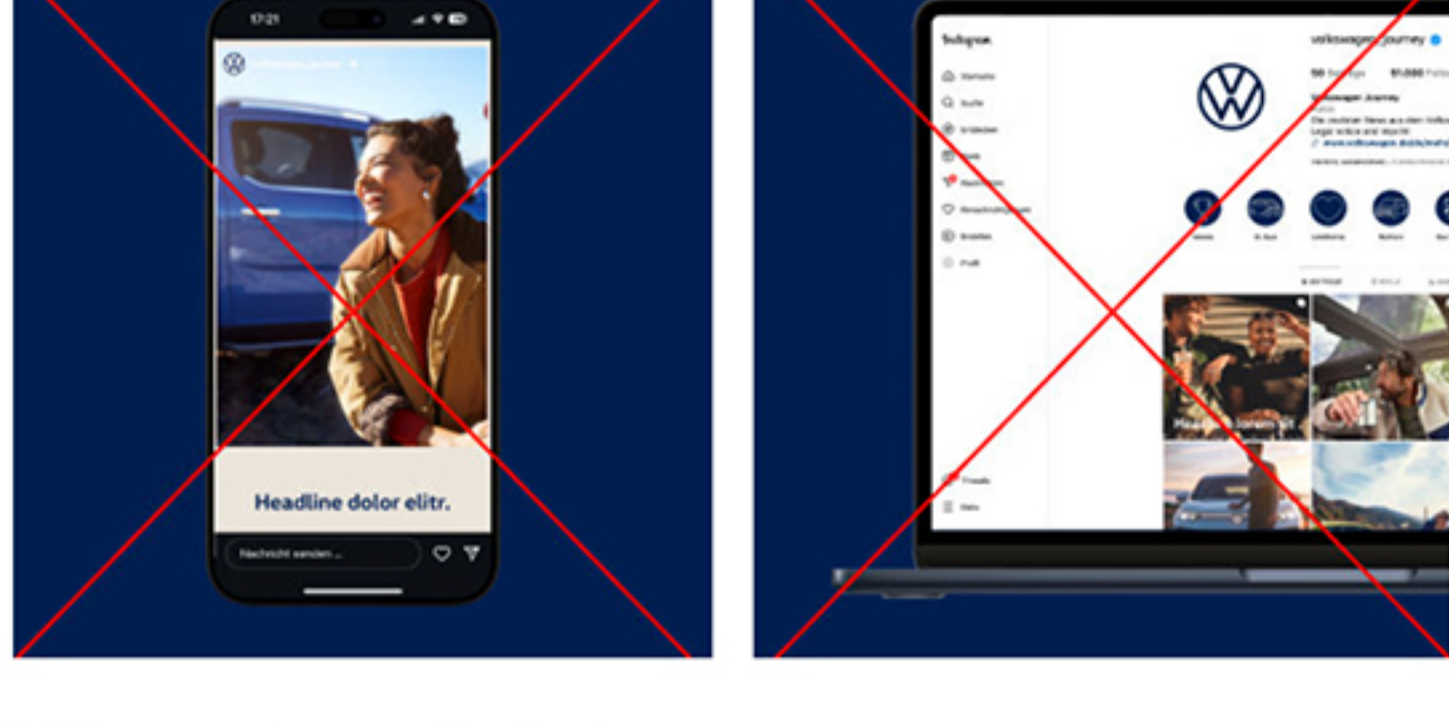
[Moving Image](#)

Don'ts



01 Image with frame as the first image in the carousel post or single image post.

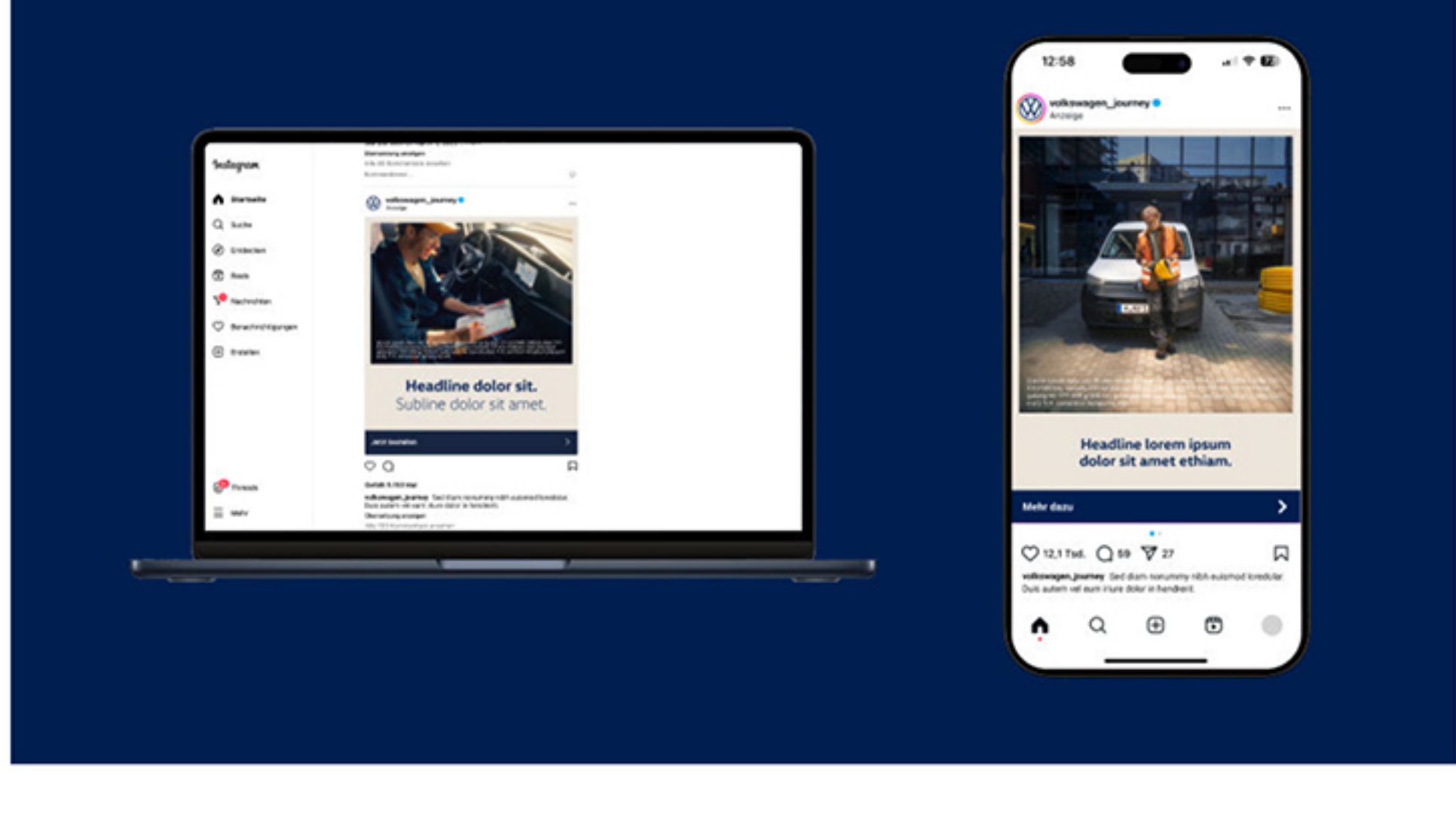
02 Video with frame.



03 The frame is cropped in the Story.

04 The text is truncated in the desktop view.

Paid Content



Paid content includes adverts for the respective channels. These are placed via the owned account, but are also visible to users who do not follow it.

Depending on the settings, paid content can be displayed independently of owned content and will then not appear in the profile feed.

To draw attention to the new brand design, it is integrated here as much as possible.

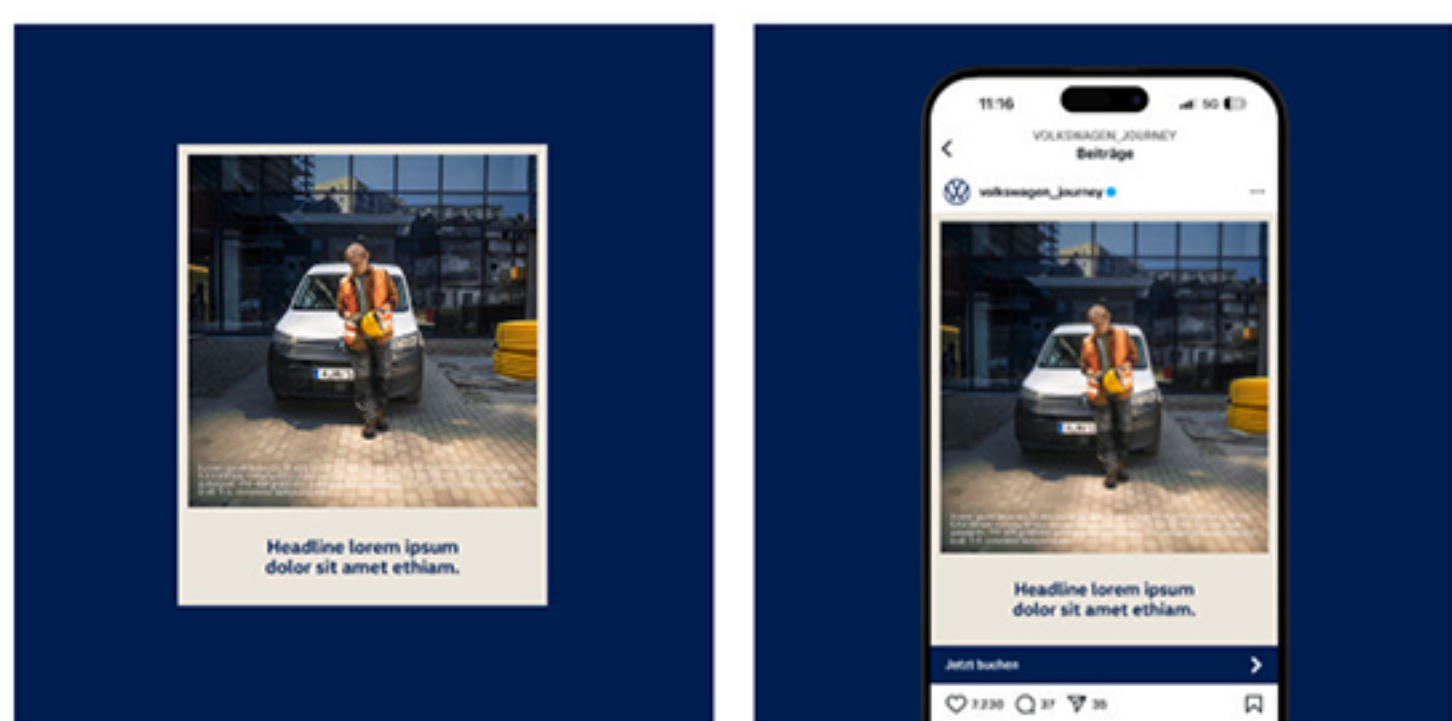
The formats include:

- 01 Single image post ad
- 02 Carousel post ad
- 03 Video post ad
- 04 Image story ad
- 05 Video story ad
- 06 Reel ad

Post Ad

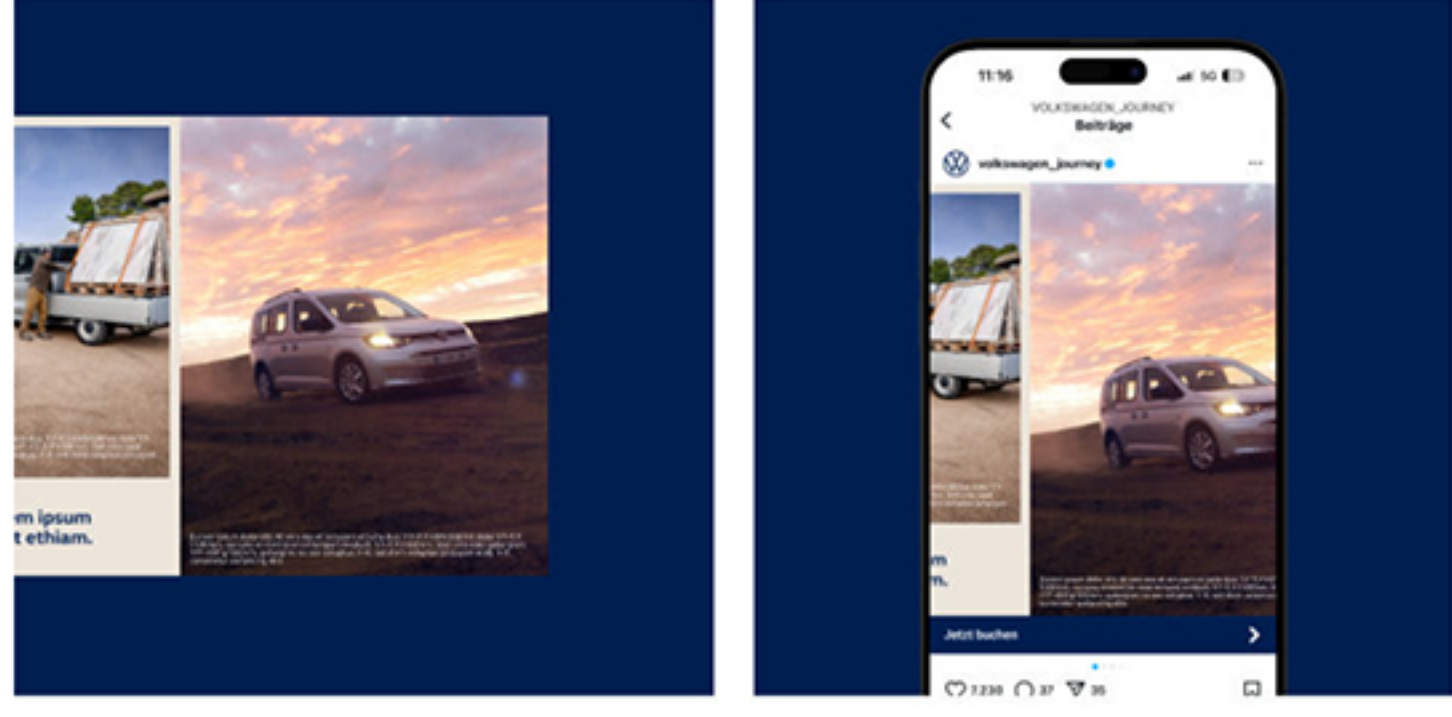
For a continuous appearance in all ads, it is recommended to post in 4:5 format.

Download: [Templates](#)



01 Single Image Post Ad

Single image post ads are always posted with frame and stage. The CTA area is coloured in VW Dark Blue.

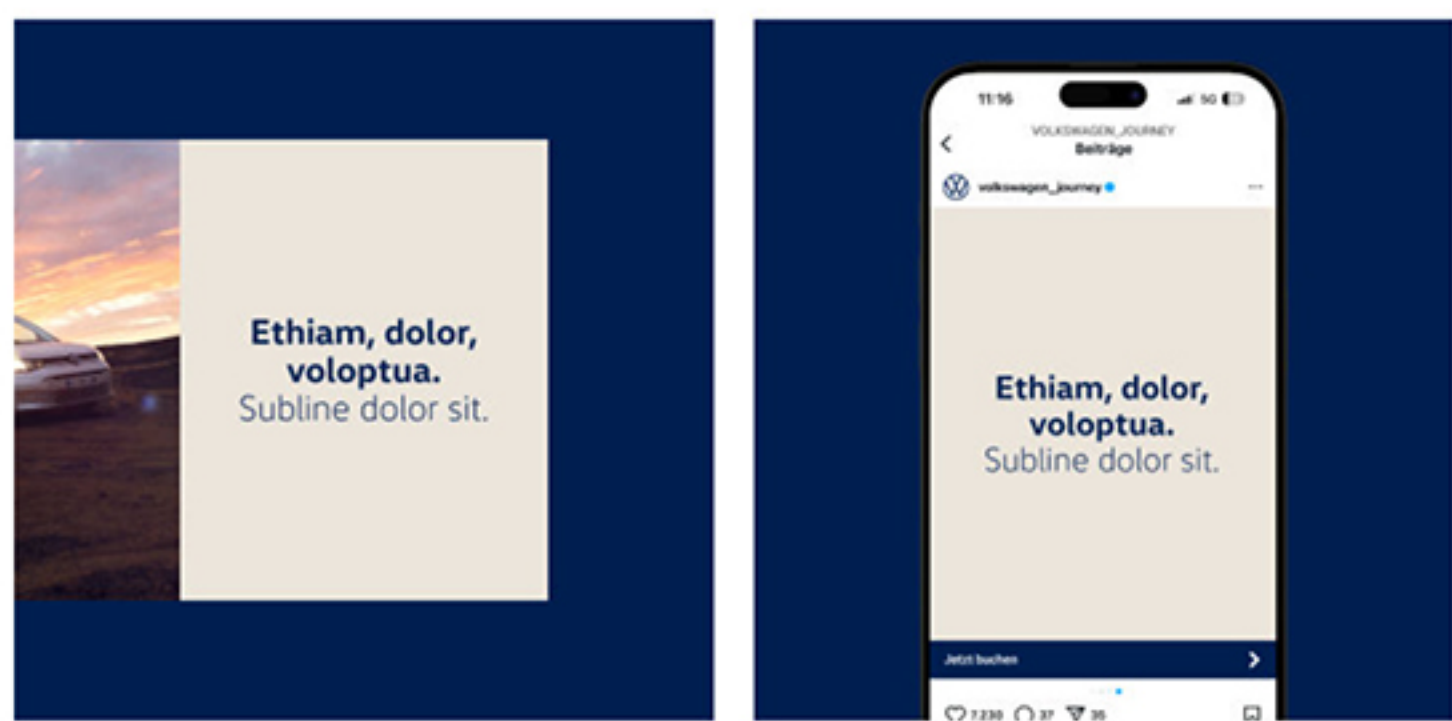


02 Carousel Post Ad

Images with frames always come first. We recommend using the frame option a maximum of once within a carousel post ad. It is also important to note that images with text are not permitted immediately before and after a frame variant.

Optionally, New Horizon can be used as a full-surface background and the text can be centred in maximum font size. However, either a video or a full-surface image without text must be used between the frame variant and the New Horizon variant.

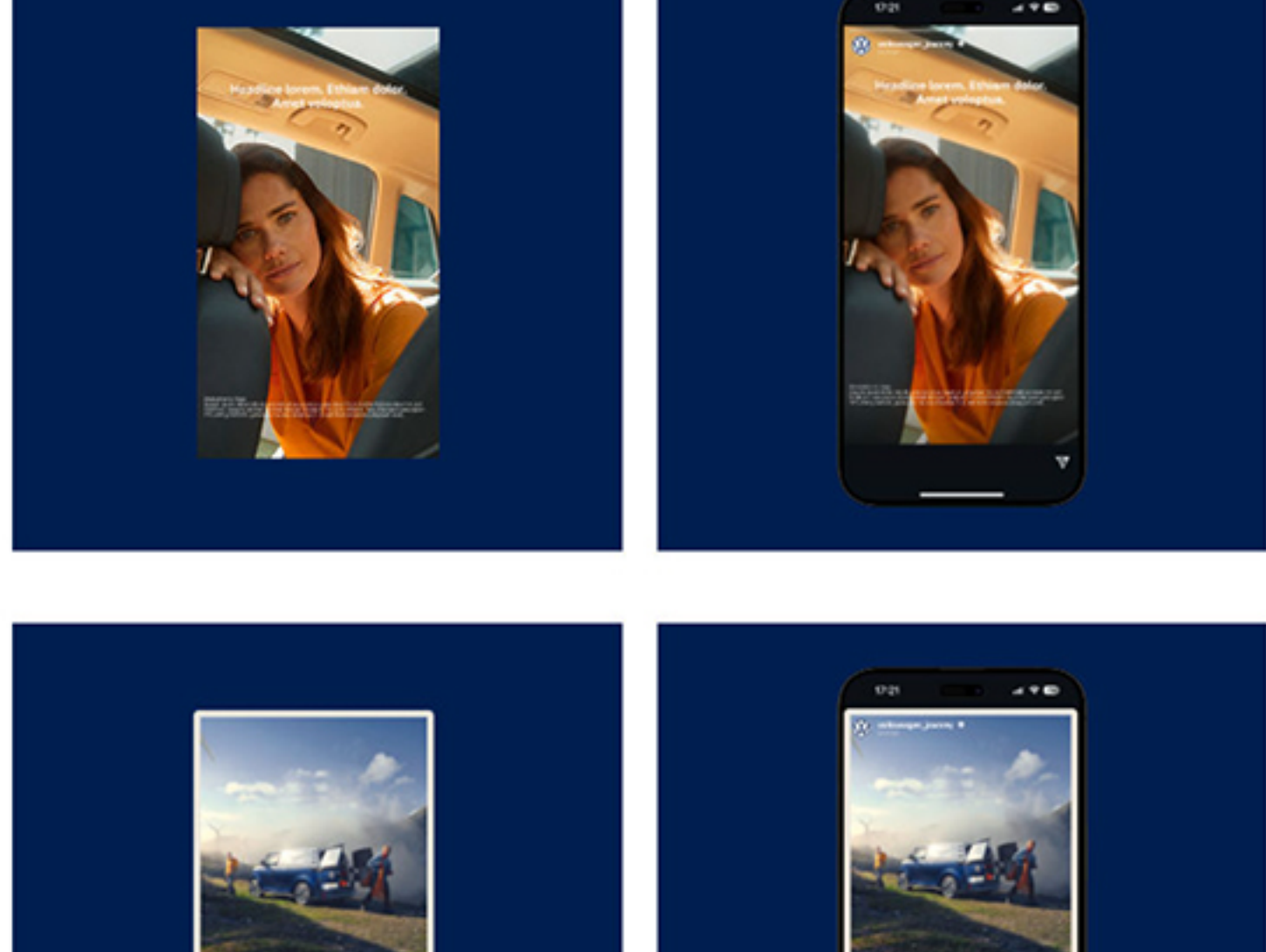
Example: 1st image with frame, 2nd video, 3rd headline and subtitle on New Horizon



03 Video Ad Post

Videos can be posted individually or within a carousel ad. Videos do not come first in the carousel ad.

Story Ad & Reel Ad



04 Image Story Ad

Instagram offers the option of placing story ads between the organic stories. We recommend using the frame variant for a high recognition value.

The layout without stage and frame for story ads may only be placed after a frame variant. Stories are always displayed in full-screen format (9:16).

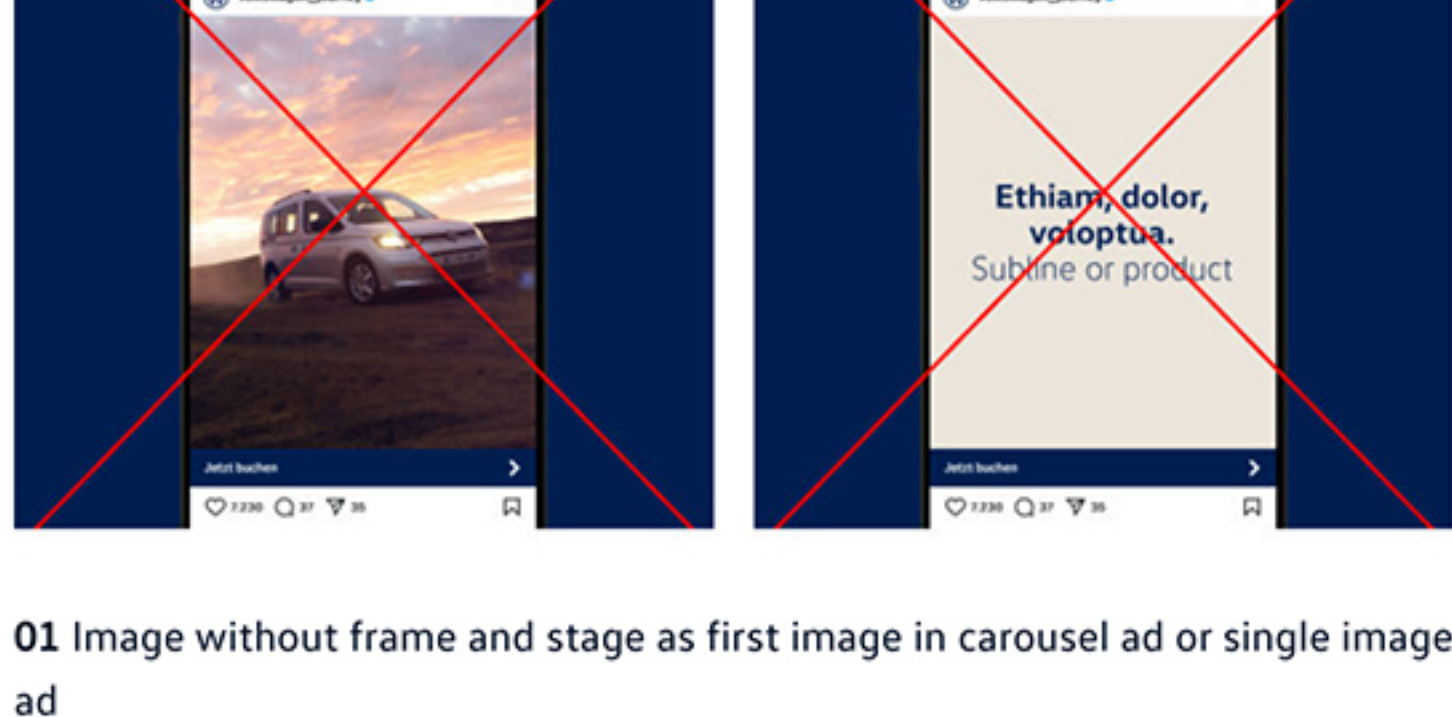
This guideline is explicitly aimed at stills only.

05 Video Story Ad

06 Reel Ad

Reel ads appear between organic content and can be placed separately from owned content. They do not appear in the profile reel feed.

