

V O L V O

Visual Brand Standards

Volvo Cars



Introduction

At Volvo Cars, everything we do is fuelled by our company purpose: to provide people the freedom to move, in a personal, sustainable and safe way.

Our brand strategy is how we make this purpose credible for consumers by offering responsible luxury for people who care.

With a strong identity to support the brand, we can build a distinctive and recognisably Volvo Cars experience at every touchpoint around the globe. Our identity ranges from iconic details, steeped in heritage, to contemporary elements that allow us to express who we are.

This guide focuses on our visual brand standards. It replaces a number of documents including the Brand Identity Guidelines and Brand Advertising Guidelines. It distills numerous documents to just one, with a simplified set of principles that can be used in your daily work.

For retail, please refer to the Layout section as well as the retail standards Volvo Retail Experience available on dealer development platform.

This document should help communicate our brand with the highest quality and consistency, but remember it also contains some legal requirements that must be adhered to. Please refer to the Trademark rules.

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1.

Logos

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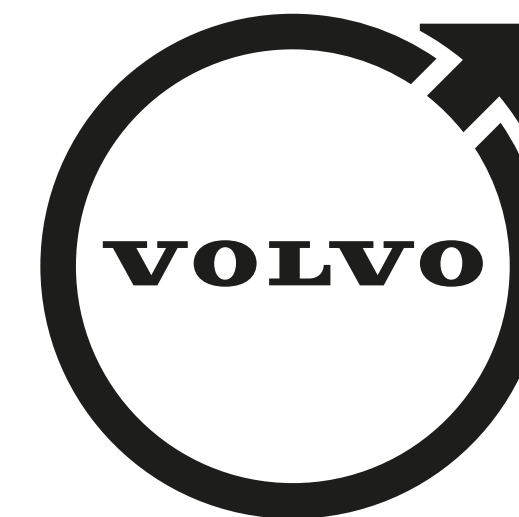
V O L V O

1.1
Logos
Overview

Volvo Cars uses two types of logos to communicate our brand - the Volvo Iron Mark and the Volvo Spread Word Mark. The logo usage is carefully restricted, for a strong and relevant brand experience and to safeguard the Volvo brand. The logos must never be tampered with or combined with

other graphical elements or words. They should never be used in running text or form part of a new logo. For approved co-branding we use either Volvo Iron Mark or Volvo Spread Word Mark. Please refer to the section Co-branding for further details.

V O L V O



VOLVO SPREAD WORD MARK

The Volvo Spread Word Mark is a spaced out version of the Volvo Word Mark in the core version. It is used in marketing and communication. Restricted usage for events and signage.

VOLVO IRON MARK

The Volvo Iron Mark is our combination mark, with a unique design, derived from the symbol of iron and Swedish steel. It is used on our products and in small spaces.

1.1.1
Logos
Logos on products

These are logos on products, only for use on our cars.

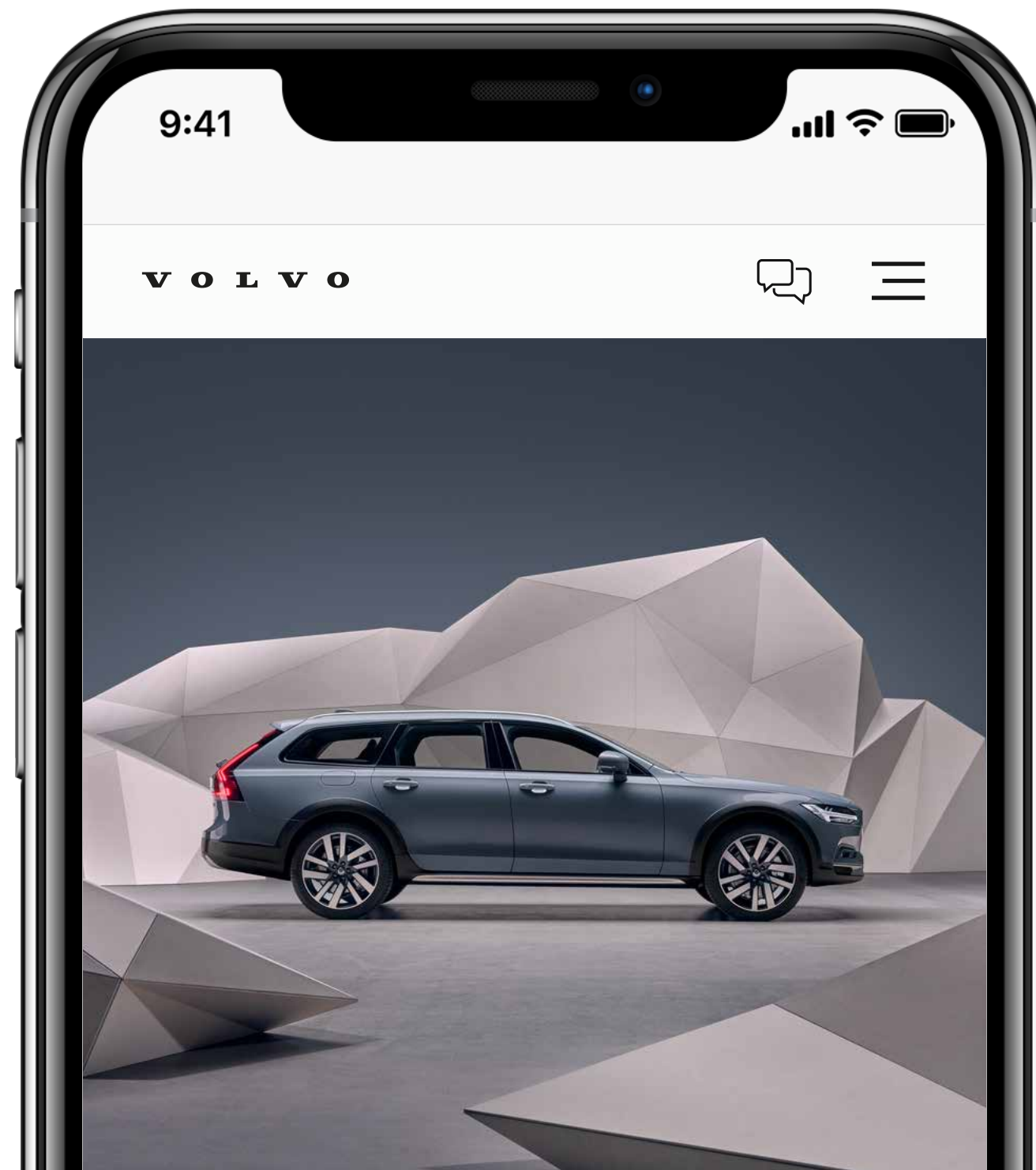


V O L V O

1.2
Logos

Volvo Spread Word Mark

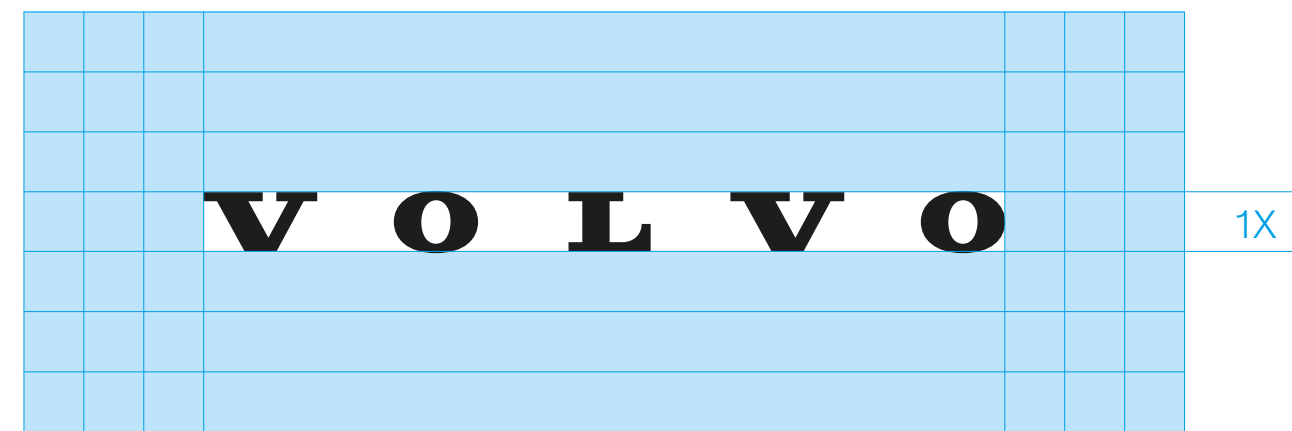
The Volvo Spread Word Mark is used in marketing and communication. The spaced out logo provides an elegant expression of our brand.



