



# Advertisements and Out-of-Home Media

When designing advertisements, posters and banners, the focus is on the visual language, the reduction of the elements and a striking typography - with a high degree of flexibility in the use of the elements.



## New Brand Design: The Most Important Adjustments for Advertisements and Out-Of-Home Media

- Implementation of the new layout principle for analog and digital advertisements.
- The frame and the stage are essential components in the design of advertisements, posters, and banners.
- An asymmetric layout allows for seamless ad placement on a double page.

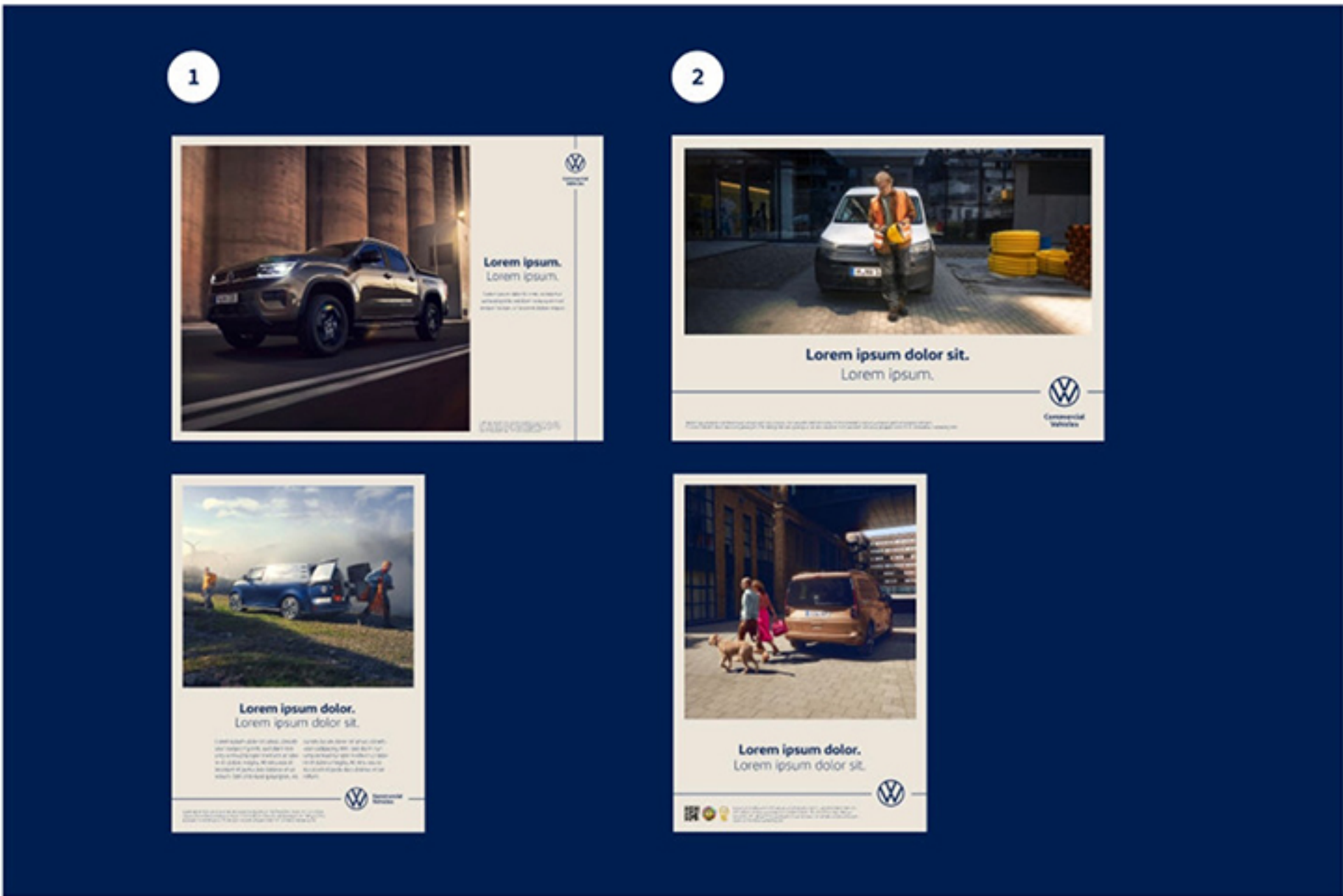
All further details can be found in the respective chapters of this guideline.

### 01 Design elements

### 02 Application examples

### 03 Templates

## Overview



### 01 Displays

- Landscape formats
- Portrait formats
- Special formats

### 02 Out of Home (OOH)

- Posters
- Banners
- Standard formats
- Special formats

## Assembly Step-by-Step

Our basic layout principle forms the basis for all applications – whether print or digital, striking or informative. This guideline is based on the **new layout principle** and shows how it is applied to displays and Out of Home media.

The layout consists of several levels: Media format, stage and type area, logo, claim and moving line, message and additional elements. These are considered together as a common layout that is built up step by step:



1. Image
2. Stage, type area, logo and moving line
3. Headline, subline
4. Copy (only in displays)
5. Legal text
6. Additional elements
7. Eye-catcher



