

26 September 2019 - Retailer website guide

Guidance for the new
Volkswagen brand design

Retailer website guide

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Your website is a key part of your customers' journey with our brand.

More and more of your customers research online before even walking into your showroom and it is a key part of their 'customer journey'. It is important that your Retailer website follows the Volkswagen look and feel as detailed within this guidelines document. For some customers it is as important as ensuring your showroom follows the Volkswagen retail concept.

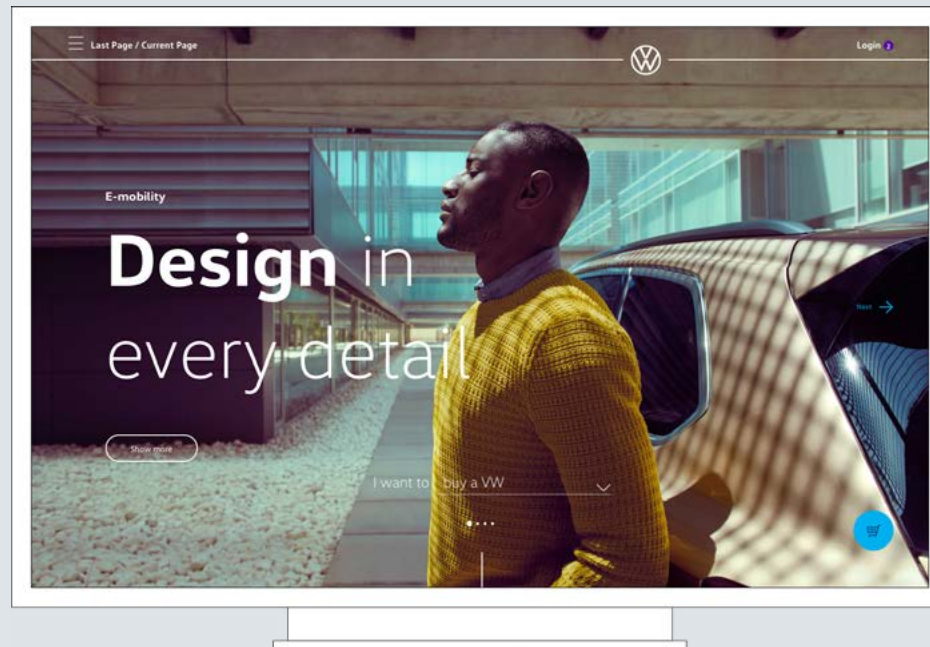
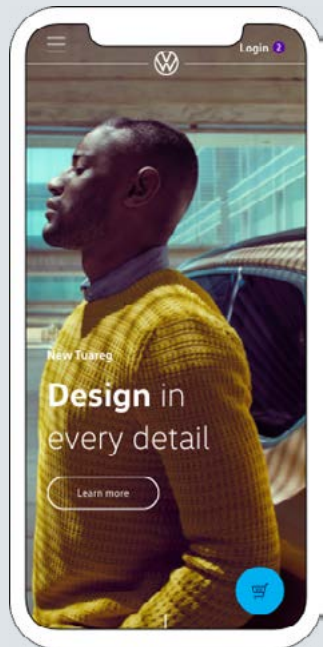
This document aims to help you design and develop your website to ensure it is in keeping with Volkswagen's new brand identity whilst still being individual to you as a Retailer. It's important that your own website maintains the Volkswagen Corporate Identity standards but equally it is obvious to users that you are a Retailer representing the brand and are not the manufacturer.

Getting started

The minimum requirement for the end of October 2019.

As a minimum standard the Volkswagen logo must be updated and displayed correctly, on your Retailer website by the end of October 2019.

All other items listed within this guide, and shown in the application examples, are suggestions only. Please contact Integrity using the details on the last page of this document if you have any questions.

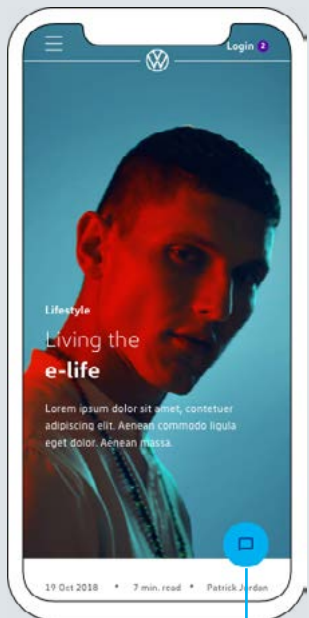


The new Volkswagen web design, is fully responsive and seamlessly adapts to every screen and browser, from mobile to desktop and onto TV, using a new design layout grid made up of three elements: margins, gutters, and columns.

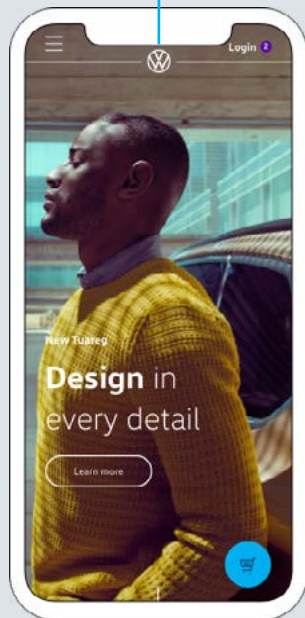
Further guidance on these elements is available, from Integrity, upon request.

Repetitive use of logo and menu bar.

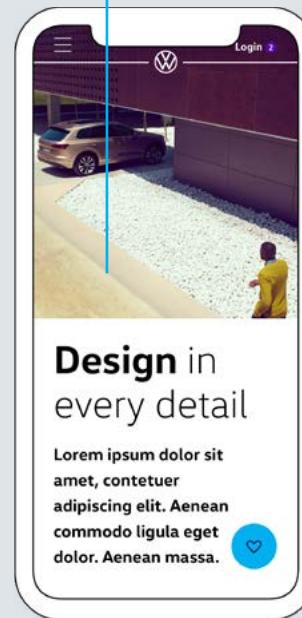
Associated image and text grouped together.



Contrasting use of colour.



Consistent use of left-aligned text.



The design of your website should be visually appealing and should follow common principles of visual design: consistency, a clear identity, visual hierarchy, good alignment, contrast, and proportions.

Contrast

We use contrast to make elements stand out and to drive the user's attention to specific areas within our design. Besides differentiated colours, contrast can be established using different types, shapes, sizes, and more.

Repetition

We use repetition to maintain consistency in our design helping users to become familiar with the way we present the information.

Alignment

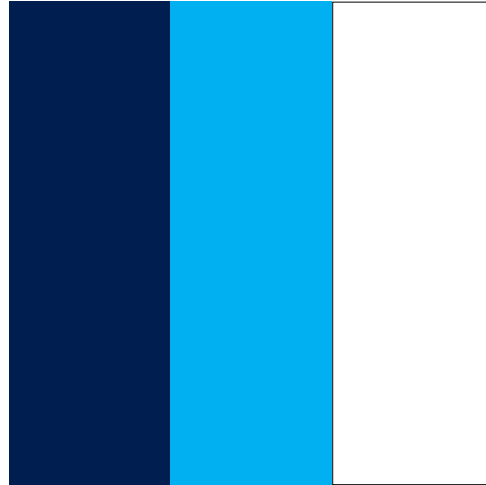
Our design advocates organising information to create order - no element is positioned arbitrarily. Each element visually connects to other elements, leading to a cohesiveness and structured flow of information.