V O L V O

1.2.1
Logos
Volvo Spread Word Mark
Clear space and size

To maintain clarity of the Volvo Spread Word Mark, it is essential to keep the minimum clear space around the logotype. Always use the maximum resolution possible to ensure precision.



V O L V O
8 px high (digital)
20 mm wide (print)

CLEAR SPACE

The minimum clear space for the Volvo Spread Word Mark is 3X its height. Please refer to the Layout section for details. Always keep the clear space free from other elements.

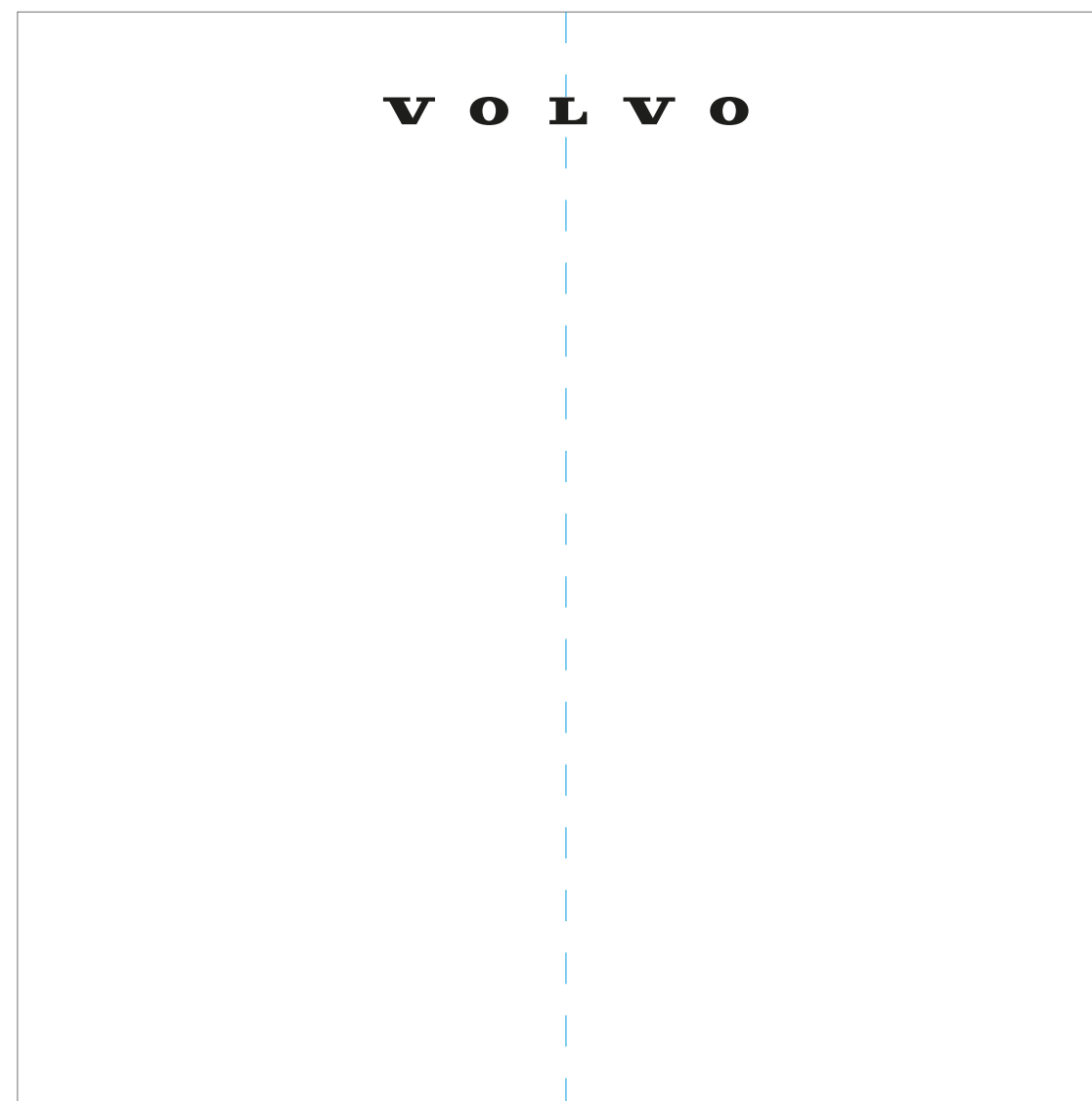
SIZE

A minimum size of 20 mm (width) has been established for the Volvo Spread Word Mark. The size is different for each format, in order to present the brand in a clear, relevant and consistent way.

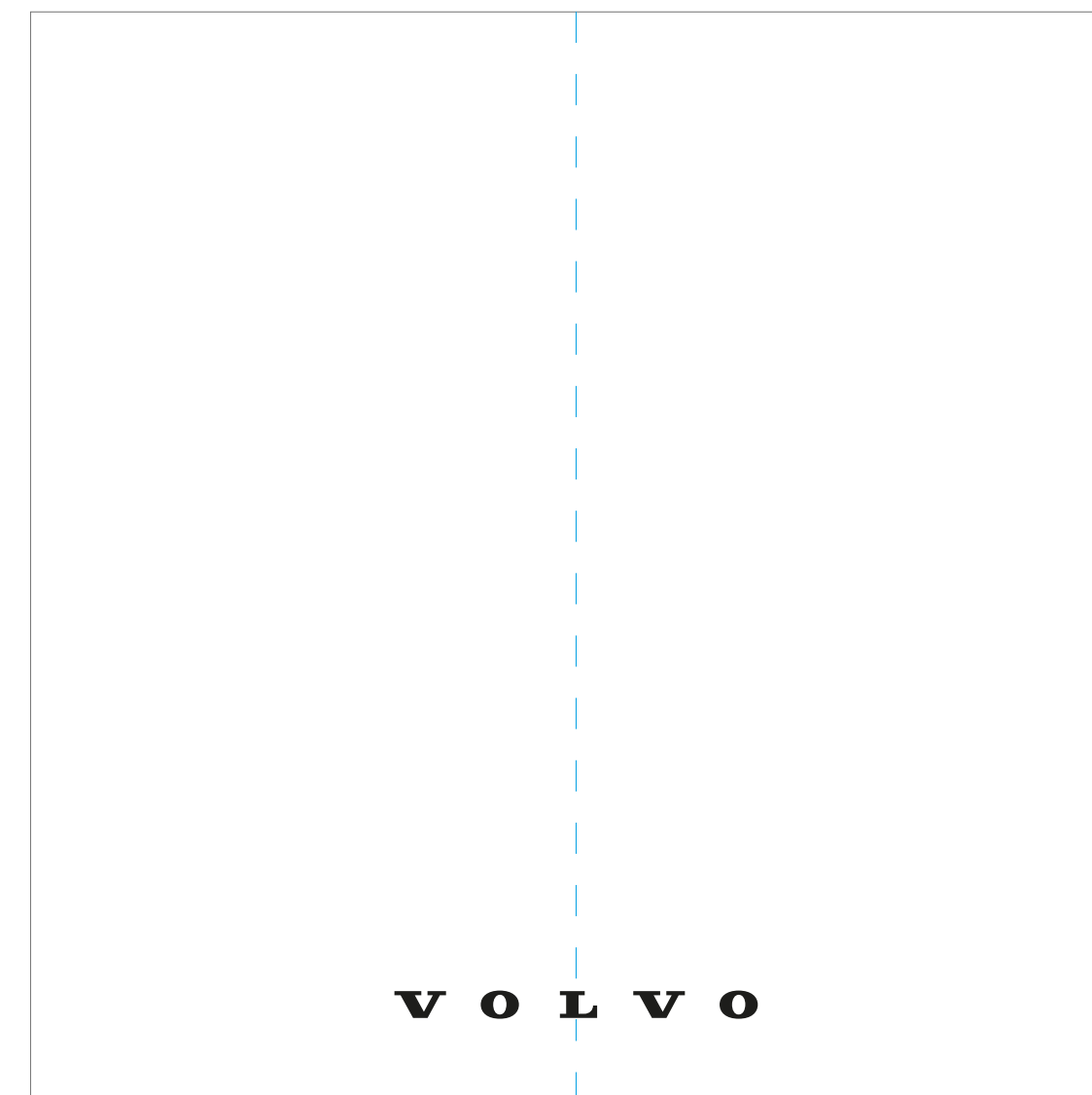
V O L V O

1.2.2
Logos
Volvo Spread Word Mark
Positioning

The default position of the Volvo Spread Word Mark is in the centre, either at the top or bottom of the prescribed area. Consider the context when selecting top or bottom positioning. Positioning alternatives are allowed when required or relevant.



