

Škoda Retailer CI Guidelines



22/12/22

ŠKODA

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1. Logo

- A new wordmark
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A new wordmark

- The new Škoda wordmark will now be used as the main logo used in brand communication.
- This will have the Czech hatchet integrated in the letter S – providing a more compact and solid look while maintaining its heritage.
- Variable spacing provides more flexibility – this is fully flexible up to 160%.
- Combination of sharp edges and soft rounding.
- Mainly used in two primary green colours or white, depending on the background.

SKODA

S K O D A

S K O D A

SKODA

Some examples



100% Spacing



130% Spacing



160% Spacing

SKODA

SKODA

Colour Versions

Some don'ts

- Never cut or crop logo
- Never use grey or tertiary colours
- The logo should never be illegible – always check contrast ratio
- Never reduce spacing below 100%
- Never use the 'S' of the ŠKODA logo as a supersign



A new picturmark

Flattened, refined and modernised to match the new Škoda wordmark



Colour versions

- As well as the wordmark, the logo should also be used in the two main primary green colours, or white depending on the background.
- For scenarios such as brand co-operation, or if the logo is placed on non-Škoda media, a black version should be used instead.



Logo icons

Any logo icons should be Electric Green on an Emerald Green background – no exceptions.



app icon



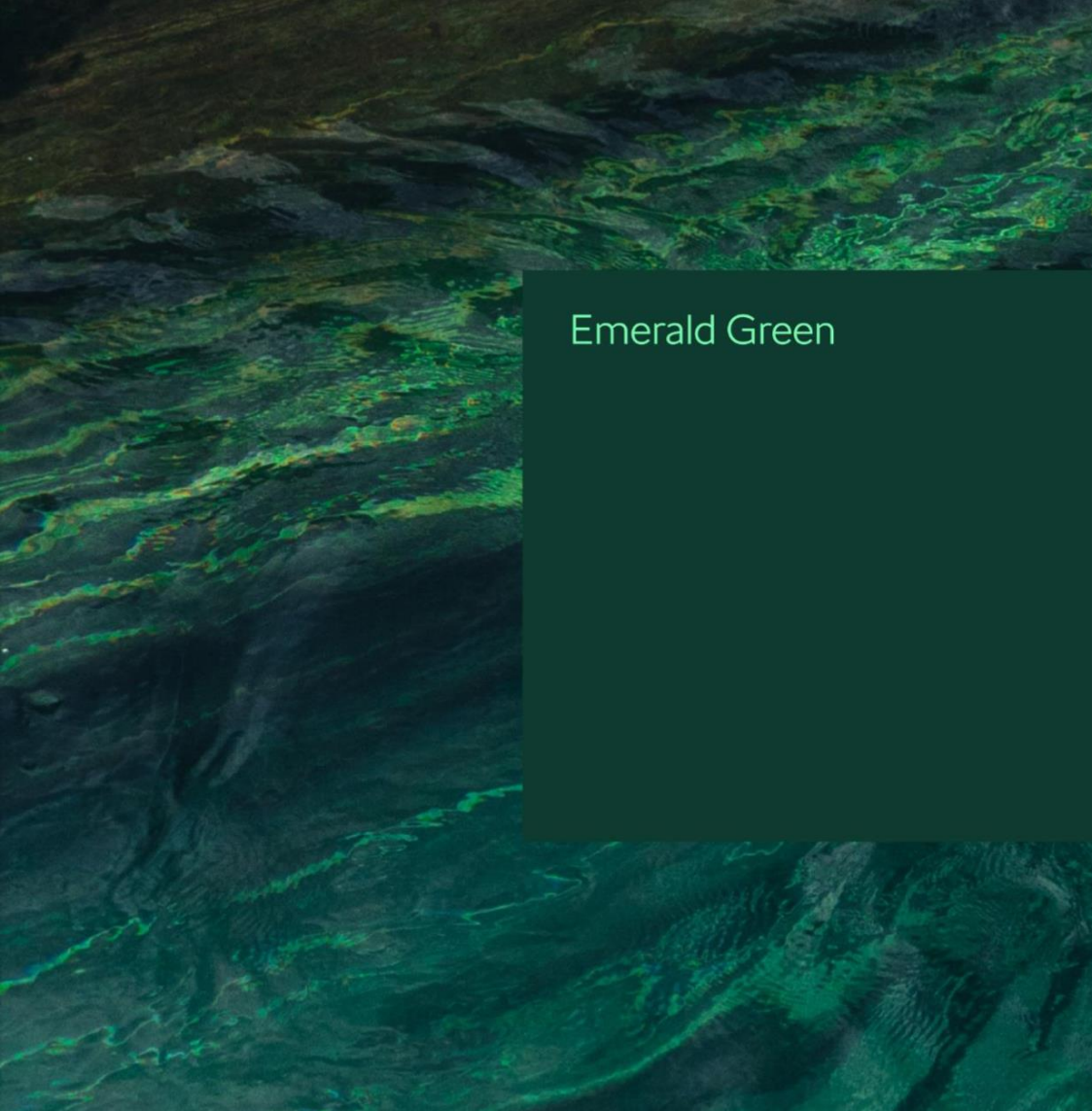
favicon



profile picture

2. Colours

- Two primary green tones
- The use of tertiary colours
- Printing recommendations
- Exact colour details