# Design Elements

## 1. Image



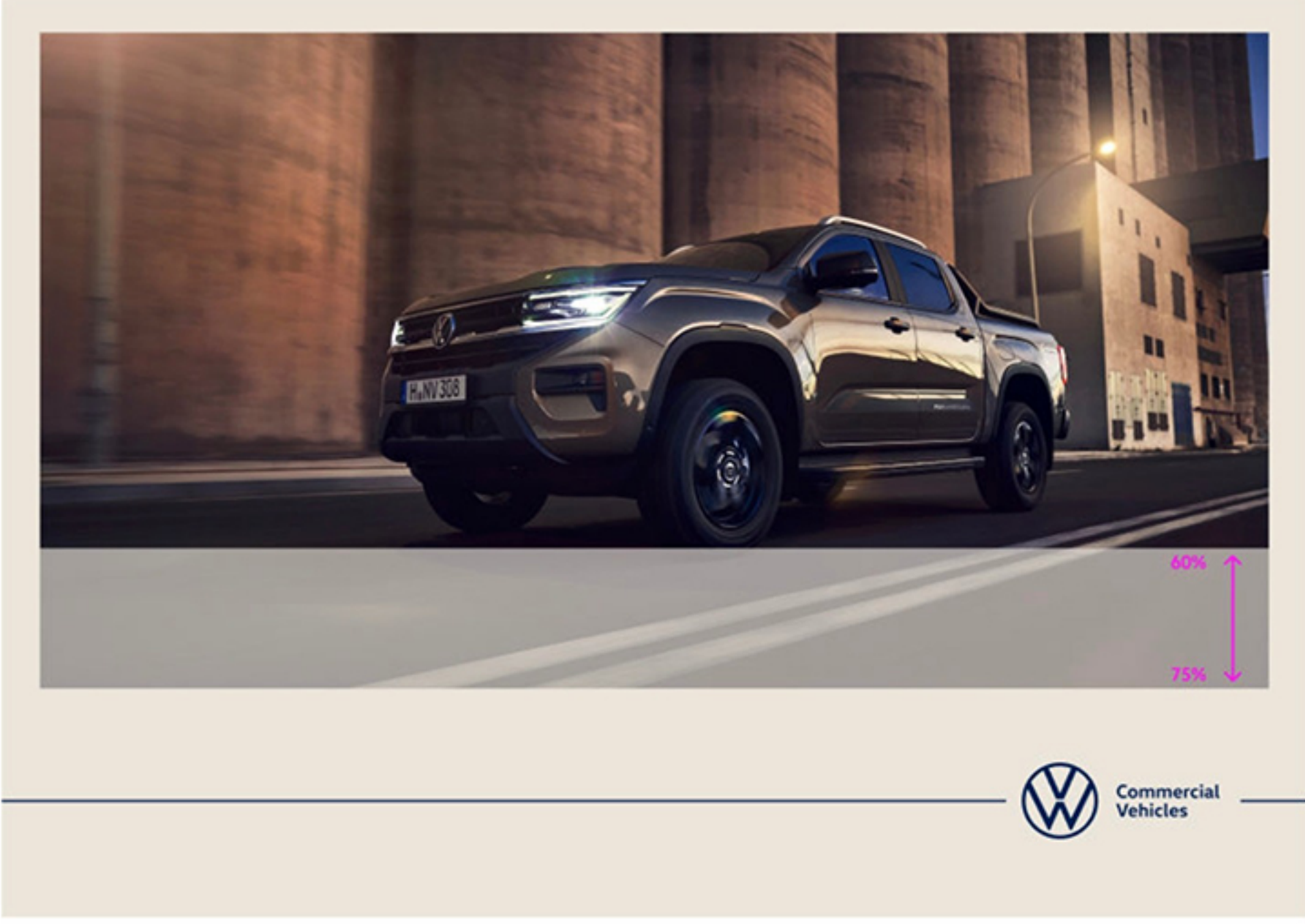
**01 Motifs**  
We prefer motifs with vehicle and person(s). However, it is only a vehicle (i.e. without people) if the subject is photographically the subject is photographically very expressive.

Vehicles can always be cropped. Care must be taken that characteristic lines or details of the model are clearly recognisable.

## 2. Stage, Logo and Moving Line

The layout is inspired by the structure of Polaroids. In the centre is a picture with a frame. All other elements are placed on the stage below. The image is set in an asymmetrical ratio of at least 60% in relation to the stage.

All spacing and sizes are derived from the specified logo size for each format. See table for more information.

