



Event logos

Event logos are symbols which are used for a finite period of time which attract specific attention for a particular occasion.

For example, event logos support the launch of a new model. They create a coherent visual framework for events or congresses – helping people find their bearings or reinforcing the feeling of being part of an ongoing campaign or event.

They should never be seen as “sub-logos” for departments or other entities.

Event logos should come across as clear, inviting and friendly. Simple, succinct shapes and marked contrasts guarantee effectiveness even in small sizes or in black-and-white.

Important

Event logos must always be created in coordination with the Commercial Vehicles headquarter.

01 Structure

02 Examples of use

Structure

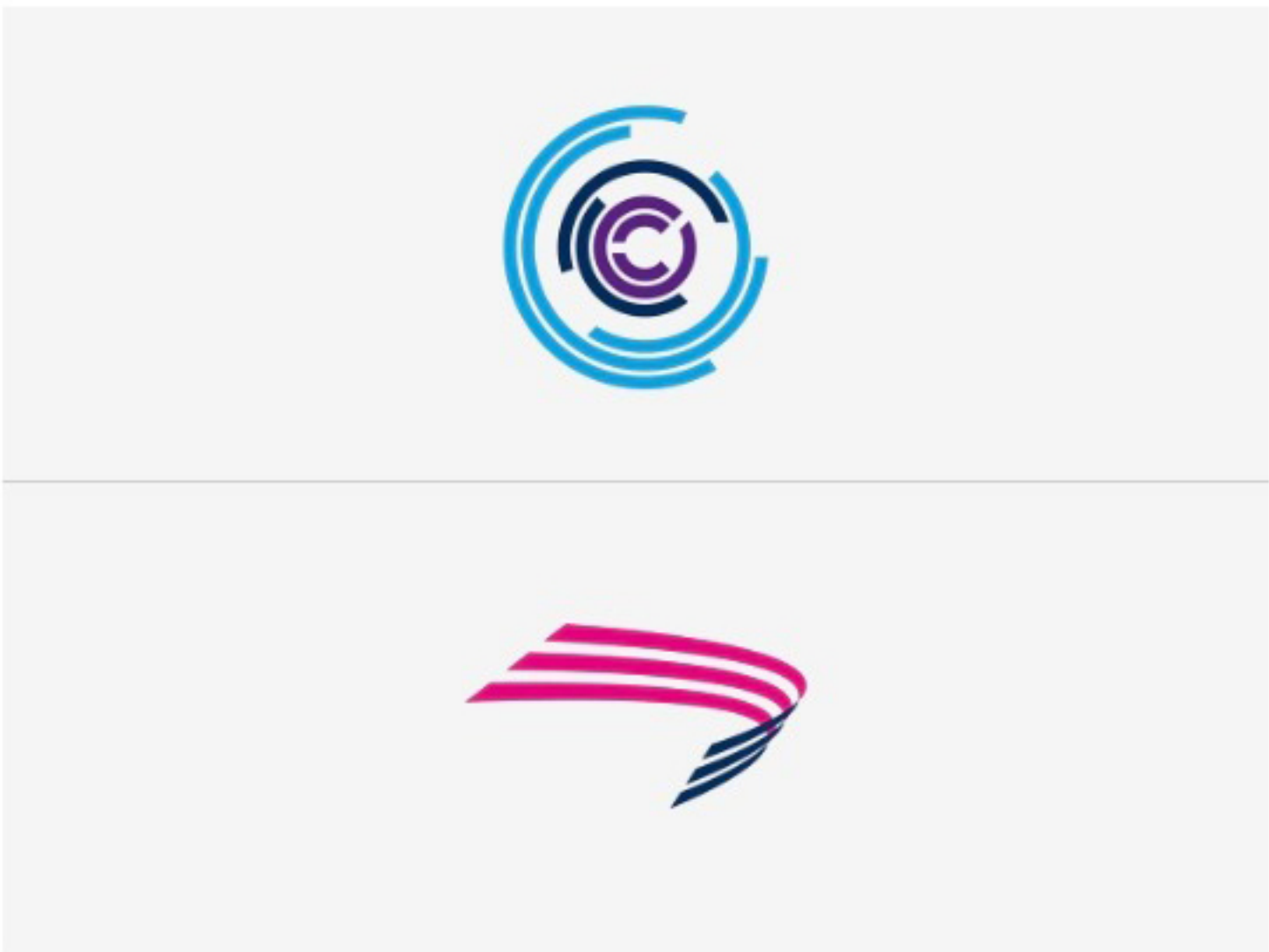
Logo types and colours

Event logos can consist of words, figurative marks or combination of the two. They always use the brand fonts VW Head and VW Text. A primary colour is always combined with one or two additional colours. Colour screening and gray scales are not permitted. The font is never compressed or distorted. Don't use all uppercase letters.