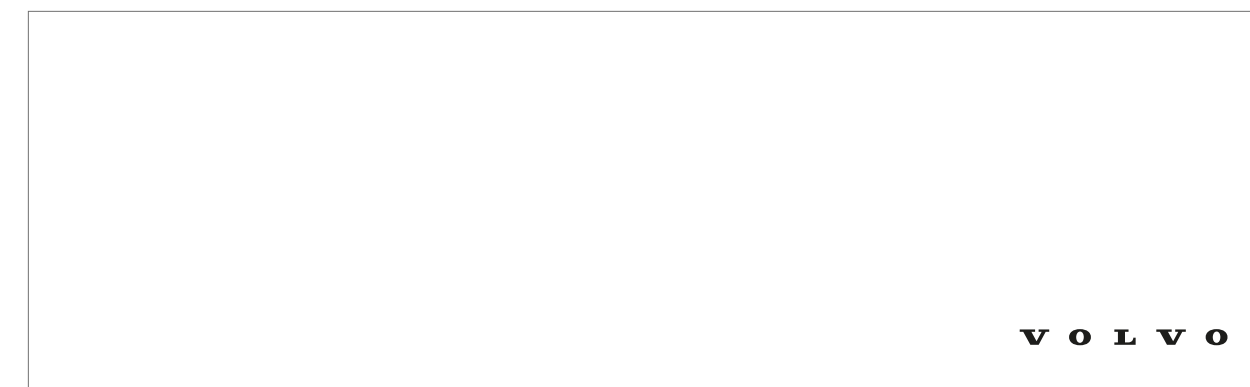
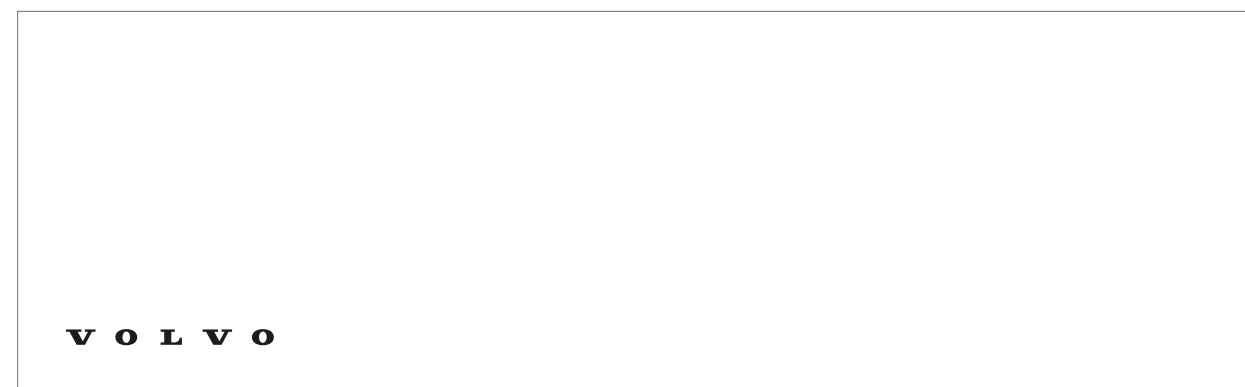
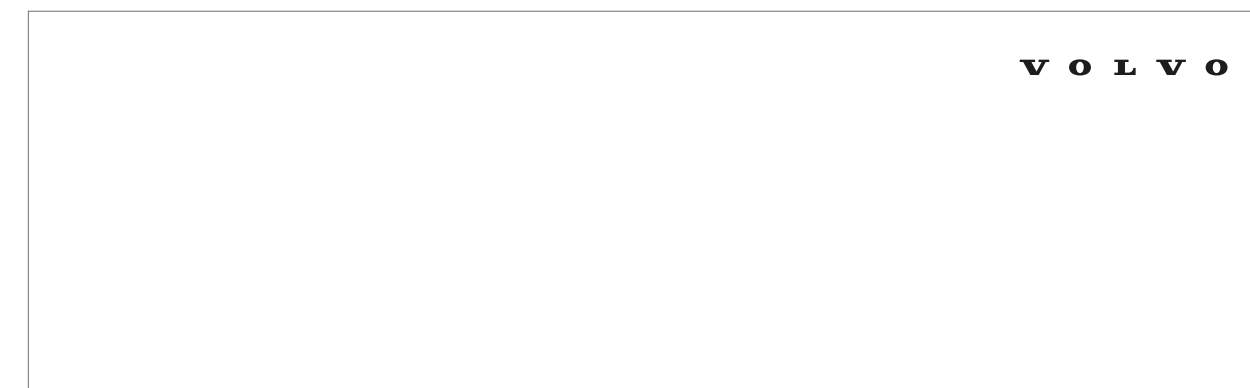
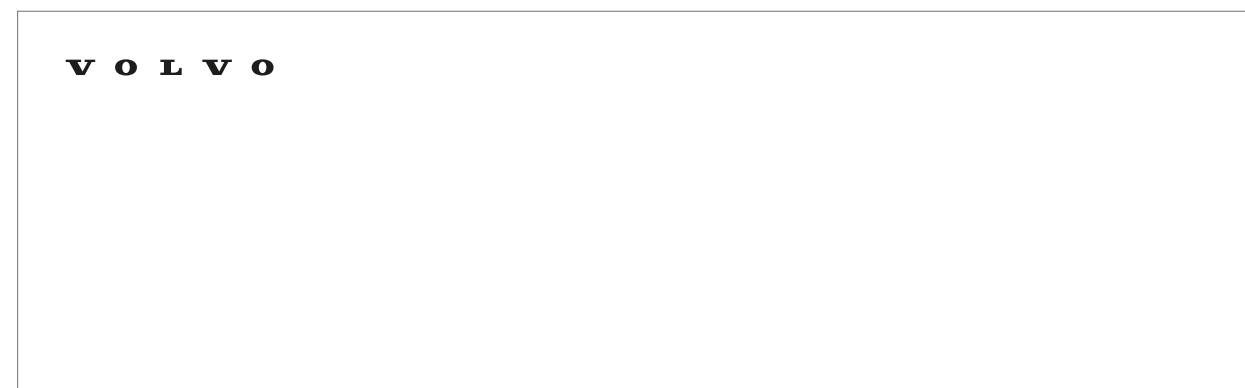
POSITION
The default position of the logotype is in the centre top or bottom. Always keep the clear space.



NOTE
These examples are square digital banners. Only use one logo per layout.

1.2.2
Logos
Volvo Spread Word Mark
Positioning alternatives

In certain formats the default logotype positioning is not possible. In these cases, exceptions are made to use the logotype in a corner or left position. When choosing a position, carefully consider the background elements and ensure the logotype clear space.