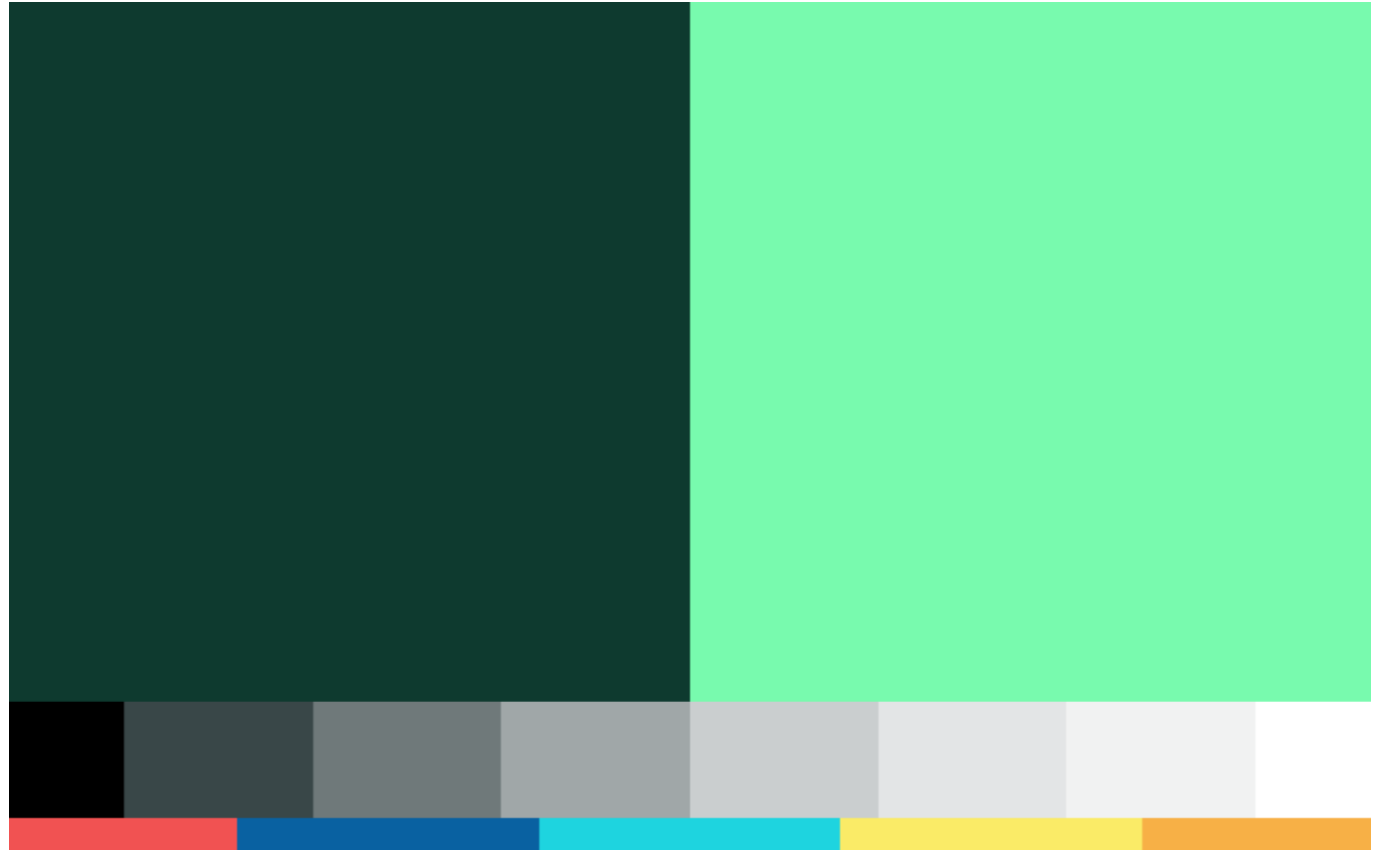
Emerald Green

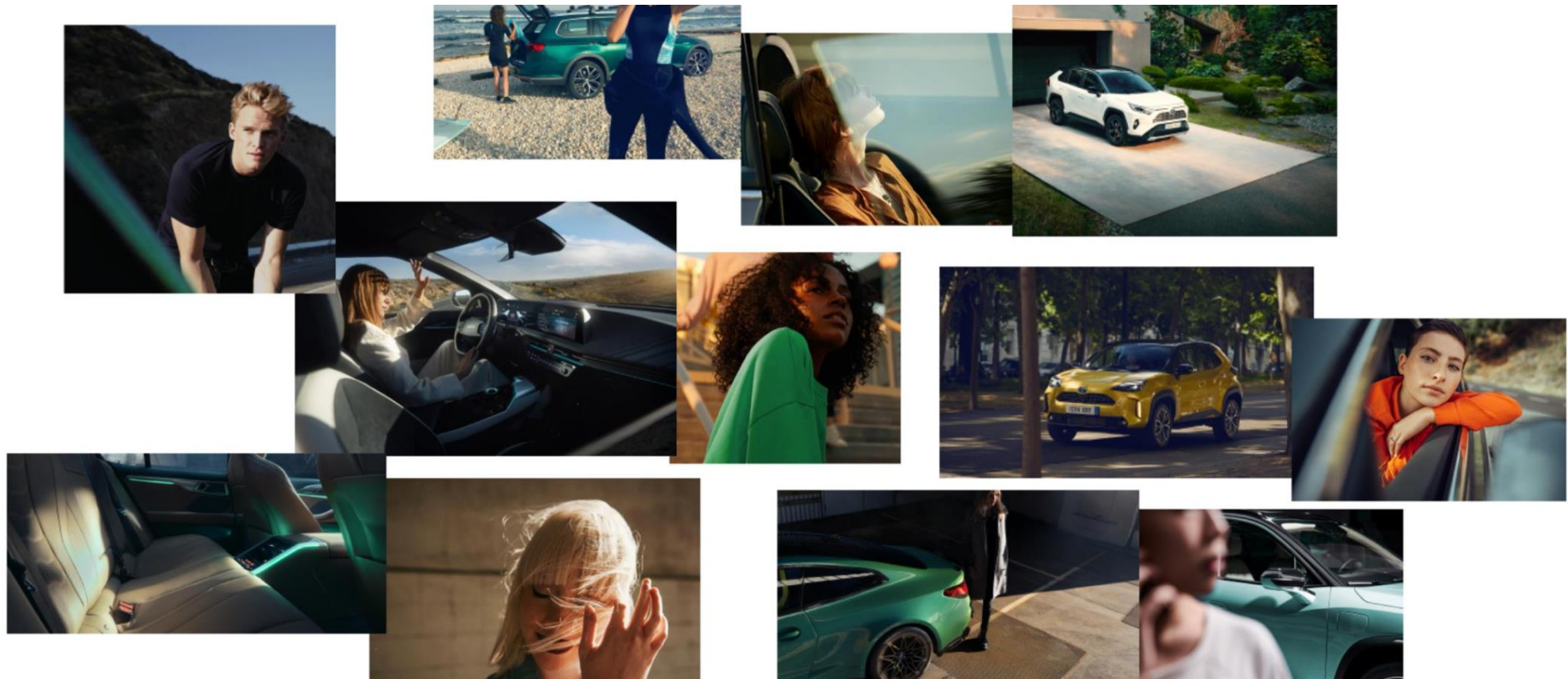


Electric Green

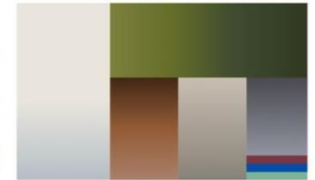
Finding the right balance

- Emerald and Electric Green are the primary two colours, embodying the brand personality to create a unique and unmistakable look.
- The secondary and tertiary colours should only be used additionally.
- The new Škoda brand portal contains plenty of information on exact colour details and printing recommendations.