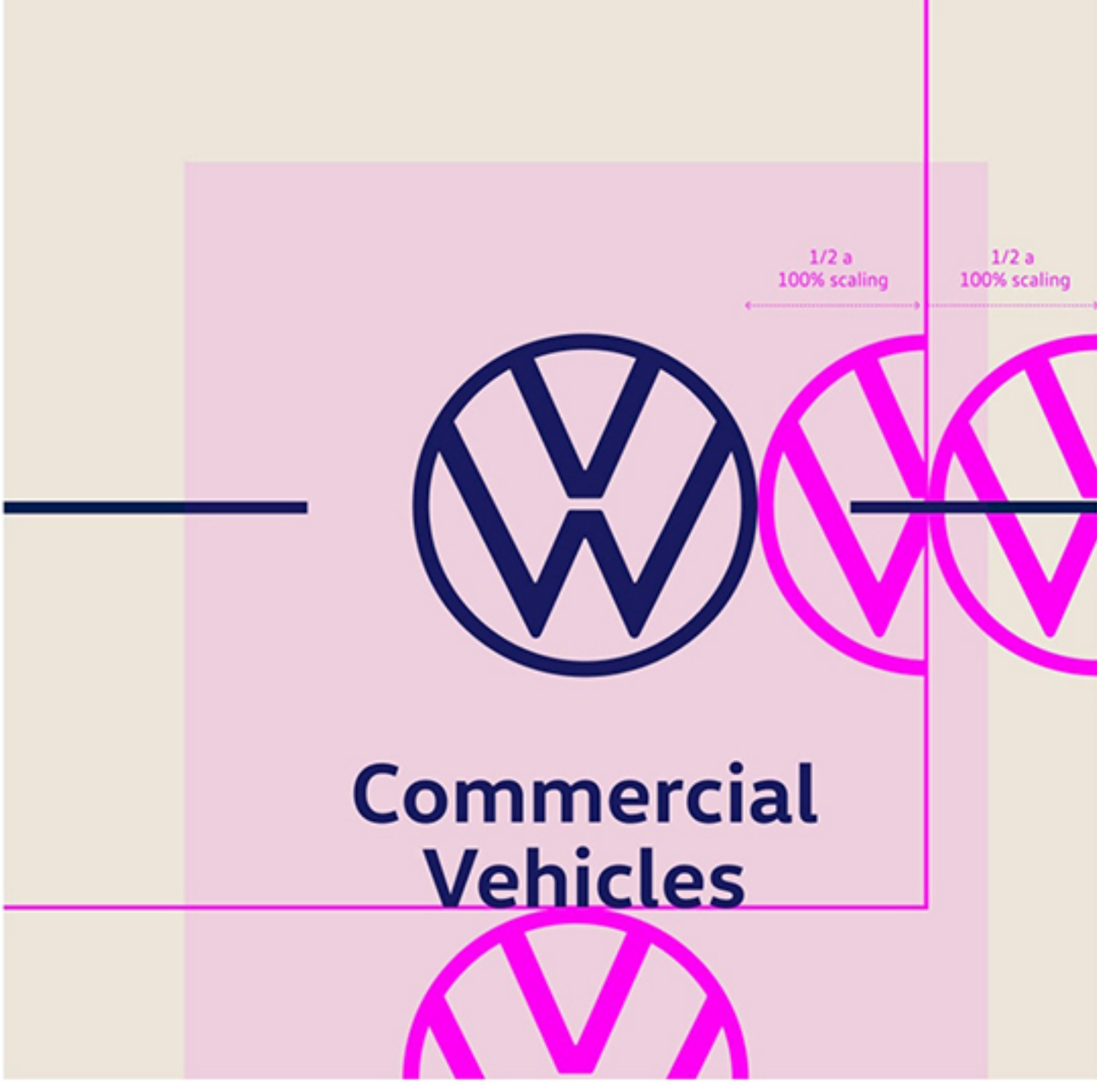


## Logo and Spacing in Out-of-Home Media

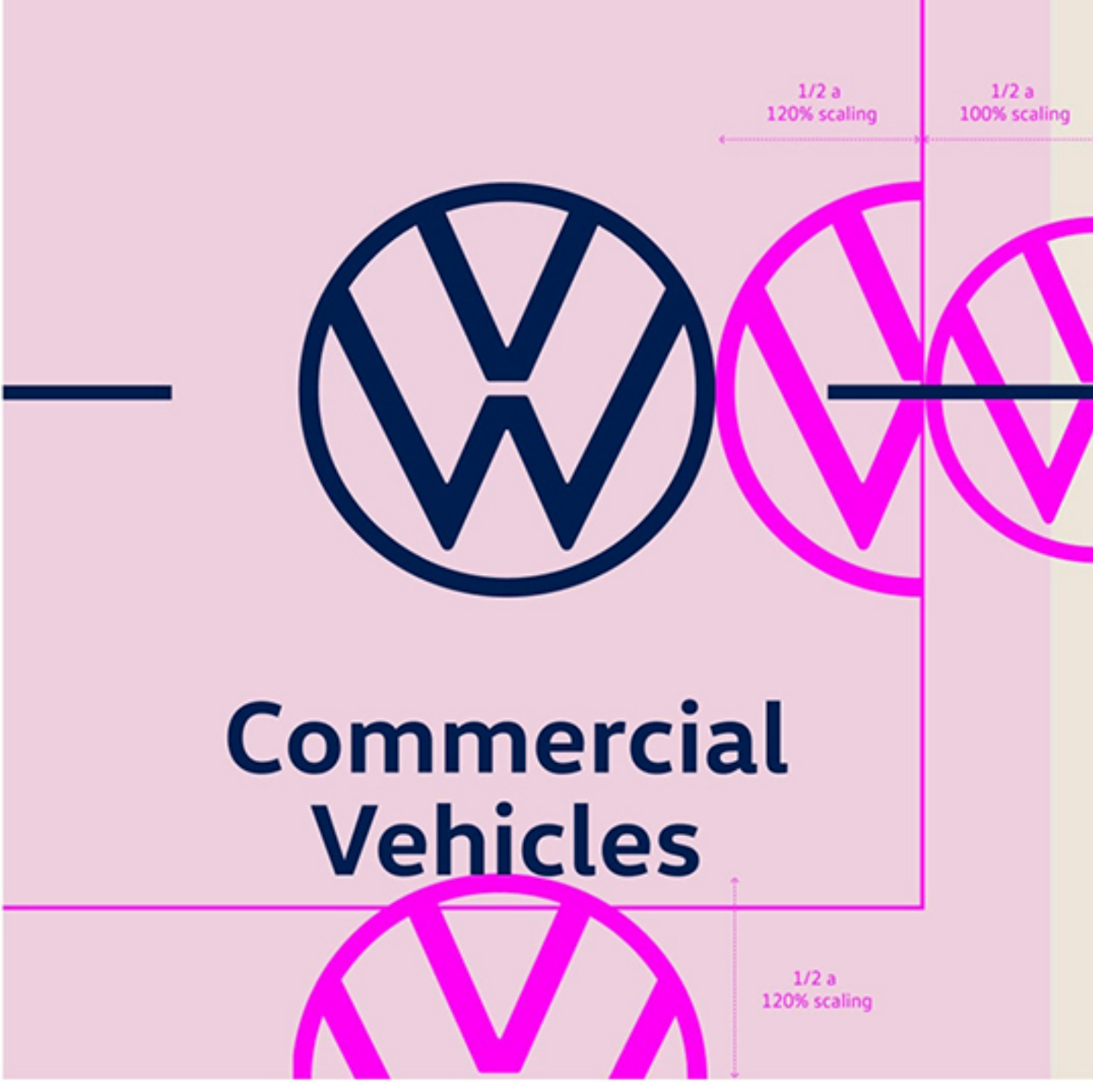
For Out-of-Home-Media such as Tele Lights, City Lights, Poster Lights, Mega Lights, and banners, the logo is scaled up to ensure better long-distance visibility. These formats always use the vertical logo version. For layout grids and spacing, we use a spacing unit, as defined in the table.