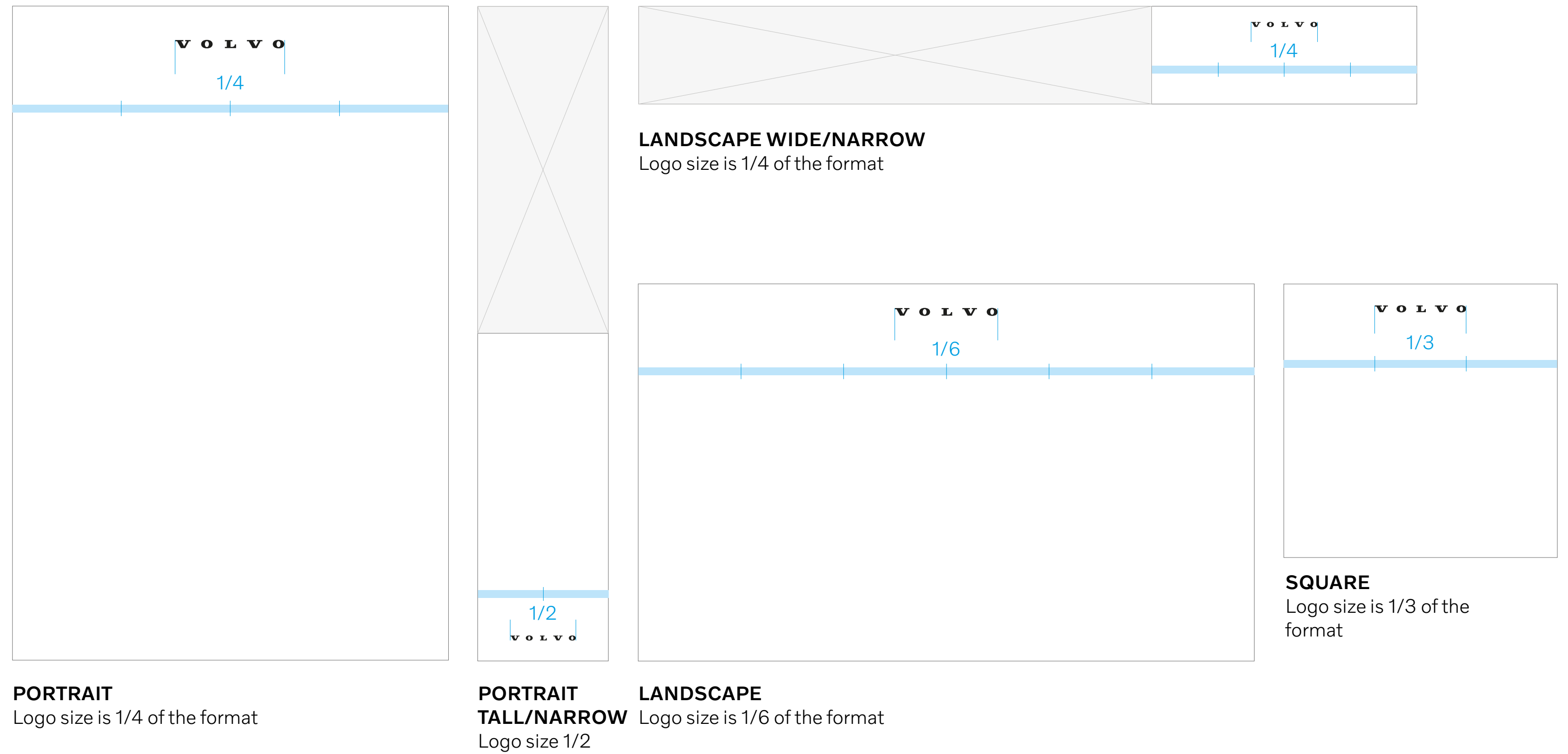
DIGITAL BANNERS



VOLVOCARS.COM

1.2.3
Logos
Volvo Spread Word Mark
Size - digital banners

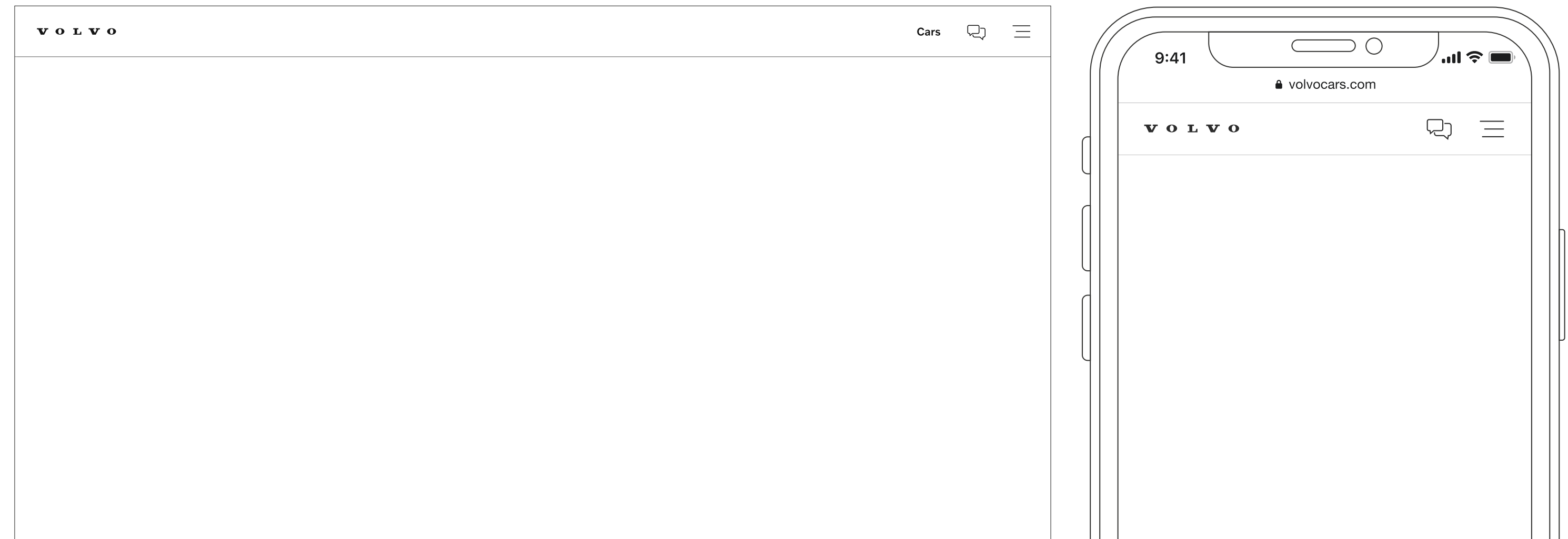
The size of the Volvo Spread Word Mark varies depending on format and is carefully defined for a clear and consistent brand experience.



V O L V O

1.2.3
Logos
Volvo Spread Word Mark
Size - Digital web

The logotype size for web experiences is defined with the header height, menu functionality and different devices in consideration.