Proximity

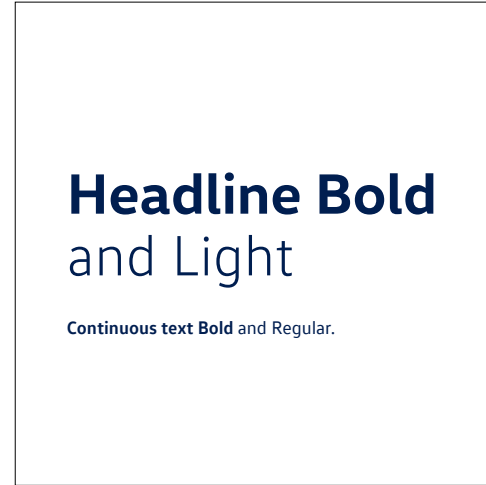
Elements that are associated with each other should be grouped together. White space plays a vital role here as it creates contrast guiding the users' eyes in the intended direction.



Logo



Colour palette



Fonts

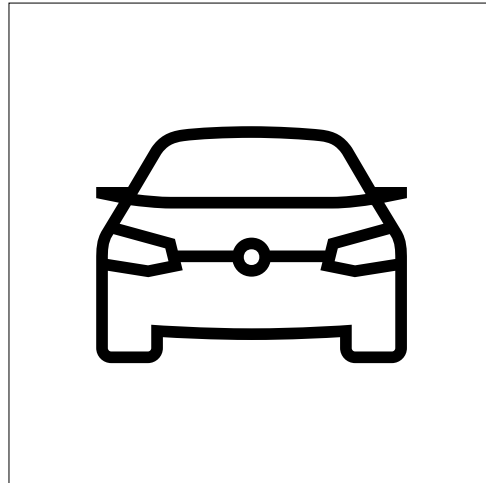
The assets you will need to update your website are shown to the left of this page.

These can be download from Volkswagen Retailer Support [here](#).

Please ensure you review the new Corporate Identity Guidelines, also in this location, before making any changes to your website.



Image library



Icon library

Logo

1



White logo on dark backgrounds



VW Dark Blue logo on light backgrounds

Communicating lightness and clarity across all touchpoints.

1 Colour

The logo is available in different colour combinations, from which the two most common are: White on dark backgrounds and VW Dark Blue on light backgrounds.

2 Size

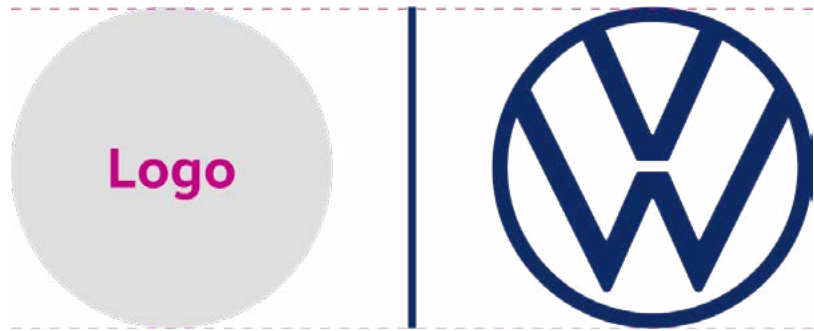
Due to the fully responsive new Volkswagen web design the logo size is designed to change depending on the width of the screen.

Please consider the sizing details within the table to the left along with the positioning guidance covered on the next few pages.

2



Logo type	logo 100	logo 200	logo 300	logo 400	logo 500
Logo width (px)	32	40	48	56	≥ 57
Screen width (px)	< 560	560 - 959	960 - 1919	≥ 1920	Not defined
Usage	Main navigation	Main navigation	Main navigation	Main navigation	Outside main navigation
Version	Small logo	Small logo	Small logo	Small logo	Non commercial logo



Combining our brand logo with your own Retailer logo is referred to as a composite logo.

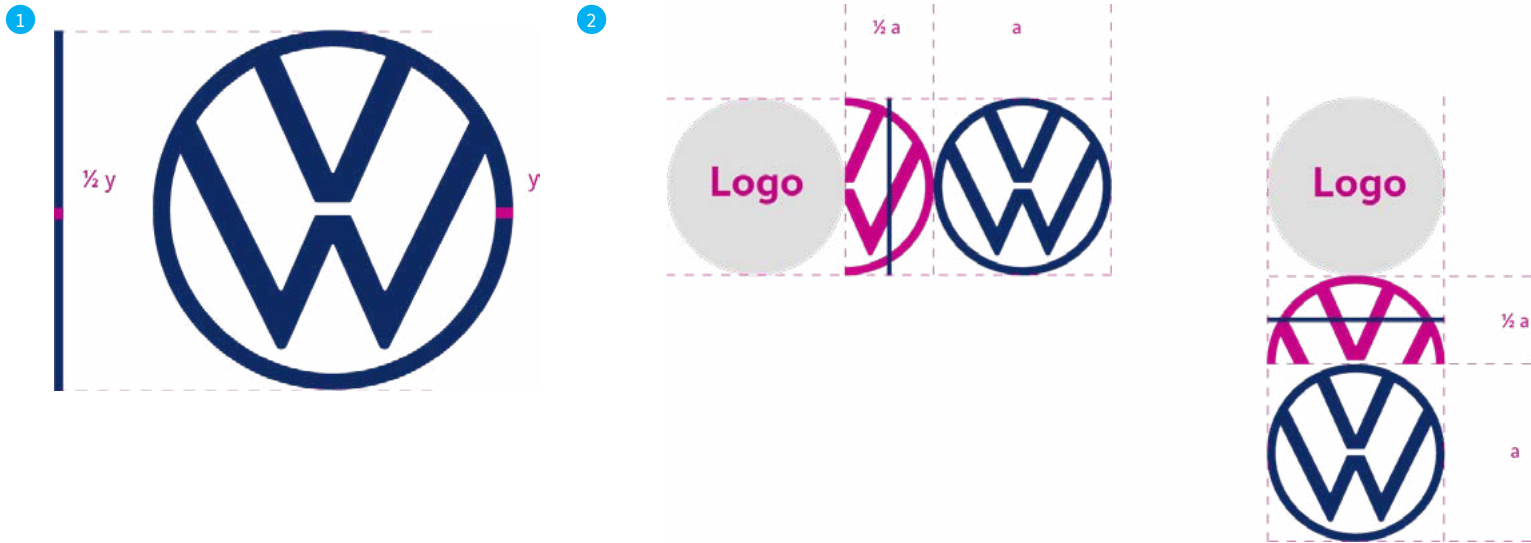
Balanced logos

Both logos are given equal weighting. This relates to the overall visual impression and is not always related to the height and width dimensions.