Don'ts



01 Image without frame and stage as first image in carousel ad or single image ad

02 New Horizon with text as the first image in the carousel ad or single image ad

Facebook

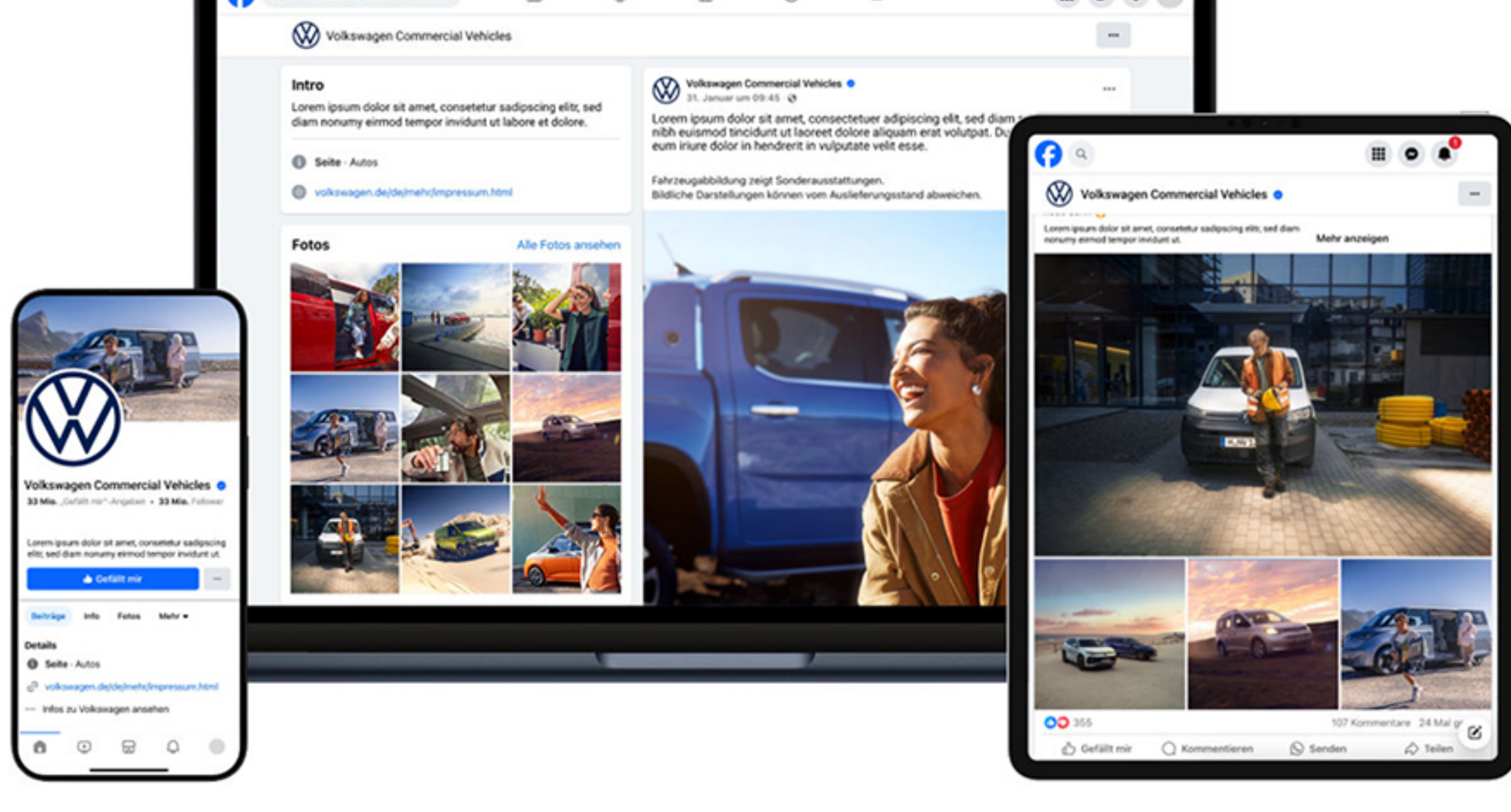
Overview

Facebook is one of the largest social media platforms in the world. Here, we can make direct contact with our customers via our Volkswagen fan page. Information on products and events can be provided quickly and easily. Feedback and suggestions from the community reach us immediately.

There are various options for customising the profile in line with our corporate design. In addition to the profile picture, we can include a generous cover picture and choose the profile name.

We differentiate between:

- 01 Owned content
- 02 Paid content



Mobile View, Desktop View, Tablet View

Formats for Facebook

There are three layout formats:

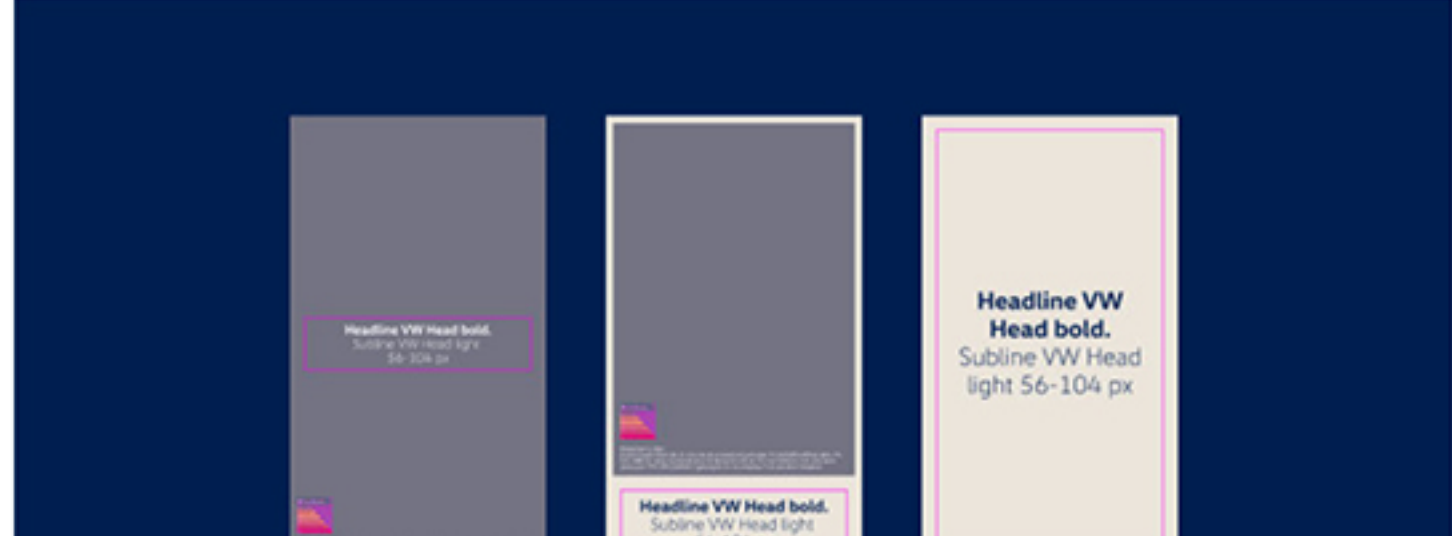
- 01 Posting-format 1:1
- 02 Posting-format 4:5
- 03 Story-format 16:9



01 It is recommended to post pictures in 1:1.

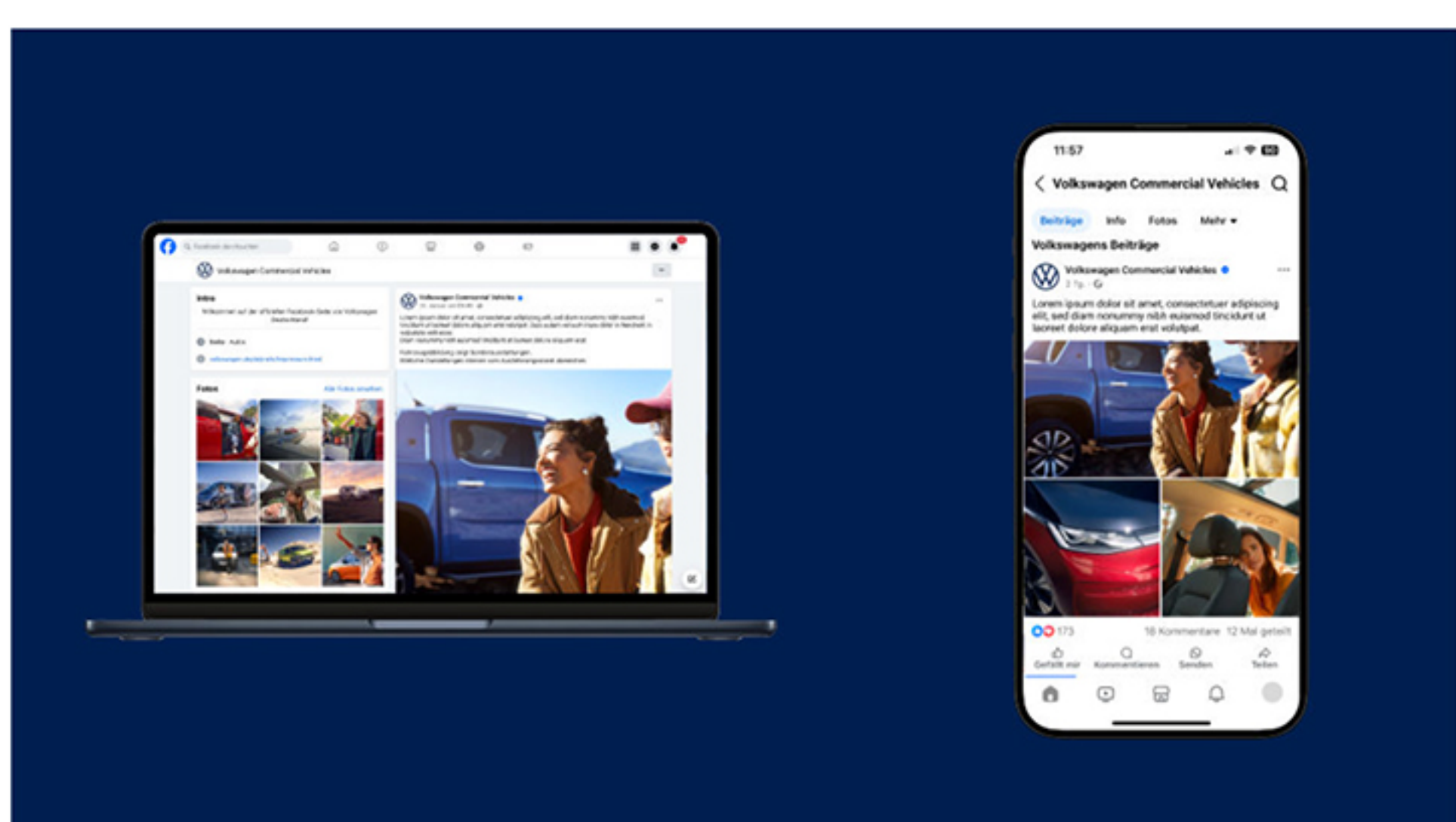


02 With elongated formats, such as 4:5, bars appear on the right and left in the desktop view.



03 Stories are posted in 9:16.

Content Formats (owned)



Owned content is published in various formats on the accounts managed internally by Volkswagen (e.g. volkswagen, volkswagen_de, etc.). These channels are used to distribute organic posts that only minimally integrate the new brand design.

Posts appear in the profile feed view. It is therefore important to ensure that the look and feel remains consistent.

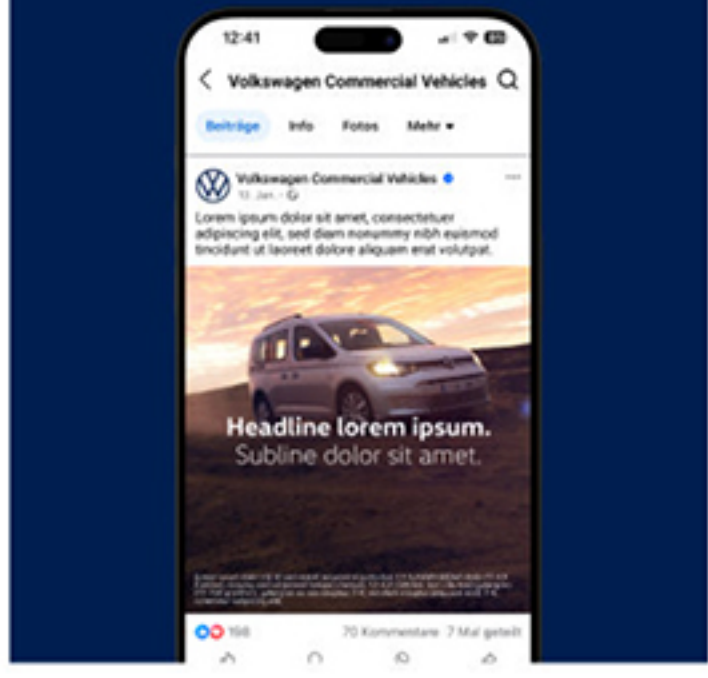
The formats include:

- 01 Single image post
- 02 Gallery post
- 03 Video post
- 04 Image story & video story

Post

For a consistent appearance in all social media channels, we recommend adapting images on Facebook to the 4:5 format of the other meta social media channels.

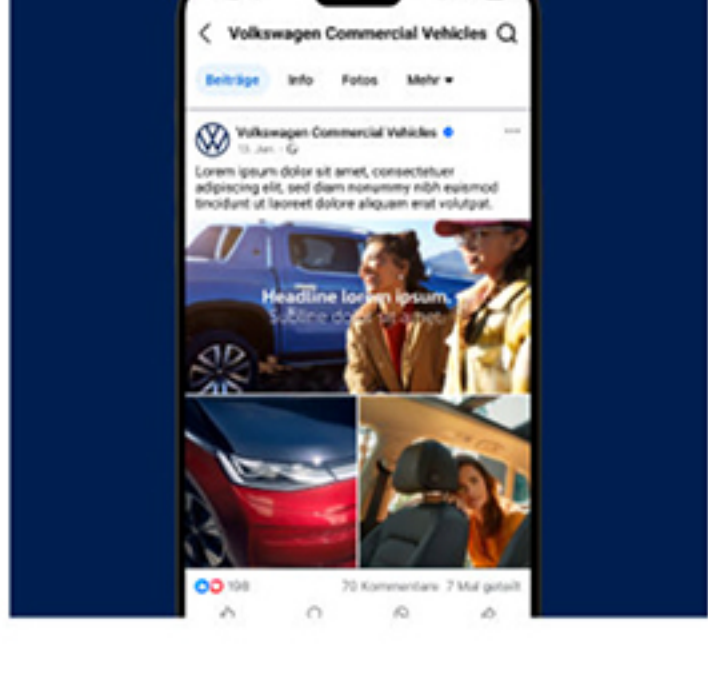
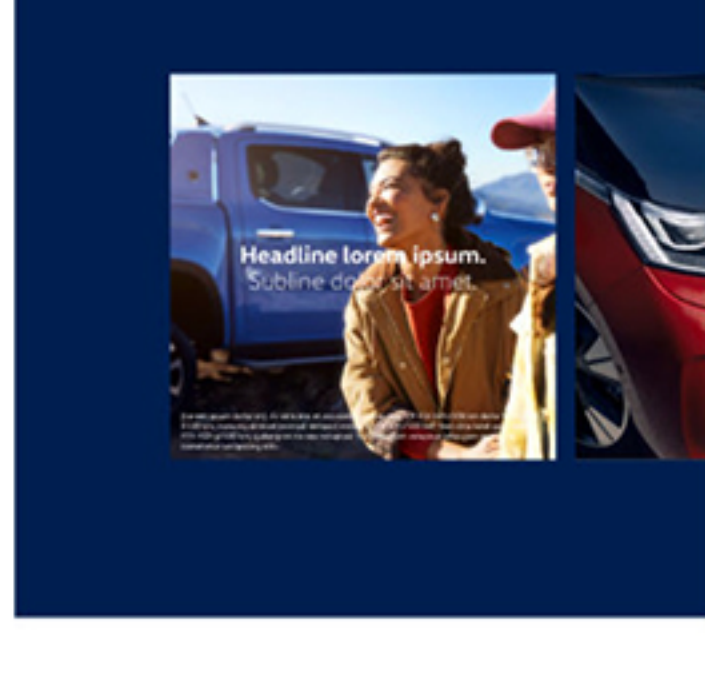
If images are only posted on Facebook, we recommend the 1:1 format as it is best suited for both desktop and mobile views.



01 Single Post

No frame and stage are used for owned single image posts.

In the desktop view, portrait-formatted images (e.g. 4:5, 9:16) are framed on the right and left.



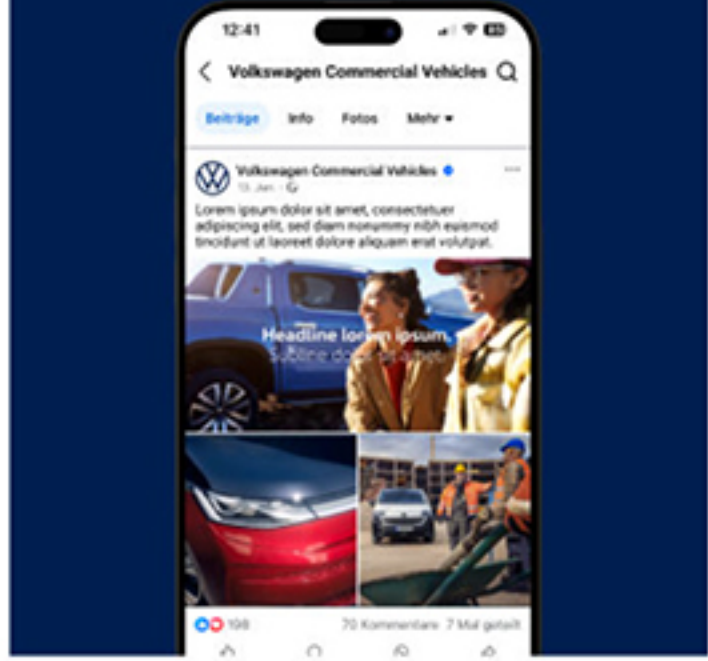
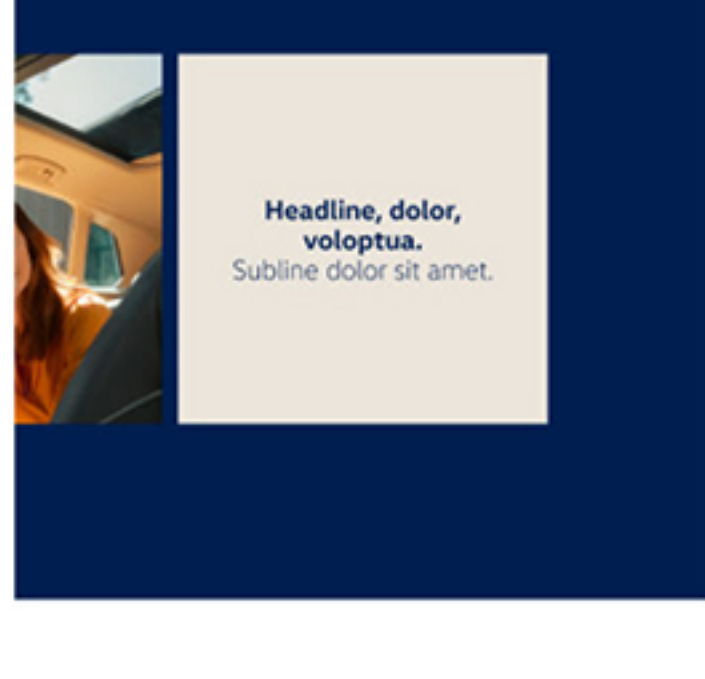
02 Gallery Post

The frame variant is never used for a gallery post.

The New Horizon variant can be used as an option.

Example: 1st image, 2nd video, 3rd headline and subtitle on New Horizon

If the New Horizon variant is used, no text may appear directly before or after the images.



03 Video Post

Video posts can be published individually or within a gallery post.

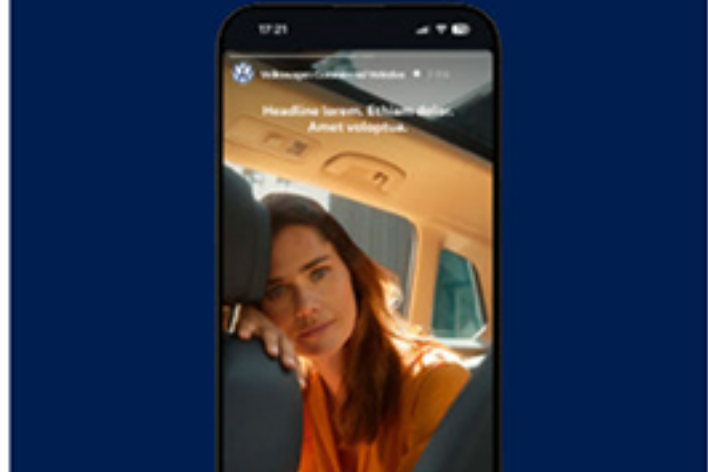
With single posts, videos in portrait format (e.g. 4:5, 9:16) receive a frame on the right and left in the desktop view.

In the gallery view, a sequence of the video is used as a thumbnail and cut to the appropriate format.

The guideline on moving images can be found here:

[Moving Image](#)

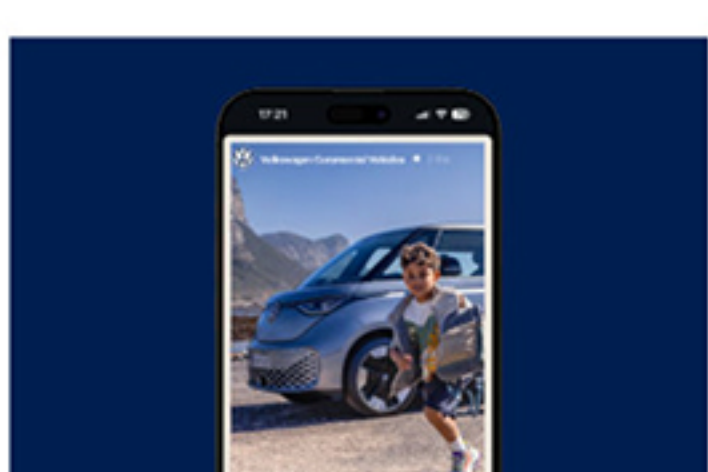
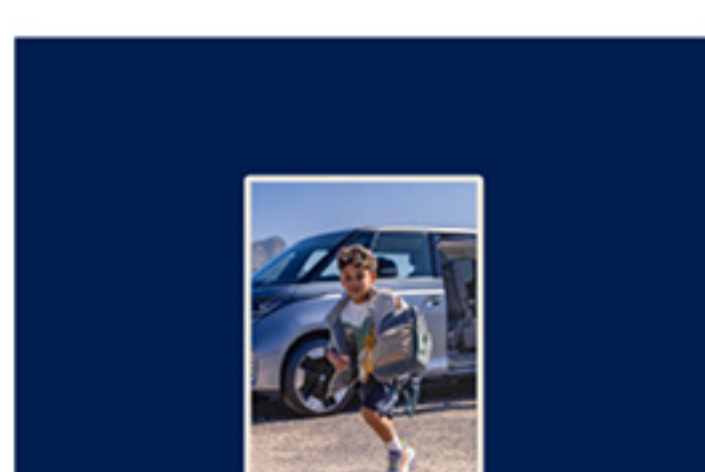
Story & Videos



04 Image Story

On Facebook, it is possible to share content in the stories. Images are displayed there for 15 seconds and are available for 24 hours. This guideline relates exclusively to static content (stills).

The layout with stage and frame for owned stories is optional. Stories are always displayed in full-screen format (9:16).



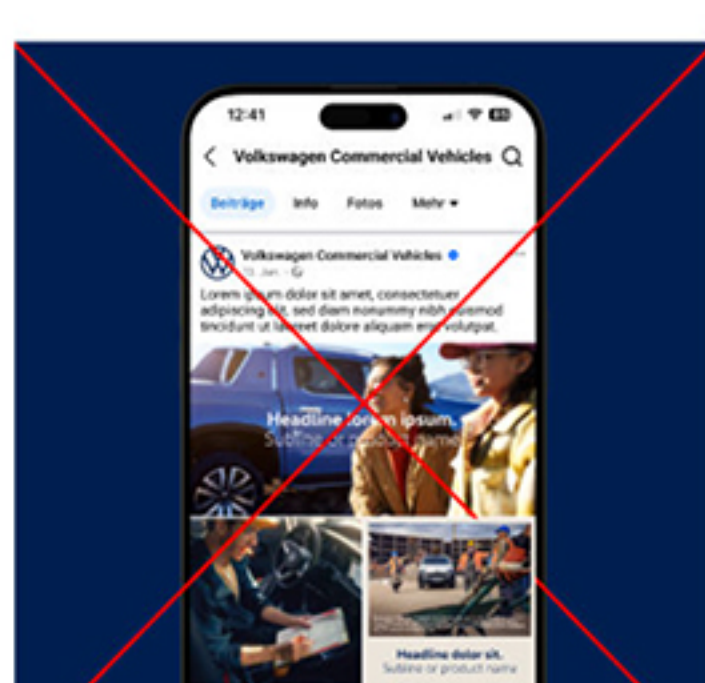
05 Video Story

The frame variant is never used for a gallery post.

06 Videos

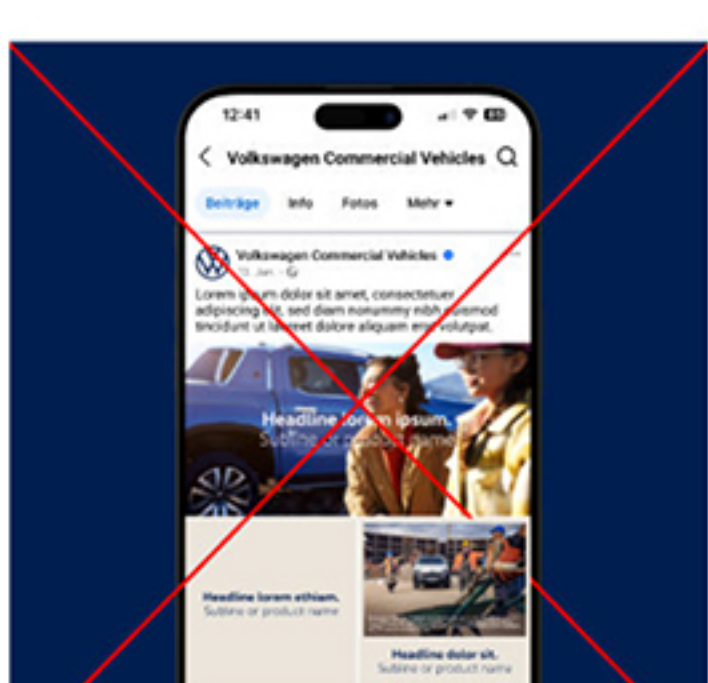
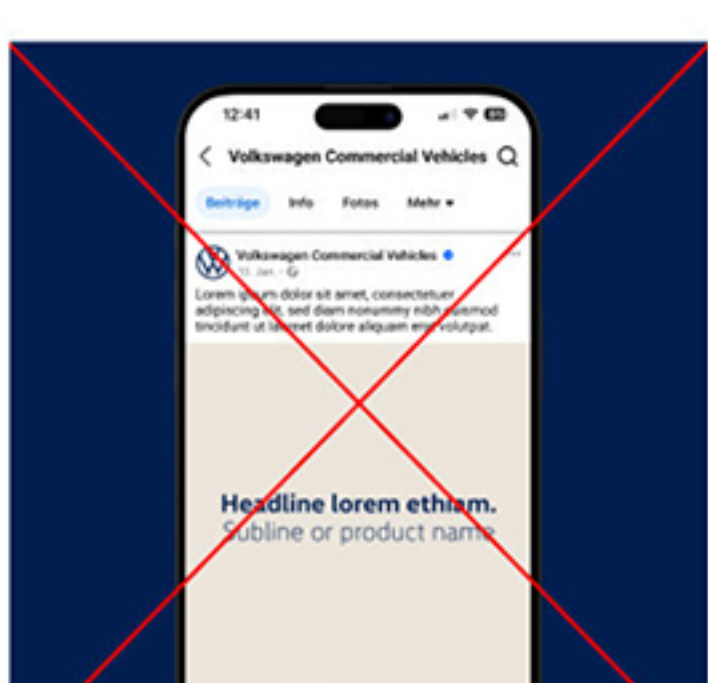
You can share videos on Facebook. For a continuous appearance, videos are only posted in the 9:16 format.