Please note
We only use black if it is not possible to use colour versions for technical production reasons (e. g. embossing, punching, franking machine, fax).



Typographic logos



Figurative marks



Word and figurative mark

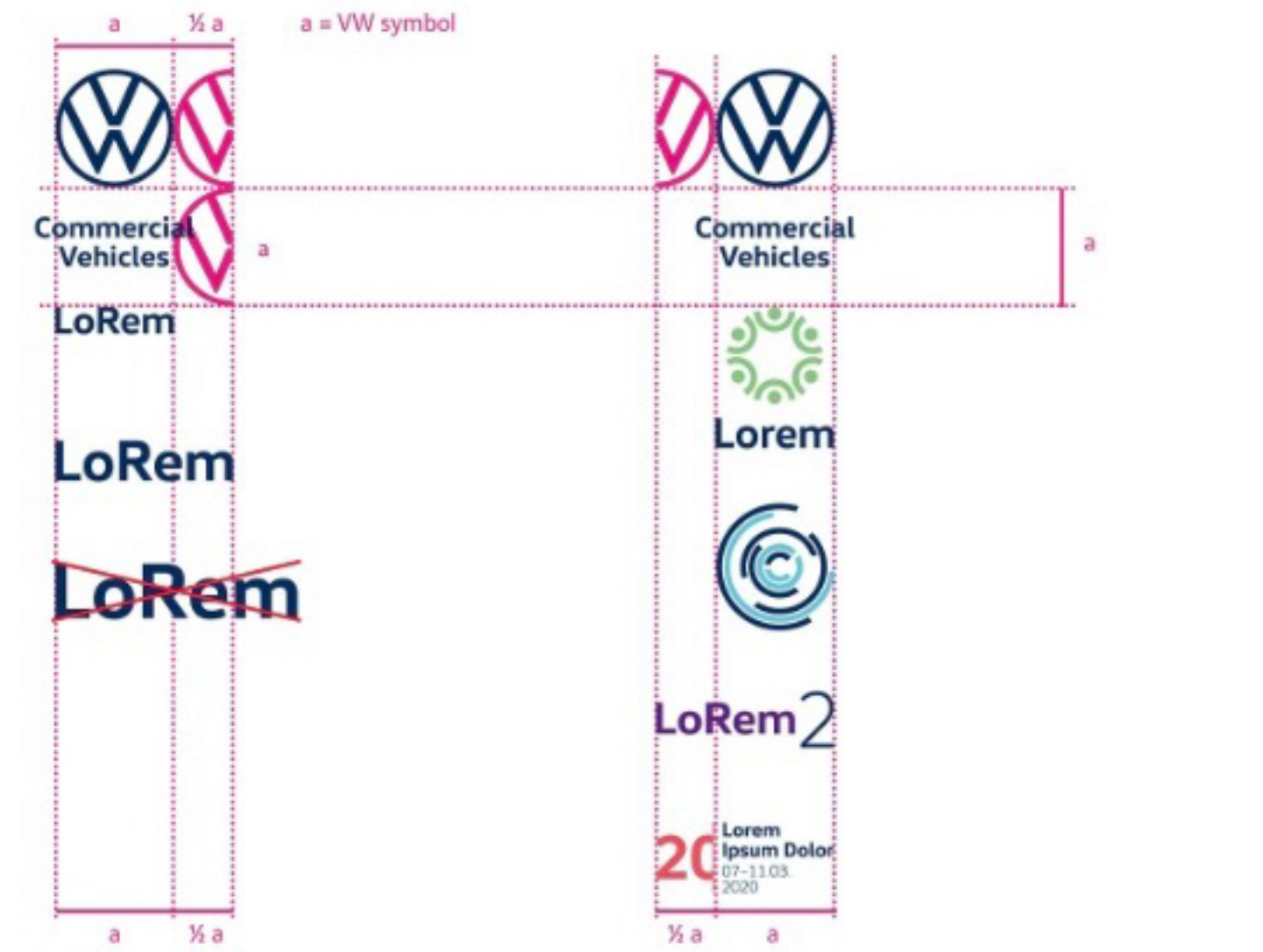