**Note:**  
Calculated values are all rounded to whole or 0.5 digits. For large-format out-of-home media, all type areas and distances are measured using a unit of measurement that differs from the logo size.

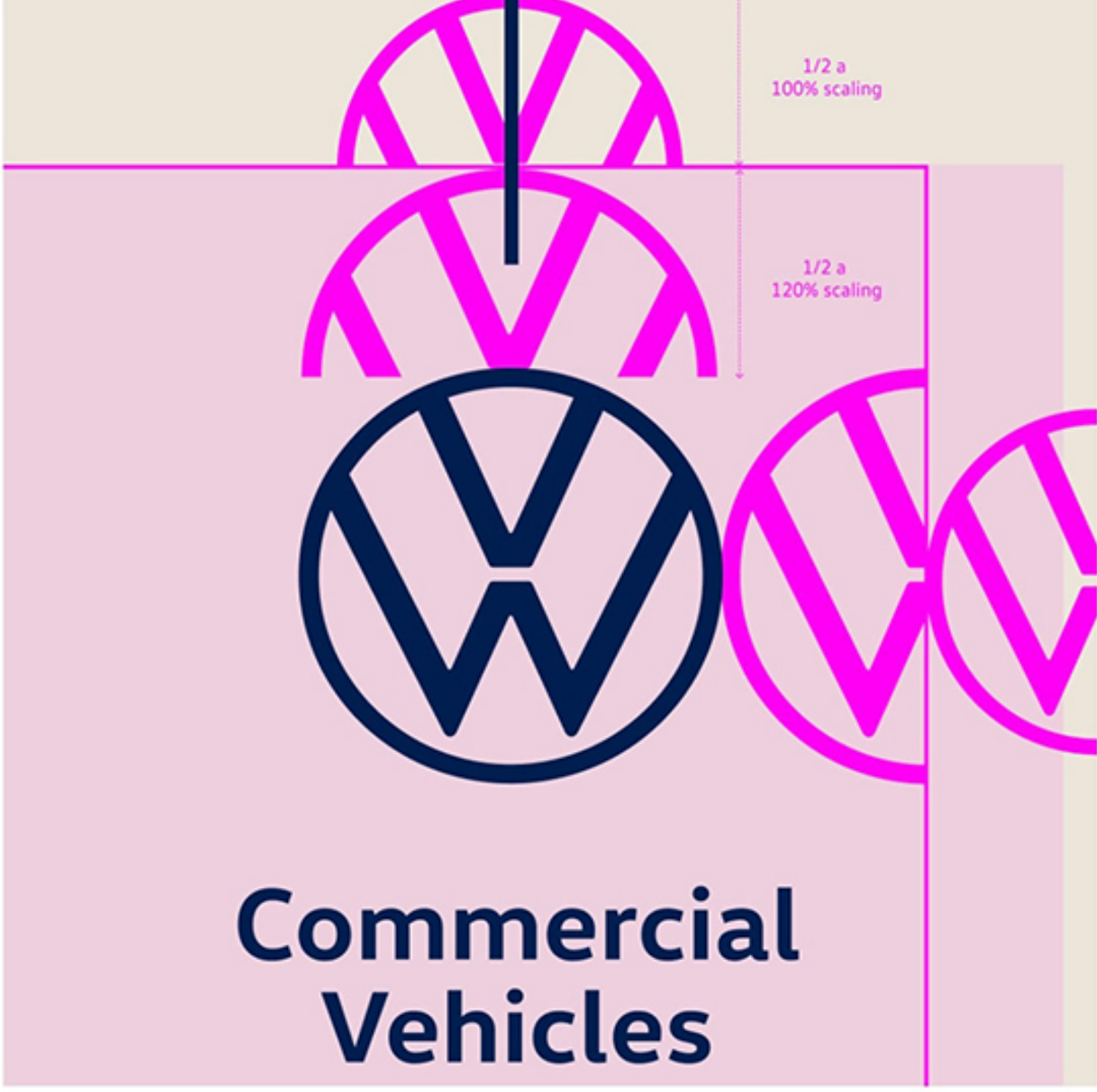
Further details can be found in the table and templates.



**01 Logo positioning (horizontal) for adverts and posters**  
In adverts, the logo protection area and the width of the type area are defined by 1/2 a, with a logo size of 100%. The figurative mark is aligned with 1/2 a to the right/left type area. The protective space is docked to the bottom of the format margin.



**02 Logo positioning (horizontal) in out-of-home media**  
In large-format out-of-home media, the logo and the protective space are scaled to 120%. The figurative mark is aligned with 1/2 a of the new logo size to the right/left type area. The protective space is docked onto the bottom edge of the format. However, the width of the type area is defined as 1/2 the logo size of the 100% scaled logo. The table lists the 100% scaled logo sizes as a unit of measurement.



**03 Logo positioning (vertical, top) in out-of-home media**  
In large-format out-of-home media, the logo and the protective space are scaled to 120%. The figurative mark is aligned with 1/2 a of the new logo size to the upper and right/left type area. However, the width of the type area is defined as 1/2 the logo size of the 100% scaled logo. The table lists the 100% scaled logo sizes as a unit of measurement.