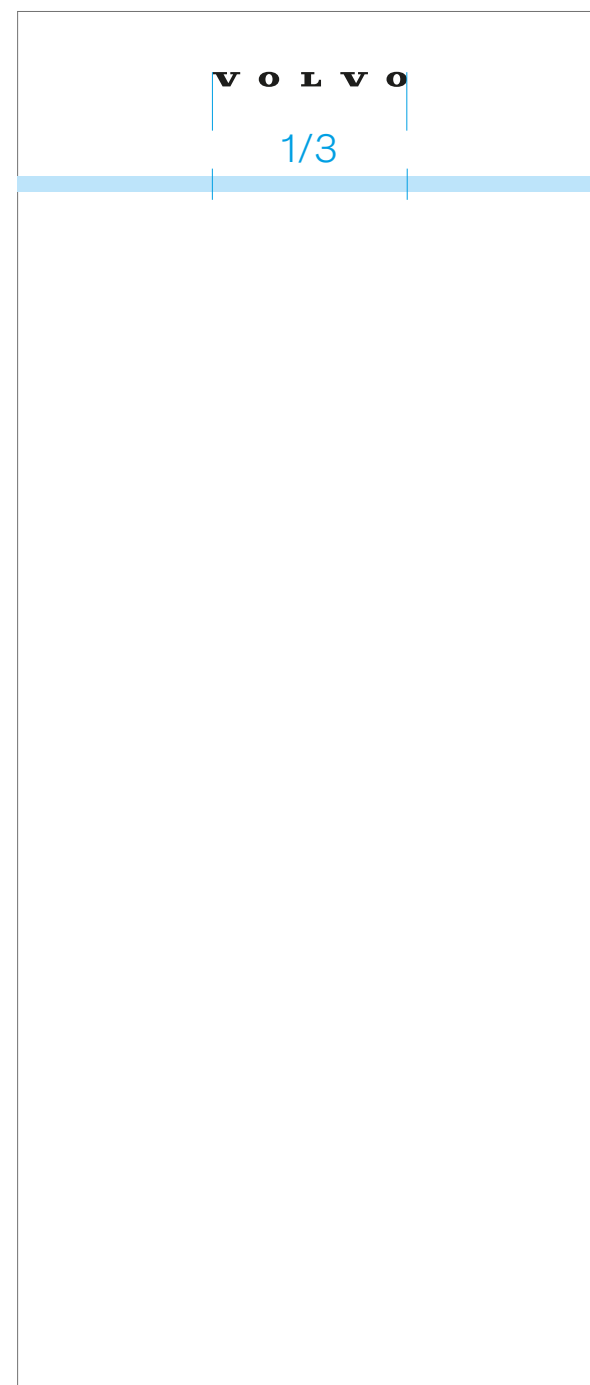


VOLVOCARS.COM

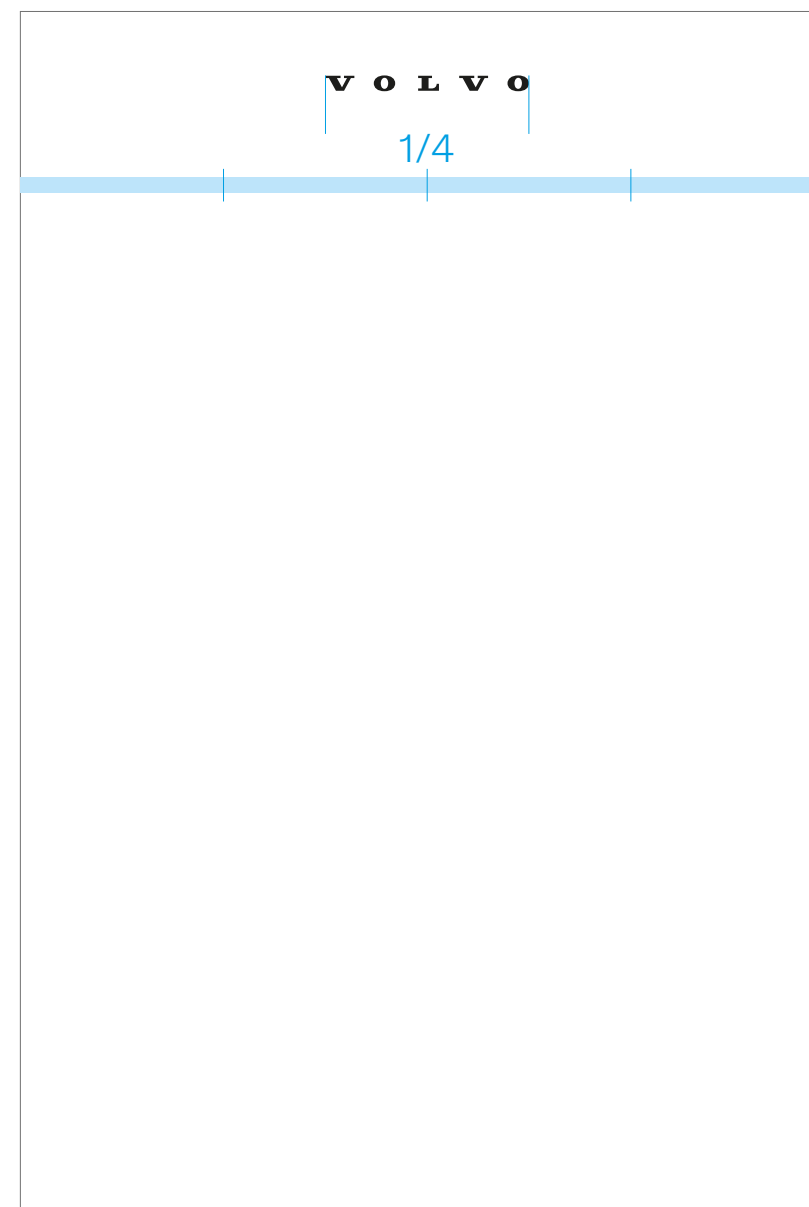
The size of the logo for volvocars.com is based on the header height, ensuring required clear space. For desktop and tablet the logo is 8 px high. The breakpoint is for mobile where the logo is 7 px high.

1.2.3
Logos
Volvo Spread Word Mark
Size - advertising
Size - print and OOH

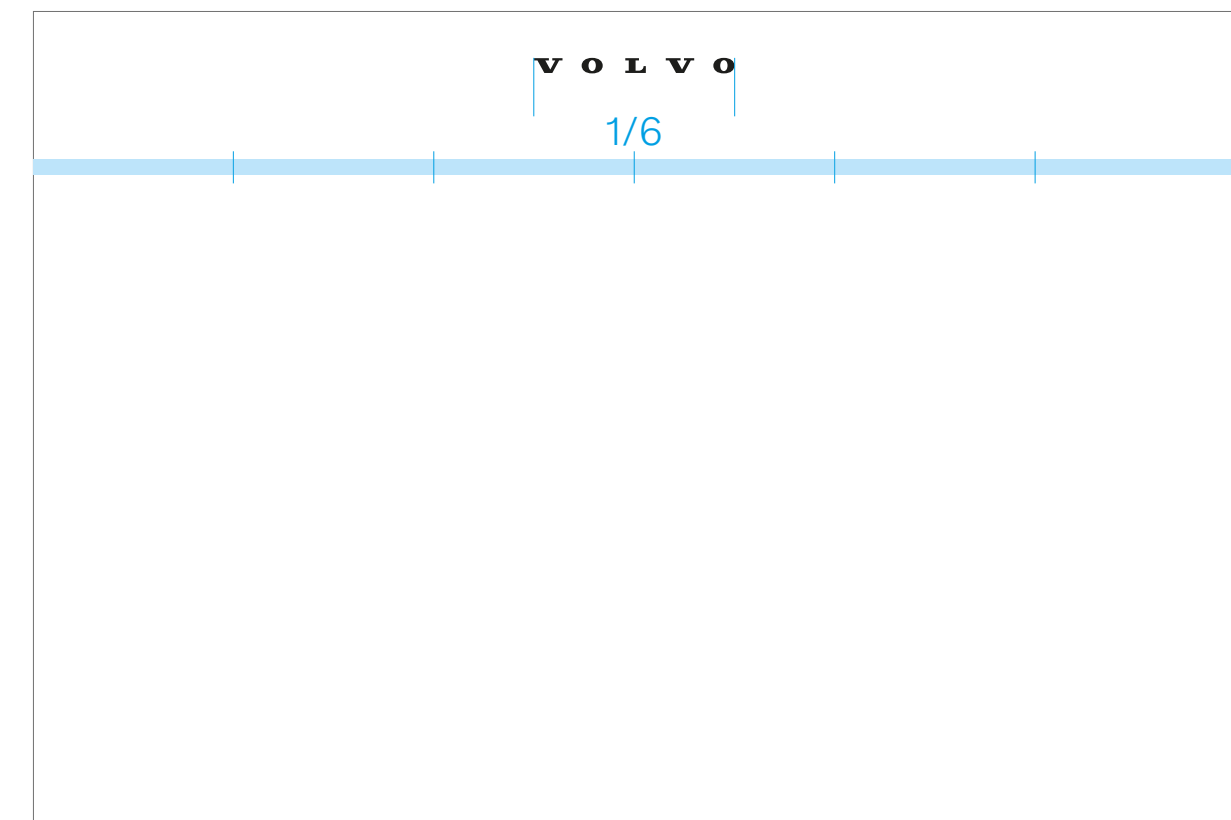
Logotype sizes for print material.



ROLL-UP
Logo size 1/3 of the format



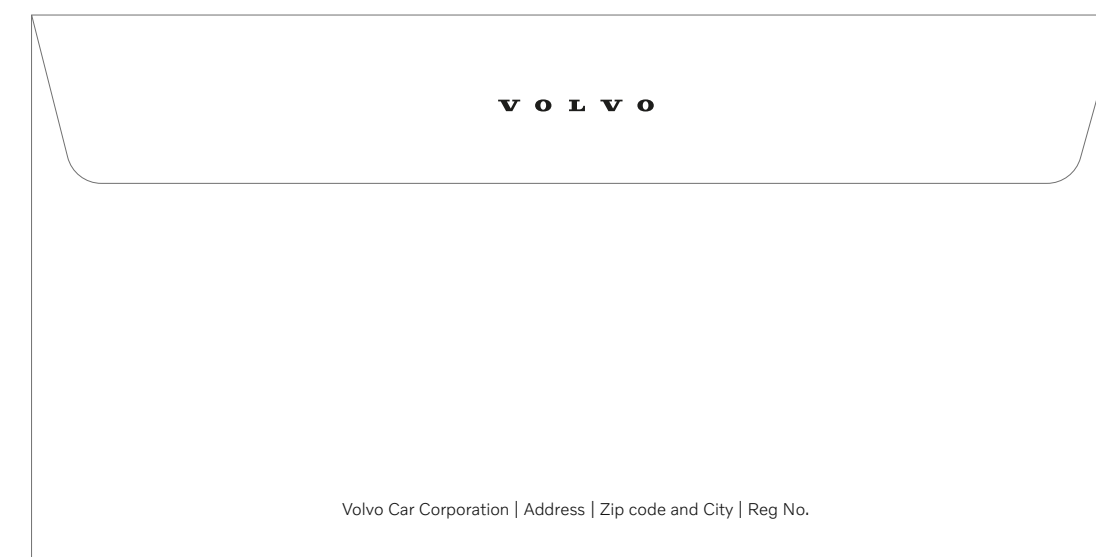
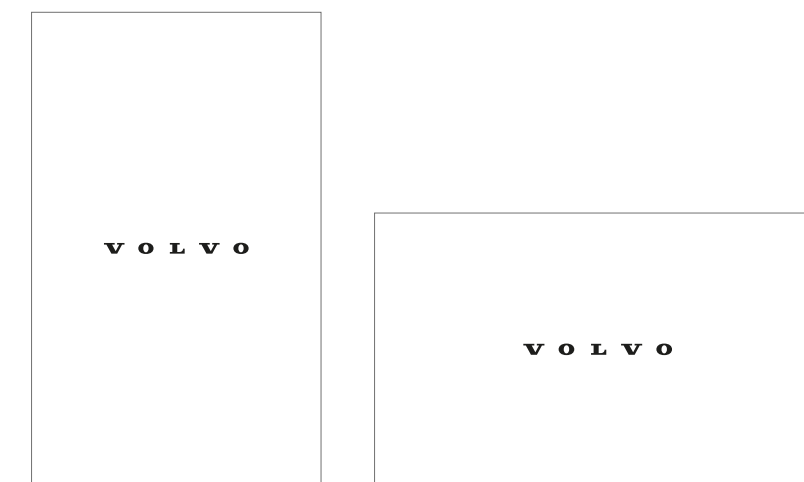
OOH PORTRAIT
Logo size 1/4 of the format



OOH LANDSCAPE
Logo size 1/6 of the format

1.2.3
Logos
Volvo Spread Word Mark
Size - business templates

The default position of the Volvo Spread Word Mark in business layouts is in the centre, either at the top or middle of the prescribed area. The logo size depends on the type of communication and has carefully been adjusted to fit these formats. Please also refer to the Layout section for details.