If the basic shape of your Retailer logo covers the same circular shape of our logo, then both logos must be displayed in the same size.

In the event of other shapes, a visual balance must be achieved.

Our logo is positioned preferably on the right or at the bottom if the alignment is vertical.



- 1 There is always a line running between our logo and any other logo. This line is equal to the length of the logo diameter, and the line width is equal to half of the outer contour of the VW logo.
- 2 The distance between the logos is half the diameter of the VW logo (therefore $\frac{1}{2}$ to the dividing line).
- 3 Depending on the nature of your Retailer logo, individual elements of it may not reach this horizontal or vertical distance, but the overall impression must be achieved.



Colours

1



1

Primary colours

Our primary colours are White, VW Dark Blue and VW Light Blue. These shape our brand appearance across all channels. We use White as our main colour and Blue for interactions and dialogues. Black is also used as the main text colour in web applications.

2

VW Dark Blue background

In addition to White as the main background colour, a VW Dark Blue background can be used to add focus to a certain interaction or single piece of information. This should be the exception - use it sparsely and purposeful.

There are different ways to utilise the VW Dark Blue background:

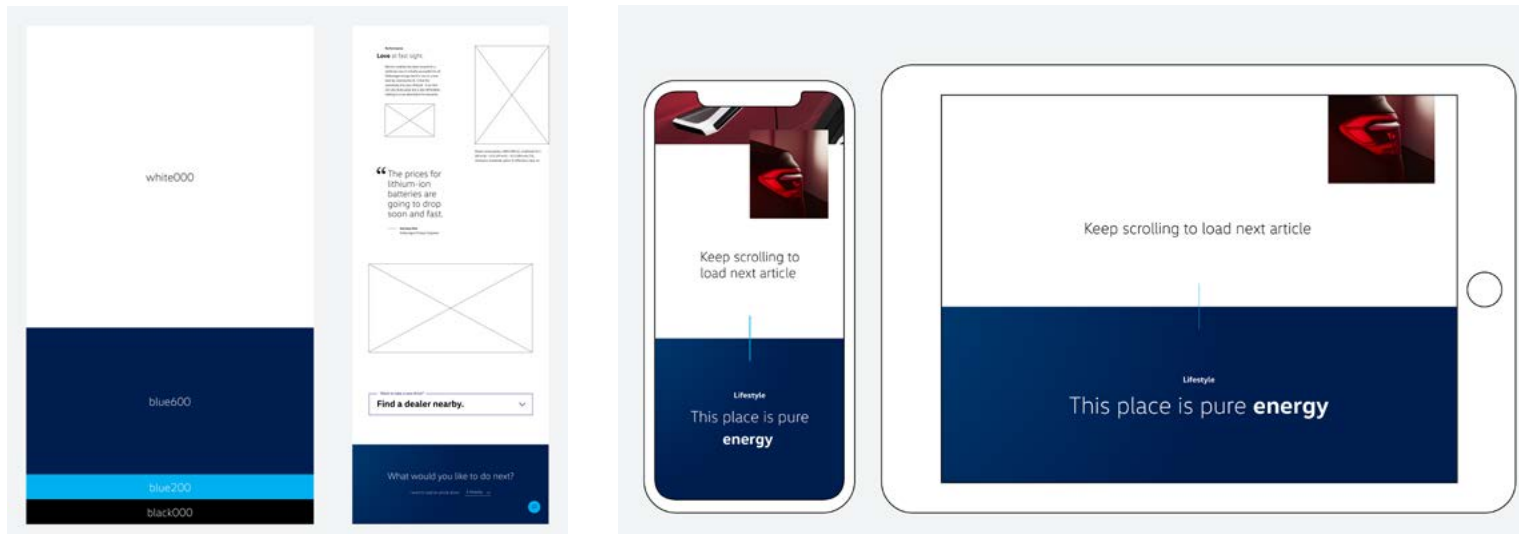
Focus area

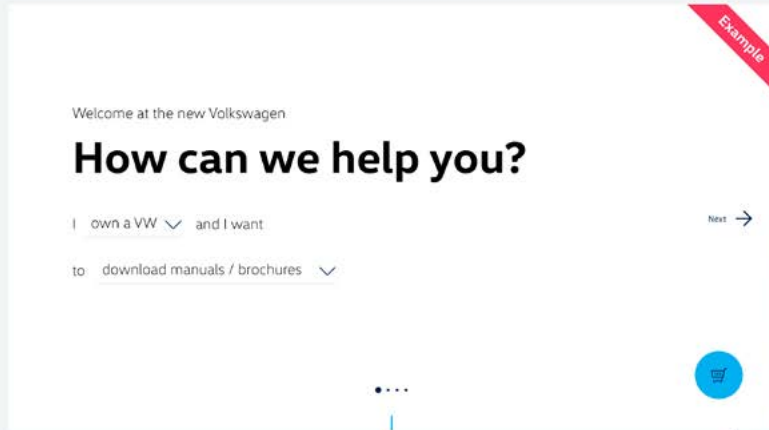
The VW Dark Blue area covers the full viewpoint (recommended for mobile). This is used to force focus to a single interaction and to clearly differentiate an item from its background layer.

Highlight area

The VW Dark Blue area covers only an element or section of the viewpoint. This is used to disrupt reading flow and draw attention to a specific interaction such as direct dialogue with the user. These are used at the end of pages to offer the next best action.

2





Main theme

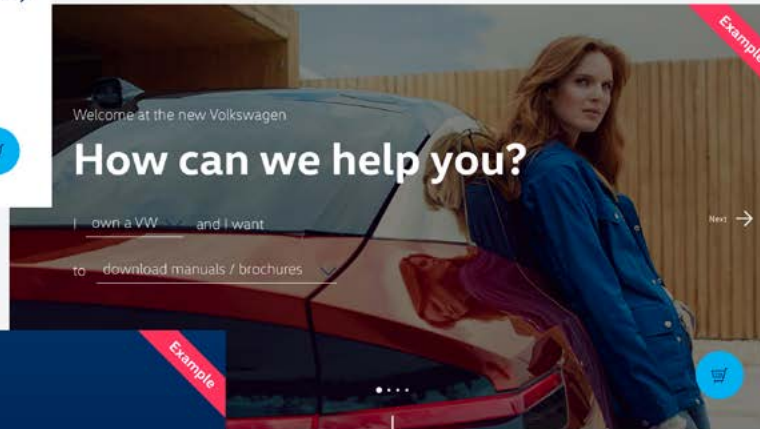
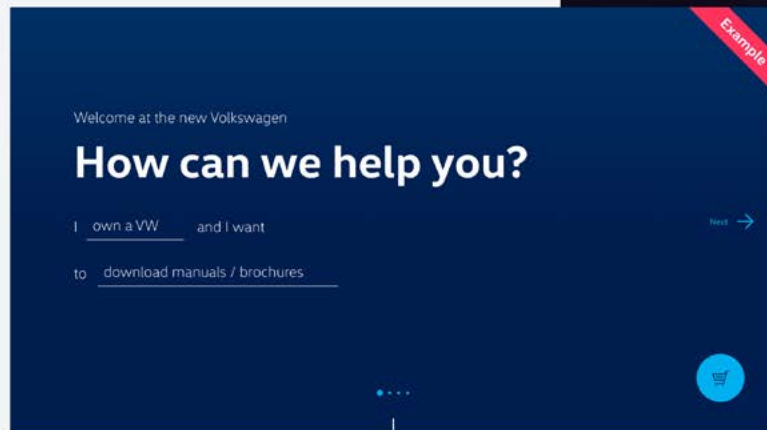


Image theme



Inverted theme

We have developed three colour themes that you can utilise to adapt to different visual contexts while maintaining consistency in contrast. Please follow the relevant colour recipe information on the following page.