**04 Logo positioning (vertical, bottom) in out-of-home media**  
In large-format out-of-home media, the logo and the protective space are scaled to 120%. The figurative mark is aligned with 1/2 a of the 120% logo to the right/left type area. In the lower type area, 1/2 a of the 120% logo is scaled up to the addition "Commercial vehicles". The width of the type area is still defined as 1/2 the logo size of the 100% scaled logo. The table lists the 100% scaled logo sizes as a unit of measurement.



Advertisement	Format	Logo size	Type area	Line thickness
DIN A5	landscape	210x148mm	13 mm	6,5 mm
	portrait	single page 148x210mm double page 148x210mm	18 mm	9 mm
DIN A4	landscape	297x210mm	26 mm	13 mm
	portrait	single page 210x297mm double page 210x297mm	36 mm	18 mm
DIN A3	landscape	420x297mm	18 mm	9 mm
	portrait	single page 297x420mm double page 297x420mm	24 mm	12 mm
1/3 DIN A2	landscape	420x198mm	18 mm	36 mm
	portrait	280x297mm	24 mm	12 mm

Poster	Format	Logo size	Spacing unit	Type area	Line thickness
DIN A3	landscape	420x297mm	26 mm	13 mm	2 pt
	portrait	297x420mm	26 mm	13 mm	2 pt
DIN A2	landscape	594x420mm	36 mm	18 mm	2.7 pt
	portrait	420x594mm	36 mm	18 mm	2.7 pt
DIN A1	landscape	841x594mm	51 mm	25.5 mm	3.8 pt
	portrait	594x841mm	51 mm	25.5 mm	3.8 pt
DIN A0	landscape	1189x841mm	72 mm	36 mm	5.4 pt
	portrait	841x1189mm	72 mm	36 mm	5.4 pt
Tele Lights		810x1200mm	82 mm	69 mm	34.5 mm
City Lights		1185x1750mm	121 mm	101 mm	50.5 mm
Poster Lights	small	3360x2380mm	243 mm	202 mm	101 mm
	large	5040x2380mm	243 mm	202 mm	101 mm
Mega Light		3560x2520mm	258 mm	215 mm	107.5 mm

Banner	Format	Logo size	Logo construction	Type area	Line thickness
Banner small	landscape	2000x1000mm	108 mm	90 mm	45 mm
	portrait	2000x1000mm	108 mm	90 mm	45 mm
Banner medium	landscape	5000x2000mm	270 mm	225 mm	112.5 mm
	portrait	2000x5000mm	270 mm	225 mm	112.5 mm
Banner large	landscape	9600x3600mm (1:10)	51 mm	43 mm	21.5 mm
	portrait	3600x9600mm (1:10)	51 mm	43 mm	21.5 mm

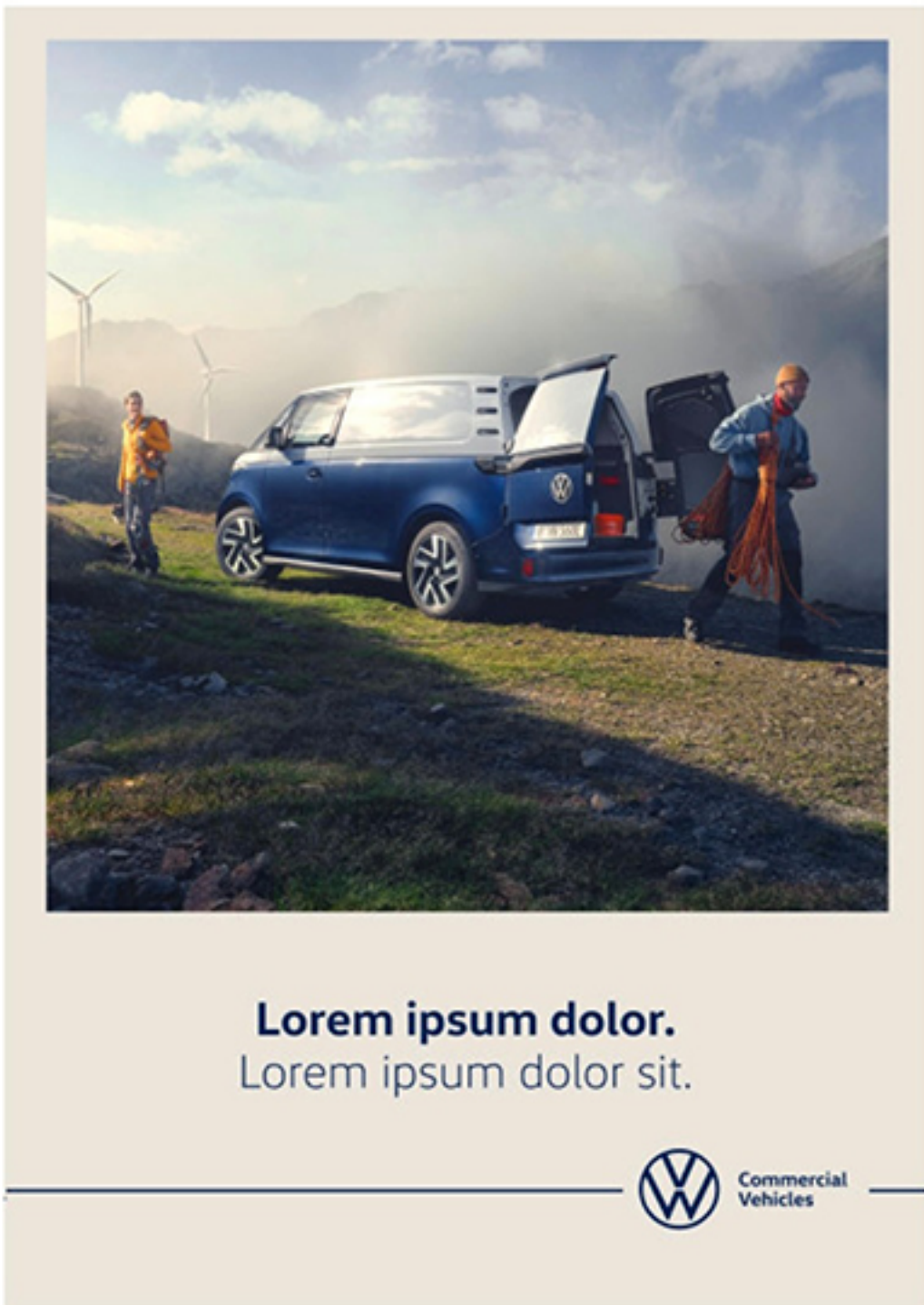
The stage and type area sizes for advertisements, posters and banners can be found in the table.