Black and white conversion

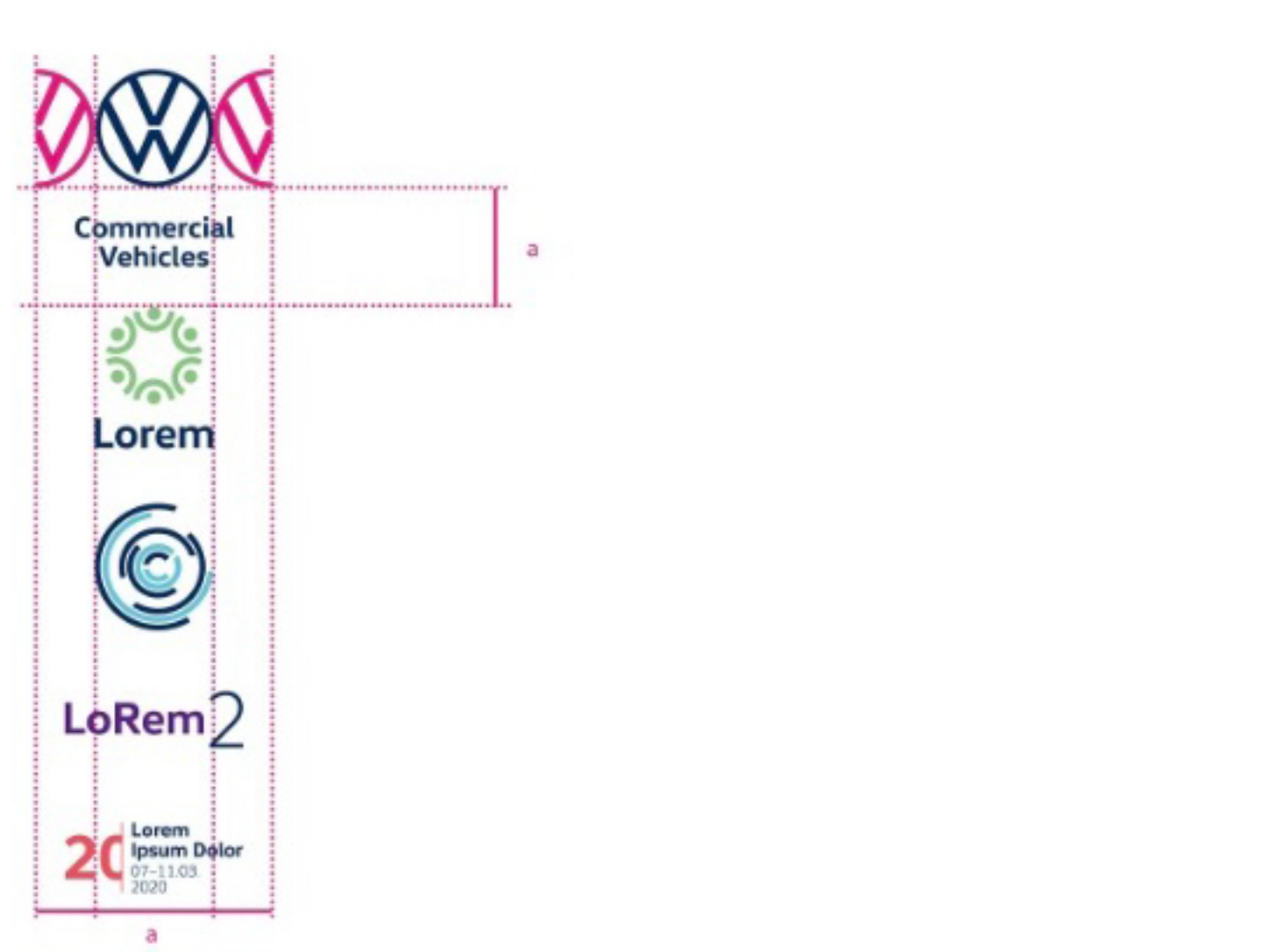
Combination with Volkswagen Commercial Vehicles logo

Event logos normally work on a standalone basis. If they are used together with the Volkswagen Commercial Vehicles logo, the following rules must be observed:

