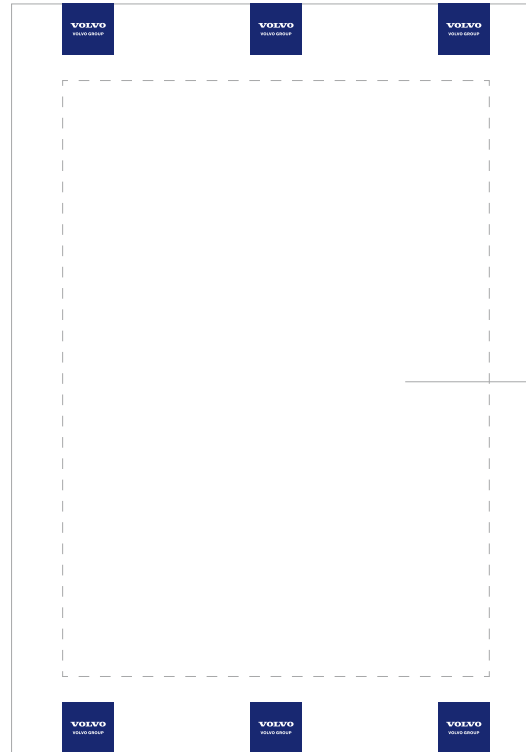


Volvo Group logotype placements in various media

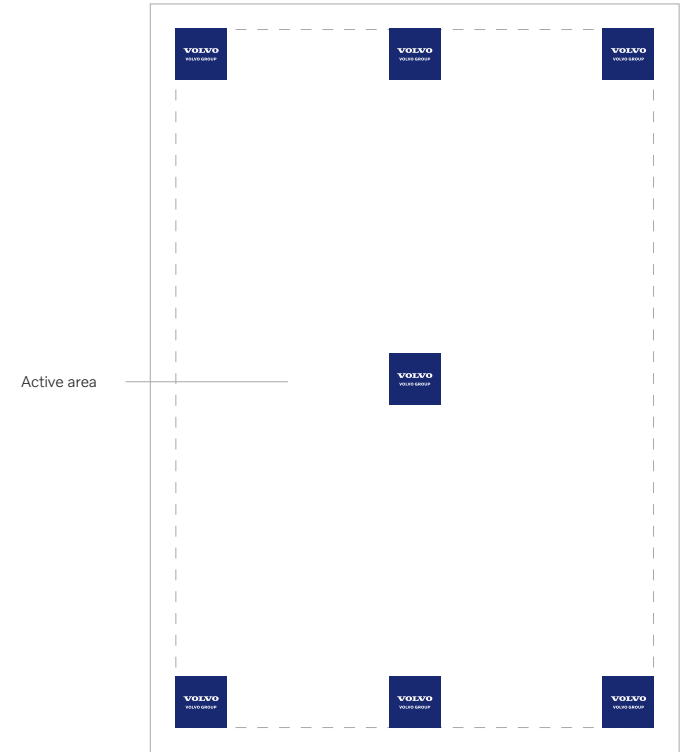
The Volvo Group logotype can be placed in a variety of ways depending on the layout. It can be aligned to the edge or placed in the active area. It can be centered, aligned left or right. For each media there is a primary placement. The Volvo Group logotype can be used as a legal sender.

NOTE: Carefully consider logotype prominence in relation to the other elements. Always strive to achieve a balance between logotype and main message. Avoid several competing elements.



Aligned to the edge

Always align the Volvo Group logotype to the right or left of the active area. The logotype can also be centered. When aligning the logotype to the edge for printed materials always add 3-5 mm of the Volvo Blue color for bleed.