For special formats:

- With an aspect ratio of 1:1 to 1:1.7, the VW logo diameter is 8.5% of the shorter format side (standard regulation).
- With an aspect ratio of 1:1.7 to 1:2.5, the VW logo diameter is 12% of the shorter format side (special regulation).
- From an aspect ratio of 1:2.5, no moving line is used. In this case, the logo size is freely selectable (taking into account the protective space).



3. Headline and Subline



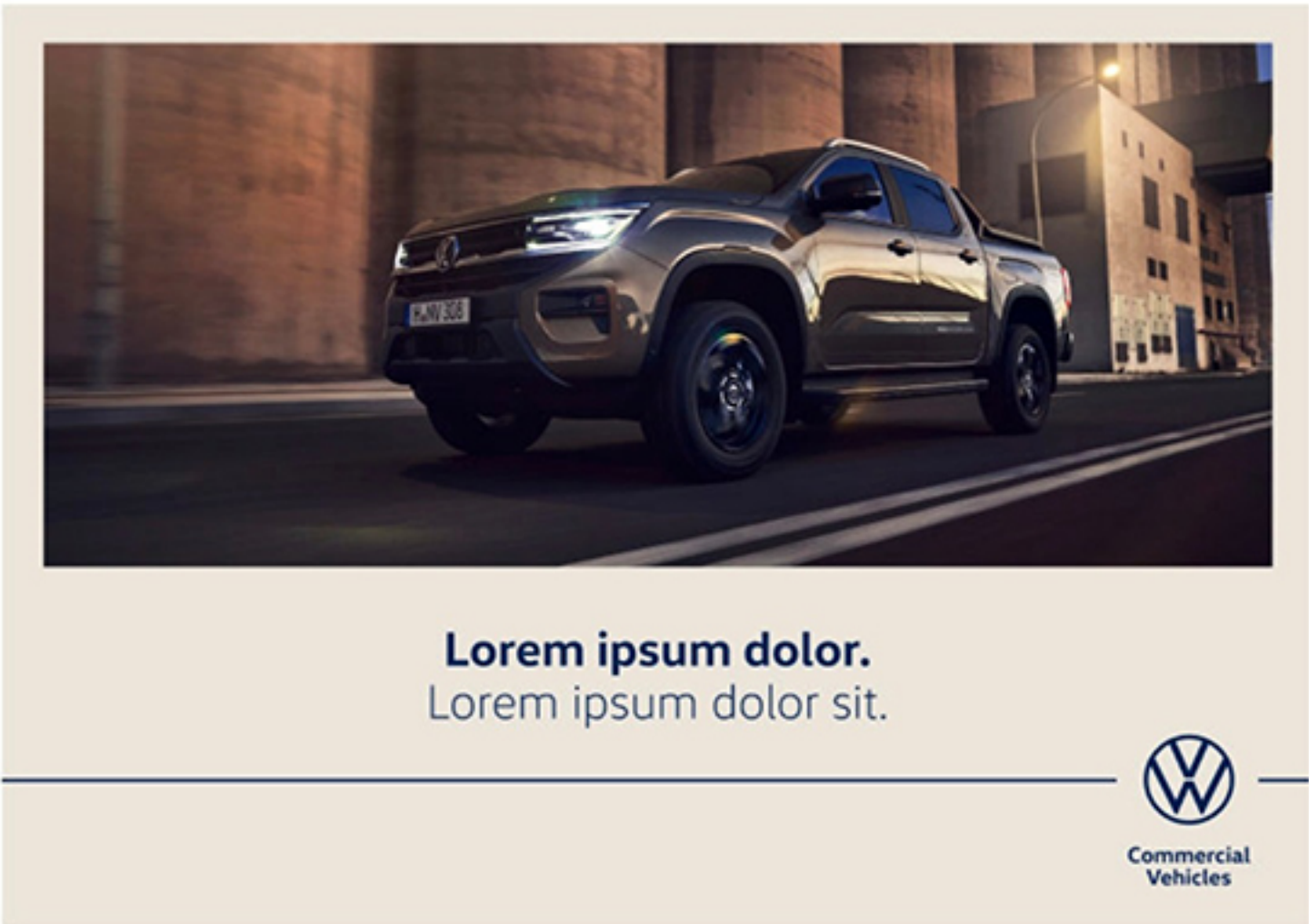
Advertisement

Colour

Headlines and sublines are placed in the colour VW Dark Blue on the stage and in special formats in white on images.

Size and placement

The minimum size is 50 % of the logo diameter. However, they can be placed significantly larger as long as the protective space of the logo is taken into account and a minimum distance of half the diameter of the logo is maintained on all sides.



Out of Home

4. Copy

Copies are centred in the middle sentence under the headline and subline.

Important note

Copies are only intended for advertisement and may not be used on out-of-home media (posters and banners).