Don'ts



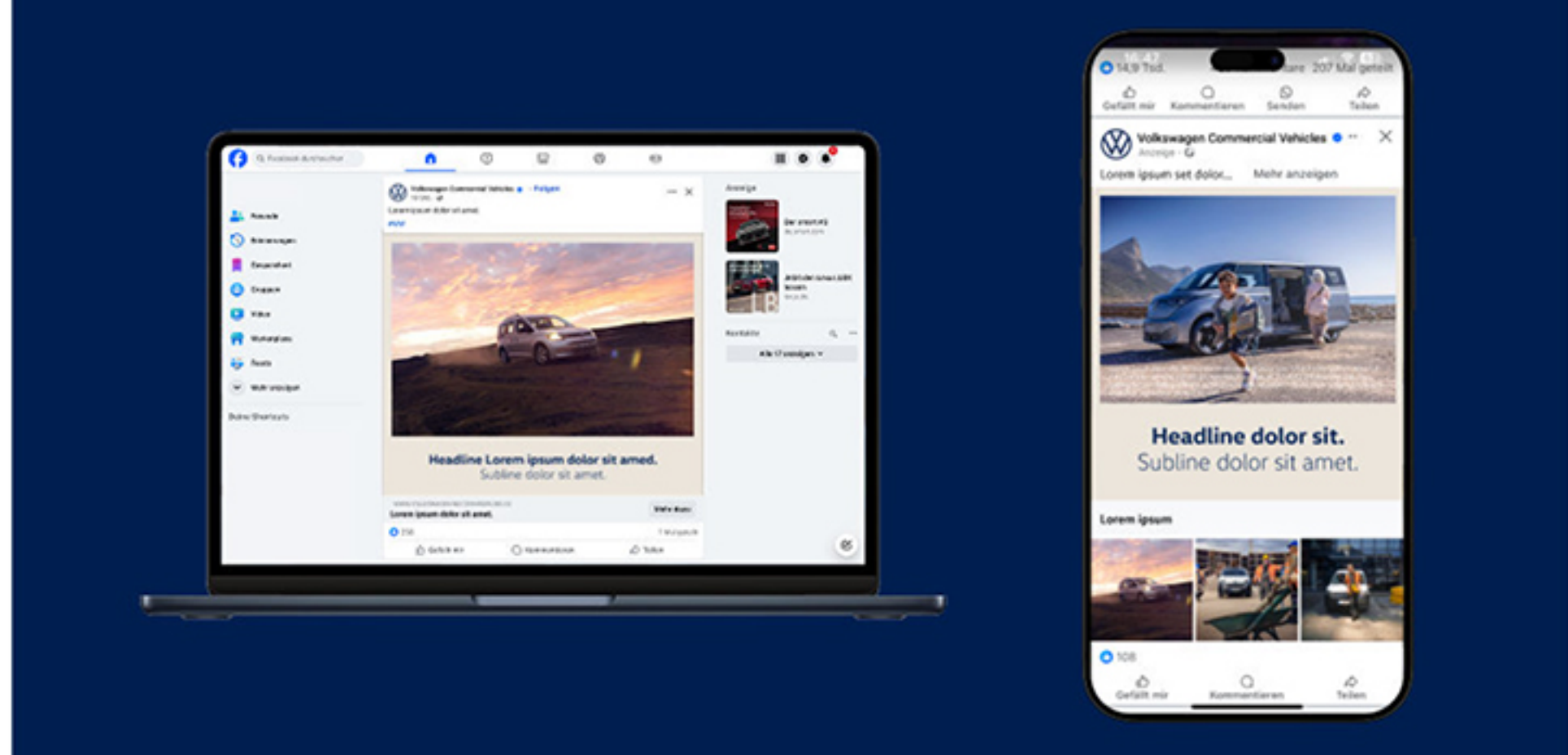
01 Image with frame in gallery post.

02 New Horizon with text as a single post.



03 Text is placed on all images and the New Horizon variant is placed in front of the frame variant.

Paid Content



Paid content includes adverts for the respective channels. These are placed via the owned account, but are also visible to users who do not follow it.

Depending on the settings, paid content can be displayed independently of owned content and will not appear in the profile feed.

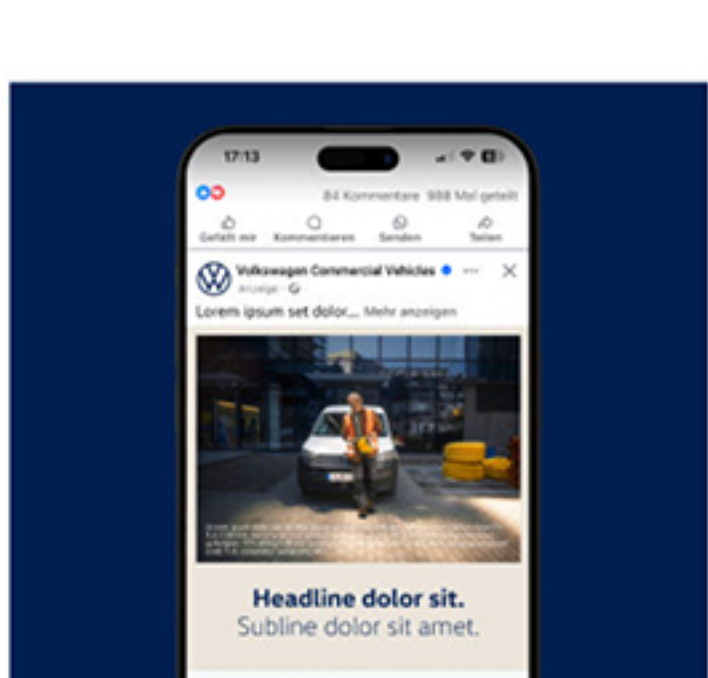
To draw attention to the new brand design, it is integrated here as much as possible.

The formats include:

- 01 Single image post ad
- 02 Gallery post ad
- 03 Video post ad
- 04 Image story ad
- 05 Video story ad

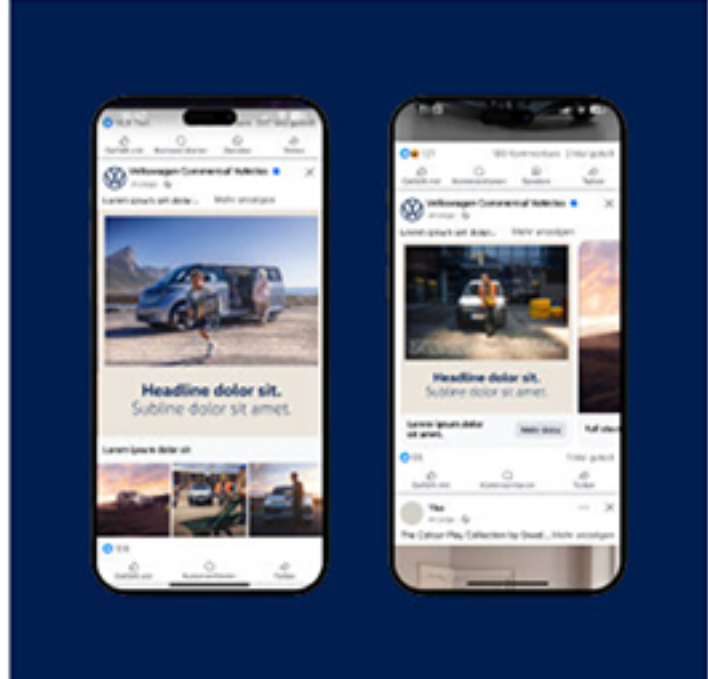
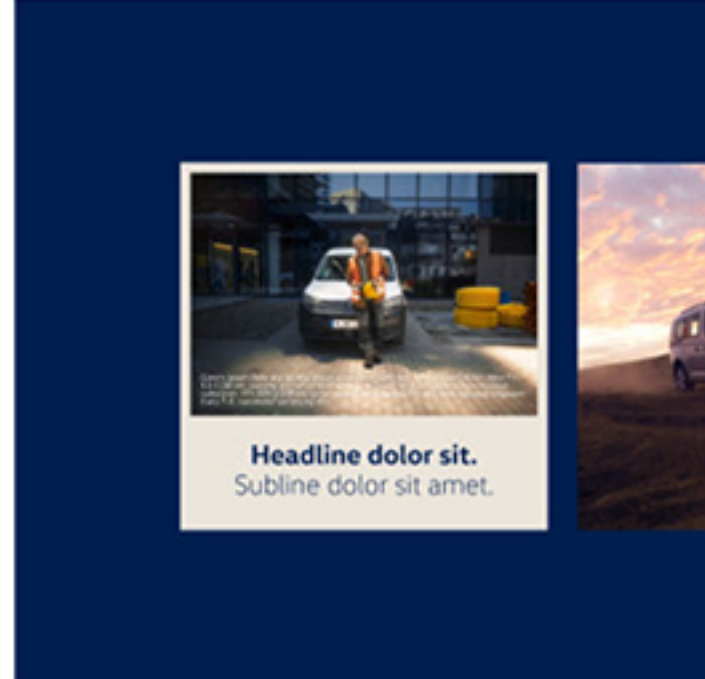
Post Ad

For a consistent appearance in all Facebook ads, it is recommended to post in the 1:1 format.



01 Single Image Post Ad

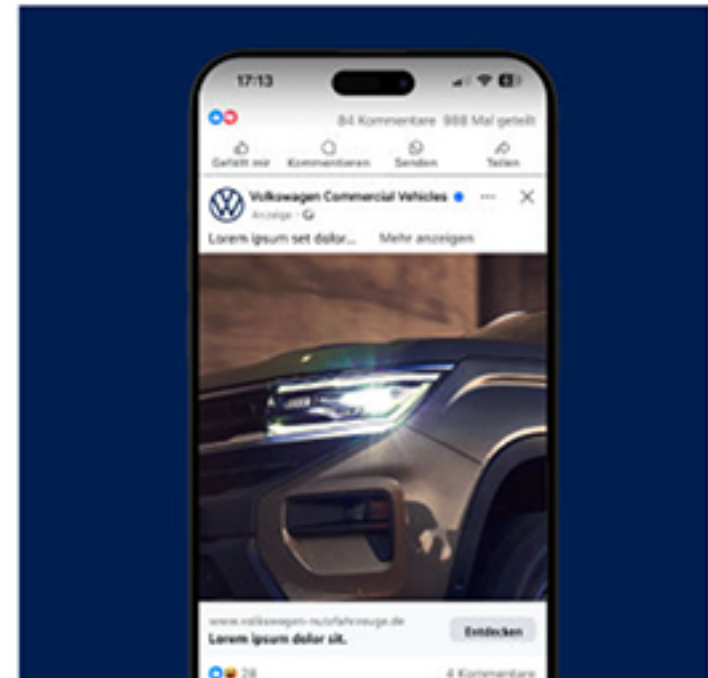
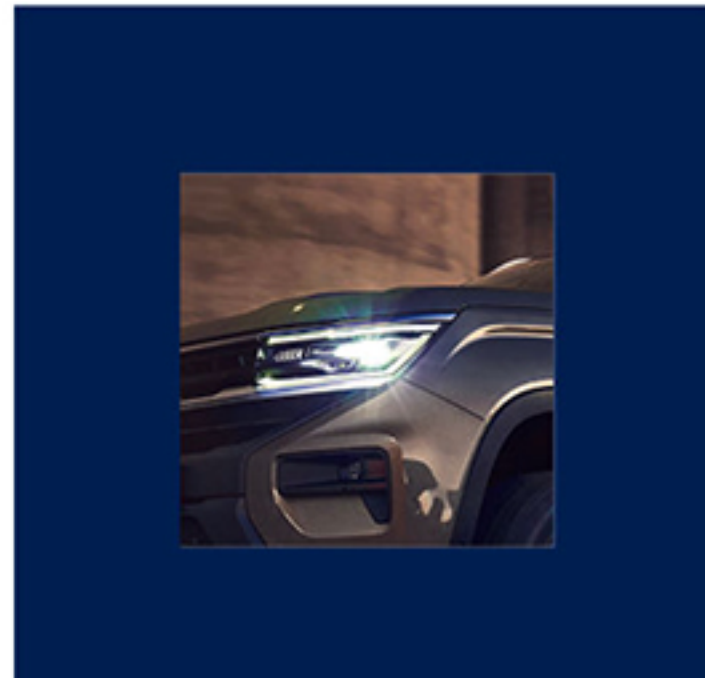
Single image post ads are always posted with frame and stage.



02 Carousel Post Ad

Images with frames always come first. We recommend using the frame option a maximum of once within a carousel ad post. It is also important to note that images with text are not permitted immediately before and after a frame variant.

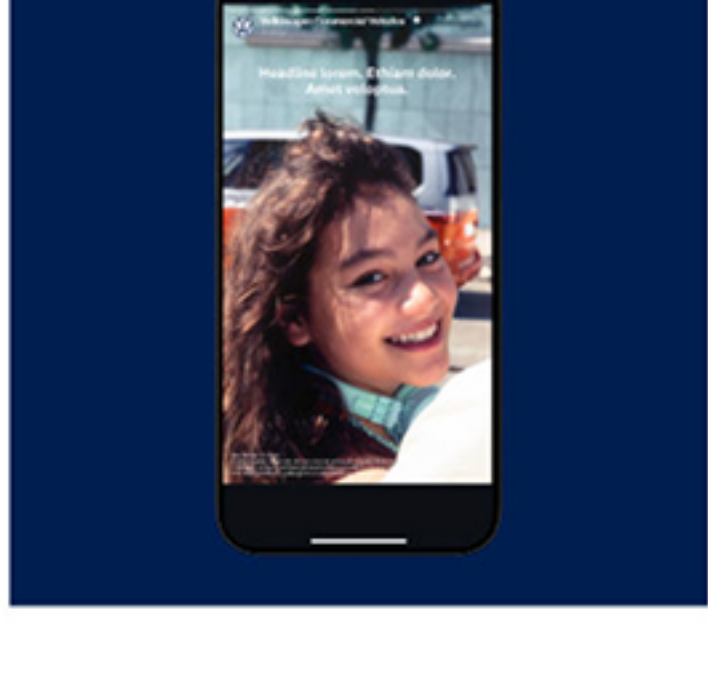
As every image on Facebook contains a link, the New Horizon variant is not recommended here.



03 Video Ad Post

Video ads are also preferably placed in 1:1.

Story Ad & Video Ad



04 Image Story Ad

Facebook offers the option of placing story ads that appear between the organic stories. We recommend using the frame variant for a high recognition value.

The layout without stage and frame for paid stories may only be placed after a frame variant. Stories are always displayed in full-screen format (9:16).

This guideline is explicitly aimed at stills only.



05 Video Story Ad

The frame variant is never used for a gallery post.

06 Video Ad

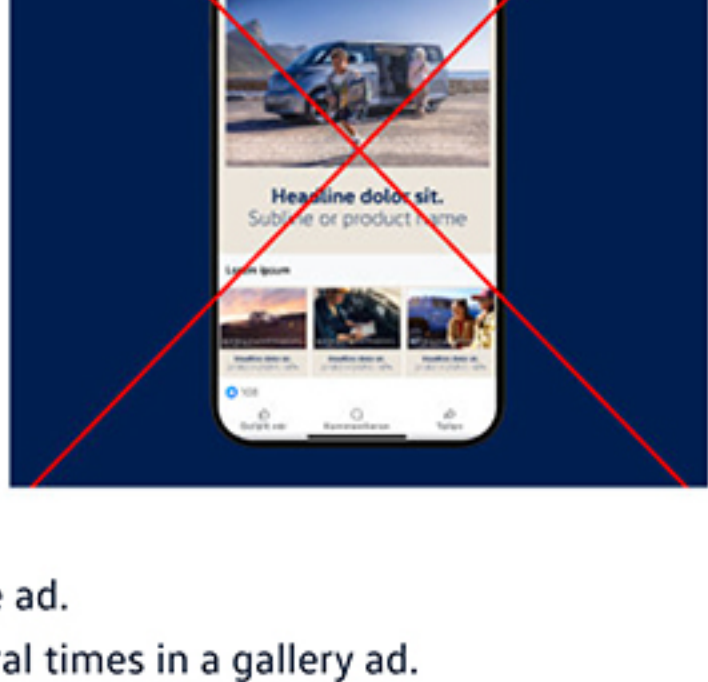
Video ads appear between organic content and can be placed separately from owned content. They do not appear in your own video feed.

Don'ts



01 Image without frame as single image ad.

02 The variant with frame appears several times in a gallery ad.



YouTube

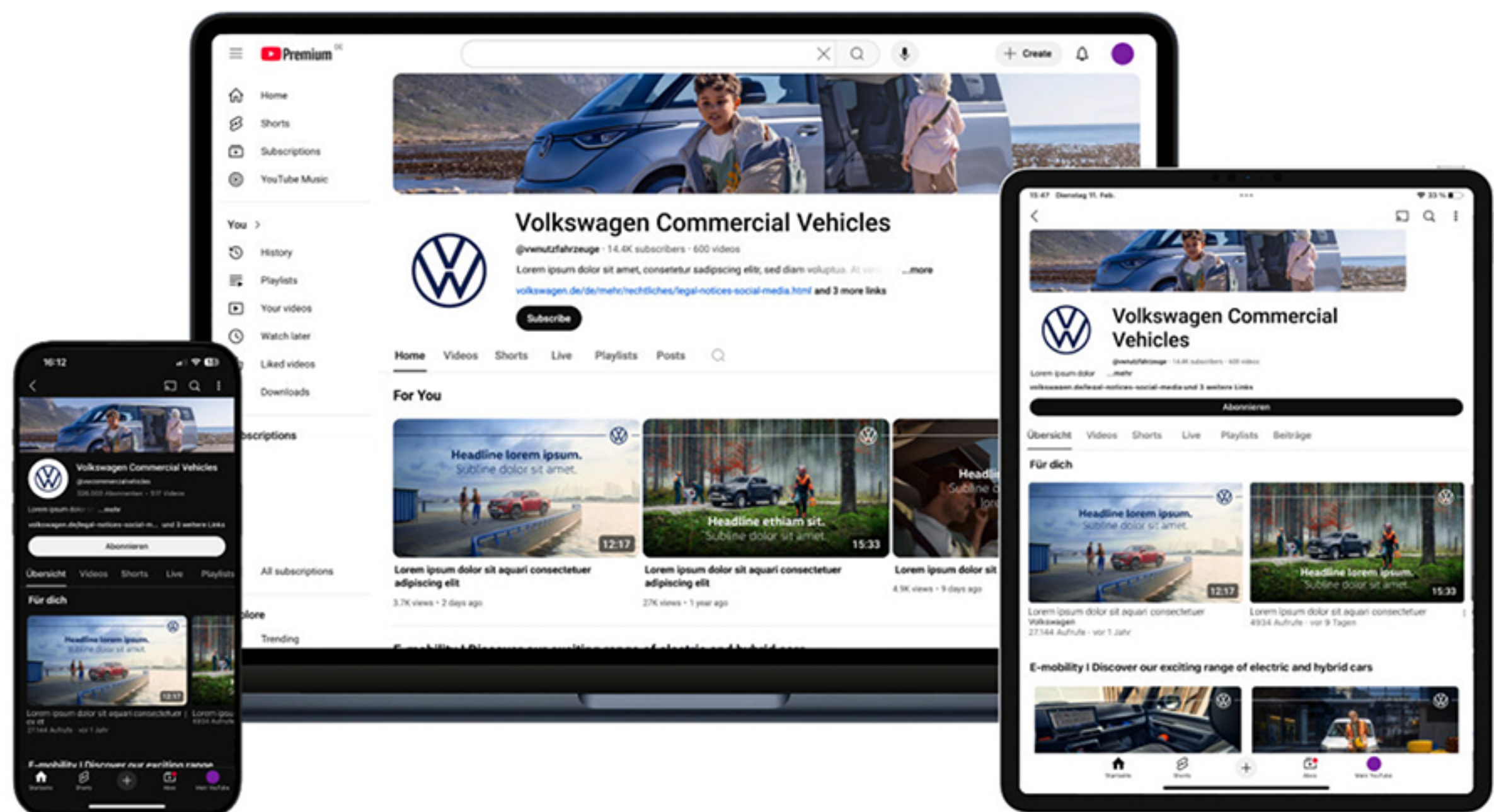
Overview

YouTube is a video-based social media platform that enables direct dialogue with the community. Product and event information can be provided quickly and easily via the Volkswagen fan page, while feedback and suggestions are received immediately.

The profile can be customised in the corporate design. In addition to a profile picture, YouTube offers the option of including a generous cover picture and choosing a suitable profile name.

We differentiate between:

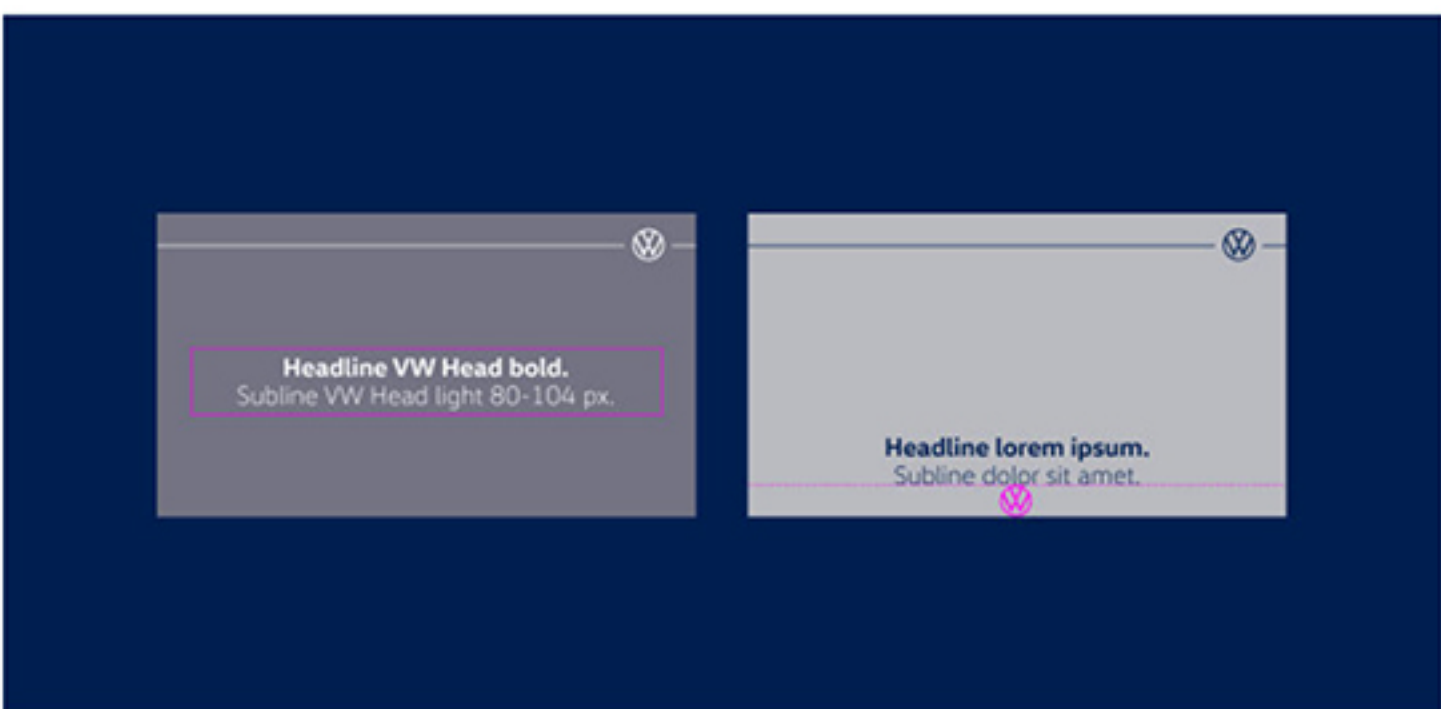
- 01 Owned content
- 02 Paid content



Mobile View, Desktop View, Tablet View

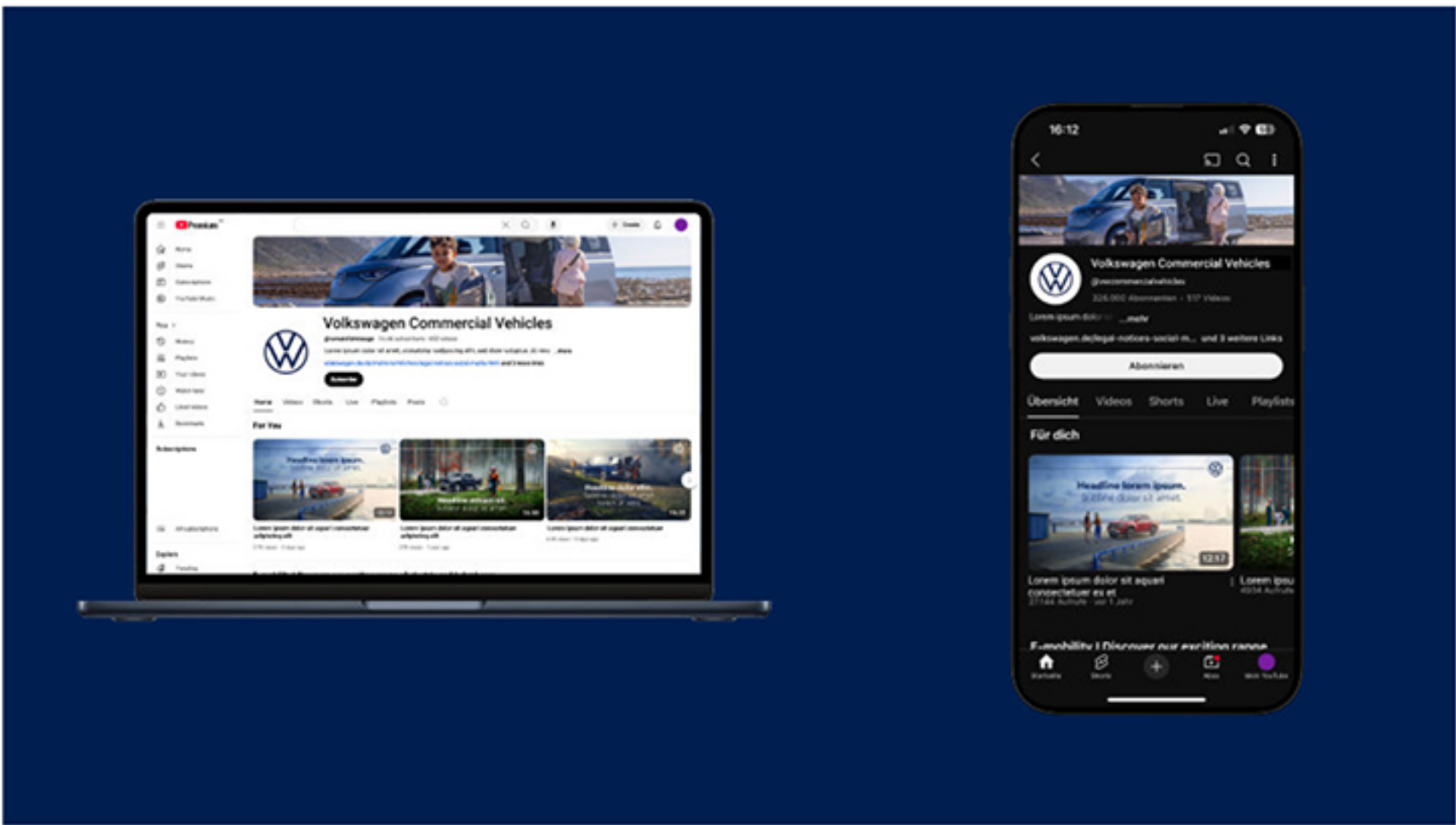
Formats for YouTube

There is one layout format:
01 Thumbnail-format 16:9



01 Thumbnails are created with logo and moving line for recognition. The logo, moving line and text are standardised in either white or VW Dark Blue.