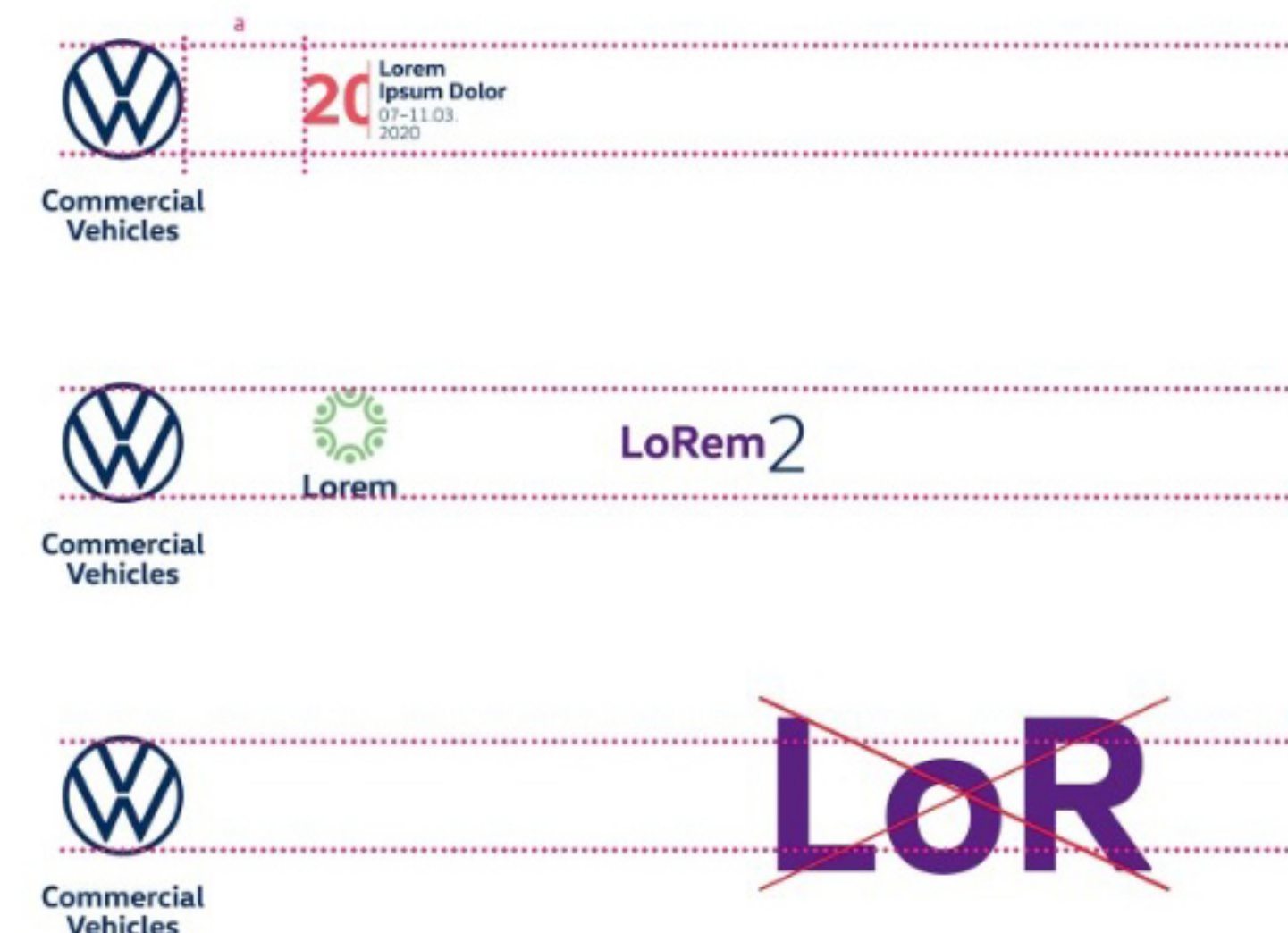
- Distance**
 - The minimum distance to the VW symbol equals the diameter (a).
- Vertical alignment**
 - Either the height or width (not both!) of the event logo may be no larger than 1.5 times the size of the VW symbol.
 - The event logo is always aligned with the VW symbol, either: left aligned, right aligned, centered or horizontal aligned.



