

# Stationery

## – general rules

### Volvo Iron Mark logotype or Volvo Penta logotype

Business cards, letters and other stationery items are all important carriers of our visual identity. They form the backdrop for important correspondence with various target groups.

These guidelines ensure that your stationery items convey a consistent and professional look and feel – so that they effectively help build trust and loyalty.

### Checklist

- Only use bright white, high quality stationery paper with the best environmental credentials.
- Always use PMS versions of the Volvo Iron Mark logotype and the Volvo Penta logotype for printing.
- Present official web addresses, e.g. to corporate, market or dealer websites. Do not present social media or campaign website addresses.
- On some markets, the legal company name must be presented on specific stationery items. Consult your nearest brand or communication department for advice.
- Safeguard that all stationery produced is properly approved prior to final production and distribution.
- Use pre-printed stationery to safeguard color and reproduction quality – avoid printing your own.
- Volvo Financial Services must only use Volvo-branded stationery in their Volvo-branded business communication.

Stationery items representing Volvo Trucks, Volvo Buses, Volvo Construction Equipment and Volvo Financial Services feature the Volvo Iron Mark logotype. Items representing Volvo Penta feature the Volvo Penta logotype.

### The layout for Volvo stationery is fixed

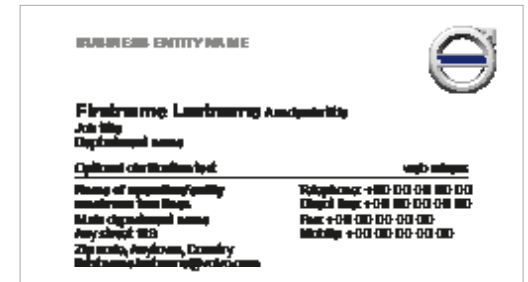
This means that the measurements, typography and placing of elements as defined on the following pages must be consistently applied. However, there is flexibility as for how much contact details to be presented.

### Use official department and entity names only

For guidance on organizational terms such as name of operation/entity and department name, please refer to organizational charts – but ensure to use external names intended for general communication purposes. Avoid internal names or abbreviations. Consult brand management or corporate communications within your organization for further advice.

### Main department

A main department is one in which other departments or functions reside. When the information helps clarify a person's organizational belonging and position, the main department name should be presented on his or her stationery. Otherwise it is optional.



# Fax sheets with the Volvo Iron Mark logotype

Business cards, letters and other stationery items are all important carriers of our visual identity. They form the backdrop for important correspondence with various target groups and ensure that stationery items convey a consistent and professional look and feel.

The diagram shows a fax sheet layout with the following dimensions and elements:

- Top Margins:** 37 mm/1.45" (left), 20 mm/0.78" (top center), 23 mm/0.90" (top right), 13 mm/0.51" (right).
- Right Margin:** 37 mm/1.45" (middle right).
- Bottom Margins:** 21 mm/0.82" (left), 37 mm/1.45" (bottom), 25 mm/0.98" (right), 1.5 mm/0.05" (bottom right).
- Callout 1:** Points to the Volvo Iron Mark logo.
- Callout 2:** Points to the BUSINESS ENTITY NAME.
- Callout 3:** Points to the Fax heading and the "To" and "From" fields.
- Callout 4:** Points to the disclaimer text at the bottom of the contact details section.
- Callout 5:** Points to the "Legal notice" and "Copyright" text in the footer.
- Callout 6:** Points to the "Copyright" text in the footer.
- Callout 7:** Points to the "Legal notice" text in the footer.

**Contact Details Section:**

Fax		This page including this page	
To	From	10 mm/0.39"	
Company	Title	4 mm/0.15"	
Department	Department	4 mm/0.15"	
Telephone	Telephone	8 mm/0.31"	
Fax	Fax	8 mm/0.31"	
In case of change or moving please notify us immediately. Thank you.		4 mm/0.15"	
Please Note: The information contained in this form is confidential and is intended only for the use of the individual named above. If you recipient is not the intended recipient, you are hereby notified that any dissemination, distribution or copying of this communication is strictly prohibited. If you have received this communication in error, please notify us immediately by telephone and return the original message to us via the postal service.			