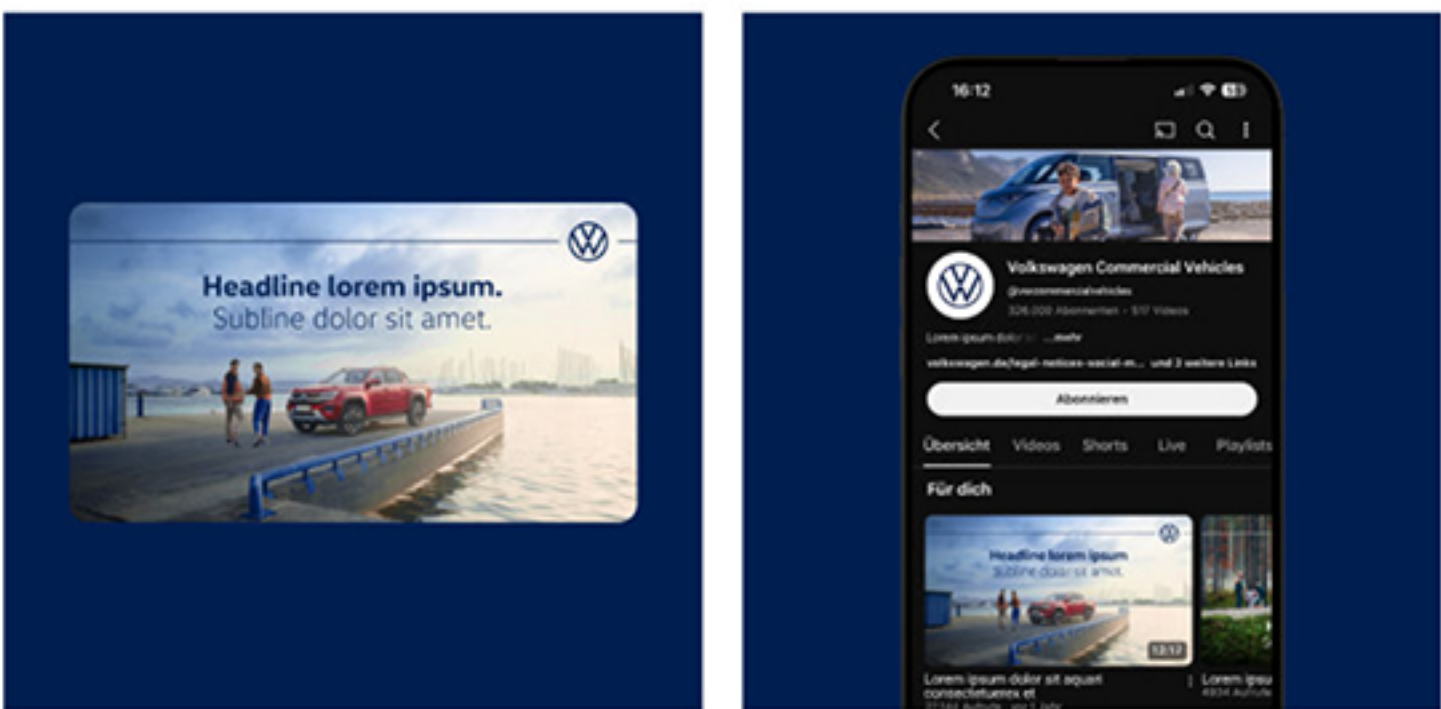
Content Formats



Owned content is published in various formats on the accounts managed internally by Volkswagen (e.g. volkswagen, volkswagen_de, volkswagen_us, etc). These channels are used to distribute organic posts that only minimally integrate the new brand design.

- The formats include:
- 01 Video Thumbnail
 - 02 Shorts

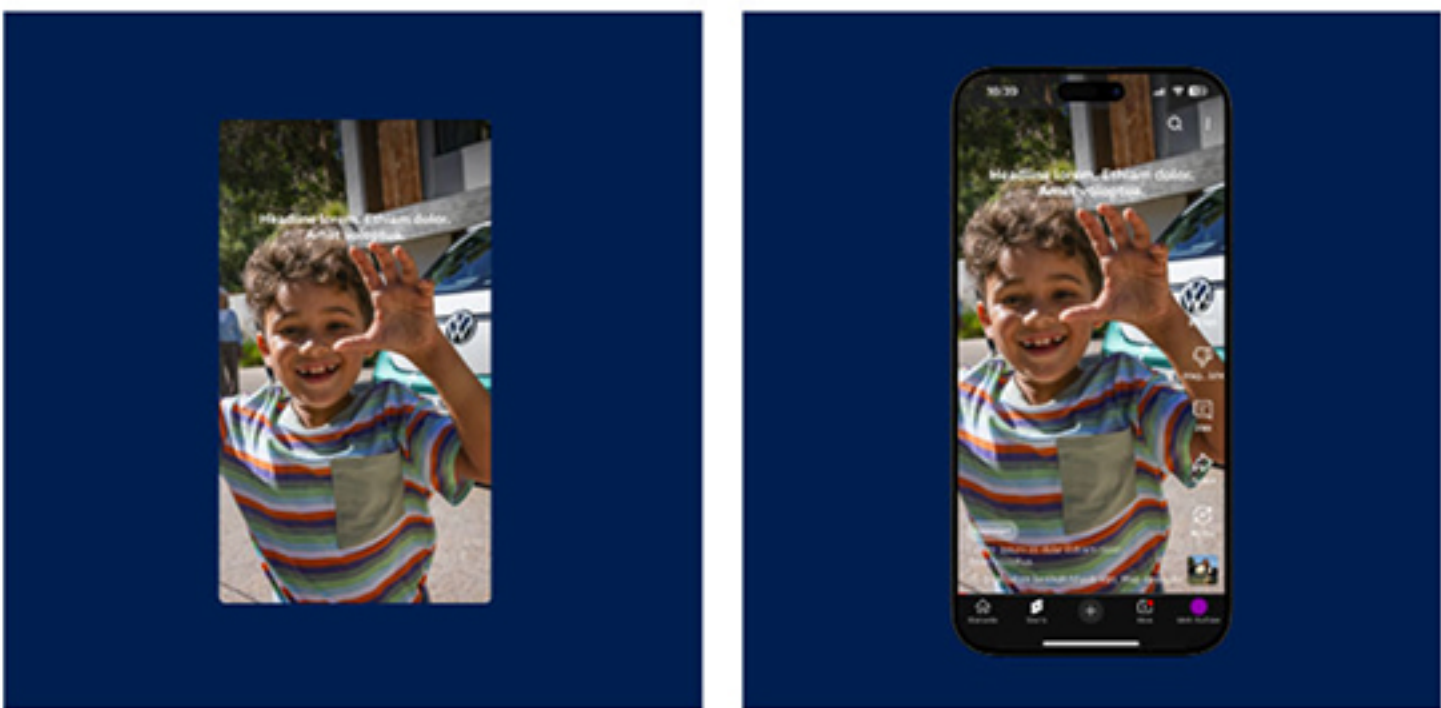
Thumbnail



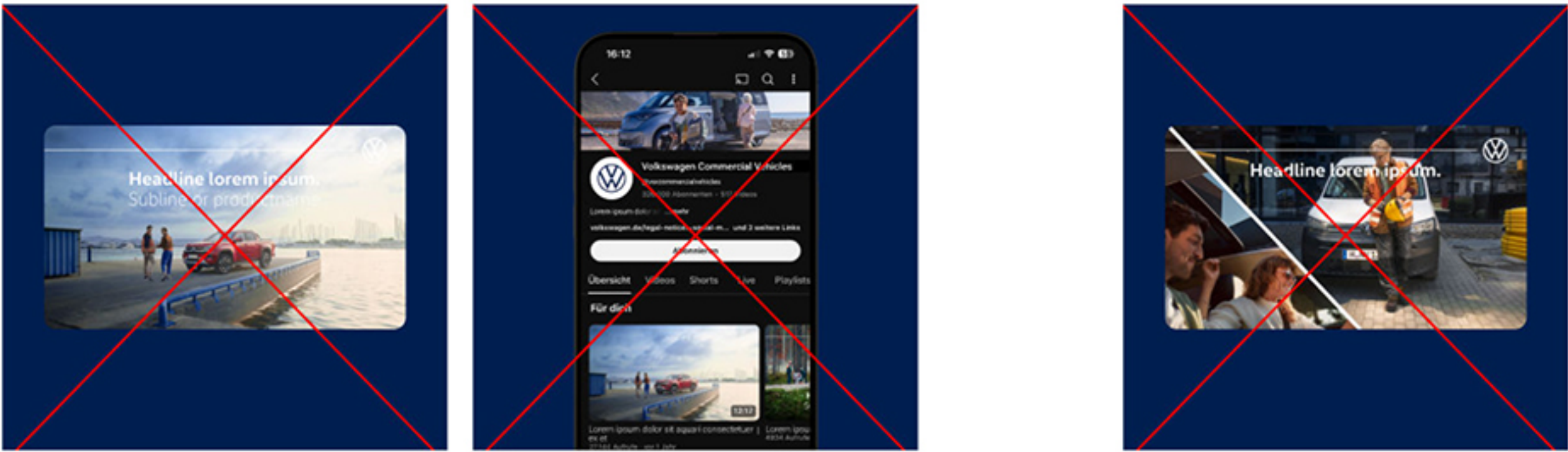
Full-screen images are used for YouTube thumbnails. The Moving Line with logo is also used here so that the sender is immediately recognisable at all touchpoints. The text placement remains the same.

Shorts

Shorts are short videos in 9:16 full screen format and work like reels on Instagram or video posts on TikTok.



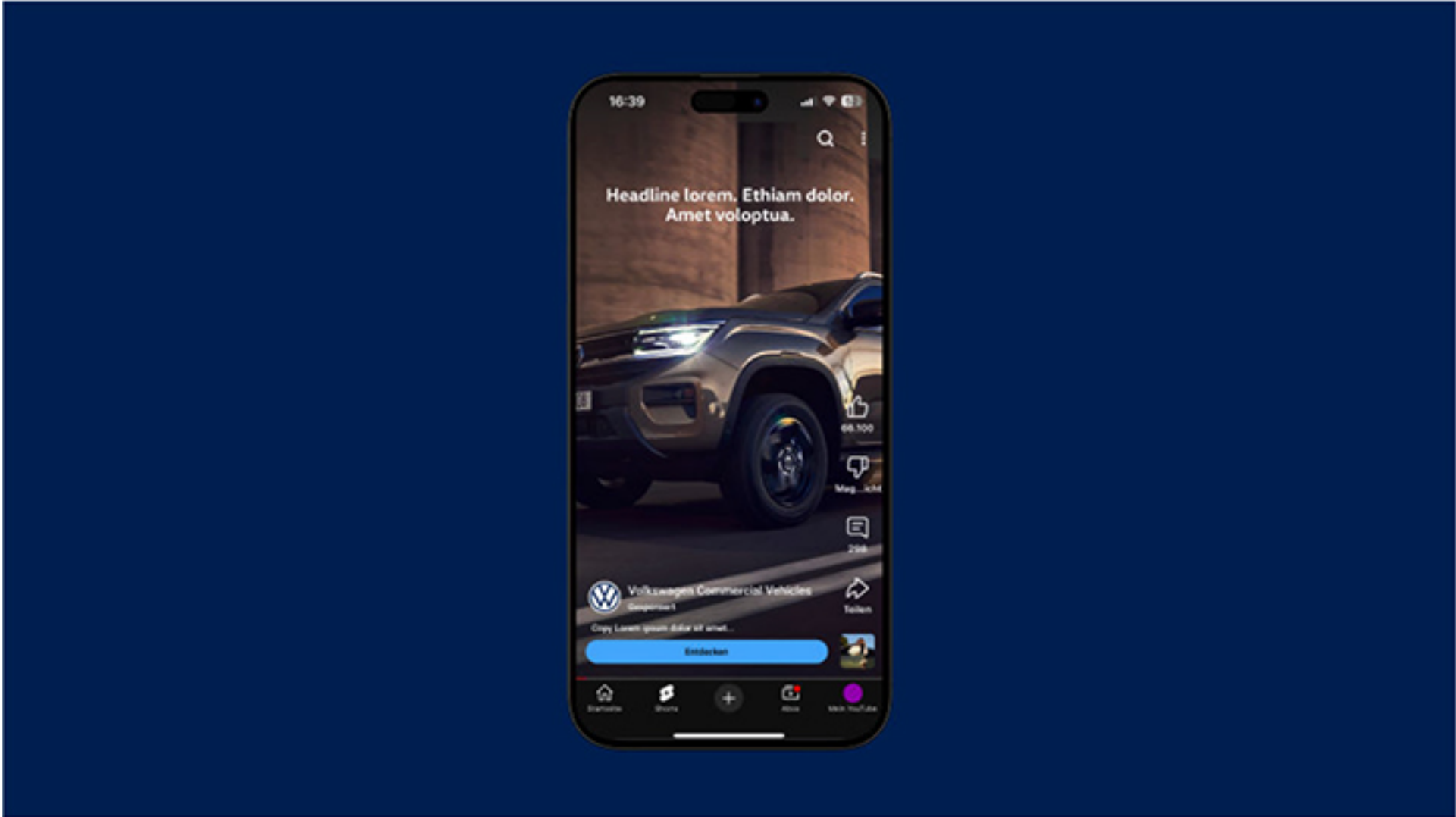
Don'ts



- 01 Title and Moving Line with logo have too little contrast to the background.
- 02 The Moving Line with logo is missing.

01 Multiple pictures in the thumbnail.

Paid Content



Paid content includes adverts for the respective channels. These are placed via the owned account, but are also visible to users who do not follow it. Depending on the settings, paid content can be displayed independently of owned content and will not appear in the profile feed.

To draw attention to the new brand design, it is integrated here as much as possible.

- The formats include:
- 01 Shorts ad

LinkedIn

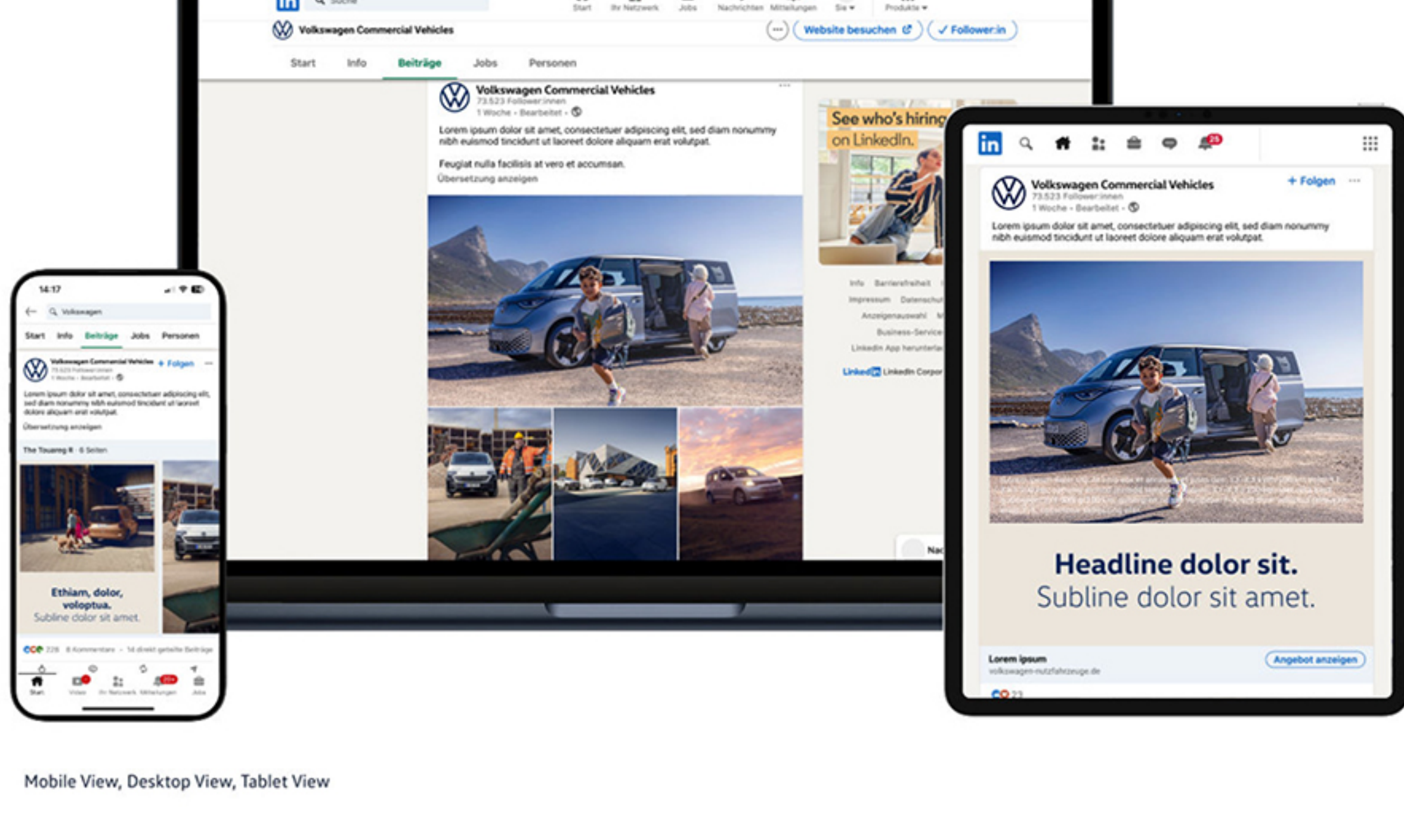
Overview

LinkedIn is a social network that focuses primarily on professional contacts and career development. It is one of the largest professional networks worldwide and specialises in the exchange of professionals. The Volkswagen fan page can be used to interact directly with customers, while information on products and events can be provided quickly and easily. Feedback and suggestions from the community reach us directly.

The profile can be created in the corporate design - with a customisable profile name, a meaningful cover picture and a matching profile picture.

We differentiate between:

- 01 Owned Content
- 02 Paid Content

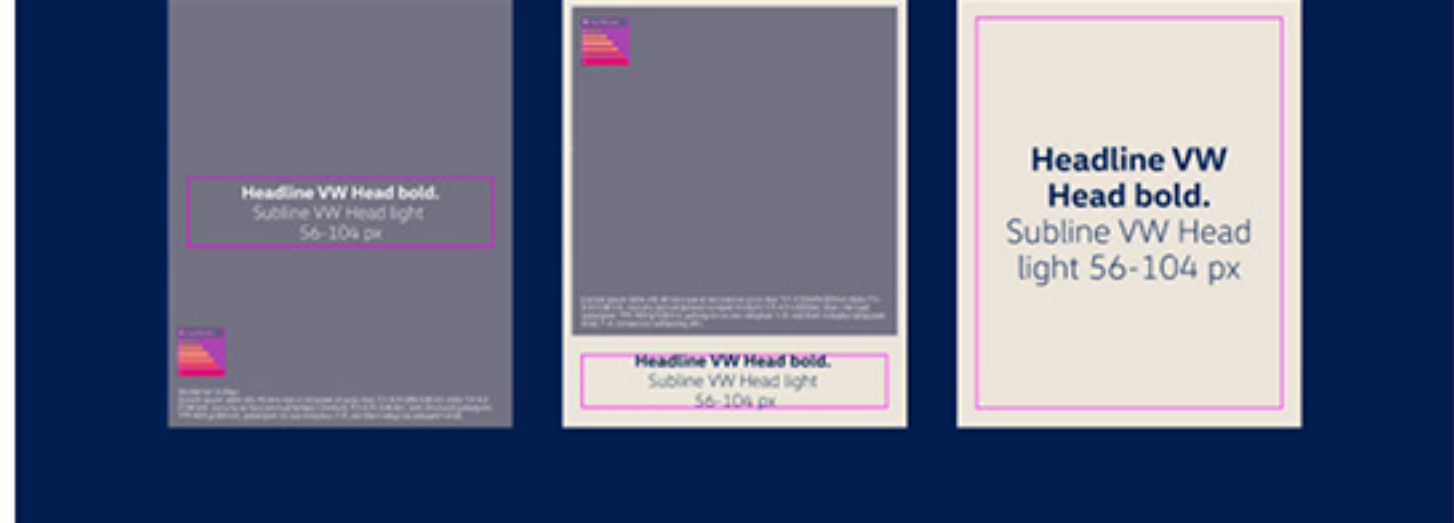


Mobile View, Desktop View, Tablet View

Formats for LinkedIn

There are four layout formats:

- 01 Posting-format 4:5
- 02 Posting-format 1:1
- 03 Posting-format 5:4
- 04 Posting-format 2:1



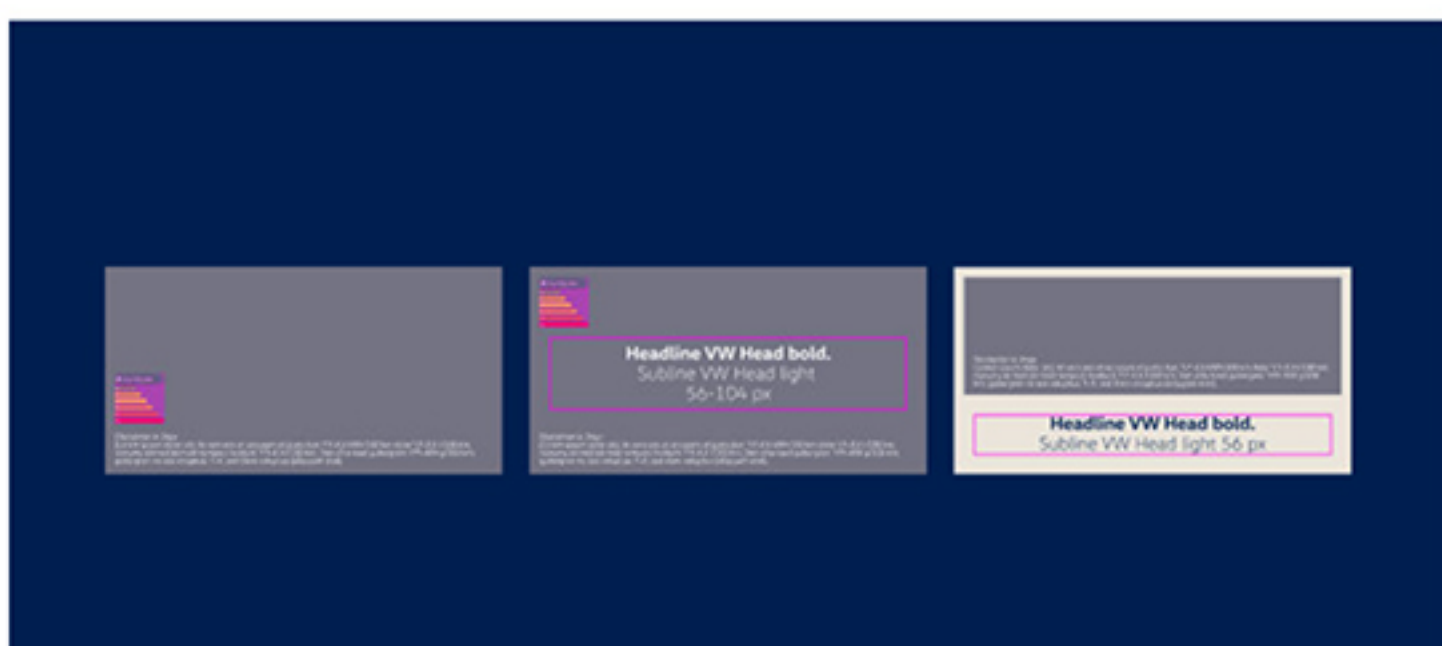
01 Images are preferably posted in 4:5.