Green notion

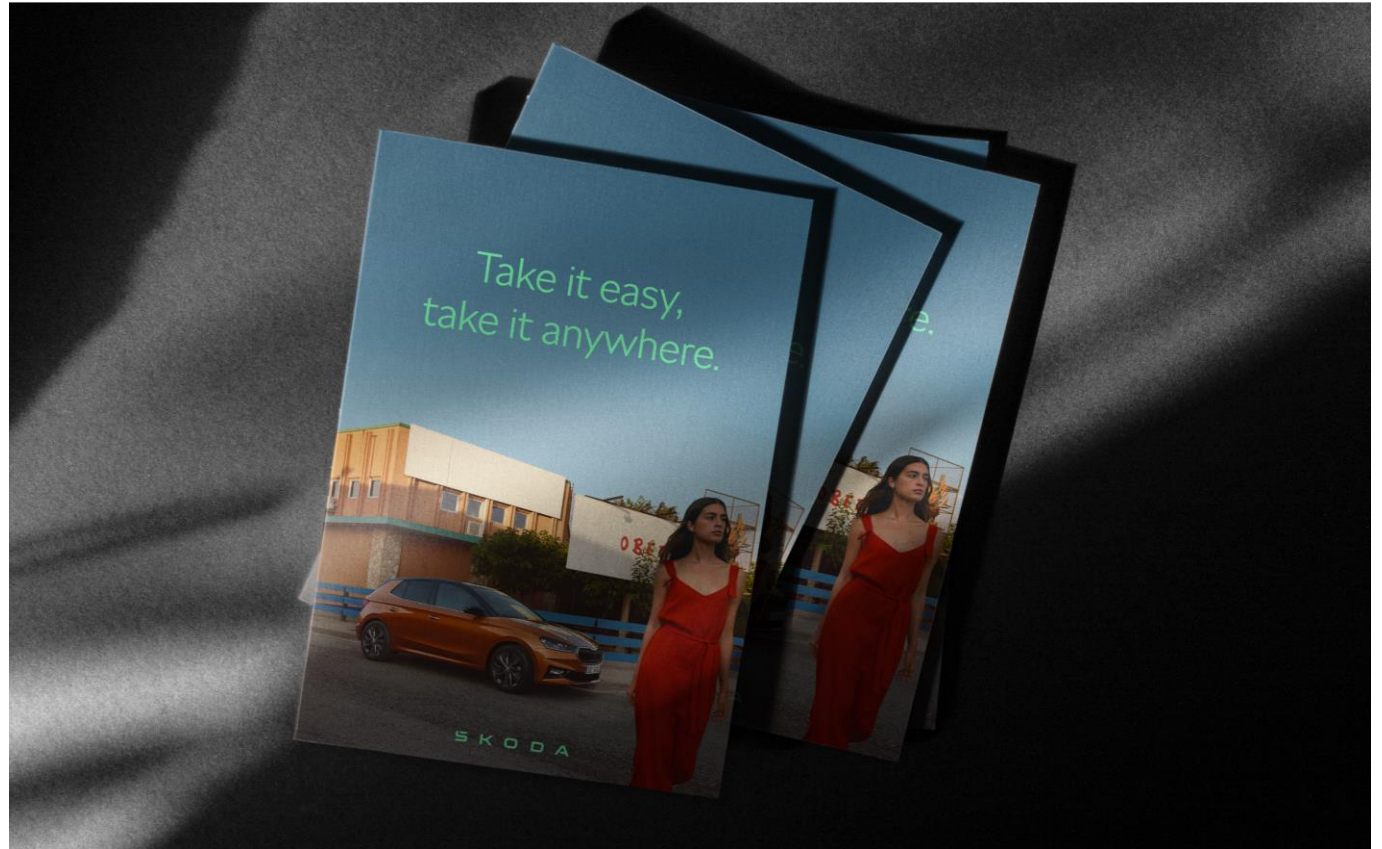


3. Typography

- Corporate font
- General rules
- Some don'ts

Corporate font

- Simple, surprising and human, Škoda Next is our corporate font.
- Available for download via the Škoda brand portal.



General typography rules

- Our typographic rules are intuitive and straightforward with a special focus on usability and maximum responsiveness across all touchpoints.
- Škoda and Škoda Auto is written in title case.
- The same applies to most vehicle models and product names.
- Text elements can be positioned freely in any layout. However, when it comes to alignment, all texts in the new ŠKODA design are either left-aligned or centered. All layouts must contain a margin.
- Text sizes in the design can be chosen freely, however, there are some factors to consider when doing so. In general, we recommend a size of 8.5pt for body text.
- For most layout designs we want to focus on predominantly using the lightweight Škoda Next font – especially for body copy and large headlines.
- Throughout all our designs we want to achieve a clear hierarchy within different text levels in order to direct the user's eye around the composition.
- In general, typography can be set in four different colours: Emerald Green, Electric Green, Black, or White.
- It is possible to create a wide range of aesthetic expression by designing with typography, from subtle and elegant, to vibrant and bold.
- More detail on the above can again be found on the Škoda brand portal.