01 Left aligned
02 Right aligned



03 Centered



04 Horizontal alignment
The height of the event logo may not be larger than the diameter of the VW symbol as measured from the inside edge of the outline. The maximum width equals 1.5 times the symbol diameter.

As a general rule, the event logo may not appear larger than the Volkswagen Commercial Vehicles logo. Visual adjustment might be required.

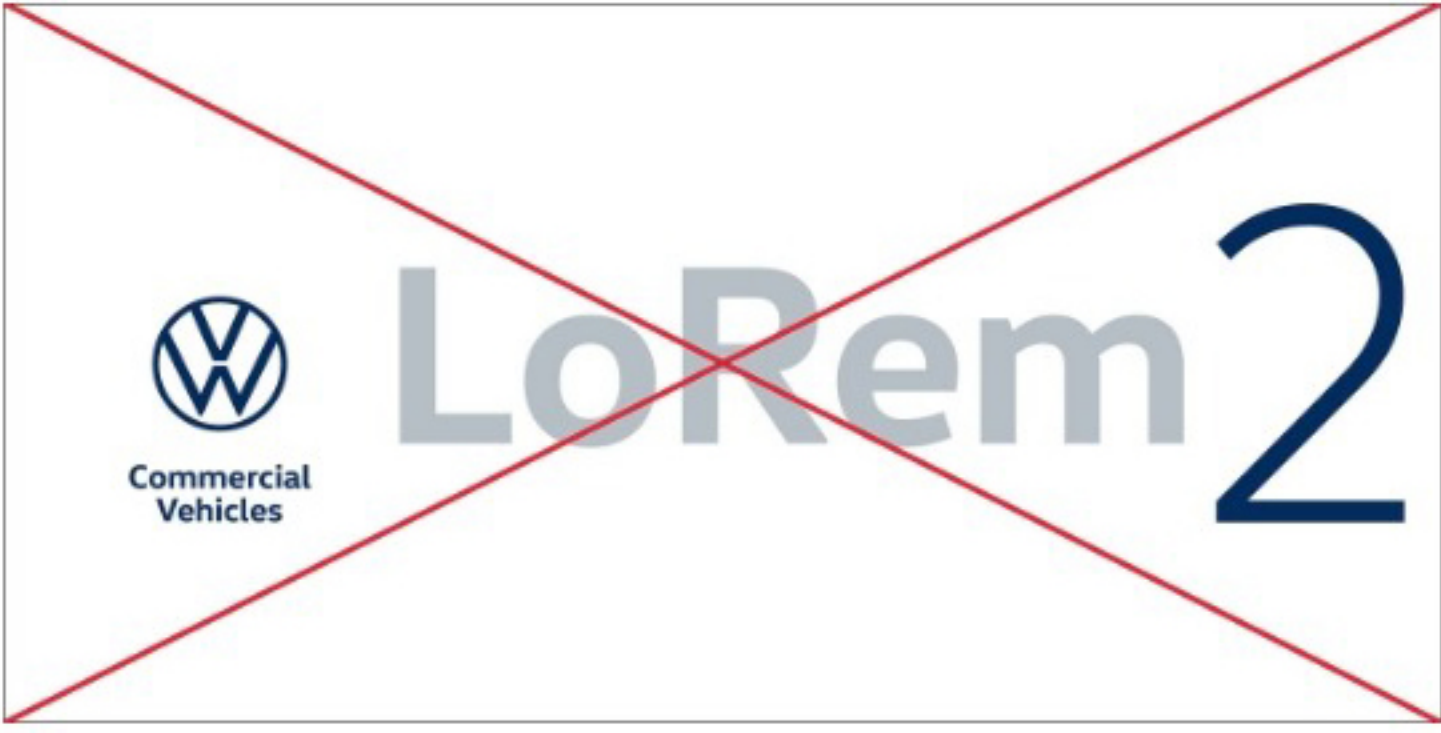
Don'ts



01 and 02 Event logos never include the Volkswagen Commercial Vehicles logo or an altered version of the logo.



03 Only the Volkswagen primary and secondary colours may be used to design the event logos. No other colours are allowed.
04 We only use the brand fonts VW Head and VW Text for names and other typographical elements. Others may not be used.



05 The event logo may not appear larger than the Volkswagen Commercial Vehicles in any applications (even if the defined sizes are used). Visual adjustment is required in this case.