02 Other formats, such as 1:1, can be used.
Note: Crop in the gallery view for gallery posts.

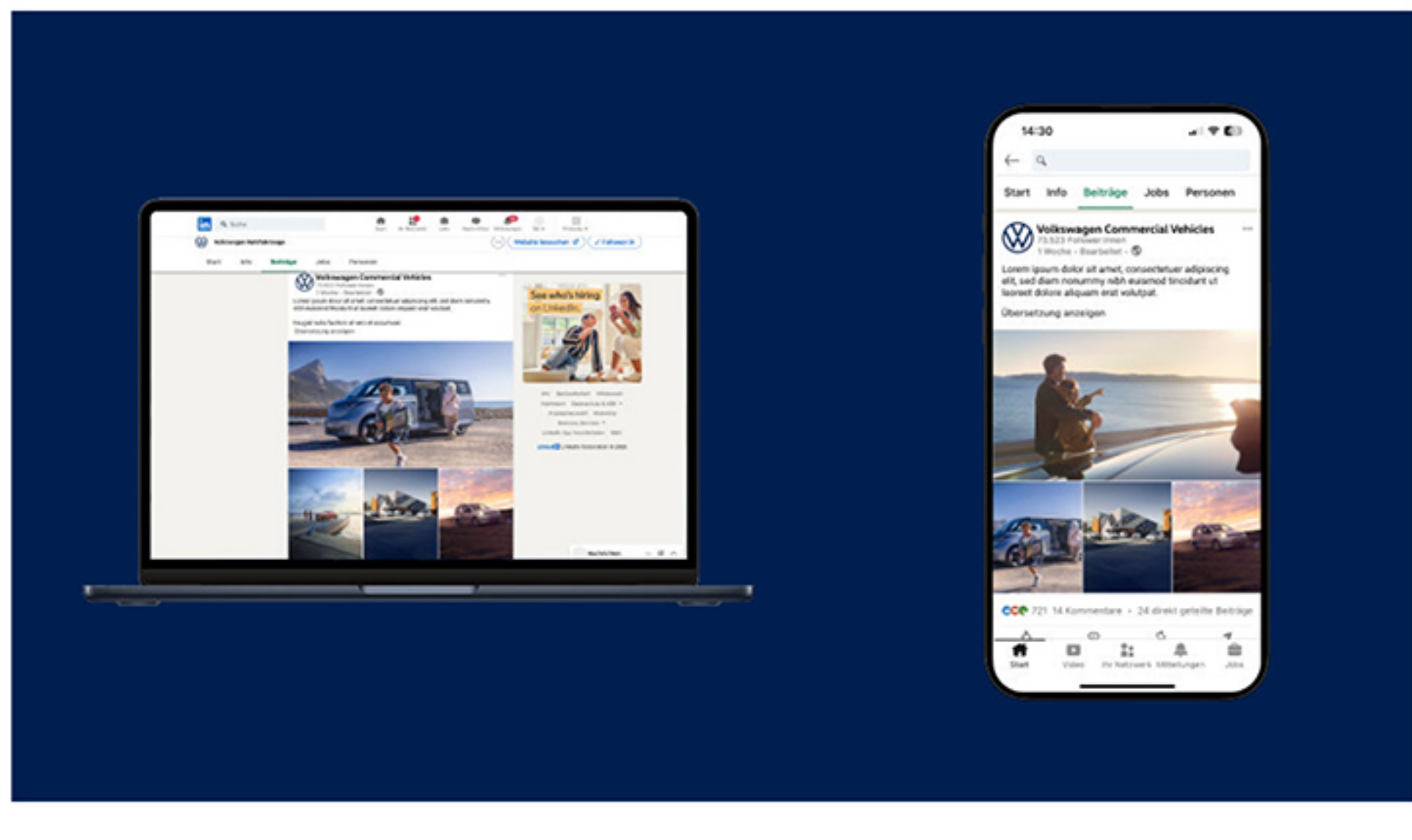


03 Other formats, such as 5:4, can be used.
Note: Crop in the gallery view for gallery posts.



04 Other formats, such as 2:1, can be used.
Note: This format must come first in a gallery post and will not be cropped in the gallery view.

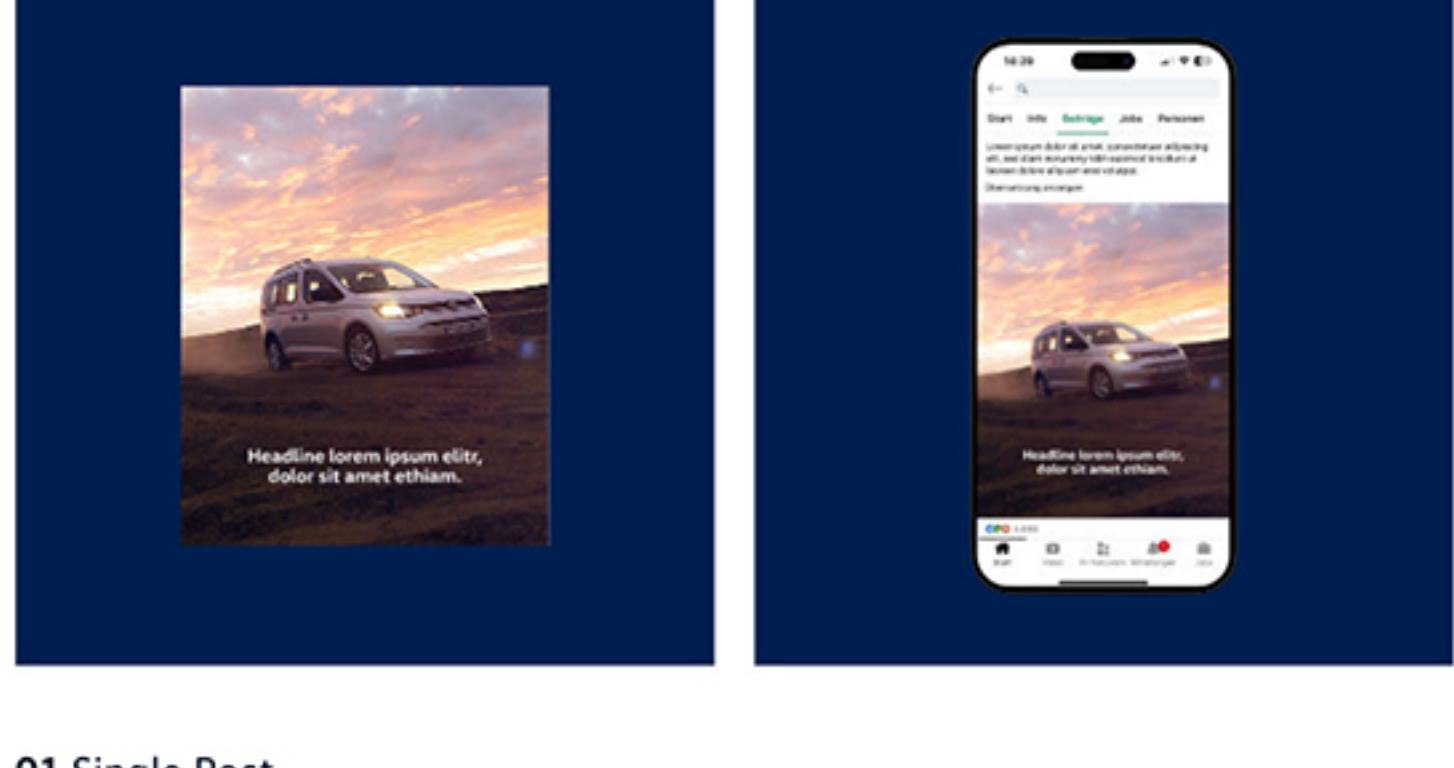
Content Formats (owned)



Owned content is published in various formats on the accounts managed internally by Volkswagen (e.g. volkswagen, volkswagen_de, etc.). These channels are used to distribute organic contributions that only minimally integrate the new brand design.

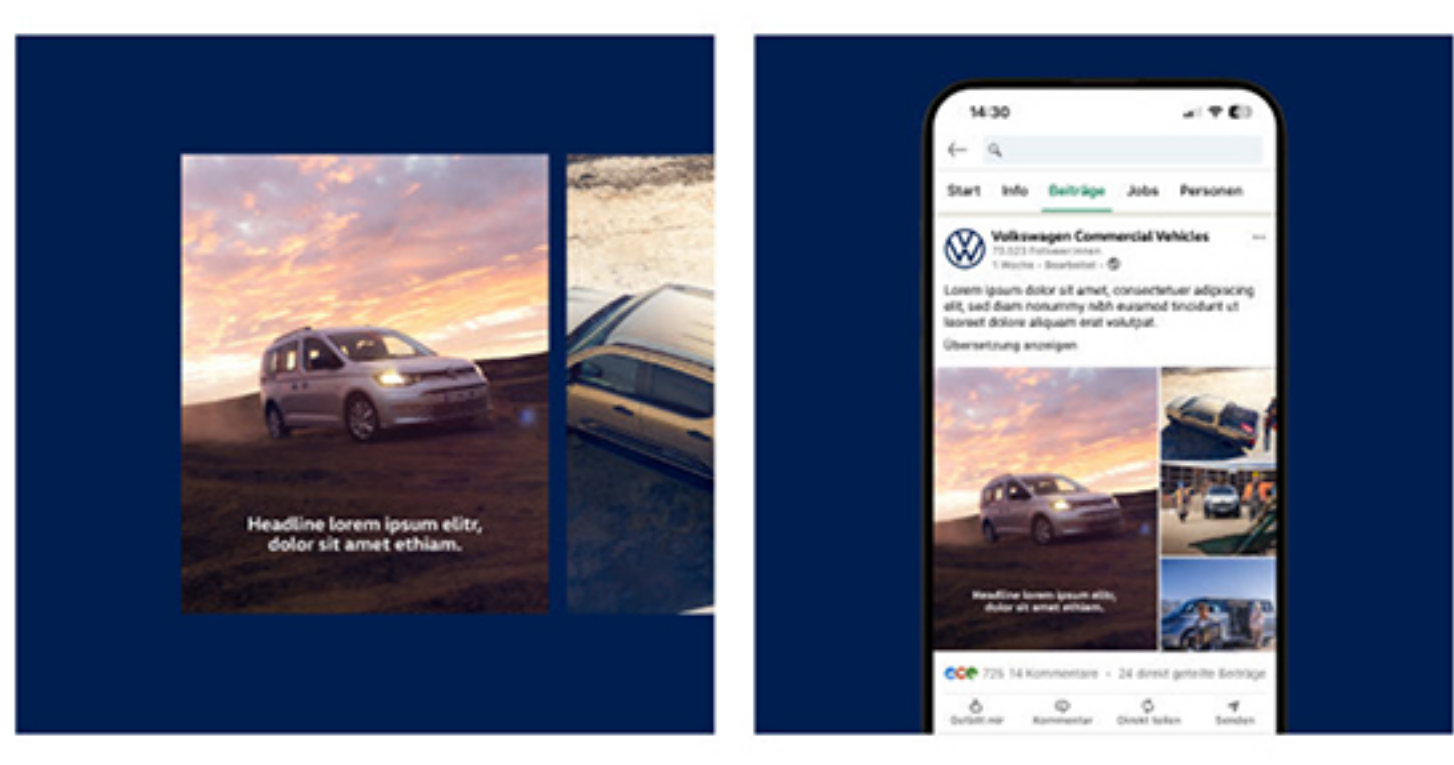
- The formats include:
- 01 Single image post
 - 02 Gallery post
 - 03 Video post
 - 04 Image story & video story

Post



01 Single Post
Neither frame nor stage are used for owned single image posts.

The text may be placed on quiet areas of the image.



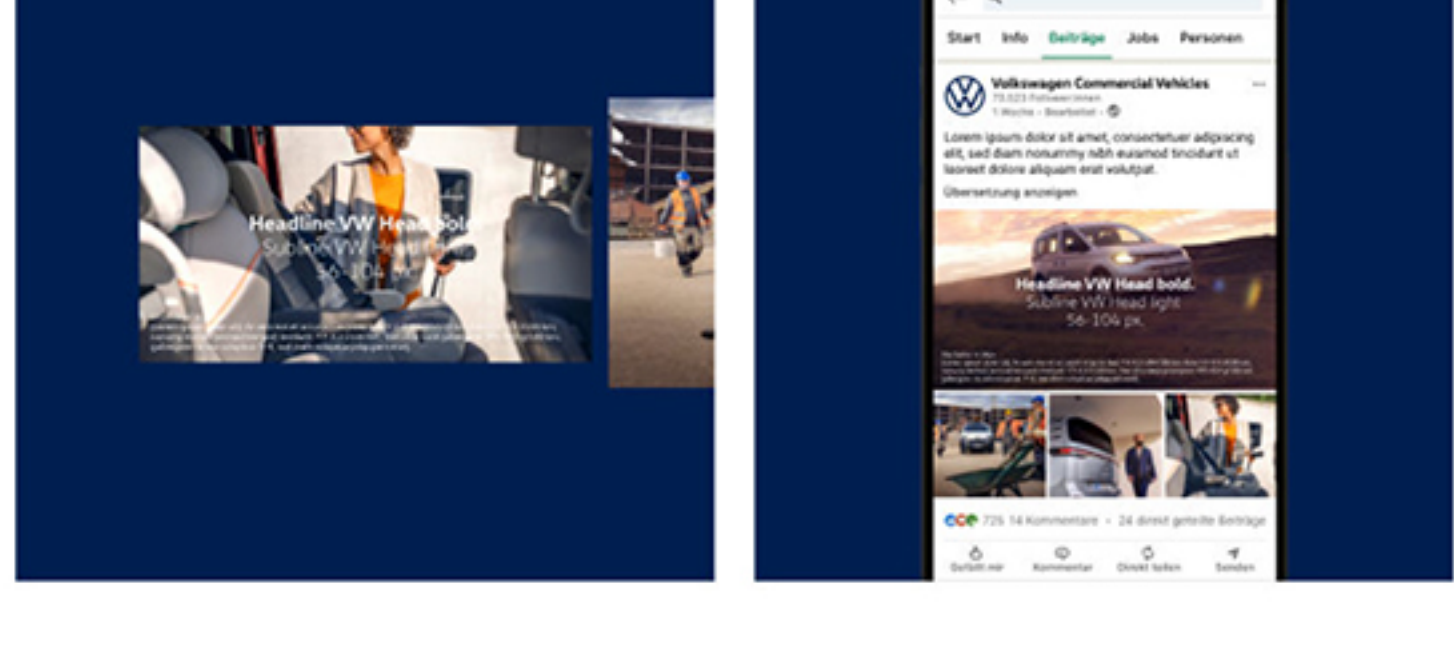
02 Gallery Post & Carousel Post
LinkedIn automatically adapts the gallery view to the format of the first image. Care must be taken here to ensure that the text is also clearly visible in the gallery view. It is therefore recommended to centre the text for landscape images. In a gallery post, the text is centred on the first image.

The frame variant is never used for a gallery post with more than two images.

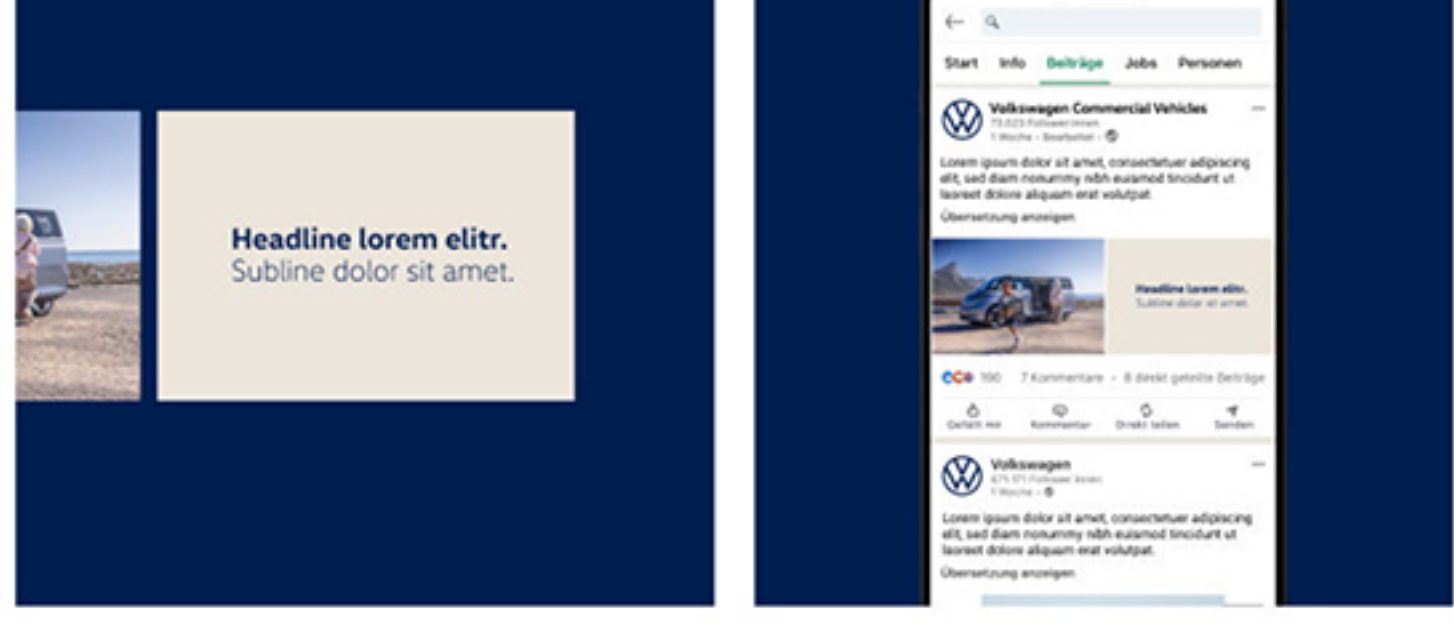
The New Horizon variant is only used for gallery posts with two images and comes in second place. This ensures that it remains legible and does not disrupt the overall picture. The first image must not contain any text. Images and videos are generally not mixed on LinkedIn.

Images with frames are only used in carousel posts. A maximum of one image is posted with a frame. They must not be continued in the next image. When using a frame or New Horizon, the adjacent images must not contain any text.

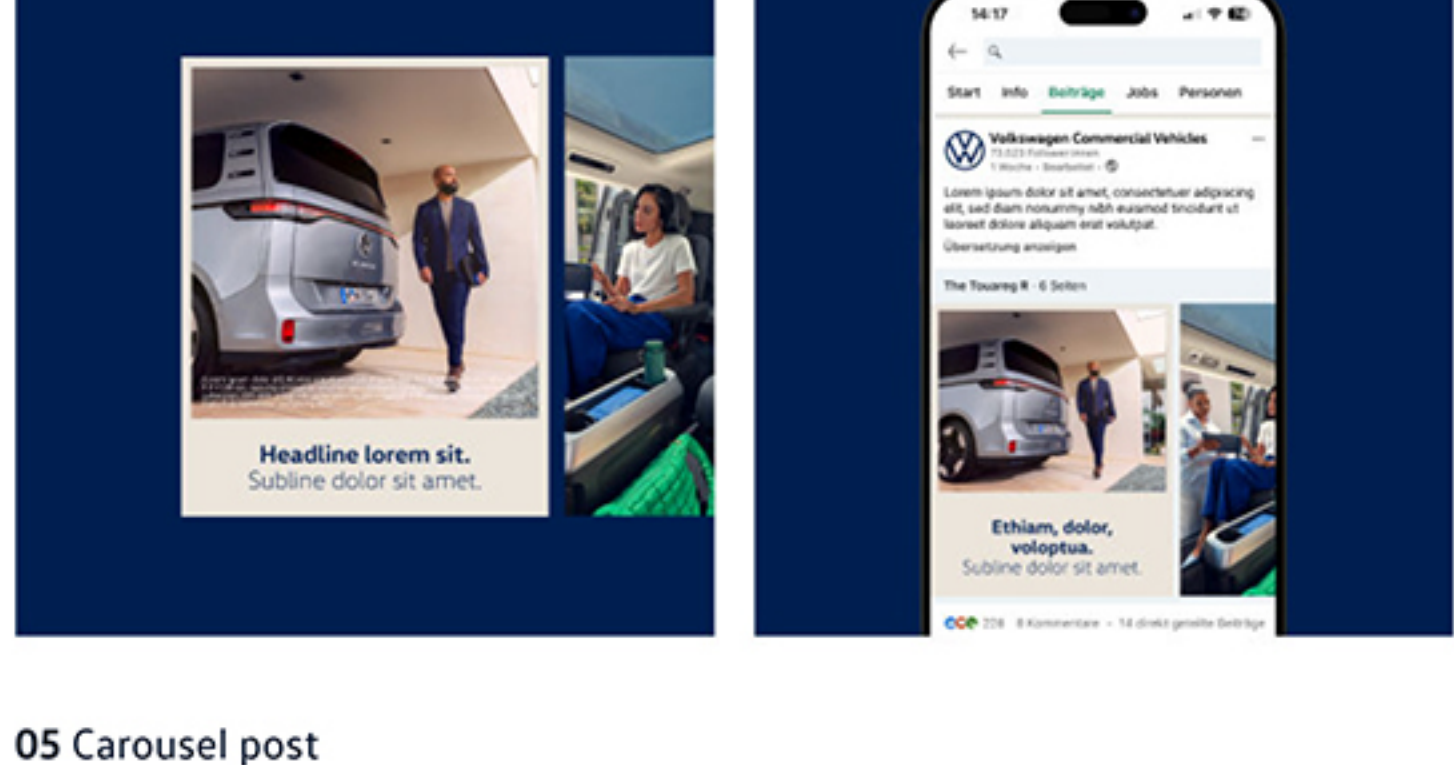
02 4:5 format as first image



03 2:1 format as first image



04 Two pictures in one post



05 Carousel post



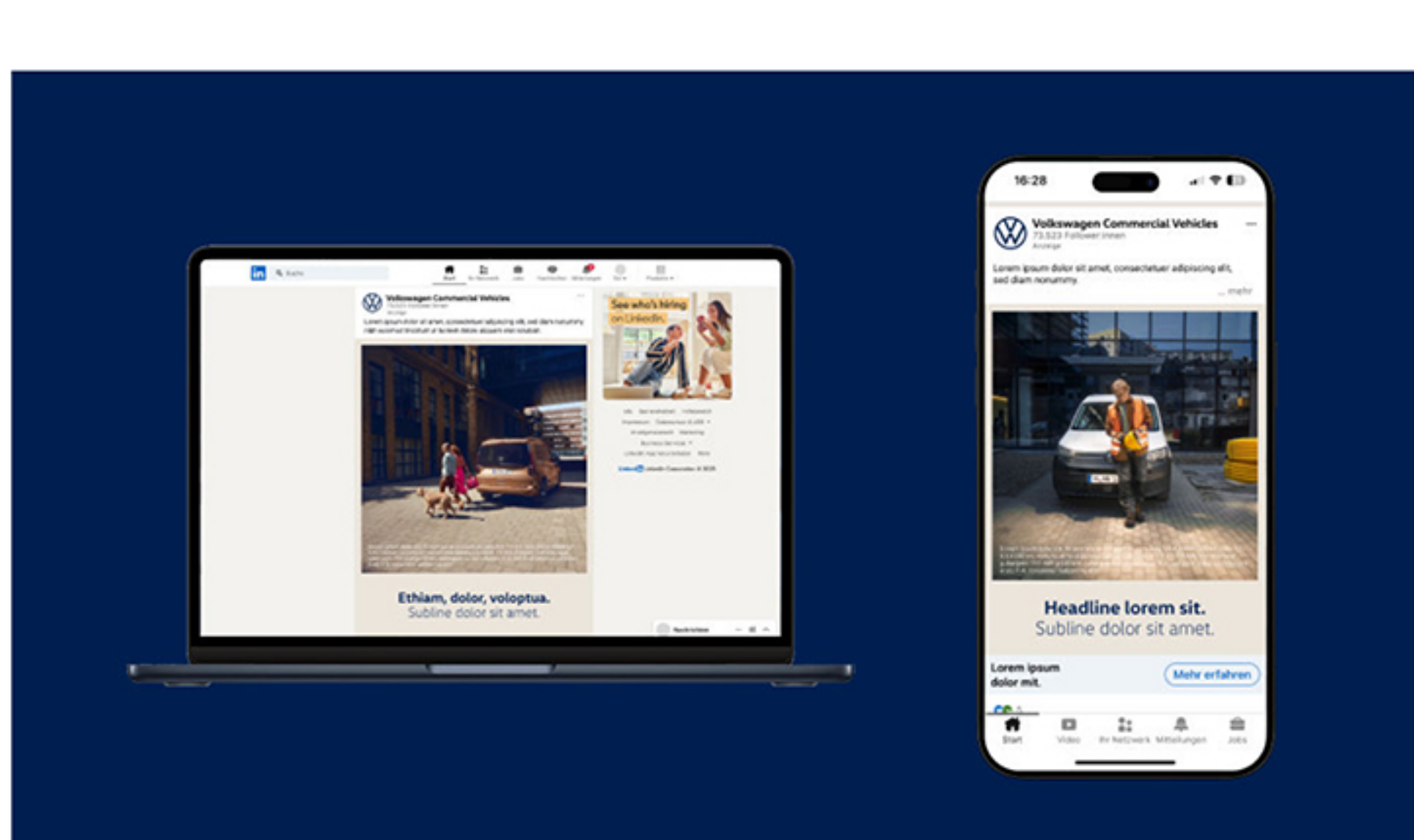
06 Video post

Don'ts



01 Image with frame not as first image in post.
02 The frame variant and New Horizon variant in one post.

Paid Content



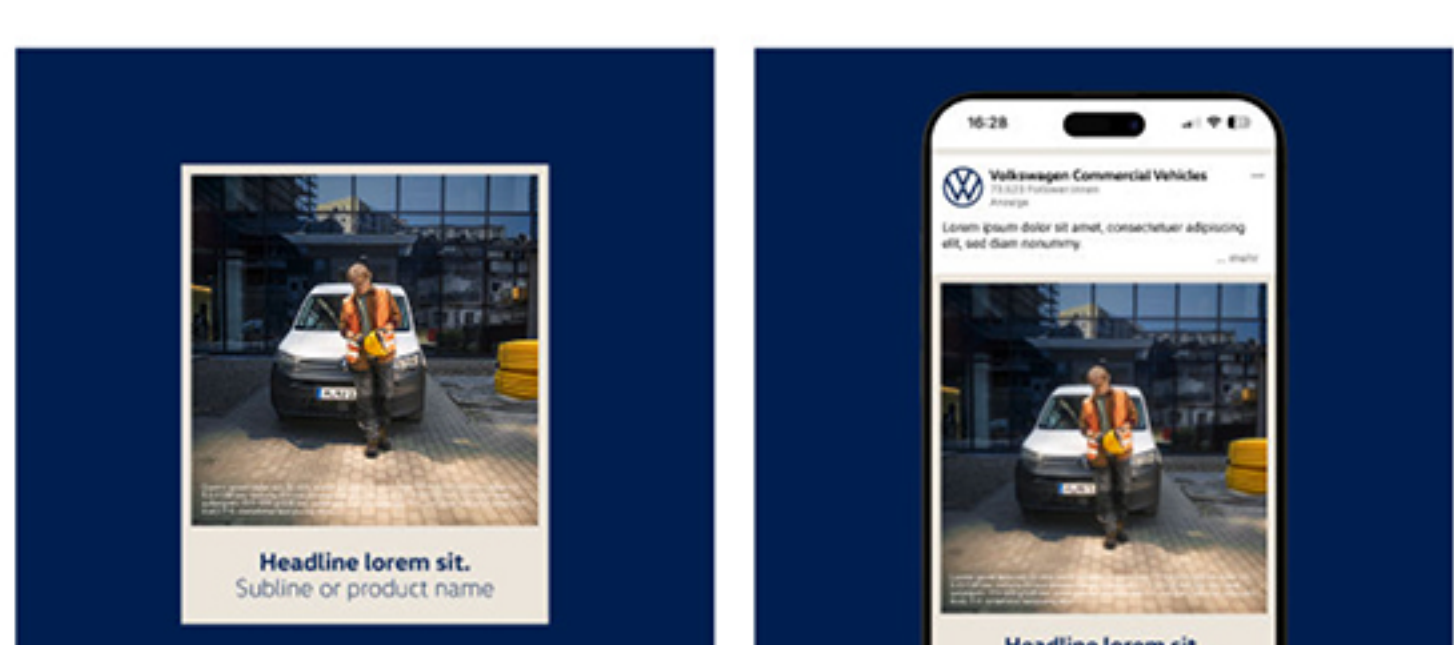
Paid content includes adverts for the respective channels. These are placed via the owned account, but are also visible to users who do not follow it. Depending on the settings, paid content can be displayed independently of owned content and will then not appear in the profile feed.