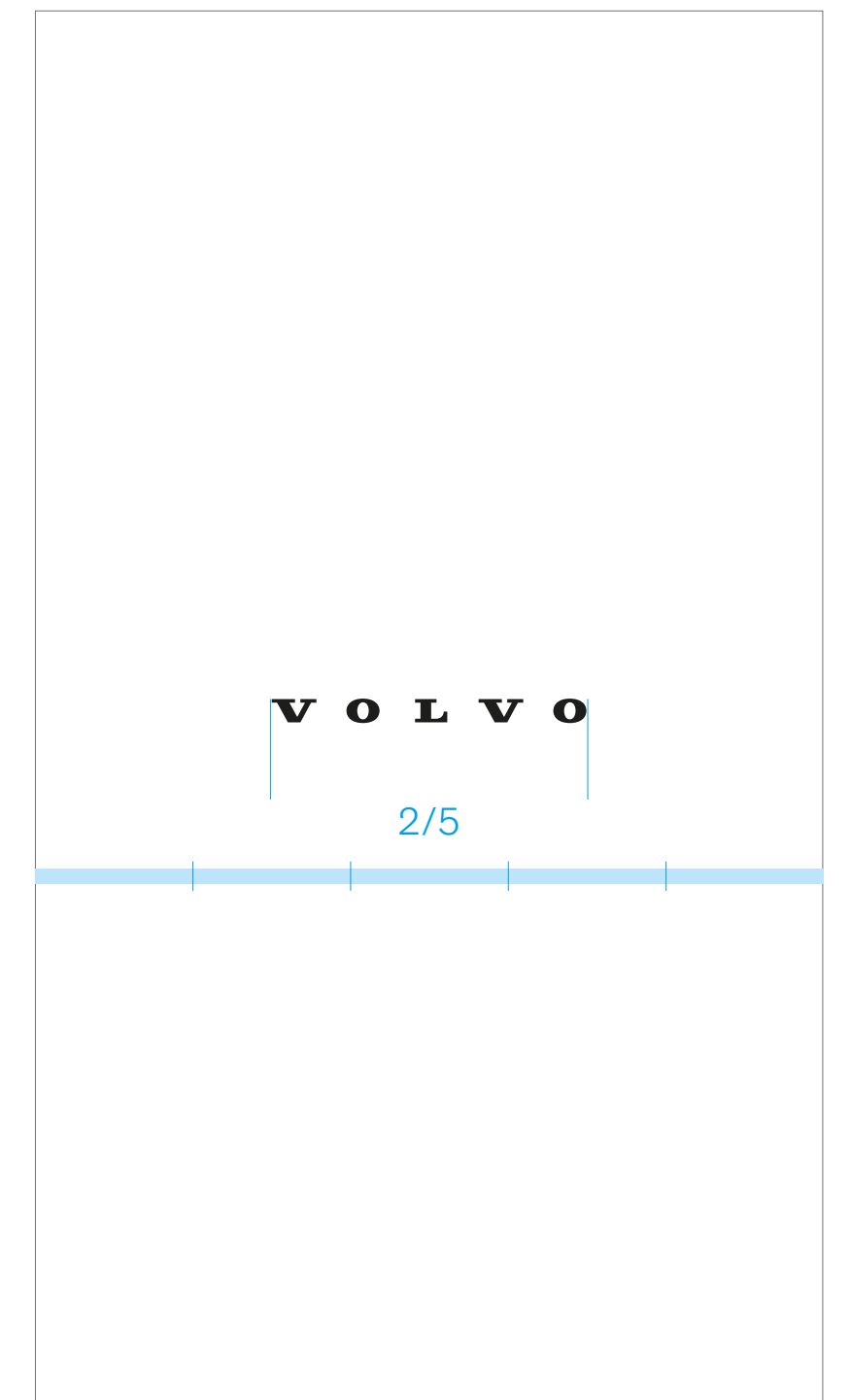
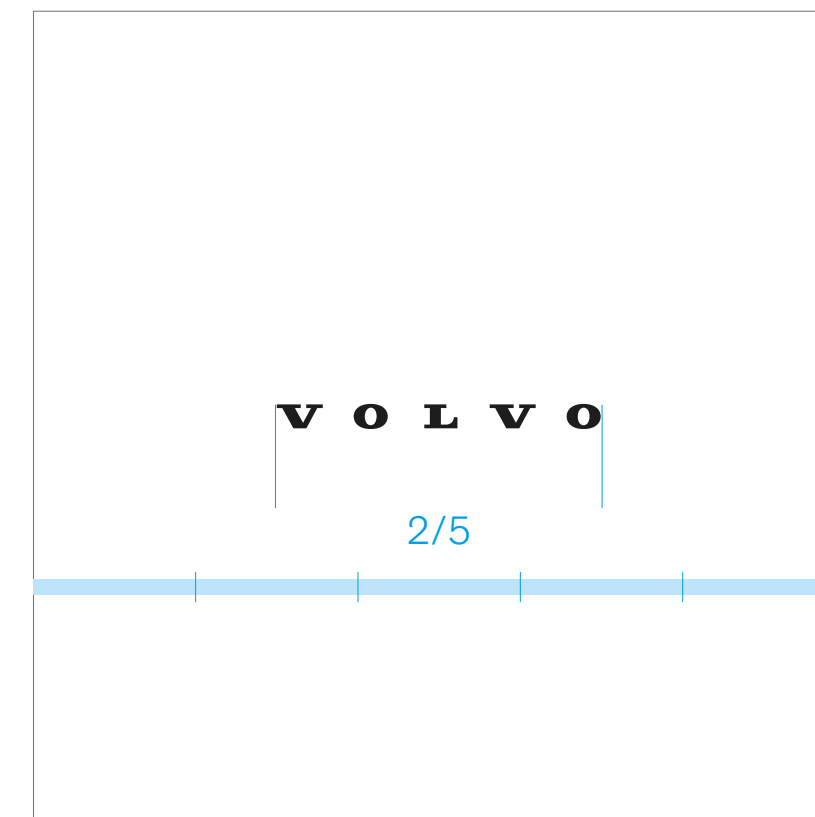
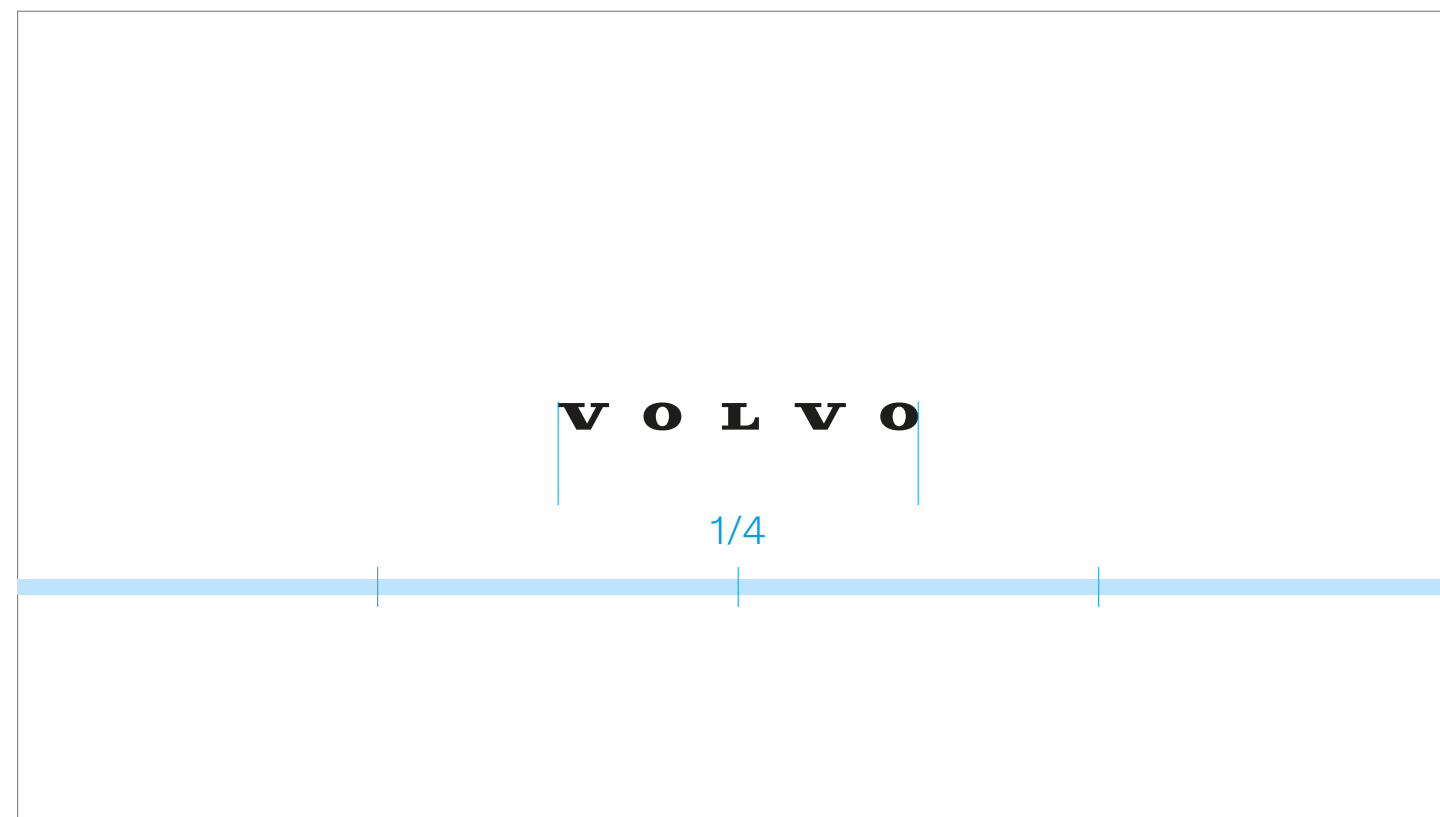


