

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

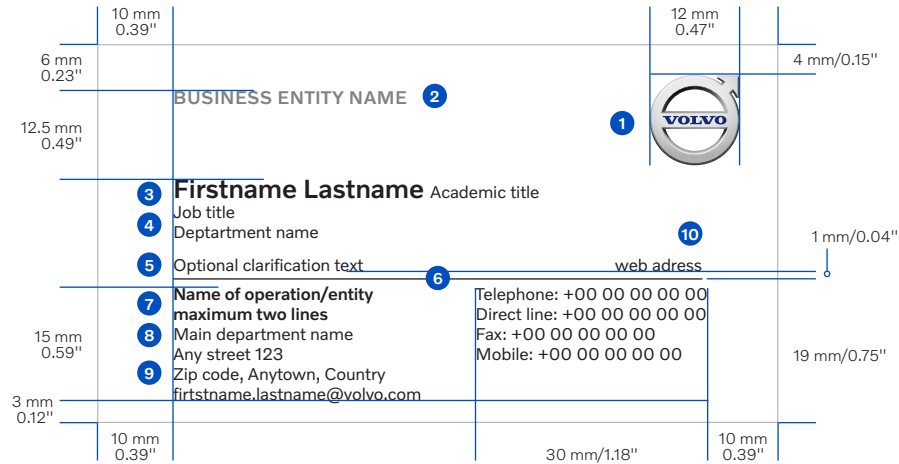
For guidance on organizational terms such as name of operation/entity and department name, please refer to organizational charts – but ensure to use external names intended for general communication purposes. Avoid internal names or abbreviations. Consult brand management or corporate communications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

Business cards with the Volvo Iron Mark logotype

The measurements, typography, content and logotype placement of the business cards are fixed. The contact details that need to be presented are, however, flexible.



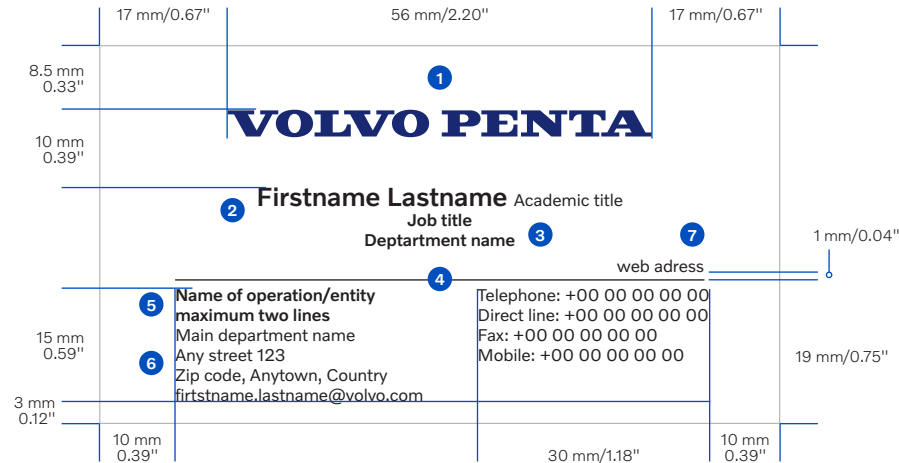
90x50 mm or 3.5x2"

- 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 7 pt Volvo Novum Medium, upper case, in 60% tint of black.
- 3 Card-holder/name is set in 10/7.5 pt Volvo Novum Medium.
- 4 Set in 6.5/7.5 pt Volvo Novum Regular. Academic title, which is optional, appears on the same line as the name, while separate lines are used for job title and department name.
- 5 The optional clarification text, typically used for explaining e.g. an abbreviation, is set in 7 pt Volvo Novum Regular.
- 6 The separating black line is 0.5 pt in weight. No more than six lines of information should be presented below it.

- 7 Name of operation/entity is set in 6.5/7.5 pt Volvo Novum Medium, presented on separate lines. In some countries, a business card is a legal document. Always ensure that the legal company name fulfills applicable laws and regulations.
- 8 Main department (optional) is set in 6.5/7.5 pt Volvo Novum Regular.
- 9 The address details, e-mail address and phone numbers are set in 6.5/7.5 pt Volvo Novum Regular. If more than two lines are needed for the address, the first address line should replace the main department name.
- 10 The web address is optional and set in 6.5 pt Volvo Novum Regular. Only top-level domains are allowed (e.g. volvotrucks.us, volvobuses.com, volvoce.co.uk, volvopenta.it).

Business cards with the Volvo Penta logotype

The measurements, typography, content and logotype placement of the business cards are fixed. The contact details that need to be presented are, however, flexible.



90x50 mm or 3.5x2"

- 1 Volvo Penta logotype should be centered at the top.
- 2 Card-holder/name is set in 10/7.5 pt Volvo Novum Medium.
- 3 Set in 6.5/7.5 pt Volvo Novum Regular. Academic title, which is optional, appears on the same line as the name, while separate lines are used for job title and department name.
- 4 The separating black line is 0.5 pt in weight. No more than six lines of information should be presented below it.
- 5 Name of operation/entity is set in 6.5/7.5 pt Volvo Novum Medium, presented on separate lines. In some countries, a business card is a legal document. Always ensure that the legal company name fulfills applicable laws and regulations.
- 6 The address details, e-mail address and phone numbers are set in 6.5/7.5 pt Volvo Novum Regular. If more than two lines are needed for the address, the first address line should replace the main department name.
- 7 The web address is optional and set in 6.5 pt Volvo Novum Regular. Only top-level domains are allowed (e.g. volvotrucks.us, volvobuses.com, volvoce.co.uk, volvopenta.it).