For further details on the usage of colours see: [Colours](#)

Reduced moving frame

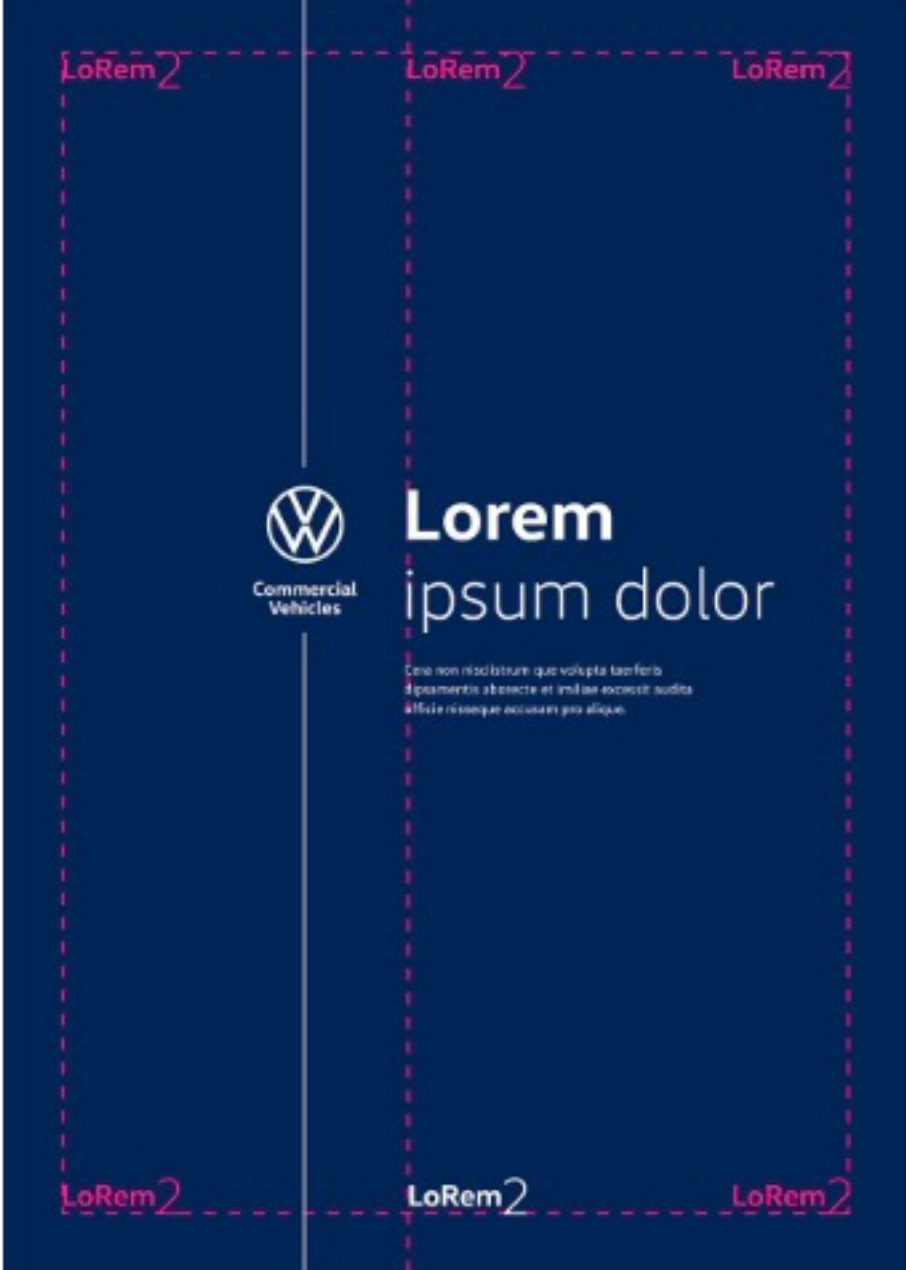
Application with a reduced moving frame
The event logo may be no larger than 1.5 times the size of the VW symbol (either in the height or width). The event logo is placed at the top or bottom edge of the type area. It is left or right aligned with either the left or right edge of the type area or left aligned with the type.



01 Example: The event logo is placed at the bottom edge of the type area, left aligned with left edge of the type.



02 Example: The event logo is placed at the top edge of the type area, left aligned with the left edge of the type.



03 Example: The event logo is placed at the bottom edge of the type area and left aligned with the type. Other potential positions are shown in magenta.