Section name
Application | Colour recipes

ID	Usage	Example	Main theme				Inverted theme				Image theme			
			Default	Hover Focus Active (pressed)	Disabled	Checked Selected	Default	Hover Focus Active (pressed)	Disabled	Checked Selected	Default	Hover Focus Active (pressed)	Disabled	Checked Selected
colorRecipe100	Text	Headline, copy text	black000	grey400	grey200	black000	white000	grey200	grey400	white000	white000	grey200	grey400	white000
colorRecipe150	Navigational line	Line under tab text label, car tile fallback background	grey100	grey100	grey100	blue600	white000	white000	grey400	blue200	white000	white000	grey400	white000
colorRecipe200	Clickable, functional line	Text input line, autocomplete text	grey400	grey300	grey100	blue600	grey200	grey100	grey400	blue200	grey200	grey100	grey400	blue200
colorRecipe250		Next best action button background	blue200	blue100	grey100	blue200	blue200	blue100	grey100	blue200	blue200	blue100	grey100	blue200
colorRecipe300		Next best action button text	blue600	blue600	grey400	blue600	blue600	blue600	grey400	blue600	blue600	blue600	grey400	blue600
colorRecipe350	Success		green200	green100	green200	green200	green200	green100	green200	green200	green200	green100	green200	green200
colorRecipe360	Error		red200	red100	red200	red200	red200	red100	red200	red200	red100	red200	red200	red200
colorRecipe370	Notification	Notification layer, notification bar, spinner	purple100	purple100	grey100	purple100	purple100	purple100	grey100	purple100	purple100	purple100	grey100	purple100
colorRecipe380	Start ratings		yellow000	yellow000	grey100	yellow000	yellow000	yellow000	grey100	yellow000	yellow000	yellow000	grey100	yellow000
colorRecipe400	Clickable, navigational element	Secondary button, tab text, action button, breadcrumb	blue600	blue900	grey100	blue600	blue200	blue100	grey400	blue200	white000	blue100	grey400	white000
colorRecipe450	Clickable, functional element	Radio button	blue600	blue900	grey100	blue600	white000	blue100	grey400	white000	white000	blue100	grey400	white000
colorRecipe500	Text input	Text input from user	blue600	blue600	grey100	blue600	white000	white000	grey100	white000	white000	white000	grey400	white000
colorRecipe550		Tag background	grey200	grey100		grey200	grey200	grey100		grey200	grey200	grey100		grey200
colorRecipe600		Tag text, tooltip background	grey500	grey400		grey500	grey500	grey400		grey500	grey500	grey400		grey500
colorRecipe700	Decorational line	Border of a card	grey100	grey400	grey100	blue600	grey400	grey200	grey400	white000	grey400	grey200	grey400	white000
colorRecipe750		Tooltip text, primary button text	white000	white000	grey400	white000	blue600	blue600	grey100	blue600	blue600	blue600	grey100	blue600
colorRecipe800		Map tooltip background	white000	white000	grey200	blue600	white000	white000	grey200	blue600	white000	white000	grey200	blue600
colorRecipe850		Map tooltip text	black000	black000	white000	white000	black000	black000	white000	white000	black000	black000	white000	white000
colorRecipe925		Map pin background	blue600	blue900	grey200	blue600	blue600	blue900	grey200	blue600	blue600	blue900	grey200	blue600
colorRecipe950		Map poi text	white000	white000	white000	white000	white000	white000	white000	white000	white000	white000	white000	white000

Colours can be grouped into so called "recipes". The colours of a given recipe are used for the different states an UI element can have (default, hover/focus, active/pressed, disabled and checked/selected). The recipe ensures that only valid combination of colours are used for these states.

Application | Buttons

		Button colour																		
		black 000	blue 100	blue 200	blue 500	blue 600	blue 900	green 100	green 200	grey 100	grey 200	grey 300	grey 400	grey 500	mint 100	purple 100	red 100	red 200	white 000	yellow 000
Text colour	black 000		●	●				●	●	●	●	●	●		●		●	●	●	●
	blue 100	●			●	●	●								●		●			
	blue 200	●			●	●	●								●		●			
	blue 500		●	●				●		●	●	●			●				●	●
	blue 600		●	●				●	●	●	●	●	●		●		●	●	●	●
	blue 900		●	●				●		●	●	●			●				●	●
	green 100	●			●	●	●							●	●		●		●	
	green 200	●				●				●									●	
	grey 100	●			●	●	●		●					●	●		●		●	
	grey 200	●			●	●	●								●		●			
	grey 300	●			●	●	●								●		●			
	grey 400	●				●		●		●									●	●
	grey 500		●	●				●		●	●	●			●				●	●
	mint 100	●			●	●	●								●		●		●	
	purple 100		●	●				●		●	●	●			●				●	●
	red 100	●				●													●	
	red 200	●				●		●		●					●				●	●
	white 000	●			●	●	●		●					●	●		●	●	●	
yellow 000	●			●	●	●							●	●		●		●		

Contrast plays an important role in our design. Not only is it mandatory to succeed accessibility criteria and helps us guiding our users – it also shows formal determination and highlights the positiveness of the new brand.

All button colours must comply with the WCAG AA guidelines detailed within the table to the left.

Color	HEX	RGB	Usage
-------	-----	-----	-------

Primary colours

white000	#FFFFFF	255, 255, 255	
black000	#000000	0, 0, 0	
blue200	#00B0F0	0, 176, 240	
blue600	#001E50	0, 30, 80	

Secondary colours

grey100	#DFE4E8	223, 228, 232	
grey200	#C2CACF	194, 202, 207	
grey300	#96A3A8	150, 163, 168	
grey400	#6A767D	106, 118, 125	
grey500	#3C484D	60, 72, 77	
blue500	#00437A	0, 67, 122	Light colour in gradient

Color	HEX	RGB	Usage
-------	-----	-----	-------

Signal colours

red200	#E4002C	228, 0, 44	Error colour
green200	#029640	2, 150, 64	Success colour
yellow000	#FFD100	255, 209, 0	
mint100	#00E6E6	0, 230, 230	Eye-catcher colour Notification colour (for apps)
purple100	#5B08A4	91, 8, 164	Only notification colour (for web)

Special purpose colours

blue100	#4CC7F4	76, 199, 244	Only hover colour (blue 200/white 000)
blue300	#0082d6	0, 130, 214	Only for infographics
blue900	#0040C5	0, 64, 197	Only hover colour (blue 600)
red100	#FF335C	255, 51, 92	Only hover colour (red 200)
green100	#ADE5A1	173, 229, 161	Only hover colour (green 200)

For the digital design we have developed an extended colour system. In this colour system the brightest gradation is named with „100“. Every further darker gradation is increased in increments of „100“. If a colour has no gradings, it is named with „000“.