SIZE
The logotype size is 1/7 the width of the letterhead and envelope, 1/2 of the portrait business card and 1/3 of the landscape business card.

V O L V O

1.2.3
Logos
Volvo Spread Word Mark
Size - end of video

Logo end of video - when relevant – we use centred Volvo Spread Word Mark either black or white, depending on background. The logo does not include animation or effects. The logo size is as follows:

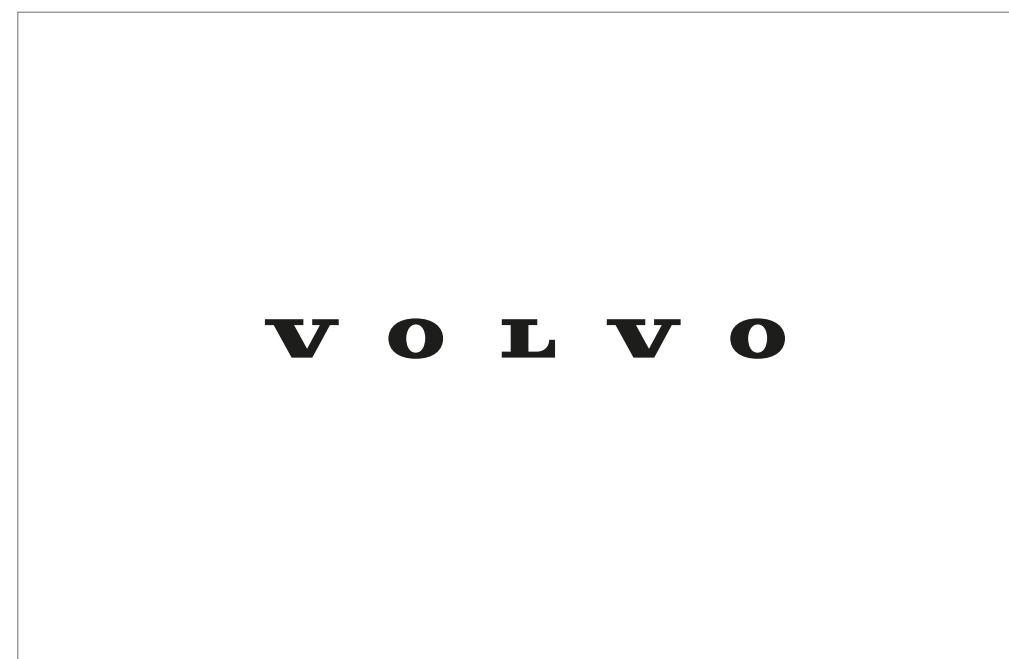


LOGO END OF VIDEO
Wide layout: logo width is one quarter 1/4 of frame width
Square layout: logo width is two fifth 2/5 of frame width
Tall layout: logo width is two fifth 2/5 of frame width

V O L V O

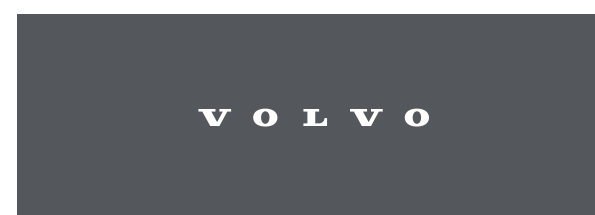
1.2.4
Logos
Volvo Spread Word Mark
Colours

Black is the default colour for the Volvo Spread Word Mark. The white version is to be used on darker backgrounds and images to provide contrast and clarity. Legibility is a priority.



COLOURS

The preferred background colours are white or dark grey (#141414).