To draw attention to the new brand design, it is integrated here to the maximum extent possible.

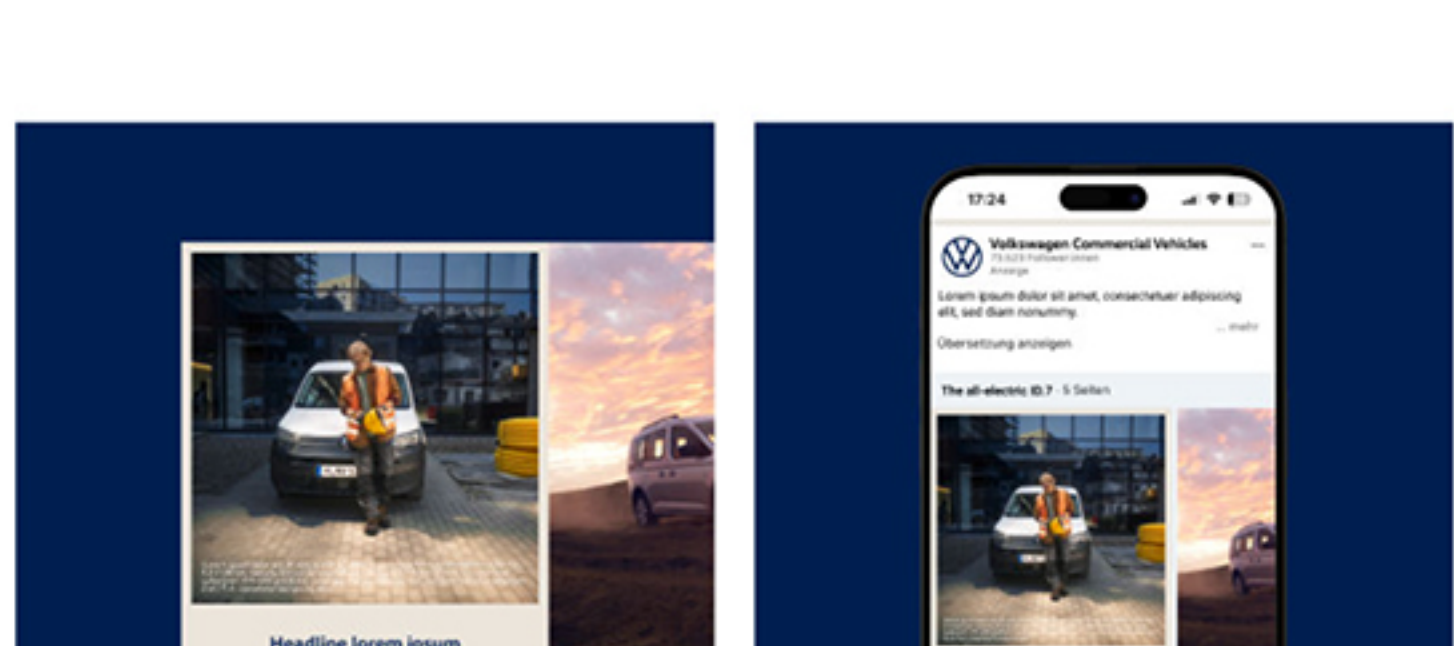
- The formats include:
- 01 Single image post
 - 02 Gallery post
 - 03 Video post
 - 04 Image story
 - 05 Video story

Post Ad

The 4:5 format is recommended for a continuous appearance in all ads.

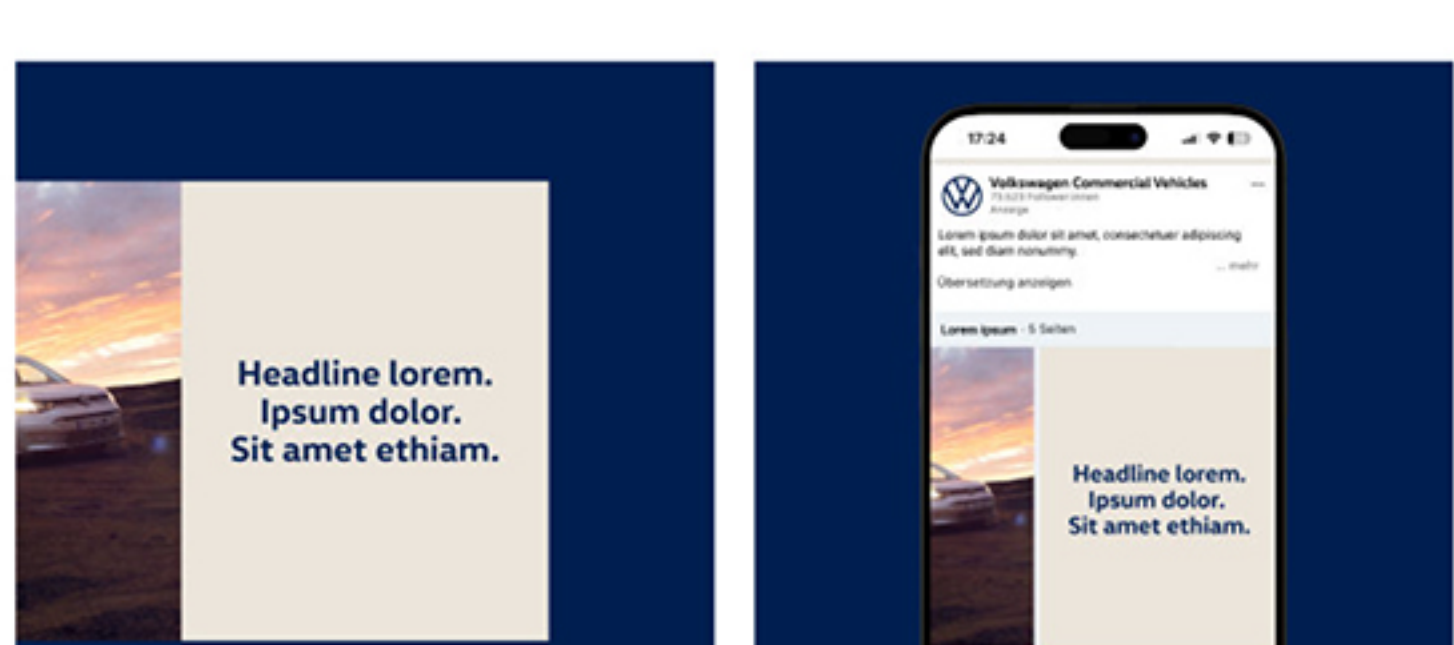


01 Single Image Post Ad
Single image post ads are always posted with frame and stage. The CTA area is coloured in VW Dark Blue.



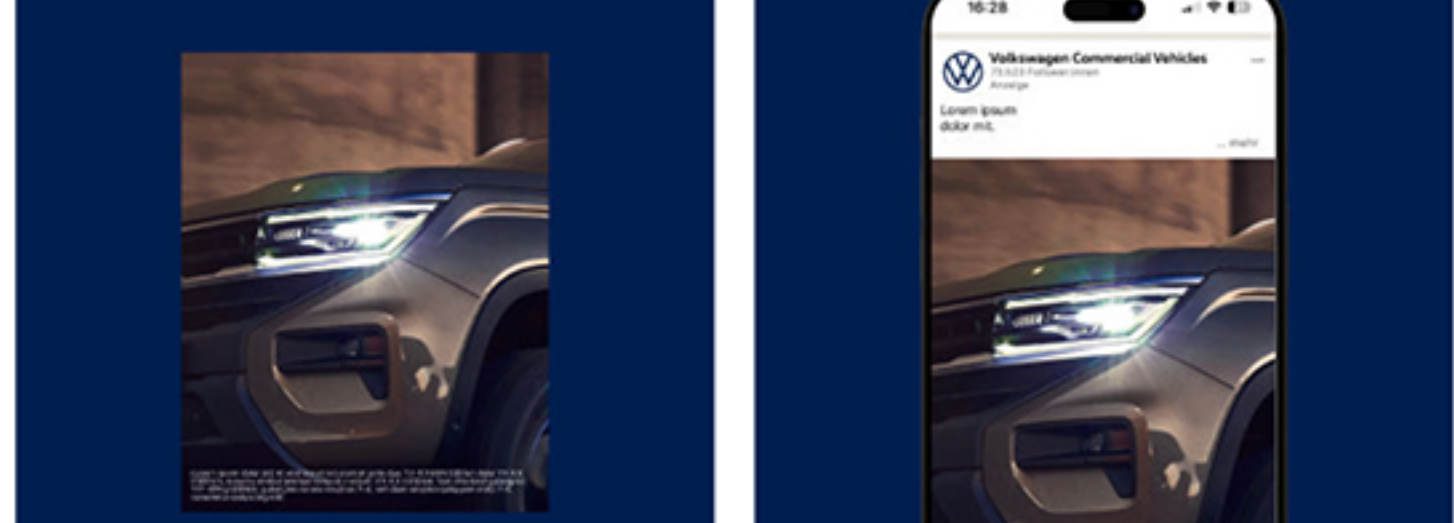
02 Carousel Post Ad
Images with frames always come first. We recommend using the frame option a maximum of once within a carousel ad post. Again, please note that images with text are not permitted immediately before and after a frame variant.

Optionally, you can also use New Horizon as a full-surface background and set the text to maximum font size in the centre. However, either a video or a full-surface image without text must be inserted between the frame variant and New Horizon. Example: 1st image with frame, 2nd video, 3rd headline and subline on New Horizon.



03 Video Ad Post
Videos are uploaded individually. We recommend not exceeding the 4:5 format in length, as otherwise white bars will appear on the right and left in the mobile version and the image will be expanded in the desktop version. Generally no frame is used for videos.

Don'ts



01 Single image post ads without frame and stage
02 Use the frame option multiple times within a carousel ad post

TikTok

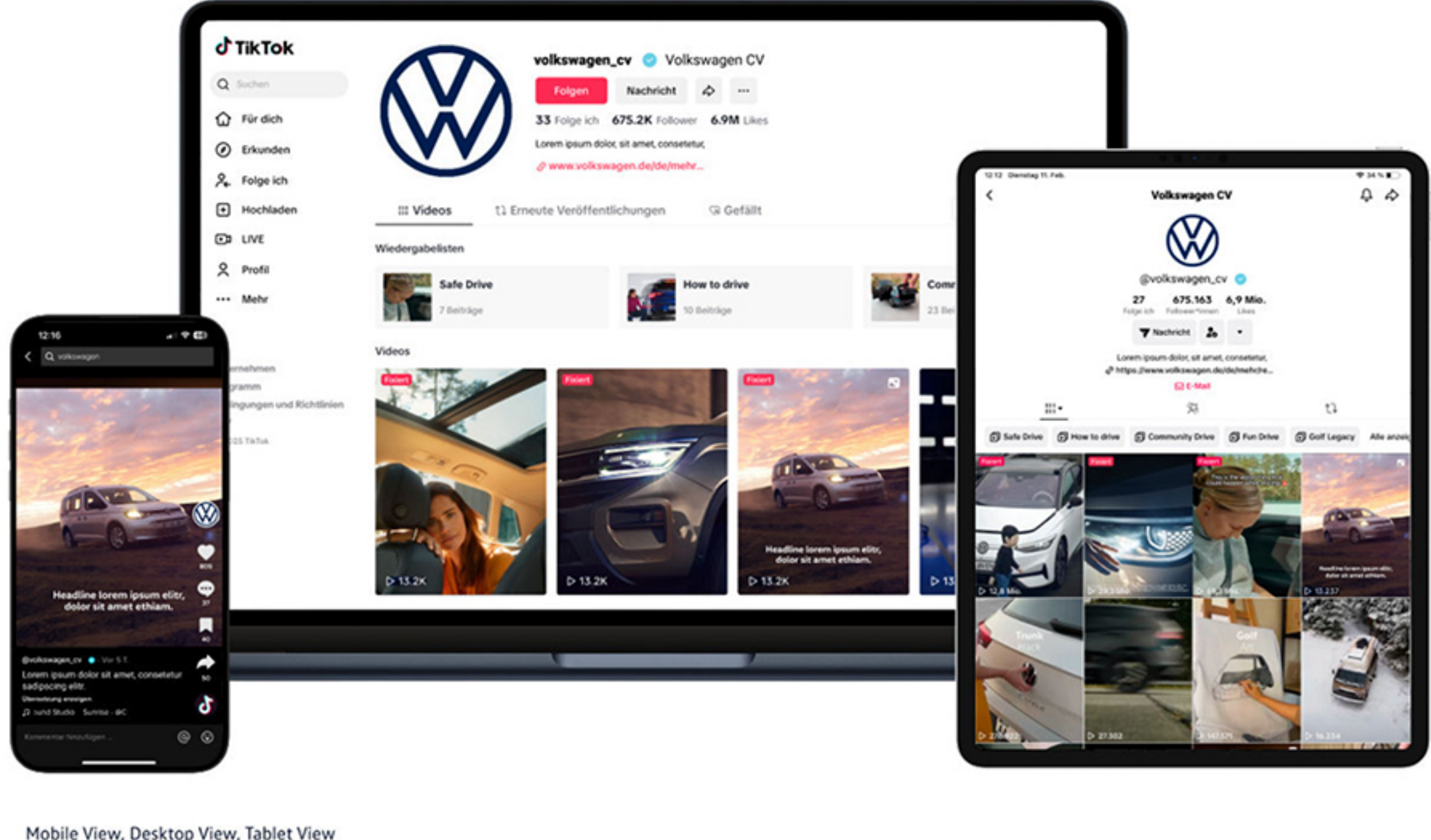
Overview

TikTok is a social media platform with a clear focus on mobile use and video content. The Volkswagen fan page creates a direct dialogue with the community. Information on products and events can be shared quickly, while feedback and suggestions are received immediately.

The profile can be customised to match the corporate design. In addition to the profile picture, the profile name can also be customised.

We differentiate between:

- 01 Owned content
- 02 Paid content

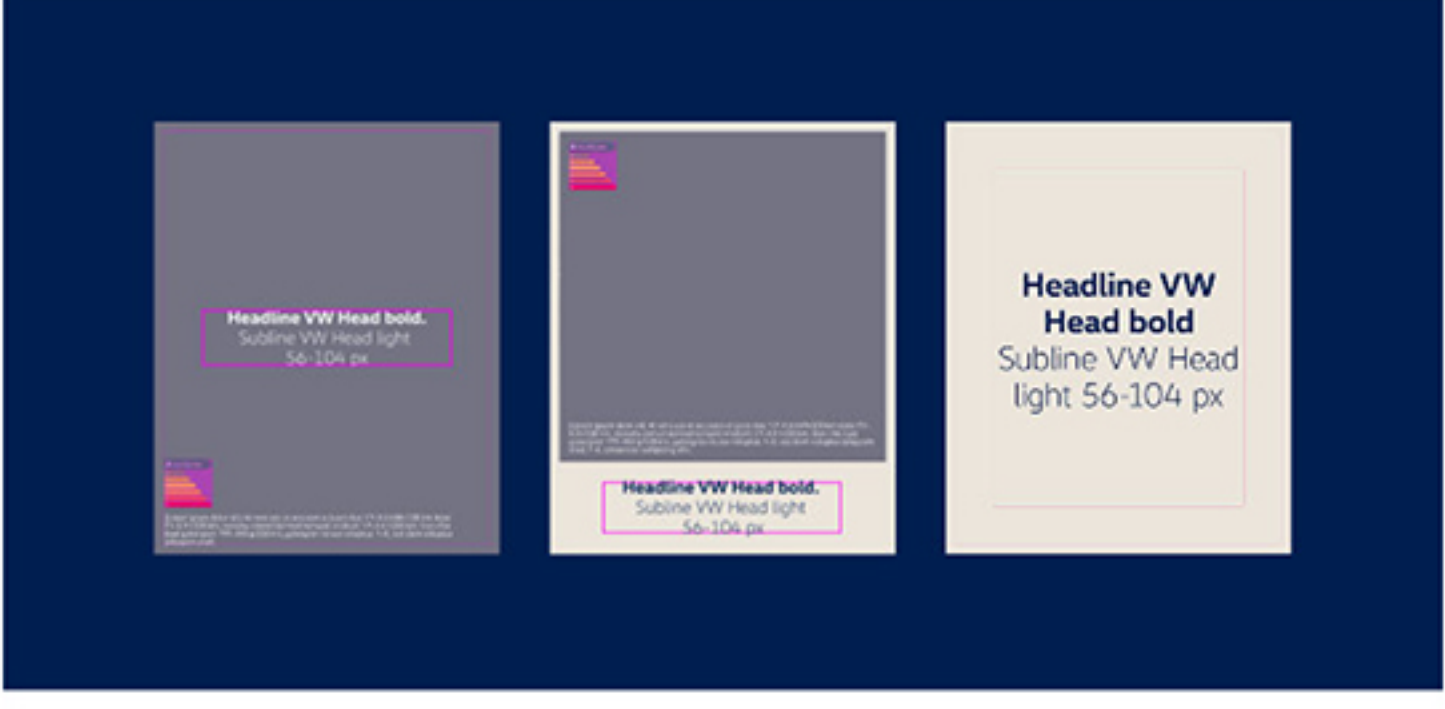


Mobile View, Desktop View, Tablet View

Formats for TikTok

There are two layout formats:

- 01 Posting-format 4:5
- 02 Story-format 9:16



01 Images are posted in 4:5.

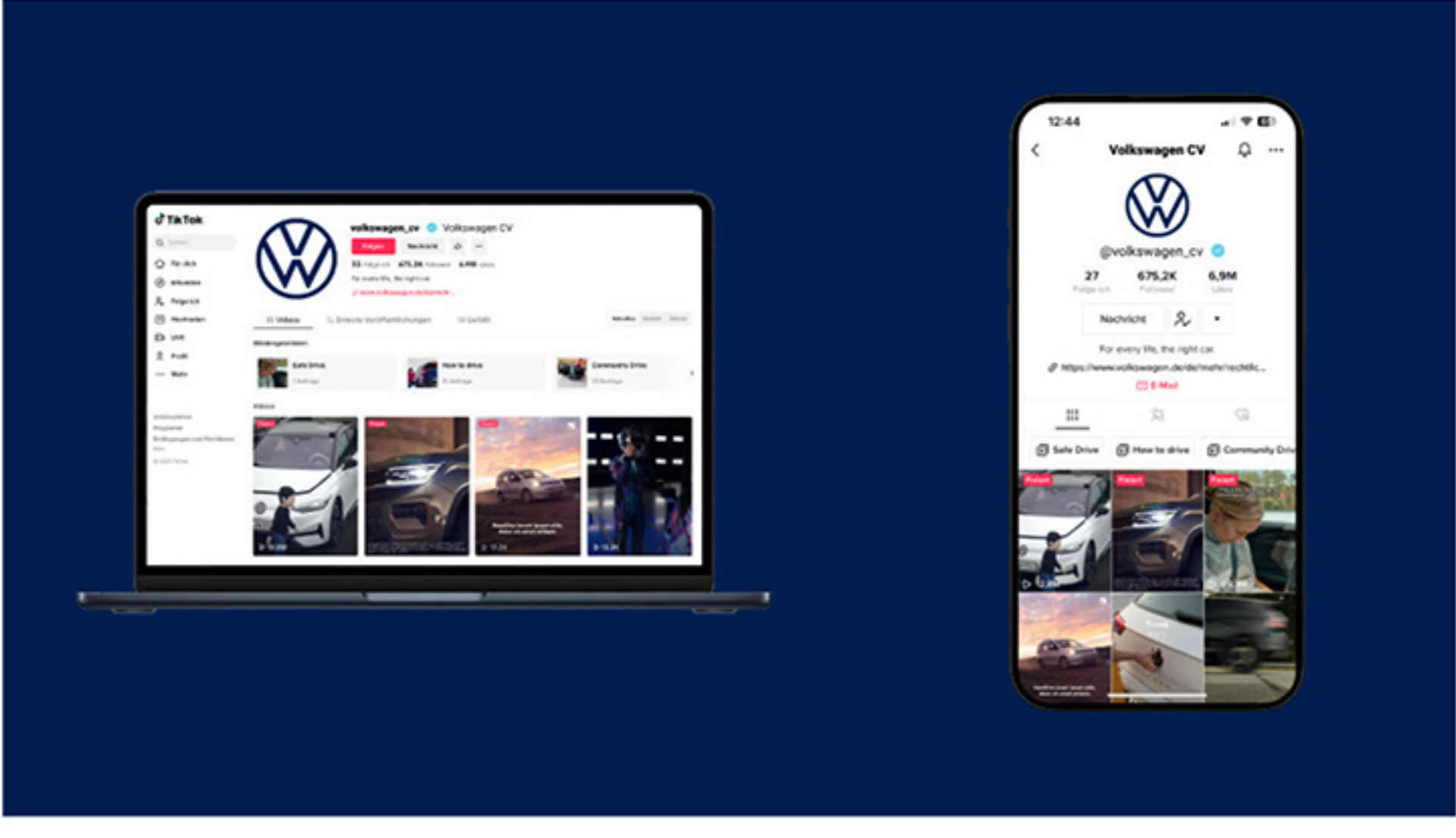
Note: The safe zone here differs from the other social media channels and must be strictly adhered to.



02 Stories are posted in 9:16.

Note: The frame is not used here.

Content Formats



Owned content is published in various formats on the accounts managed internally by Volkswagen (e.g. volkswagen, volkswagen_de, etc.). These channels are used to distribute organic content that only minimally integrates the new brand design.

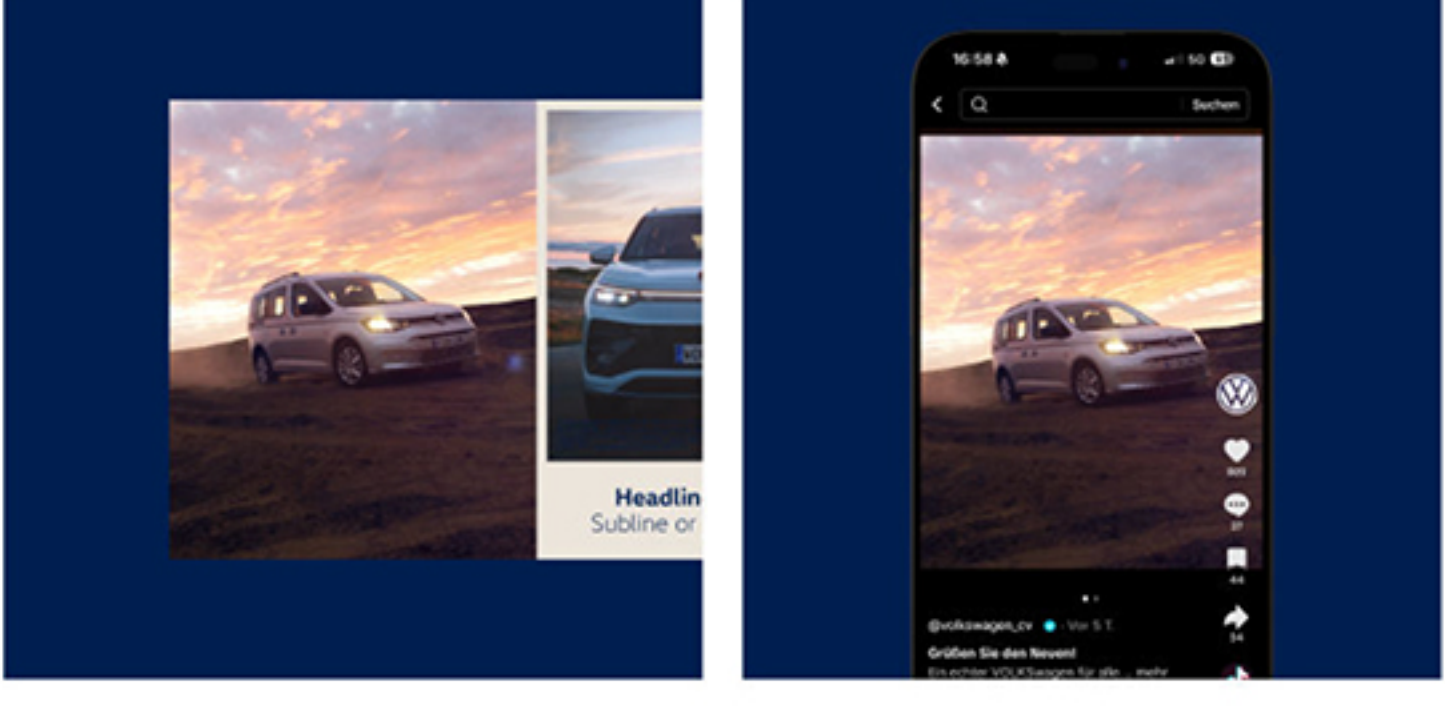
The formats include:

- 01 Carousel post
- 02 Video post
- 03 Image story
- 04 Video story

Post

For a consistent appearance on all Social Media channels, it is recommended to adapt images on TikTok to the 4:5 format of the other Social Media channels.

No single image posts are published on TikTok.