Typography

Design in every detail

Use of the two contrasting type styles
VW Head Bold and Light acts as a basic
differentiating element.

Type weights and usage

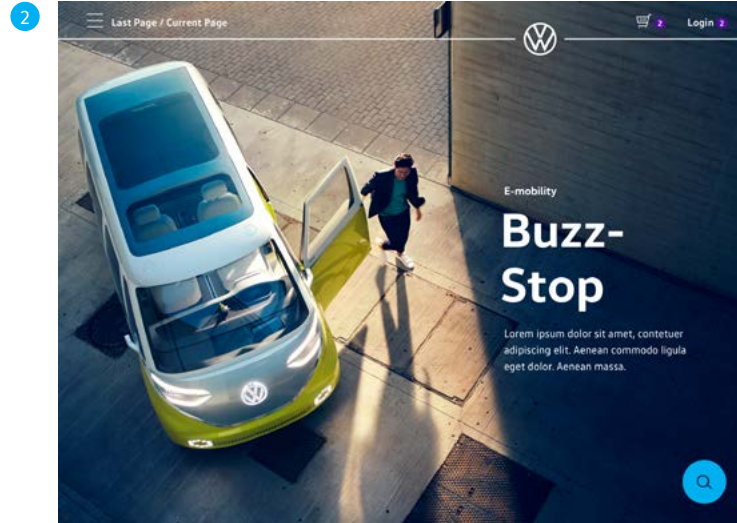
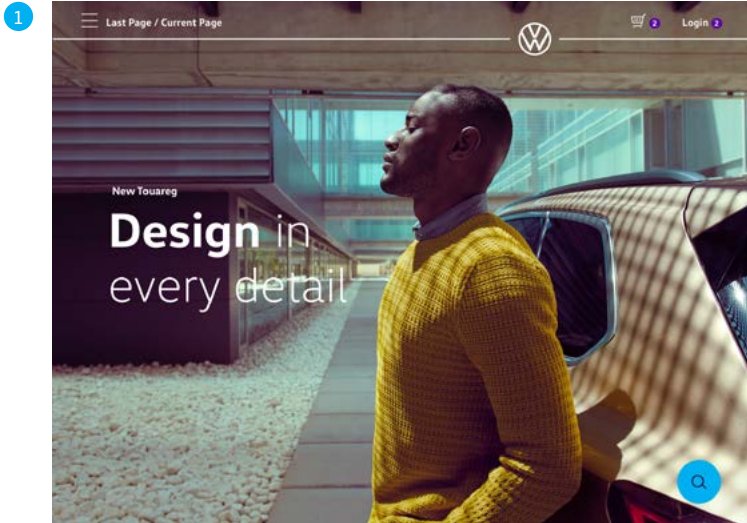
Our design uses four different text weights to organise information and create order: VW Head Bold, VW Head Light, VW Text Bold, VW Text Regular. The bigger the viewpoint we are designing for, the more typographic contrast we can utilise in our design. Larger typography grows progressively.

Rules

For rules around the use of this font such as font case, punctuation and more please refer to the [Corporate Identity Guidelines](#).

Attention

The VW Head font is never used in colours other than Black or White within digital applications.



1 **Mix of Bold and Light styles**

The preferred way to use font styles for headlines is to use a mixture of Bold and Light styles. It is only allowed to set the type in Bold at the beginning or at the end of the headline.

Examples:

- Headlines on main stage
- Marketing messages
- Teaser headlines

2 **Bold styles**

If a mix of font styles is not possible, the preferred font style is Bold.

Examples:

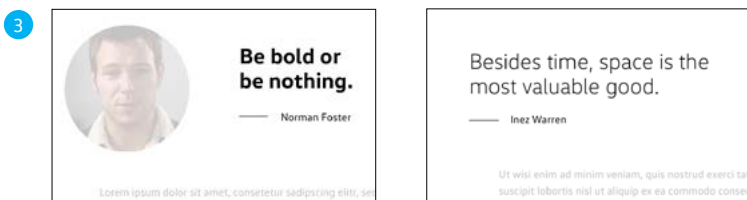
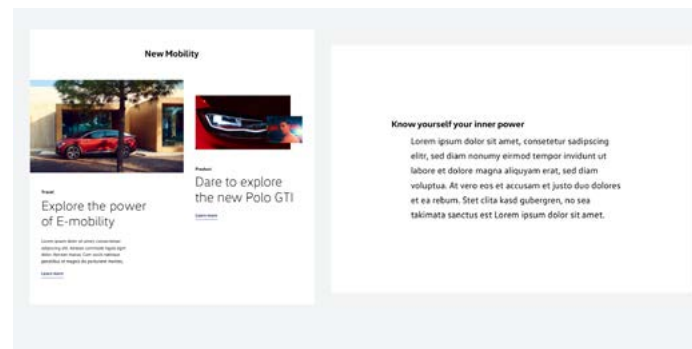
- Headlines on main stage, where a mixture of font styles is not possible
- Toplines
- Descriptive headlines
- Highlights

3 **Either Light or Bold styles**

A quote can be set in either bold or light – the typography follows the message.

4 **Light styles**

A dialogue / direct speech is always set in light.



1

Qolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sancto est Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo.

Make it yours
Lorem ipsum dolor sit amet, consetetur adpiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

Exterior Interior Technology

Your selection
Racing Blue

Pearl-Effect € 895

Performance
The **engine** that starts a smile on your face

Lorem ipsum dolor sit amet, consetetur sadipscing elitr. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, ipsam pellentesque eu, pretium quis, sem.

Fuel consumption, l / 100 km: urban 7.7 / out of town 4.9 / combined 5.9; CO₂ emissions combined, g / km: 134; Efficiency class: C

2

New Mobility

Travel

Explore the power of E-mobility.

Product

Dare to explore.
New Polo GTI.

[Learn more](#)

Sign up first and be ahead

It's never been easier to be the first in line.

yourname@example.com

The future **just real**

Fuel consumption, l / 100 km: urban 7.7 / out of town 4.9 / combined 5.9; CO₂ emissions combined, g / km: 134; Efficiency class: C

1

Rule: left alignment

Apart from a few exceptions VW Text and VW Head are always left aligned.

2

Exception: centre alignment

VW Head is always centred, if it uses the full viewpoint width. VW Text can be centred, if it is placed underneath a full width image.

Default



Hover

Mouse on component



Focus

Navigation with tab on keyboard



Active

While clicking



Checked / Selected



Disabled



When linking plain text, the primary colours must be used to mirror the relevant states detailed to the left.

Buttons can also be styled in rounded rectangular boxes and the colours of these must align to the details on pages 17 and 18 of this document.