Advertisement

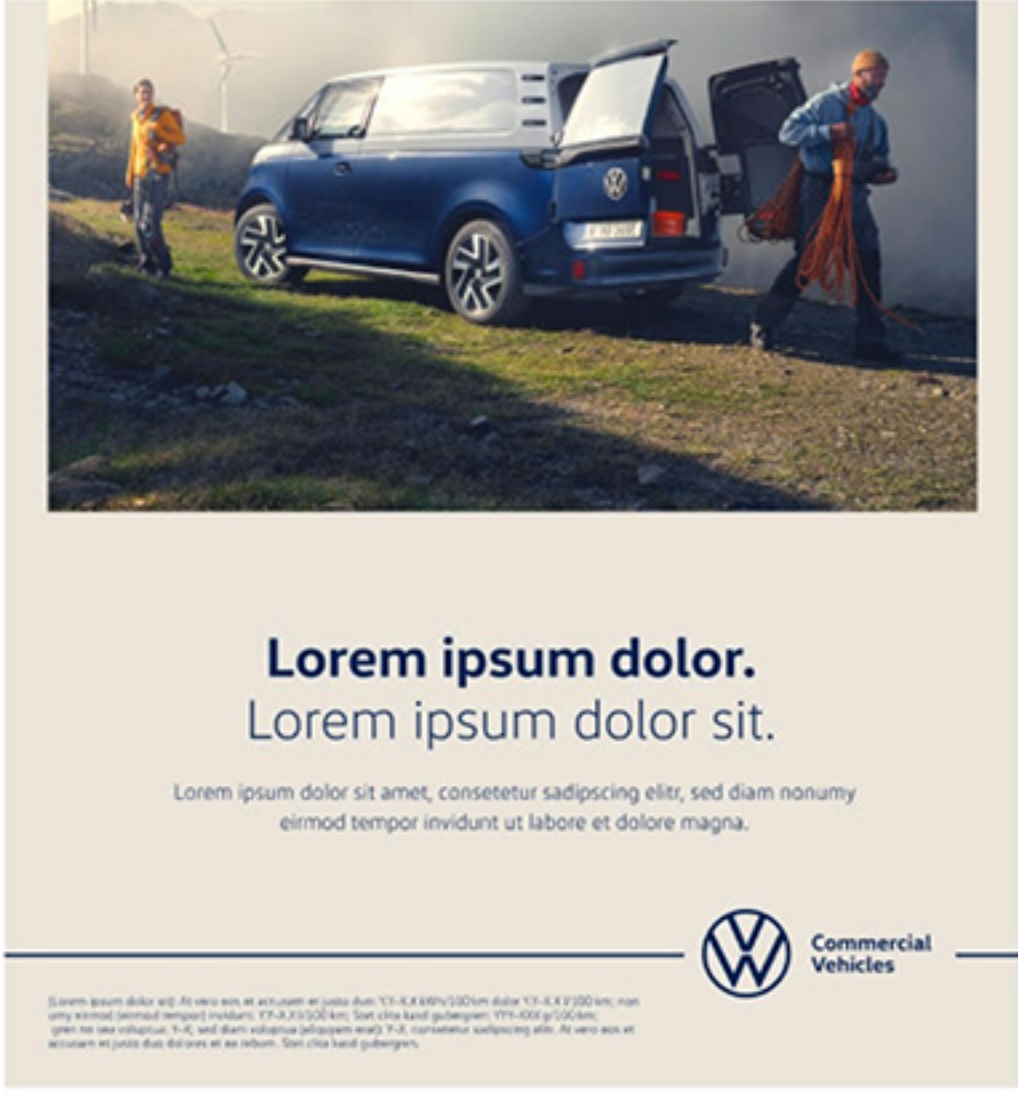


Advertisement

5. Legal Text

Legal texts are left-aligned and are positioned at the bottom left of the frame.

They are set in the size of the body text or smaller and, for Out-of-Home media, in a font size corresponding to body text in an eye-catcher or smaller. Market-specific legal regulations beyond this must always be observed.



Advertisement



Out-of-Home

Advertisement	Format	Headline & Subline	Copy	Disclaimer
DIN A5	landscape	26 pt / 22 pt / 18 pt	9,5 pt	6,5 pt
	portrait single page/ double page	28 pt / 24 pt / 20 pt	9,5 pt	6,5 pt
DIN A4	landscape	32 pt / 28 pt / 24 pt	13 pt / 9,5 pt	7,5 pt
	portrait single page/ double page	40 pt / 36 pt / 32 pt	13 pt / 9,5 pt	7,5 pt
DIN A3	landscape	46 pt / 42 pt / 38 pt	17 pt / 13,5 pt	9 pt
	portrait single page/ double page	54 pt / 50 pt / 46 pt	17 pt / 13,5 pt	9 pt
1/3 DIN A2	landscape	32 pt / 28 pt / 24 pt	13 pt	7,5 pt
	portrait	48 pt / 44 pt / 40pt	17 pt	9 pt

DIN A0	landscape	140 pt / 124 pt / 108 pt	-	24 pt
	portrait	148 pt / 132 pt / 116 pt	-	24 pt
Tele Lights		197 pt / 185 pt / 173 pt	-	24 pt
City Lights		264 pt / 240 pt / 216 pt	-	44 pt
Poster Lights	small	372 pt / 348 pt / 324 pt	-	12 pt
	large	98 pt / 82 pt	-	18 pt
Mega Lights (18/1)		444 pt / 420 pt / 396 pt	-	82 pt

Banner	Format	Headline & Subline	Copy	Disclaimer
Banner small	landscape	240 pt / 216 pt / 192 pt	-	37.5 pt
	portrait	288 pt / 264 pt / 240 pt	-	37.5 pt
Banner medium	landscape	576 pt / 540 pt / 504 pt	-	92 pt
	portrait	648 pt / 612 pt / 576 pt	-	92 pt
Banner large	landscape	110 pt / 106 pt / 101 pt	-	18 pt
	portrait	120 pt / 115 pt / 110 pt	-	18 pt

6. Web Addresses, Service Logos and QR-Code

The exact design can be seen in the [new layout principle](#).