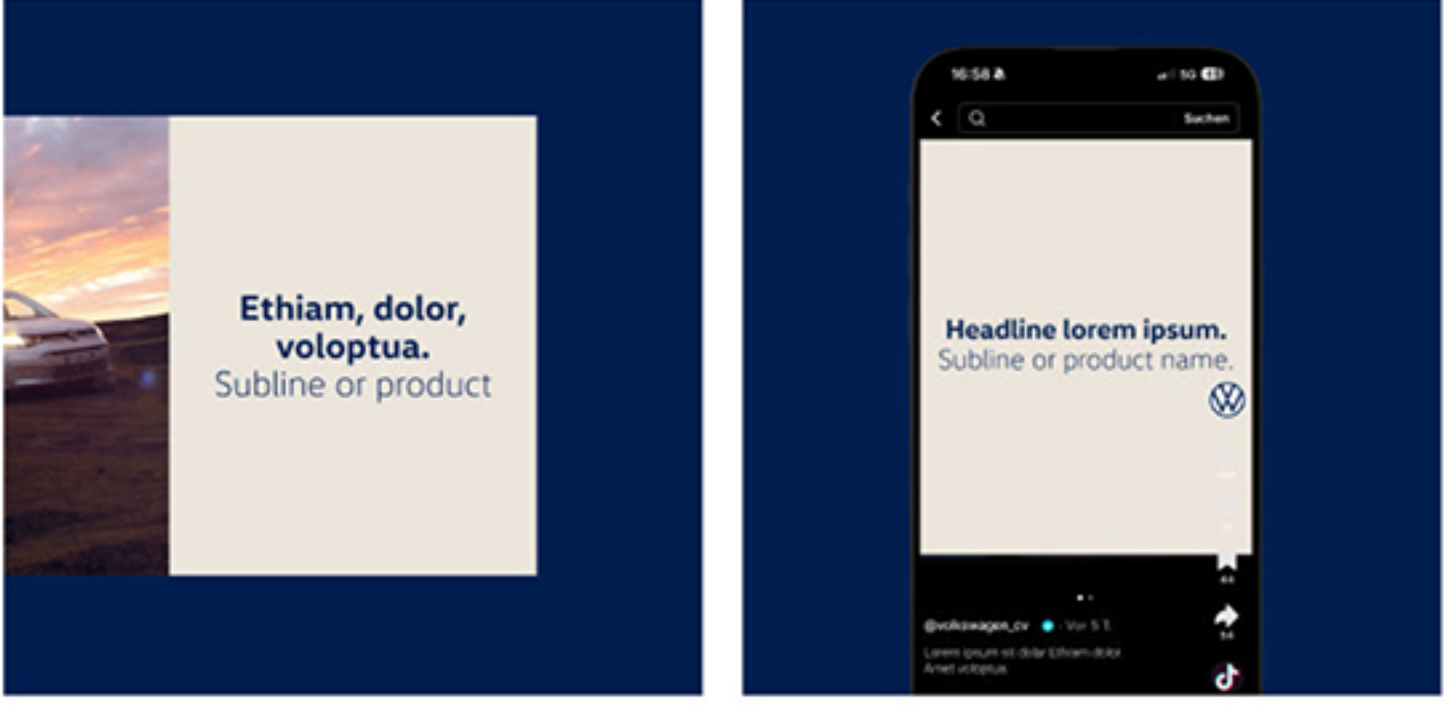
01 Carousel Post

The first image must be a full-surface image. Images with frames never come first and can be used from the second image onwards. We recommend using the frame option a maximum of once within a carousel post and in storytelling at the point of resolution.

Optionally, the New Horizon variant can be used.

Example: 1st image, 2nd image, 3rd headline and subtitle on New Horizon

If frame or New Horizon are used, no text may appear directly before or after the images.

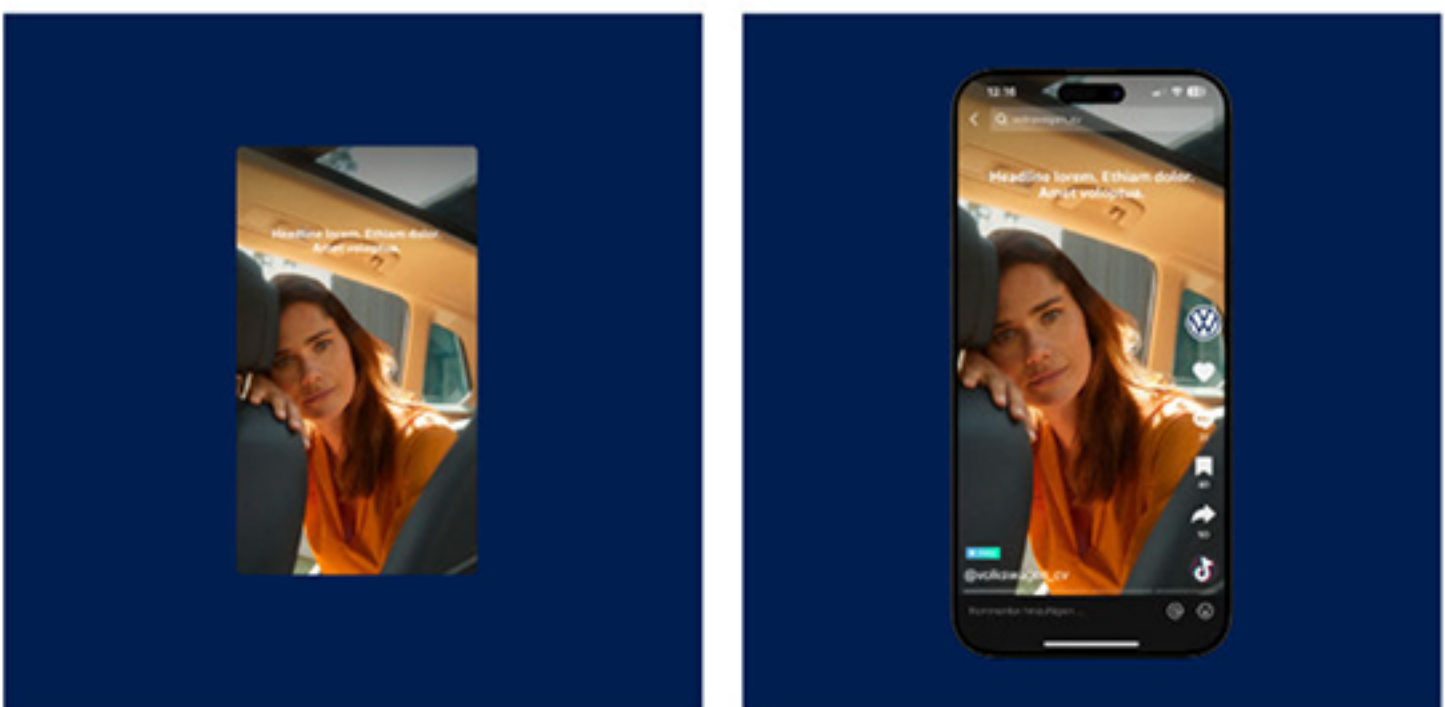


02 Video Post

Videos are uploaded individually.

Generally, no frame is used for videos.

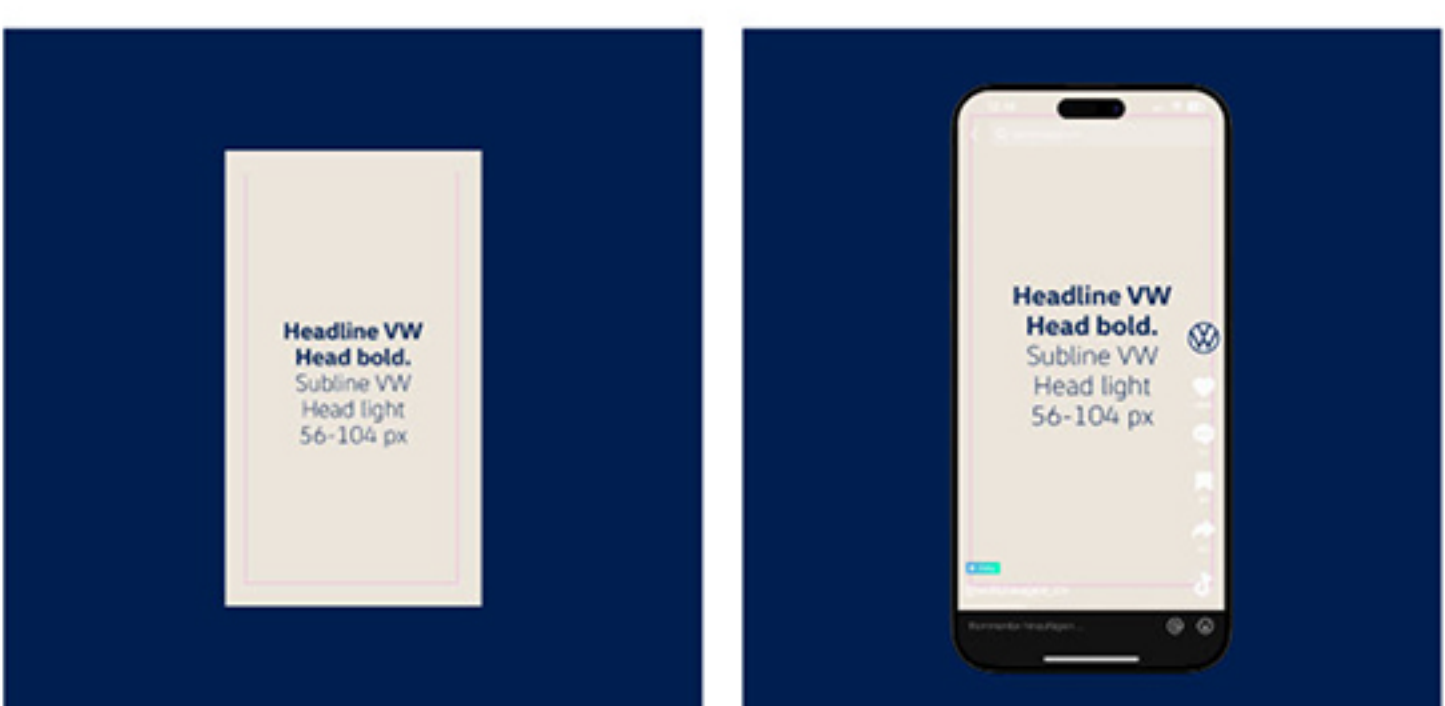
Story



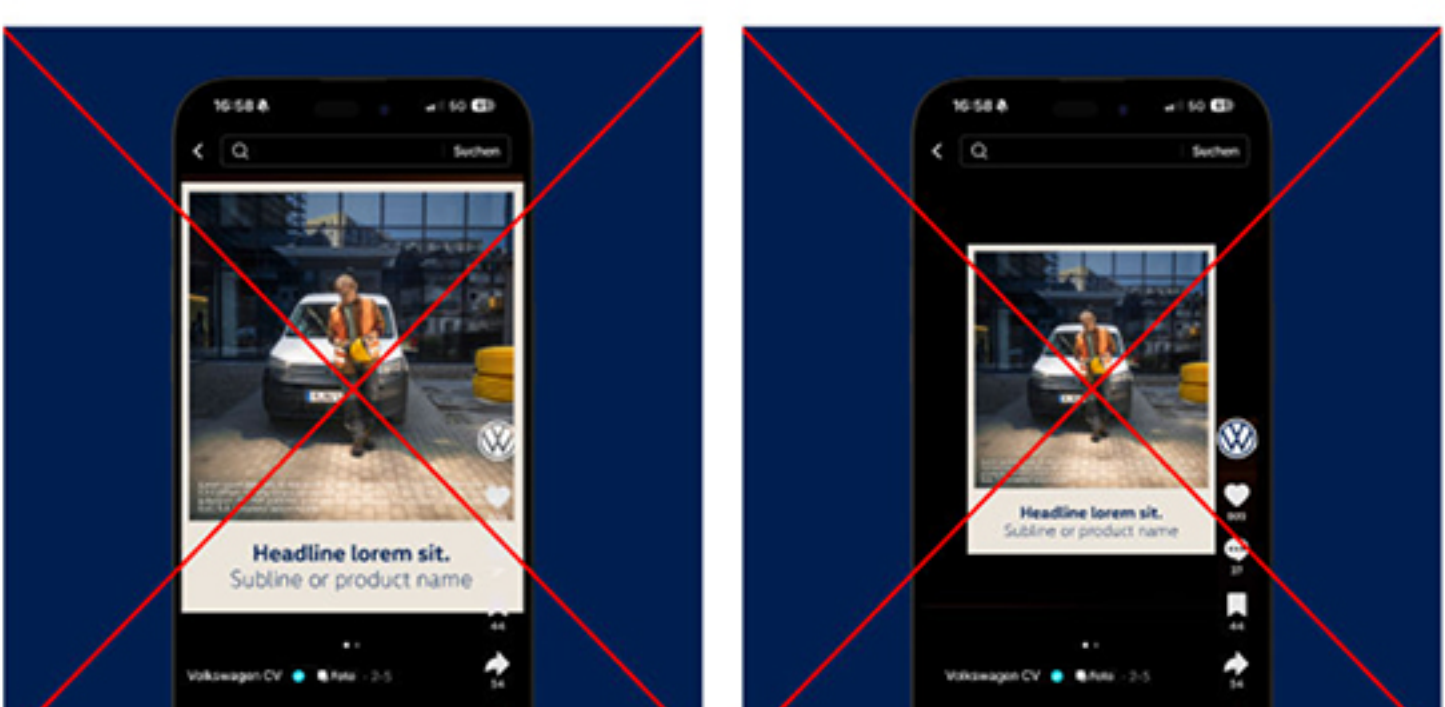
03 Image Story

On TikTok, it is possible to share content in the stories. Images are displayed there for 15 seconds and are available for 24 hours. This guideline only applies to static content (stills).

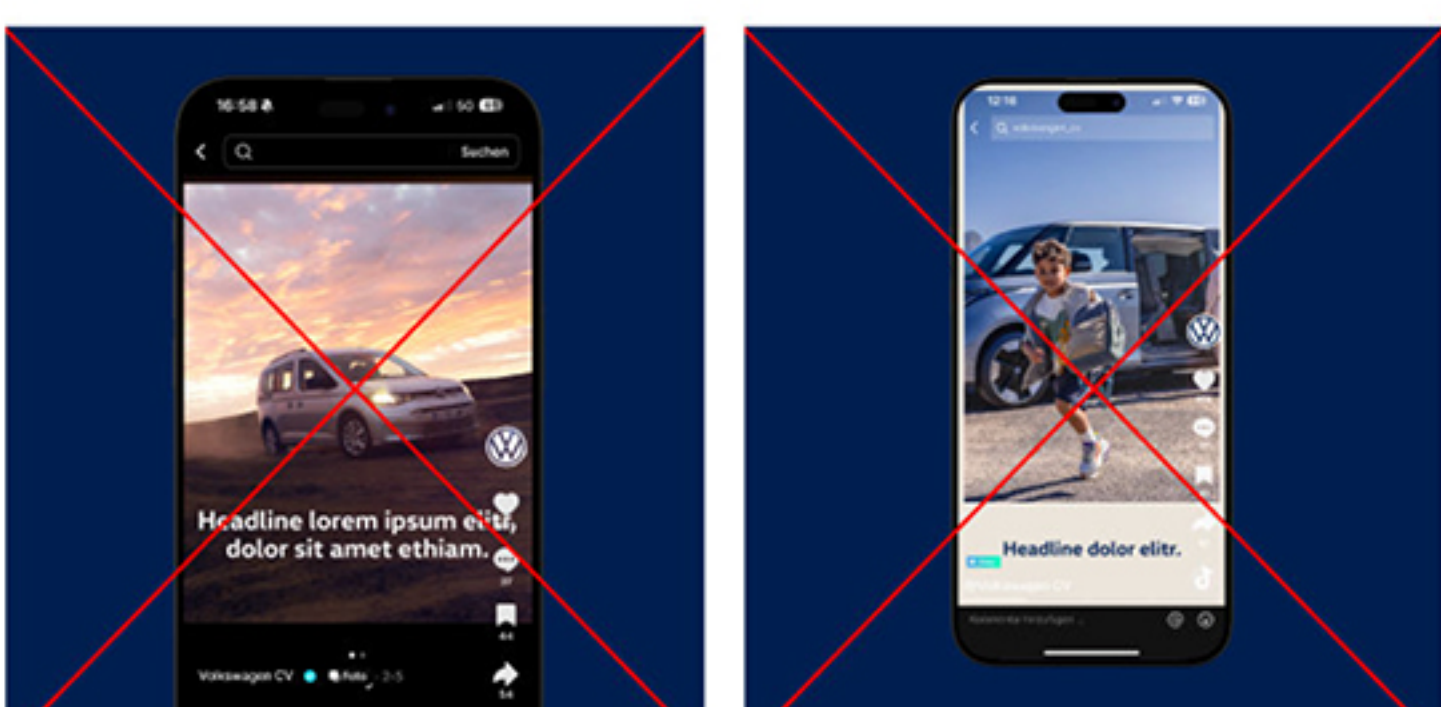
The layout with New Horizon and text for owned Stories is optional. Please note that the safe zone must be observed. Stories are always displayed in full-screen format (9:16).



Don'ts

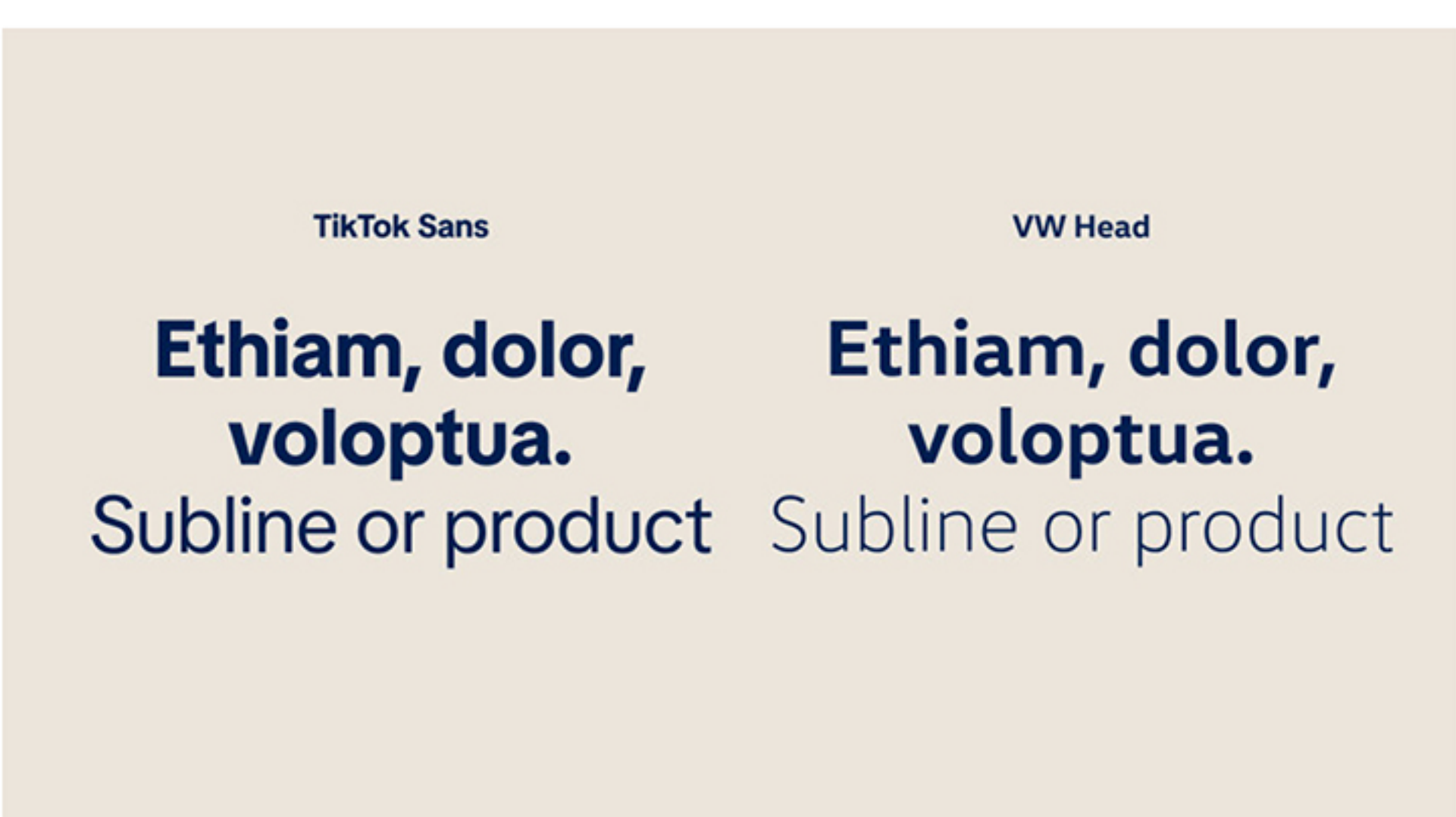


- 01 Image with frame as the first image in the carousel post.
- 02 Image scaled smaller.



- 03 Headline runs in user interface.
- 04 Layout with stage and frame for owned stories.

Typography

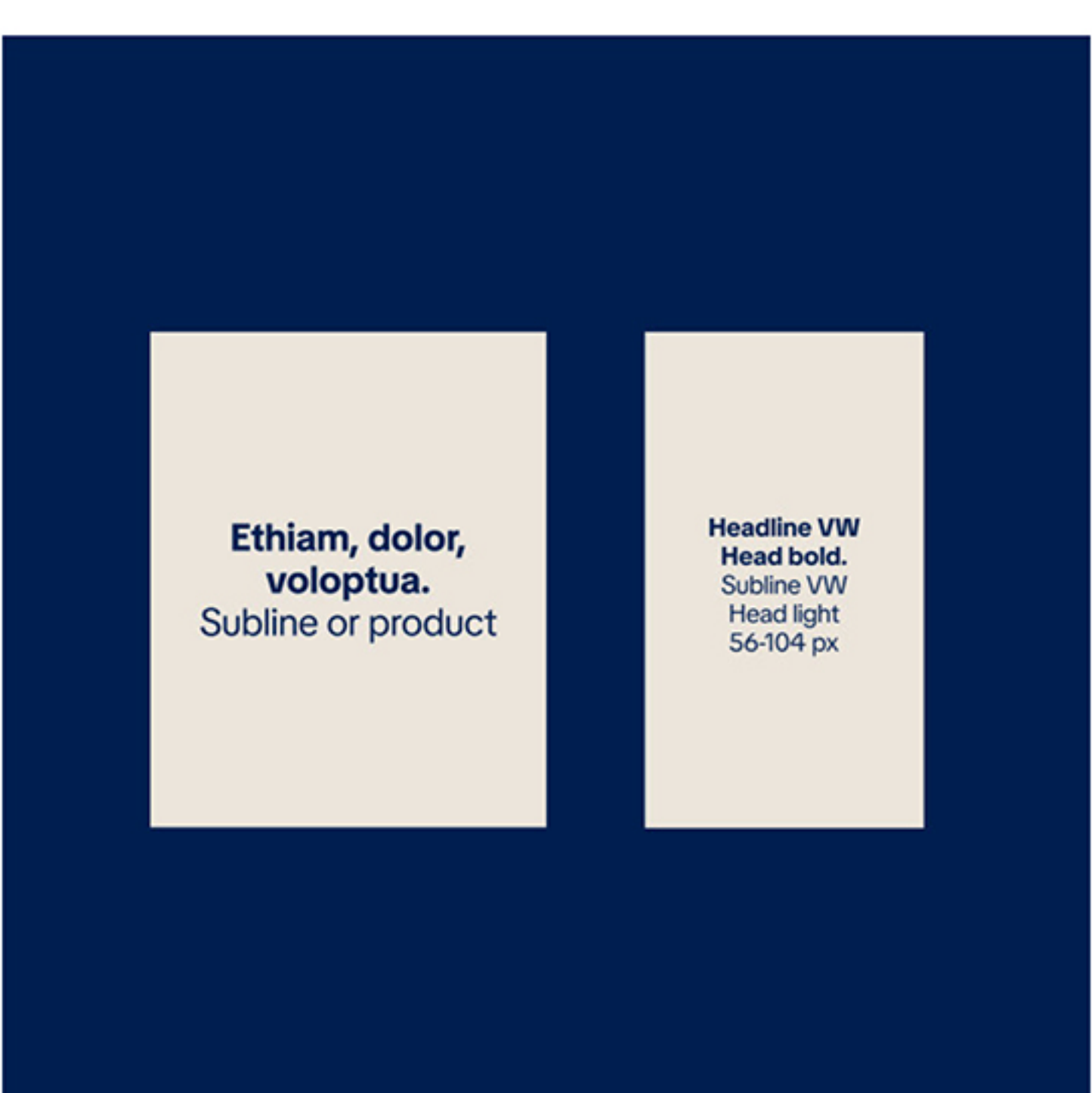


Postings created with native elements from TikTok reach a wider audience. Therefore, it is possible to use TikTok Sans instead of the VW Head on this platform. The font weights are transferred as follows:

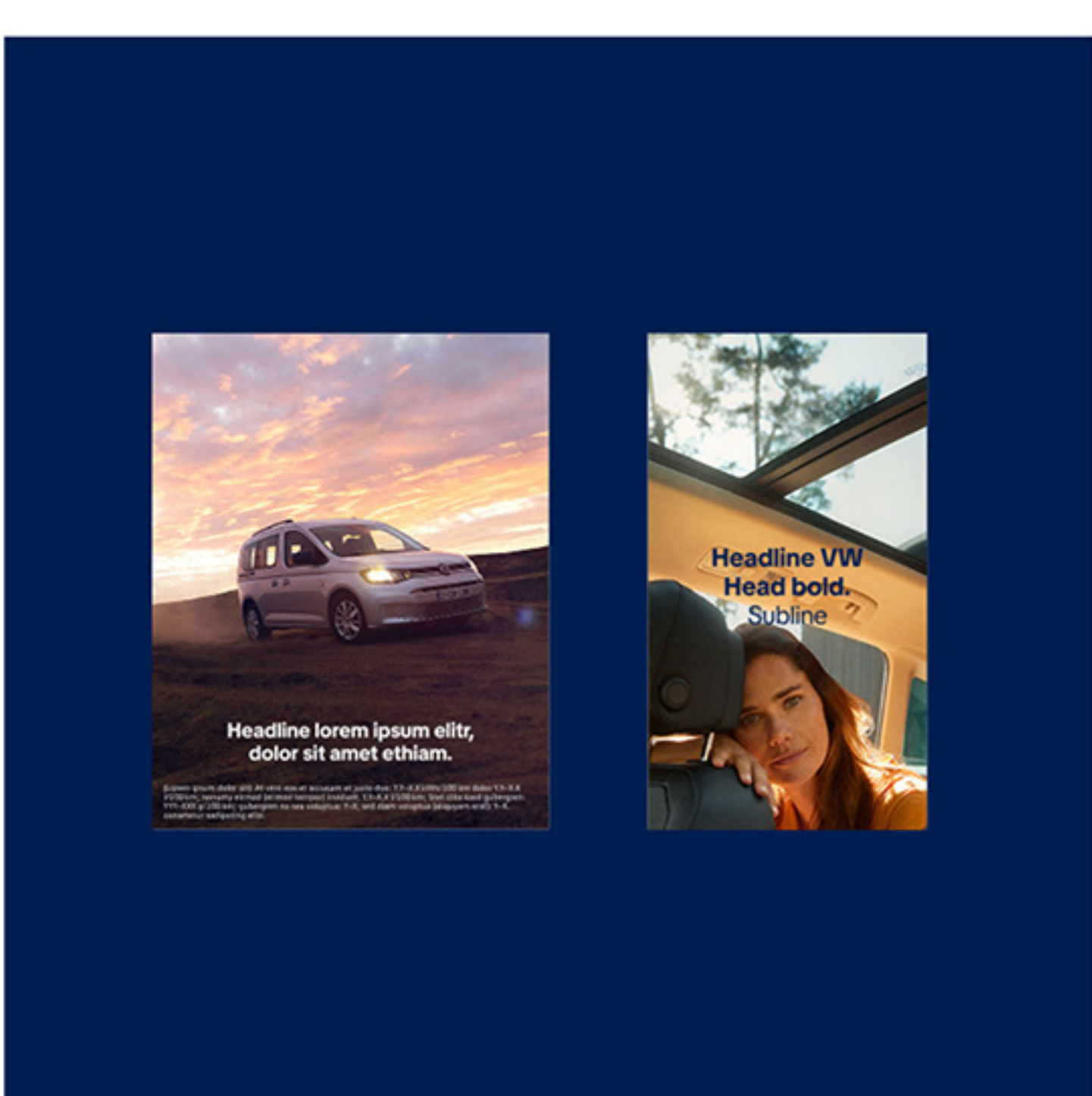
VW Head Bold = TikTok Sans Bold
VW Head Light = TikTok Sans Regular

We recommend using these only for moving images or as a headline and subtitle for images without a frame and stage.