Imagery

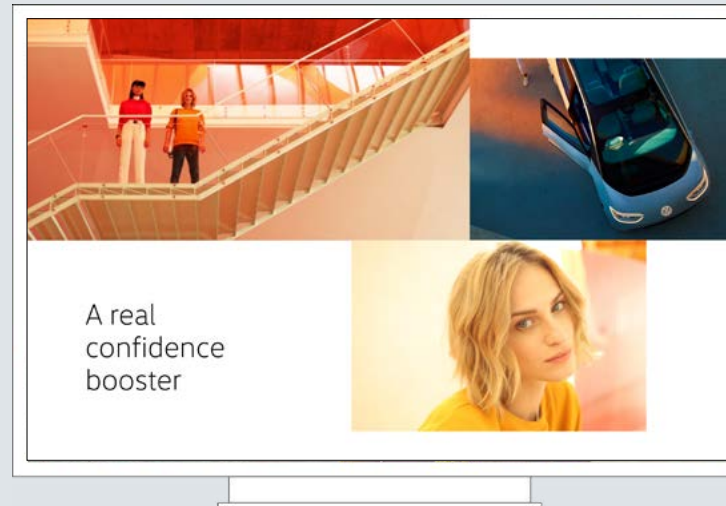
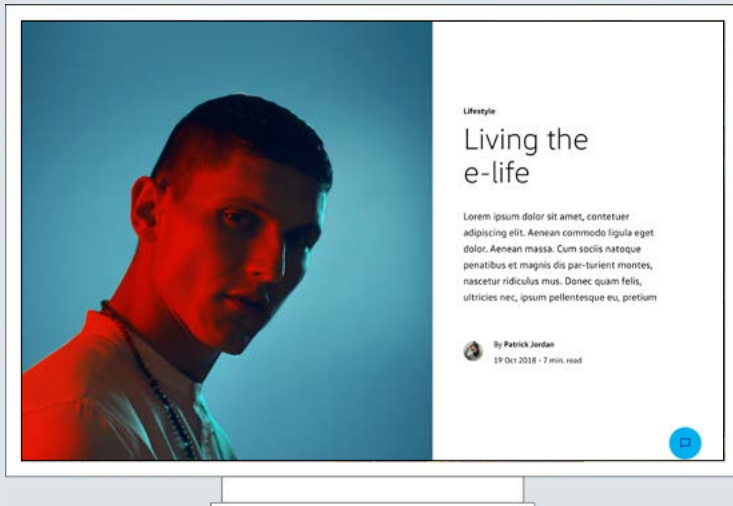


Image types

Still and moving images play an important role in the Volkswagen digital design. They express our brand attitude; Vibrant Power, by inspiring and surprising our audience and offering new stimulating ideas.

For more information about these image types, please refer to the [Corporate Identity Guidelines](#).

Application

We use images generously and at large scale, utilising the fullscreen and bleed-off layouts and the flexibility of our grid. Our design serves the content not vice versa, therefore we don't jam images and videos but give them space to breathe.

Original media / aspect ratio 4:3



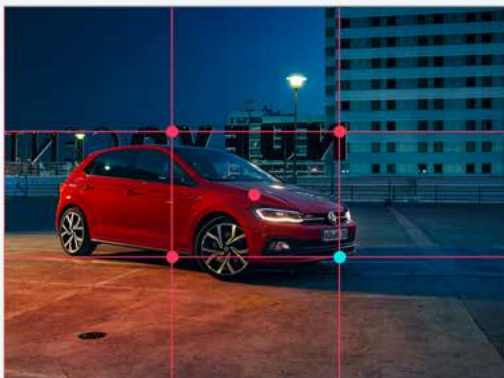
scaled layout using focal point 'center': 2:1



3:4



Original media / aspect ratio 4:3



scaled layout using focal point 'bottom-right': 2:1



3:4



Aspect ratios

Since there is a broad range of source imagery aspect ratios, our design supports a wide variety of layout options. Our aim is to present our content in the best possible way, thus our design prefers dedicated media for different display ratios.

Media components

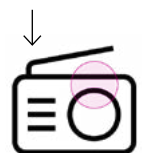
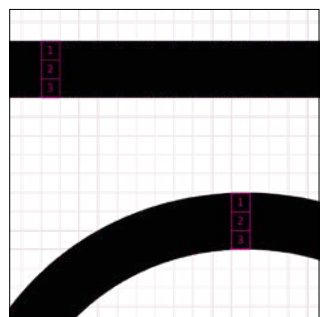
Dedicated media productions aren't always feasible and sometimes we show existing content within the context of new brand design.

Our media components offer adaptive scaling to multiple device ratios using a system of five focal points, as shown to the left.

Icons

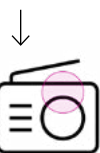
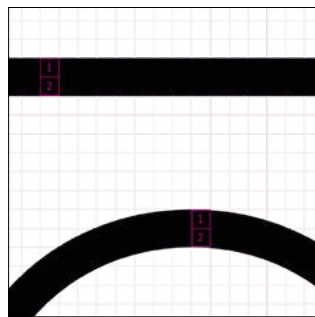
Size L

1



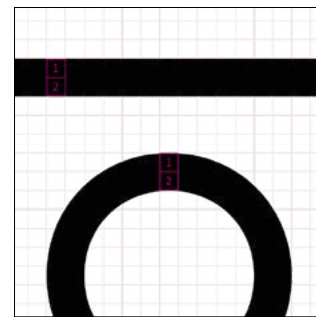
Line thickness of 3 px

Size M



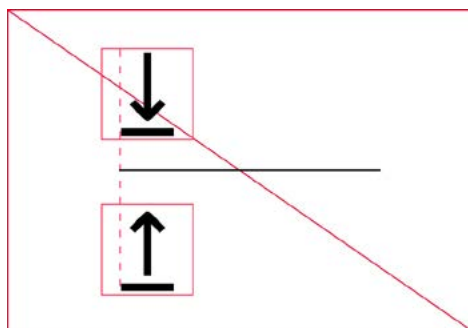
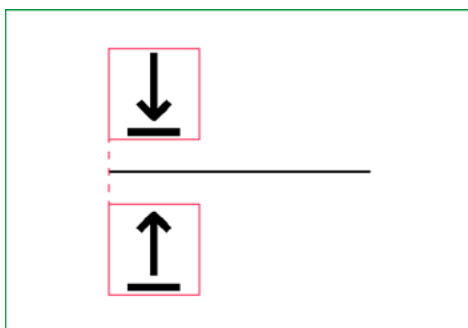
Line thickness of 2 px

Size S



Line thickness of 2 px

2



1 Aspect ratios

All icons are based on an 80 x 80 pixel grid and for digital applications these are used in four different sizes:

- 12 px
- 24 px
- 48 px
- 60px (usage only for notification)

The icon library contains three different sizes for each icon; S, M and L, each with varying complexity within its design.

Please refer to the [Corporate Identity Guidelines](#), for further information.

Usage

Please don't use an icon if its meaning isn't 100% clear to everyone. When in doubt, skip the icon and reside to simple copy. A text label is always clearer.

2 Alignment

The icons are always aligned to their bounding boxes.

Inactive

Active

1



2



3



Colour

The icons are predominantly black or white. However, they can also assume other colours in digital applications for both their active and inactive states.