Some don'ts

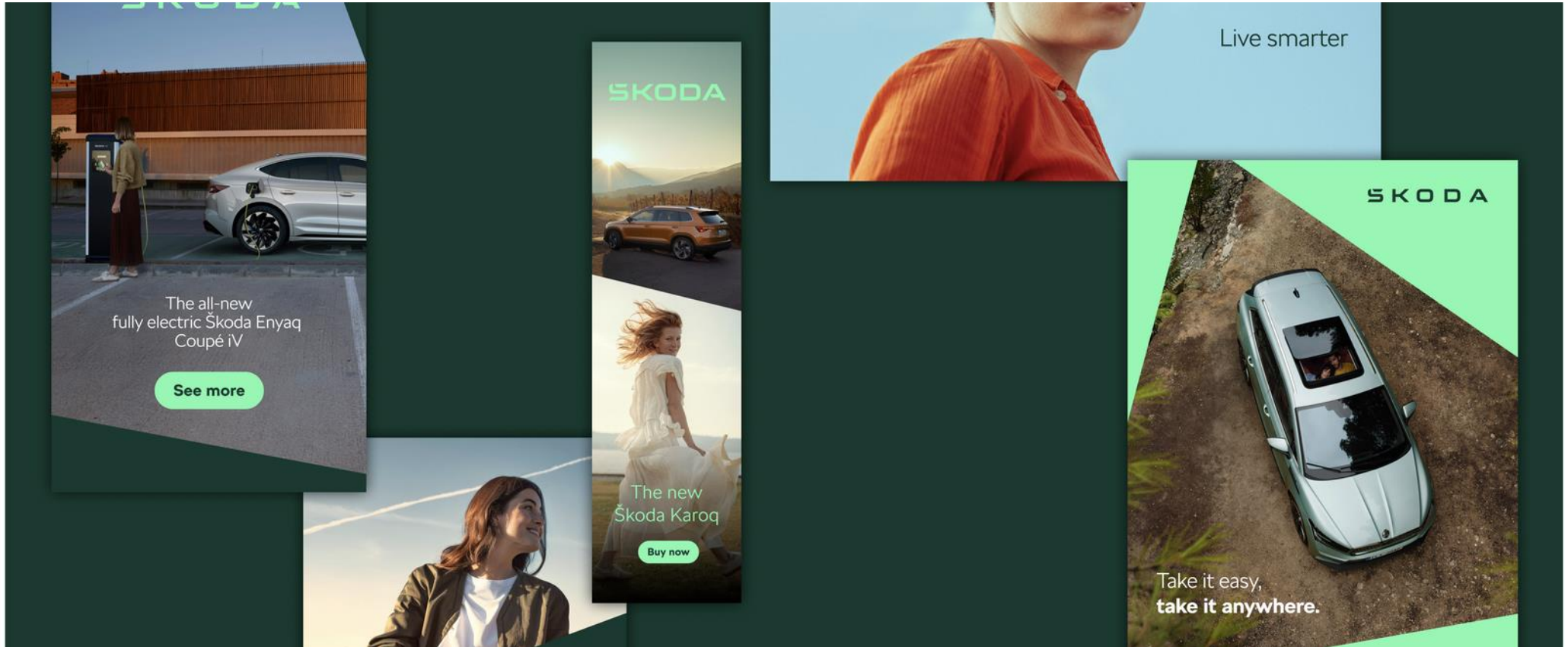
- Don't write Škoda logo or car names in capital letters.
- Don't write headlines in capital letters.
- Don't place text over Facet edge.
- Don't place text over too busy image cuts or too busy background.
- Don't make text illegibly small.
- Typography must not be cut or cropped in any way.
- Avoid low contrasts between text and background.
- Never distort, tilt, mirror or stretch typography in any way.

4. Layout

- Design modules
- Basic principles
- Škoda facets

Design modules

Škoda's brand design comes alive in a flexible layout system. Our brand code is defined by graphic components, such as the wordmark, the Škoda facets, our colours etc. Together they create the characteristically-strong Škoda look and feel.



Basic principles

Our new designs are inspired by tonality and based upon three easy principles that make the Škoda brand's look and feel seem both recognisable and smart.

Principle 1

Contrast

Principle 3

Dynamic

Principle 2

Clarity

Škoda facets

A key design system to ensure easy brand recognition

- Škoda facets are polygon shapes that can be added to a layout.
- When creating the dynamic angles, the dimensions should always be between 10 and 35 degrees.
- You can add up to **three facets** to one layout and these can either be **Electric Green or Emerald Green**.
- The main principles would be:
 - Don't box it**
 - Avoid parallels**
 - Maintain facet integrity**
 - Make it recognisable**
 - Keep it balanced and interesting**



5. Brand Portal

- Home of the brand's new design approach
- Real-life application
- Downloads available
- ŠKODA Flow

Available on the Škoda brand portal

- Plenty more content can be found on the Škoda brand portal, including lots more information on social media dos and don'ts.
- The social media guidelines on the hub contains plenty of information on the various socials – including Facebook, Instagram, Youtube and LinkedIn.
- **You can find the login details for the portal via the resources tab on The Engine.**



Thank you