Note: For images with a frame, the VW Head will continue to be used.

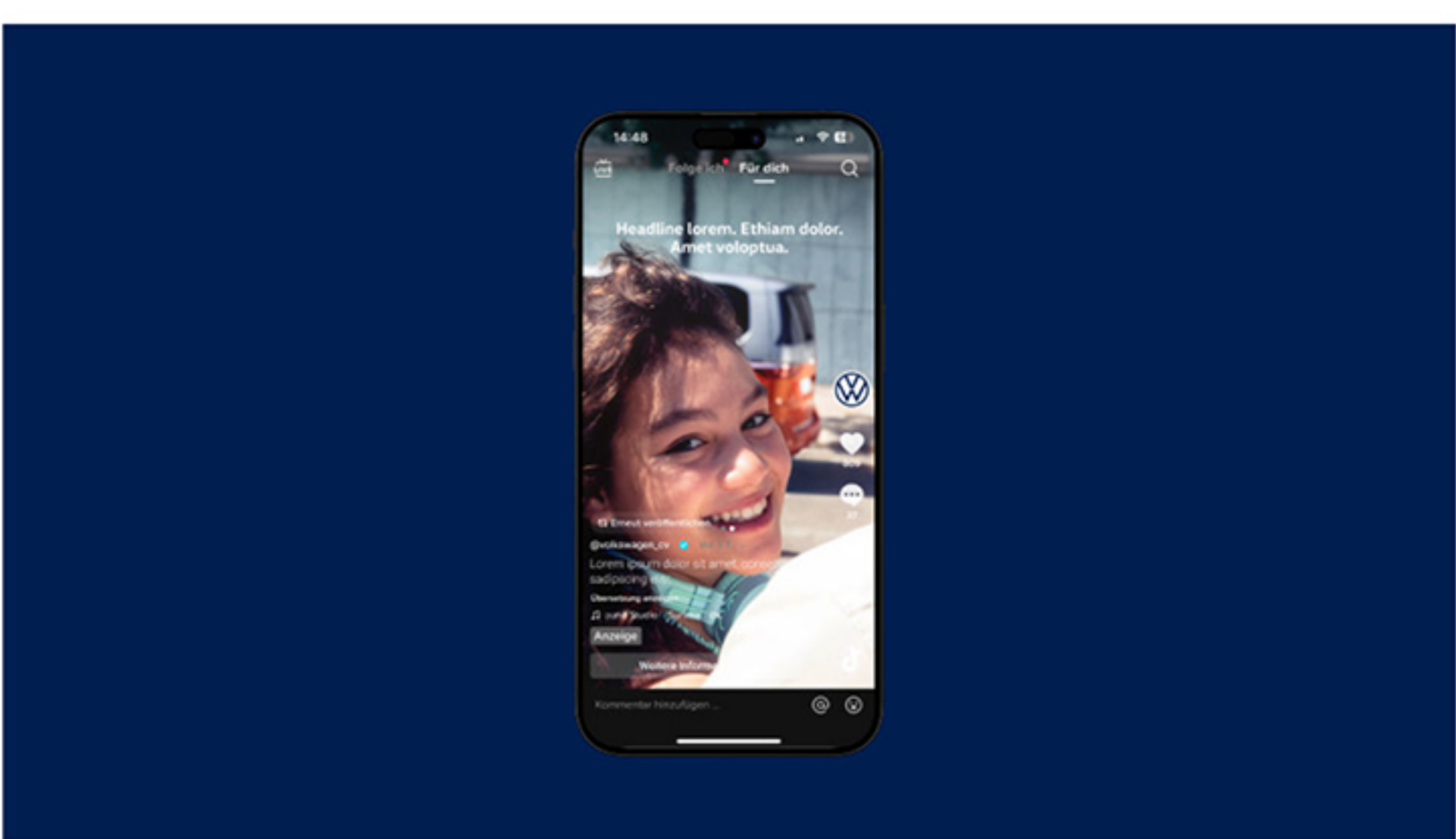


01 New Horizon with text in TikTok Sans



02 Full-screen image with text in TikTok Sans.

Paid Content



Paid content includes adverts for the respective channels. These are placed via the owned account, but are also visible to users who do not follow it. Depending on the settings, paid content can be displayed independently of owned content and will not appear in the profile feed. To draw attention to the new brand design, it is integrated here as much as possible.

The formats include:

- 01 Video ad

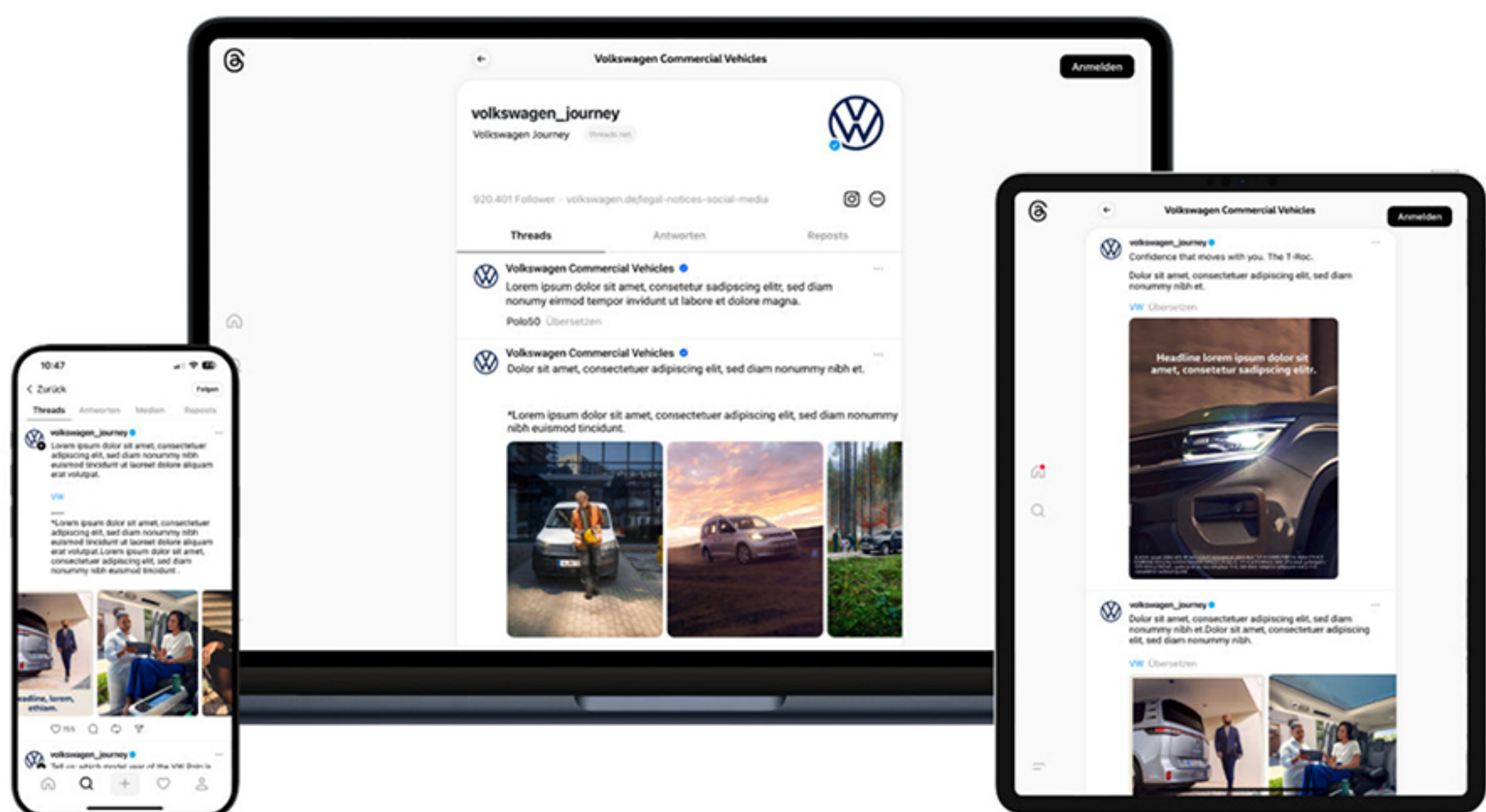
Threads

Overview

Threads is a mobile-first, text-based social media platform that also supports image and moving image content. Customers can be reached directly via the Volkswagen fan page, information on products and events can be provided quickly and community feedback can be obtained immediately.

The profile can be customised in the corporate design. This includes the profile picture and the profile name.

Threads does not currently offer the option of placing adverts.



Mobile View, Desktop View, Tablet View

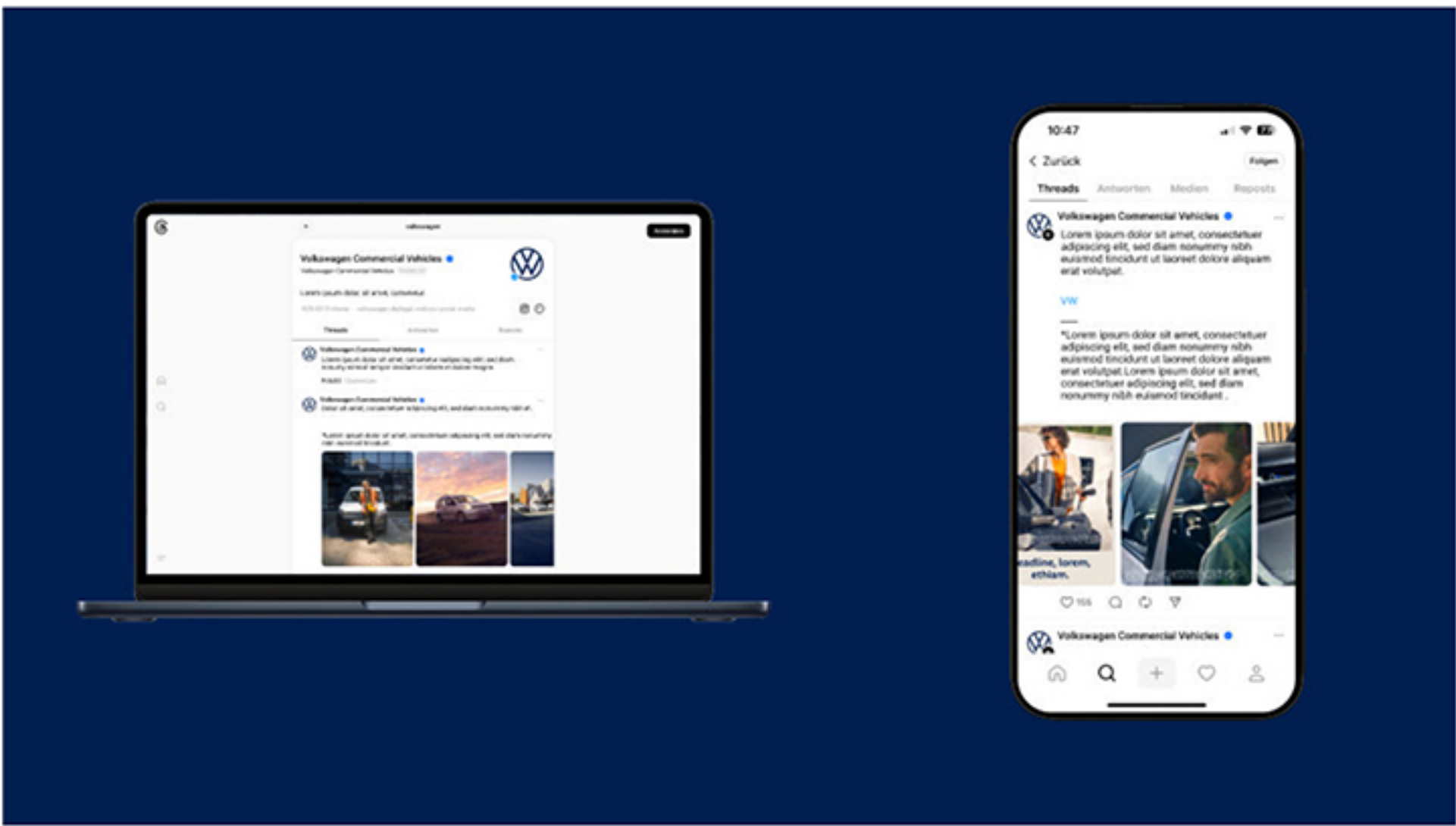
Formats for Threads

There is a layout format:
01 Posting



01 Images are preferably posted in 4:5.
Note: Threads displays all formats true to the original.

Content Formats

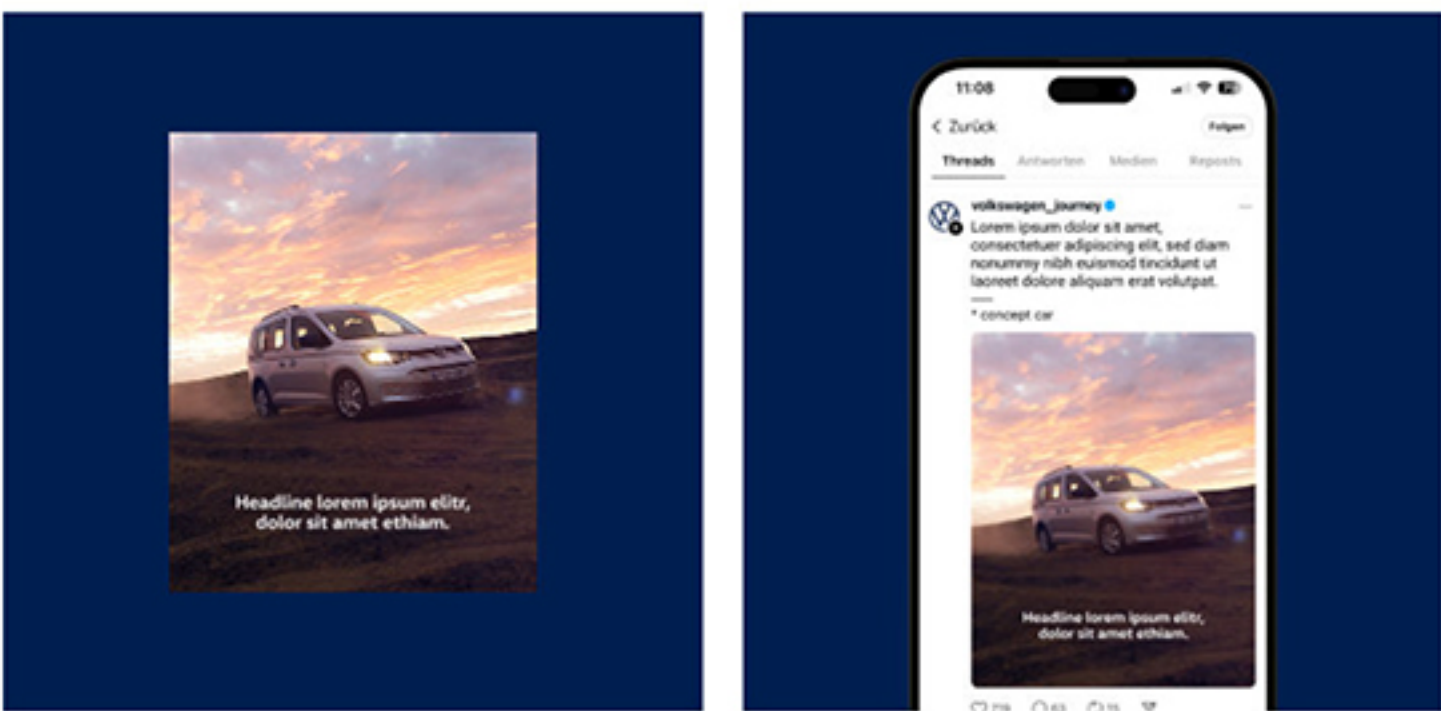


Owned content is published in various formats on the accounts managed internally by Volkswagen (e.g. volkswagen, volkswagen_de, etc.). These channels are used to distribute organic contributions that only minimally integrate the new brand design.

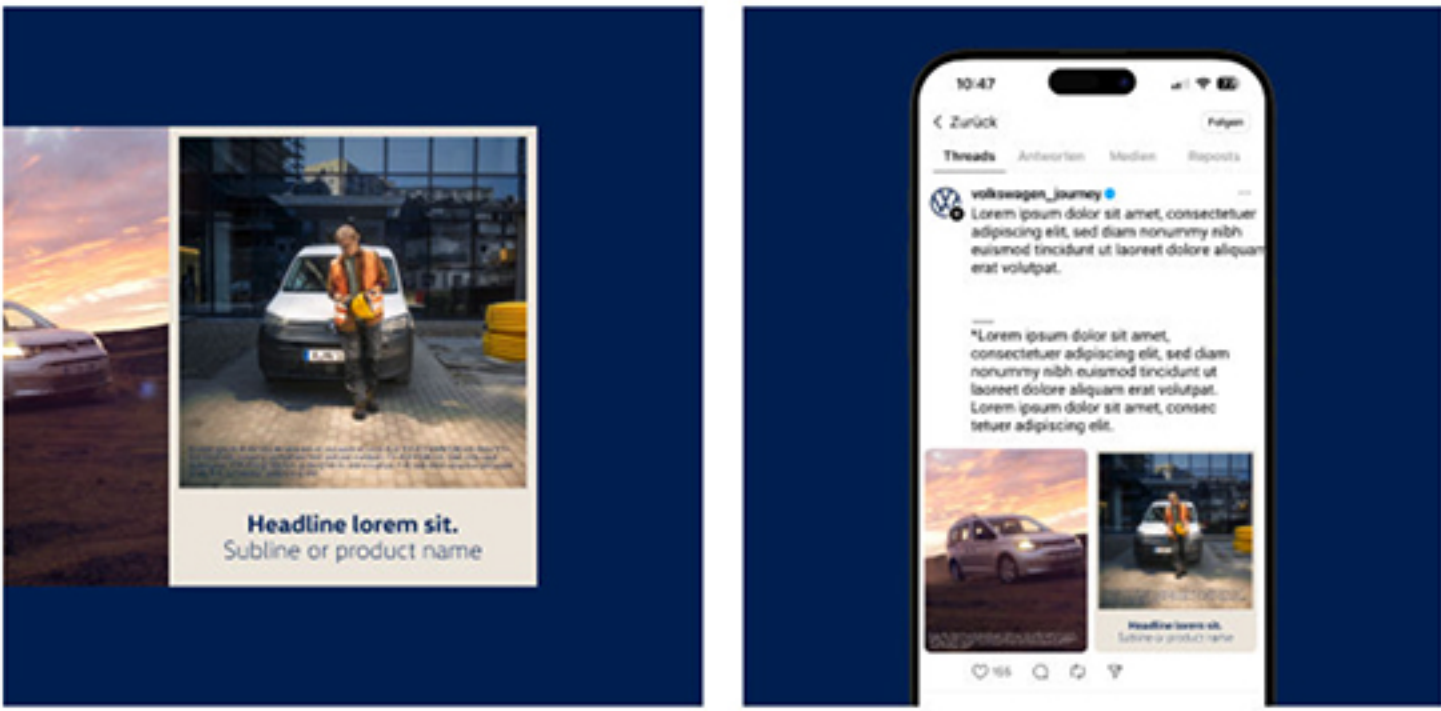
The formats include:
01 Single Image Post
02 Carousel Post
03 Video Post

Post

For a consistent appearance in all social media channels, it is recommended to adapt images in threads to the 4:5 format of the other meta social media channels.



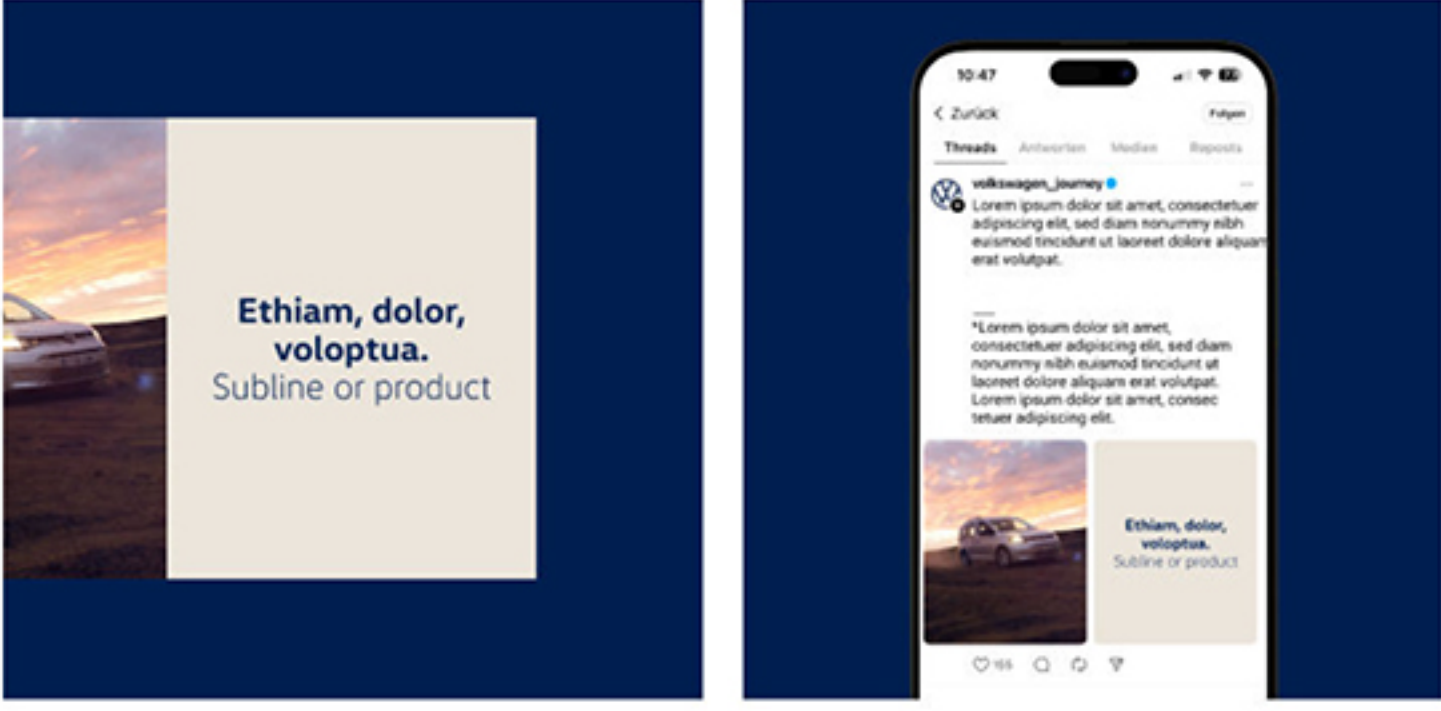
01 Single Post
Neither frame nor stage are used for single image posts.



02 Carousel Post
Images with frames never come first and can be used from the second image onwards.
We recommend using the frame option a maximum of once within a carousel post and in storytelling at the point of resolution.

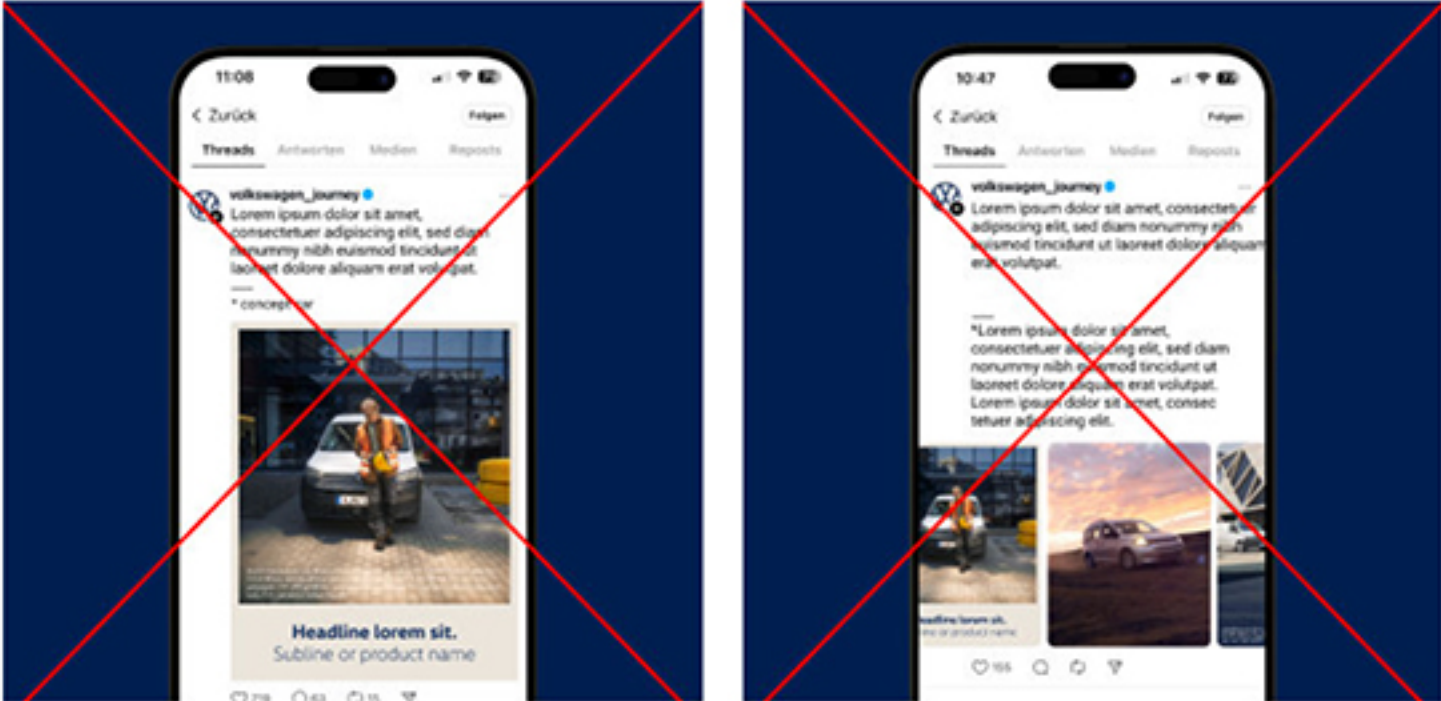
Optionally, you can also use the New Horizon variant.
Example: 1st image, 2nd video/image, 3rd headline and subline on New Horizon

If frame or New Horizon are used, there must be no text directly before or after the images



03 Video Post
Video posts can be published individually or within a carousel post. The format is freely selectable.

Don'ts



01 Frame and no stage for single image posts
02 Image with frame as first image in carousel post or single image post