When used alongside typography the icon must match the colour of the font used. This is also applicable when the font acts as a link as detailed on page 23.

Active states

The active version is used when an icon is in its active state. There are three types of implementation in this respect:

1

Filled contours

Closed contours are filled and interior elements are shown inversely so as to create a flat impression.

2

Bold contours

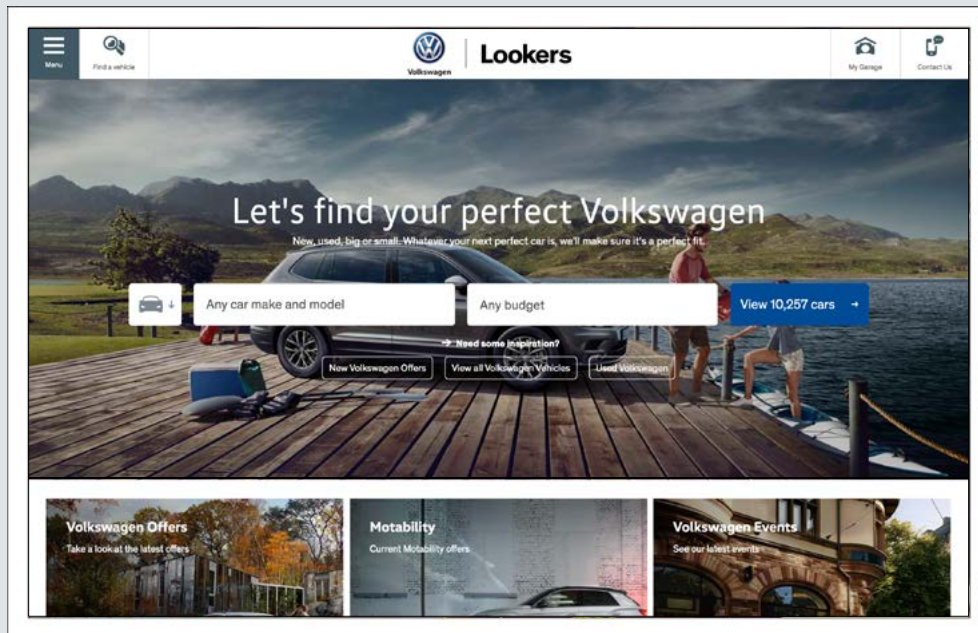
Open contours that cannot be filled are made bold (line thickness of 7 px).

3

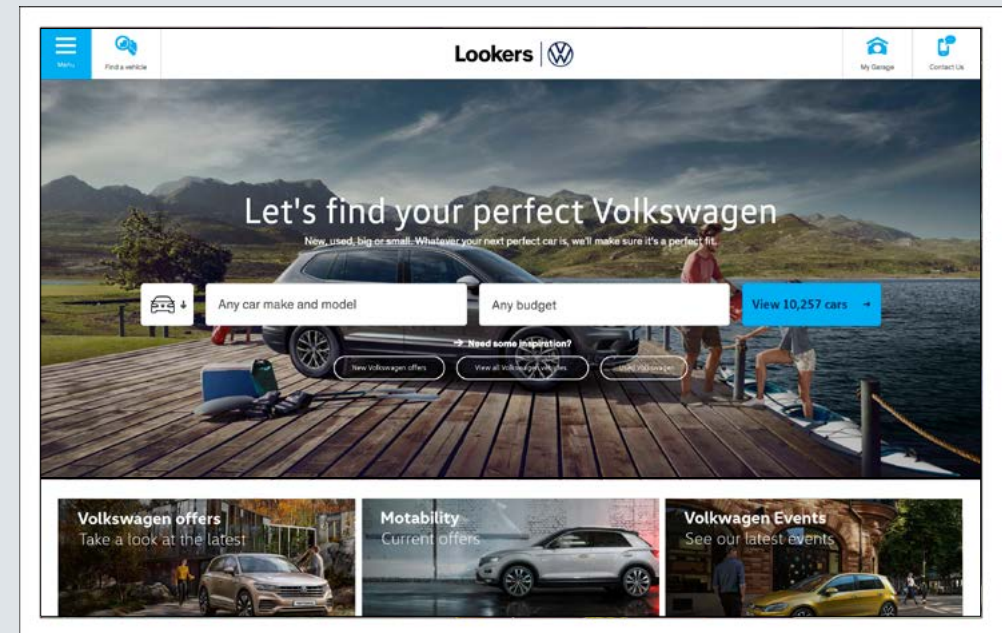
Combination of filled and bold contours

Both types can also be combined within an icon if appropriate.