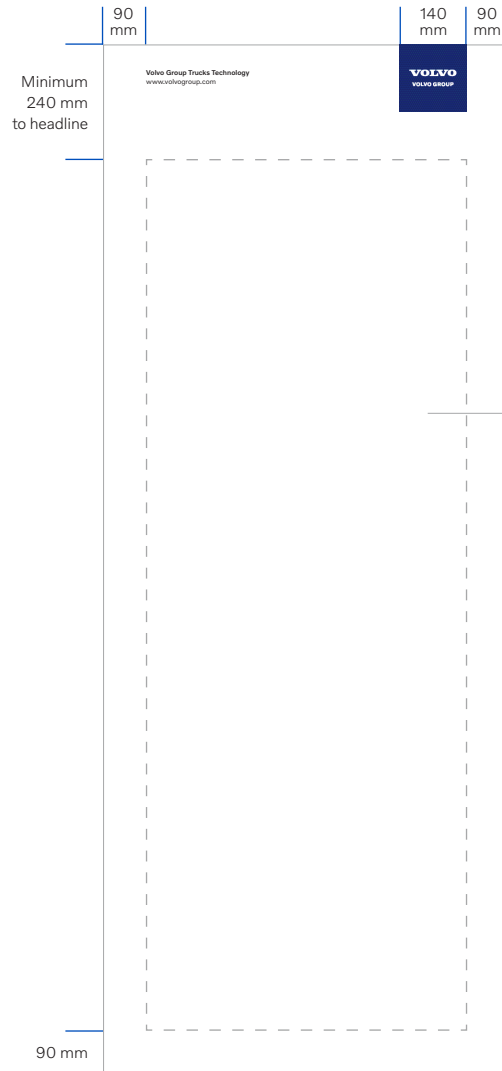
Placement in active area

The active area is the predetermined part of the layout occupied by text and images excluding margins. You can place the Volvo Group logotype left-aligned, right-aligned or centered within the active area, see above.

Rollups and smart stands with the Volvo Group logotype

Standard size, rollups: 850x2150 mm.

Smart stand: 610x1785 mm.



Rollup 850x2150 mm



Smart stand 610x1785 mm

Aligned to the edge

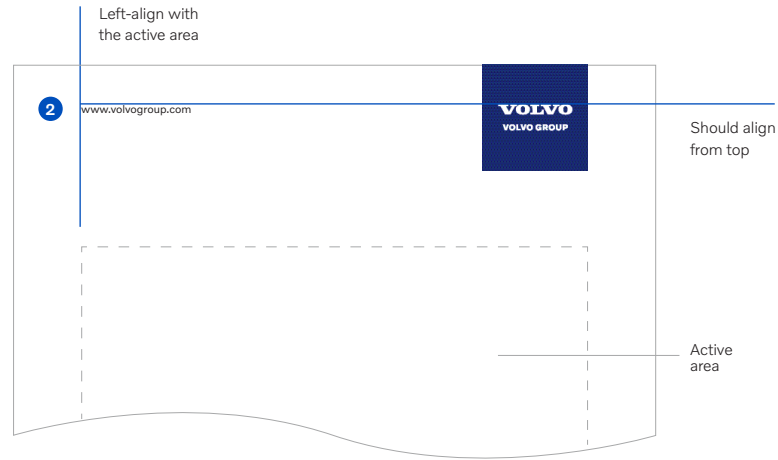
Place the Volvo Group logotype, as shown above, and align it with the right edge of the active area. Always add on a 3-5 mm bleed of the Volvo blue color when placing on edge.

Rollups and smart stands with the Volvo Group logotype

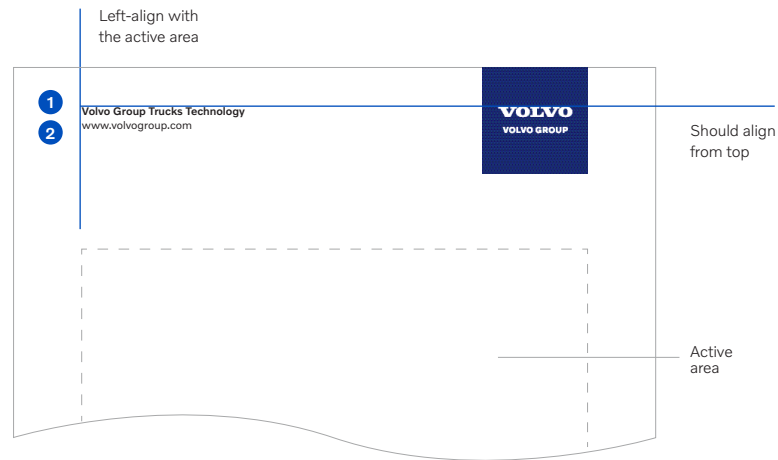
Standard size, rollups: 850x2150 mm.

Smart stand: 610x1785 mm.

Web sender



Division/Entity sender



Aligned to the edge

Place the Volvo Group logotype, as shown above, and align it with the right edge of the active area. Always add on a 3-5 mm bleed of the Volvo blue color when placing on edge.

- 1 For standard size, rollups, set in Volvo Novum Medium 42 pt (recommended size).
For Smart Stand, set in Volvo Novum Medium 32 pt (recommended size).
- 2 For standard size, rollups, set in Volvo Novum Regular 42 pt (recommended size).
For Smart Stand, set in Volvo Novum Regular 32 pt (recommended size).