**Footer Section:**

Copyright © 2011 Volvo Group	Legal notice	Legal notice	Legal notice
Legal notice	Telephone	Registration No.	Registered Office
2011 and 2012	+46 08 00 00 00	SE2468-7800	Aspöarna, County
Volvo Trucks			
Sweden			

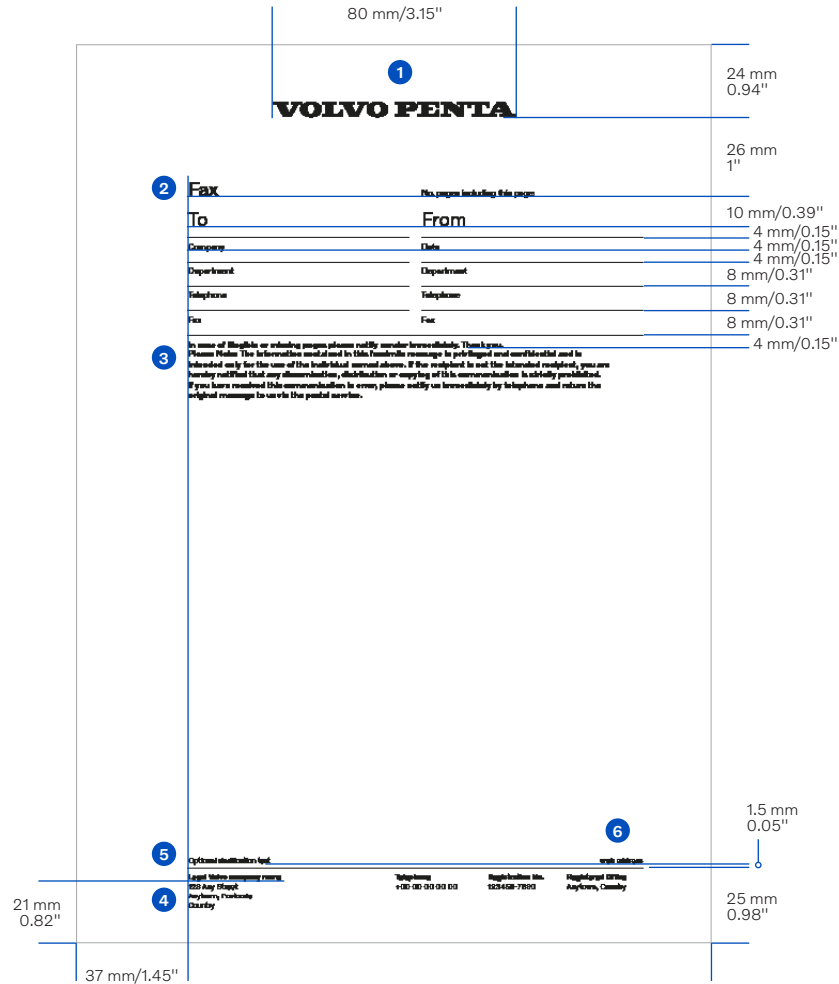
## A4 and US letter format

- 1 The Volvo Iron Mark logotype should be placed in the upper right corner.
- 2 Present Volvo Trucks, Volvo Buses, Volvo Construction Equipment or Volvo Financial Services set in 10 pt Volvo Novum Medium, upper case, in 60% tint of black.
- 3 Fax heading is set in Volvo Novum Medium 18 pt. "To" and "From" is set in Volvo Novum Regular 18 pt. All lines are 0.5 pt in weight. Number of pages and all other details are set in Volvo Novum Regular 8/9.5 pt.
- 4 Notification is set in Volvo Novum Medium 8/9.5 pt.
- 5 Legal Volvo company name and address headings are in 7/9 pt Volvo Novum Medium while address details and phone numbers are printed in 7/9 pt Volvo Novum Regular. The line above the contact details is 0.5 pt in weight. No more than six lines of information should be presented below the line.
- 6 The optional clarification text, typically used for explaining e.g. an abbreviation, is set in 7 pt Volvo Novum Regular.
- 7 The web address is optional and appears in 7 pt Volvo Novum Regular. The address must comply with the Volvo Group Directive on Domain Names.

# Fax sheets with the Volvo Penta logotype

Business cards, letters and other stationery items are all important carriers of our visual identity. They form the backdrop for important correspondence with various target groups and ensure that stationery items convey a consistent and professional look and feel.

NOTE: Use the black Volvo Penta logotype on fax sheets.



## A4 and US letter format

- 1 The Volvo Penta logotype should be centered in the header.
- 2 Fax heading is set in Volvo Novum Medium 18 pt. "To" and "From" is set in Volvo Novum Regular 18 pt. All lines are 0.5 pt in weight. Number of pages and all other details are set in Volvo Novum Regular 8/9.5 pt.
- 3 Notification is set in Volvo Novum Medium 8/9.5 pt.
- 4 Legal Volvo company name and address headings are in 7/9 pt Volvo Novum Medium while address details and phone numbers are printed in 7/9 pt Volvo Novum Regular. The line above the contact details is 0.5 pt in weight. No more than six lines of information should be presented below the line.
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