Application

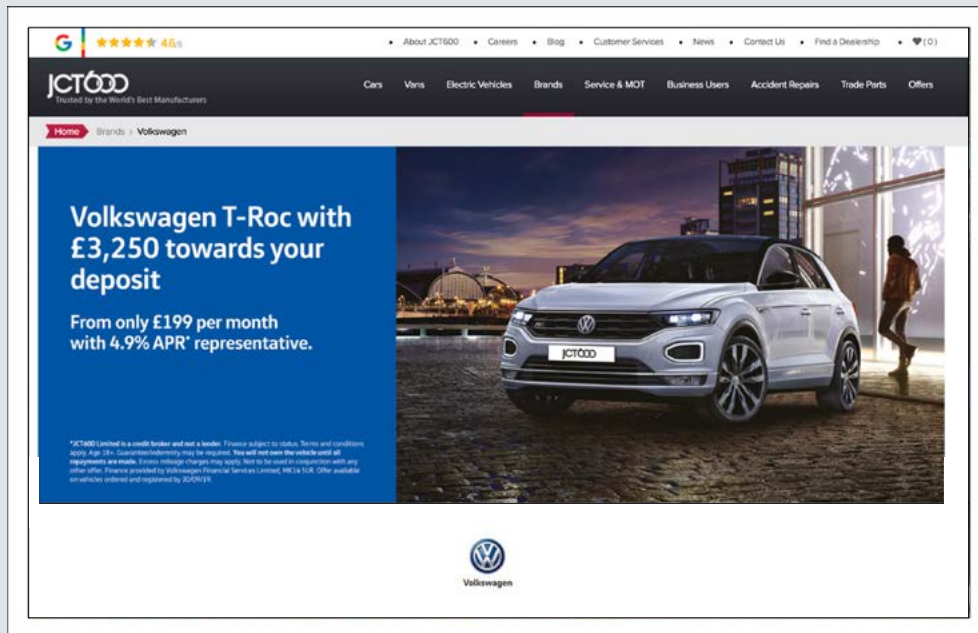


Before

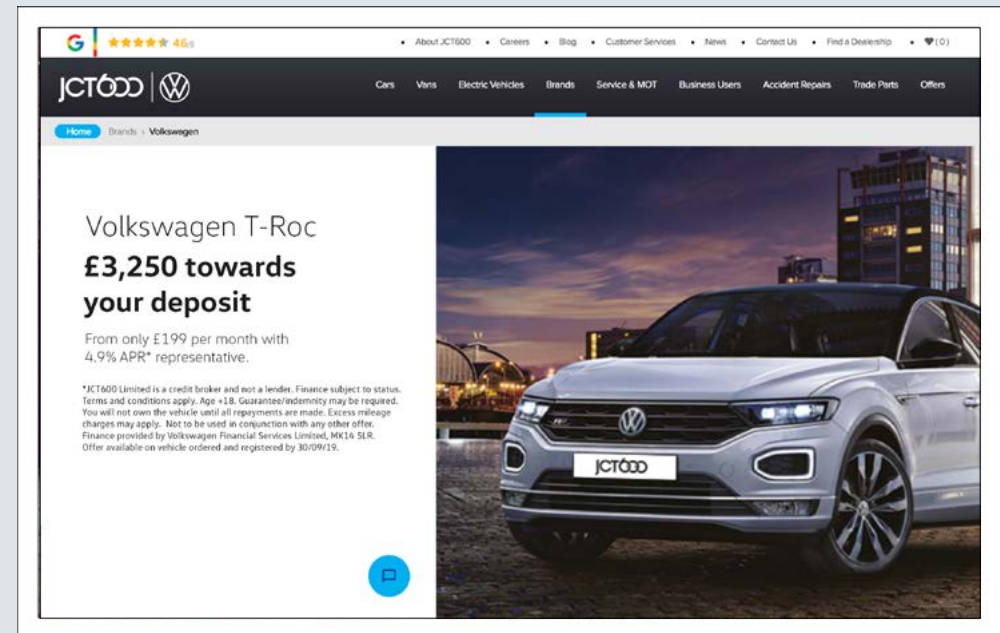


After

- VW logo positioned to the right of Lookers' logo separated by line
- Colours updated to new colour palette
- Headline text updated to align with new style (top headline already compliant)
- Style and colour of buttons updated to new design
- Icons updated to new style

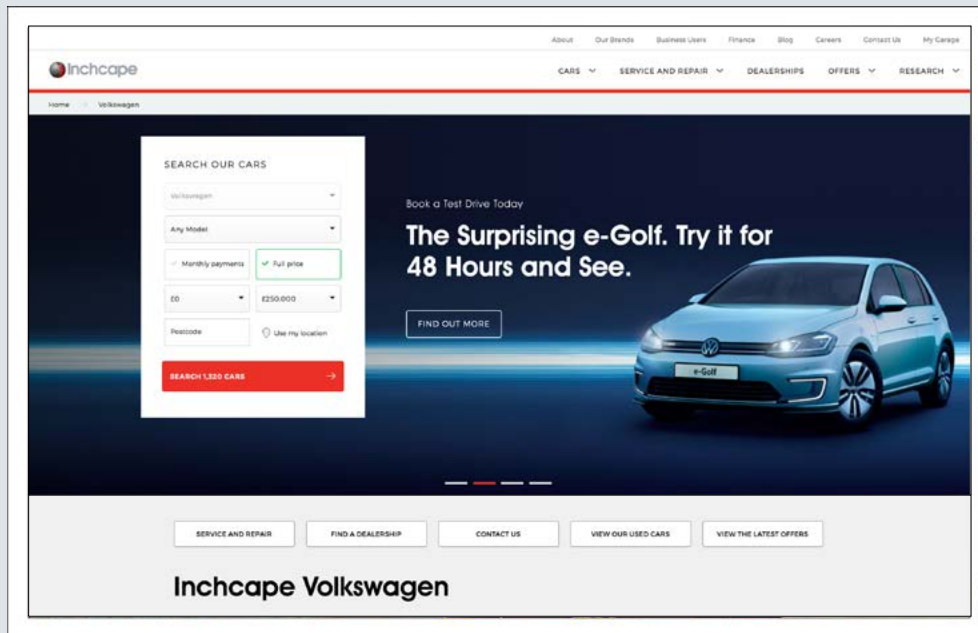


Before

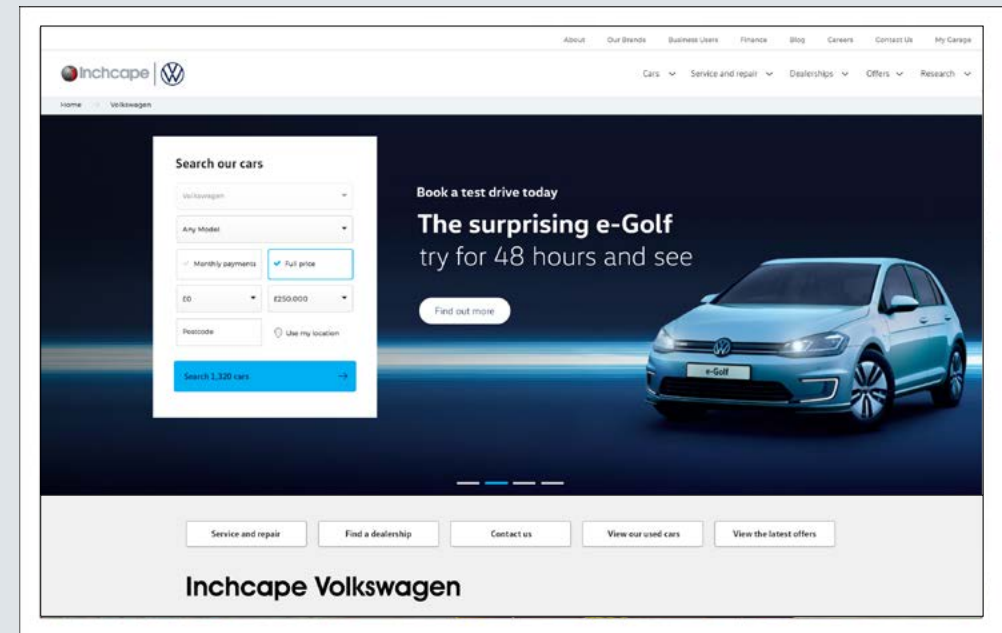


After

- VW logo positioned to the right of JCT600's logo separated by line
- Colours updated to new colour palette
- Style and colour of buttons updated to new design
- Image enlarged to utilising the fullscreen
- Blue text box removed and text updated to align with new style
- Icons added to create additional interactive features



Before



After

- VW logo positioned to the right of Inchcape's logo separated by line
- Colours updated to new colour palette
- Headline text updated to align with new style
- All caps changed to sentence case
- Style and colour of buttons updated to new design

Contacts

We are all responsible for our Corporate Identity, and we have put in place tools to make this as easy as possible. We also employ an independent design management consultancy called Integrity who help us to co-ordinate the identity of our brand, and create self management tools.

Integrity will help ensure that what you are proposing meets Volkswagen's Corporate Identity standards and can assist in challenging situations and in areas not covered by the guidelines.

Help is always available for any queries or concerns, and feedback is always welcome to ensure that the Corporate Identity is continually reviewed to respond to the changing needs of Volkswagen.

So, if at any time you need help don't be afraid to ask. In the first instance, if you have a Corporate Identity query, please contact Katie Henbest or Rebecca Ash at Integrity.

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Email: volkswagenbrandsupport@integrity.co.uk