Out-of-Home



Advertisement

7. Eye-Catcher

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.



Advertisement double page A4



Colour Variants

More details in the guideline:

Eye-catcher

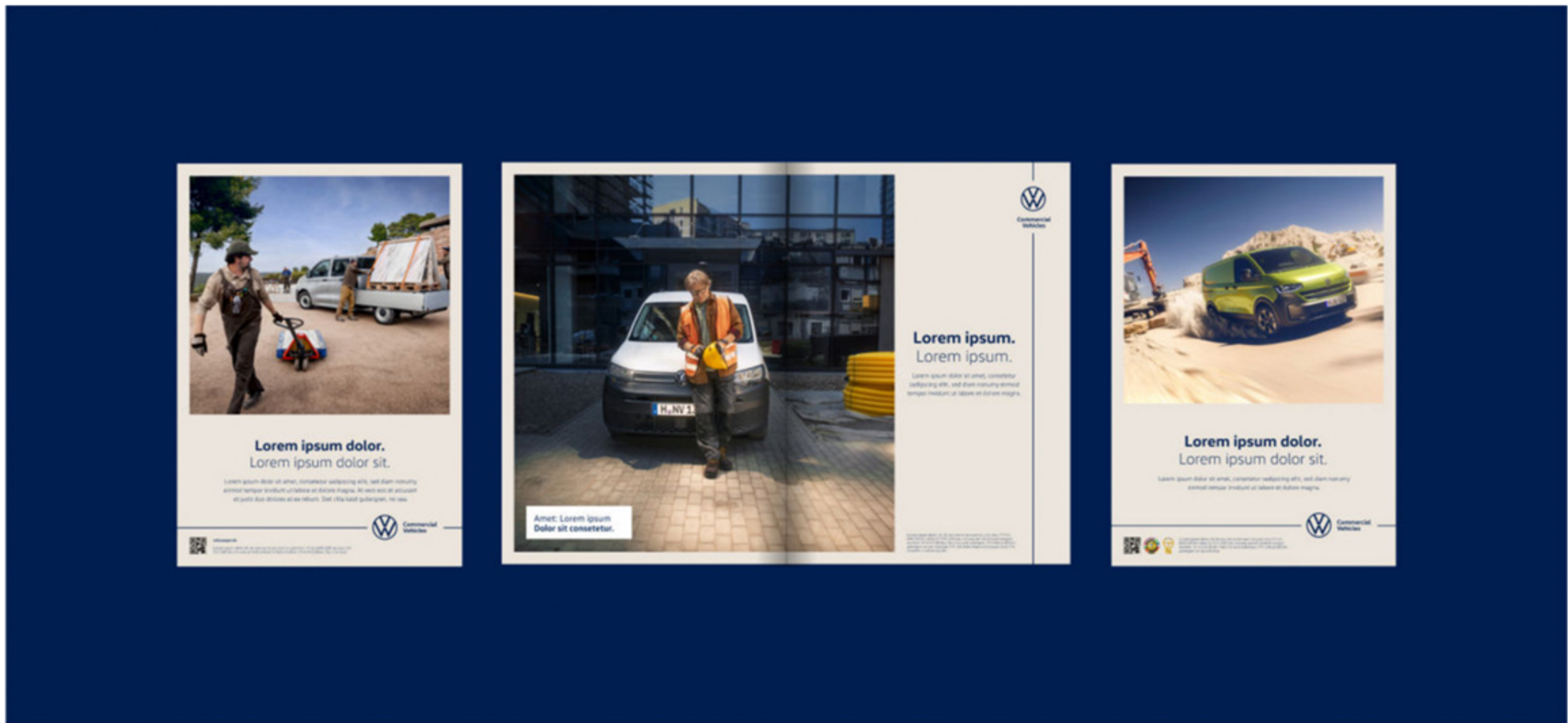
The eye-catcher may be placed at fixed distances on the screen. Ideally, eye-catchers should not be placed on the side of the stage, but on the opposite edge of the image.

In exceptional cases on out-of-home media, the eye-catcher-text may be placed on the stage without a colored area. A maximum of 2 lines are allowed here. Classic copy text is not permitted here.



Application Examples

Advertisement



Advertisement Placement

1/1 advertisement can be placed on both sides.  
Thanks to the asymmetrical layout system for double pages, the text is always legible.



Don'ts



01 The headline and important image content must not run into the gutter.

Posters



01 Out-of-Home City Light



02 Out-of-Home Mega Light

Banner



Multi-Image

When using multi-images, the frame around the images is omitted. A maximum of two images of the same width are used.

Multi-image layouts are only intended for special formats. Multi-images are not permitted in standard formats and posters.



**Important note**

Images from the same production should be used for multi-images.



Don'ts



01 The multi-image cannot be used in other formats and is only intended for special formats.



02 The contents of the multi-image must harmonise with each other in terms of image content and image colours.

Application Overview

Design element	Display Standard	Display Narrow	Posters	Banner
Stage	!	!	!	!
Logo	!	!	!	!
Moving Line	!	✓	!	✓
Headline	!	!	!	!
Eye-catcher	✓	✓	✓	✓
Footnote <sup>1</sup>	!	!	!	!
Subline	✓	✓	✓	✓
Copy	✓	✓	✗	✗
Web address	✓	✓	✓	✓
Performance logos	✓	✓	✓	✓
QR Code	✓	✓	✓	✓
Multi-Image	✗	✓	✗	✓

- ! must appear
- ✓ should appear
- ✓ may appear
- ✗ not planned

<sup>1</sup> Information regarding fuel consumption is required in applications with a vehicle image or reference to a model with a clear indication of the engine type in the text.