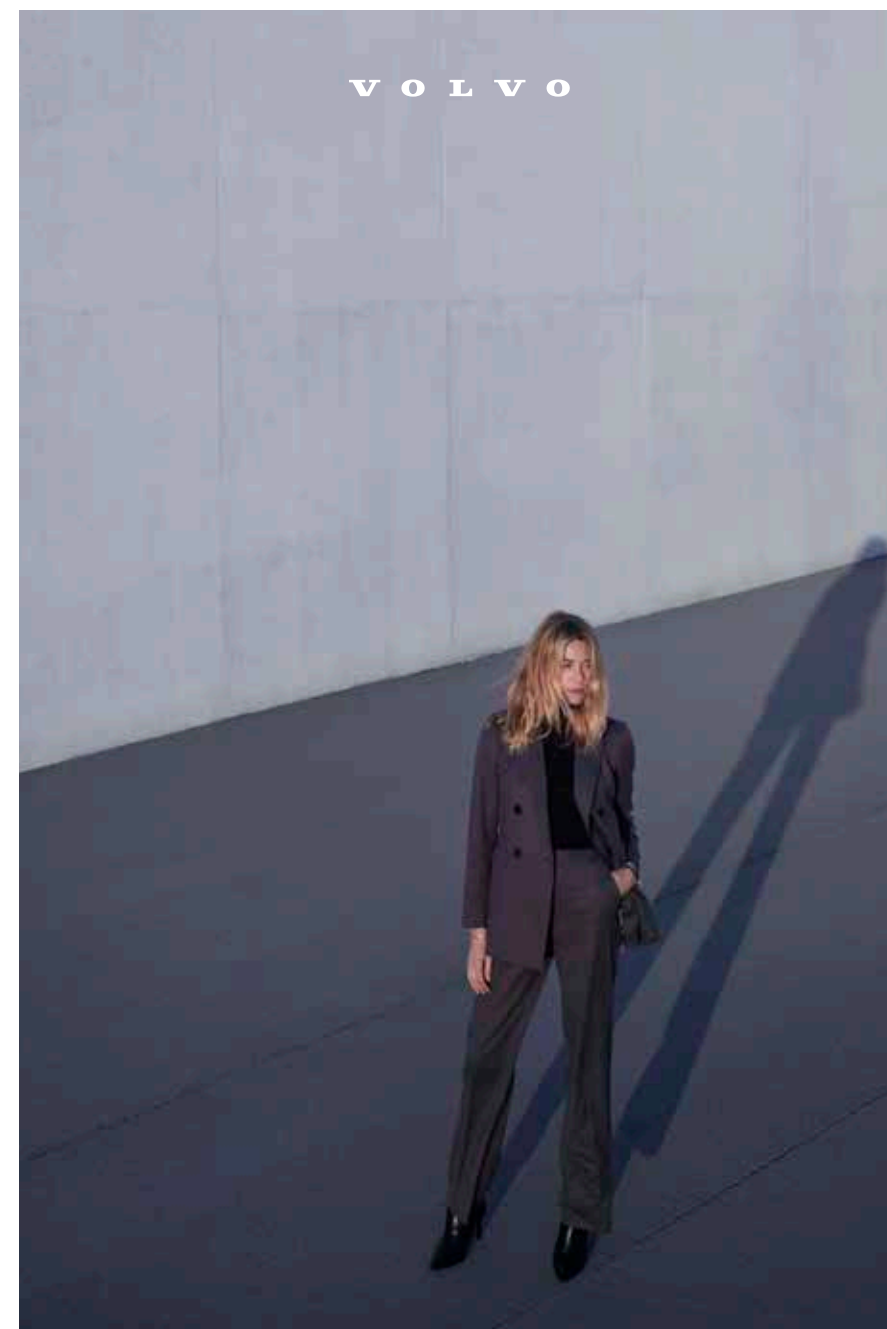


HOW TO SELECT LOGO COLOUR

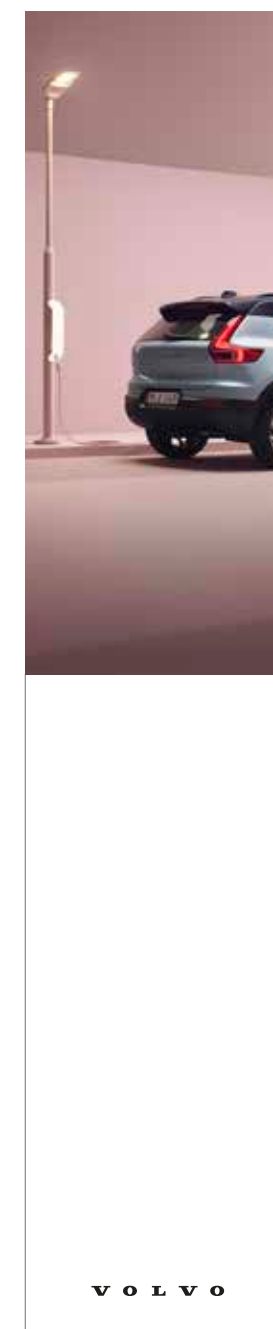
Selecting the black or white logotype is defined by the background colour and tonality

1.2.5
Logos
Volvo Spread Word Mark
Examples

As legibility and clarity are the priorities in layout design, the background and composition of images should be carefully considered when deciding the colour and position of the Volvo Spread Word Mark. Clean backgrounds with high contrast are preferred. Legibility is a priority.



PORTRAIT



PORTRAIT



LANDSCAPE NARROW



LANDSCAPE

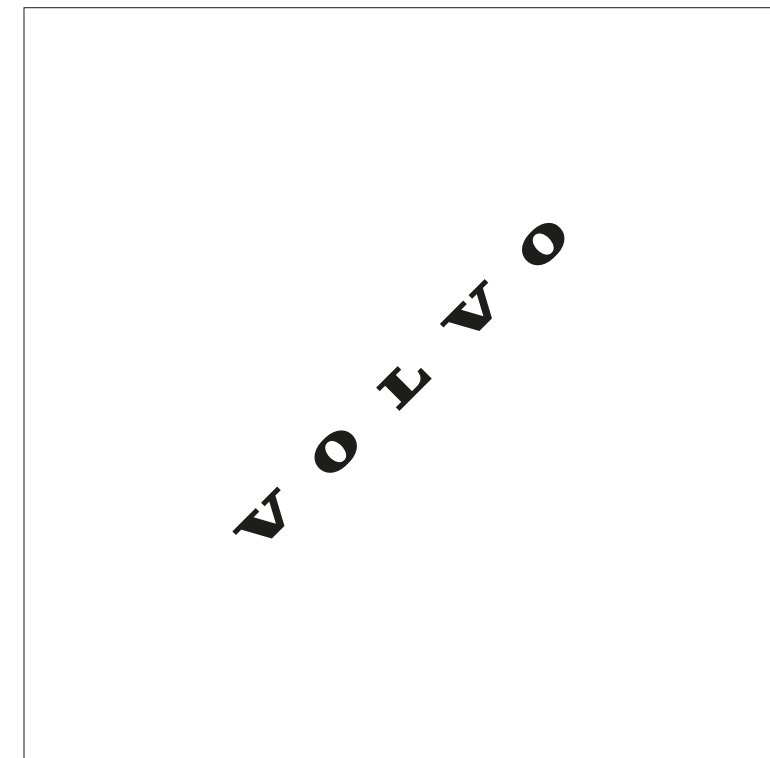


SQUARE

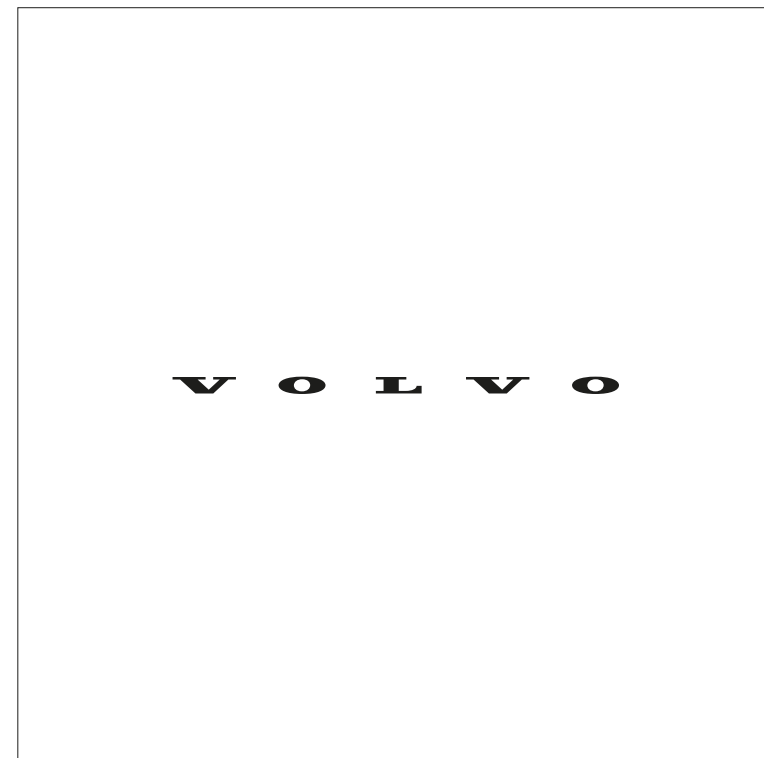
NOTE
These examples are digital banners.

1.2.6
Logos
Volvo Spread Word Mark
Incorrect usage

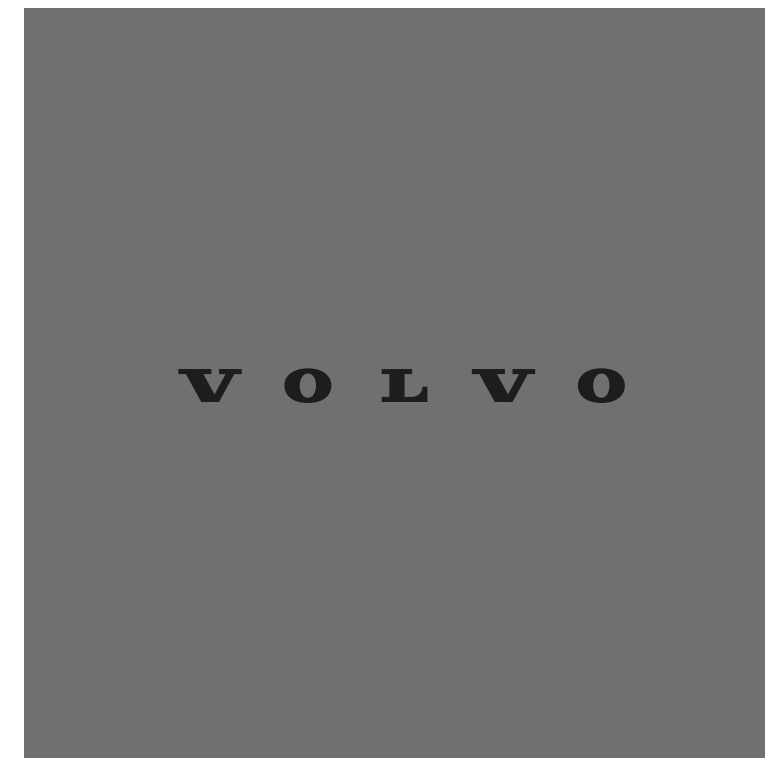
To preserve a consistent brand identity, it is vital the Volvo Spread Word Mark is used in a correct way in terms of size, positioning and orientation. This is also required from a legal perspective.



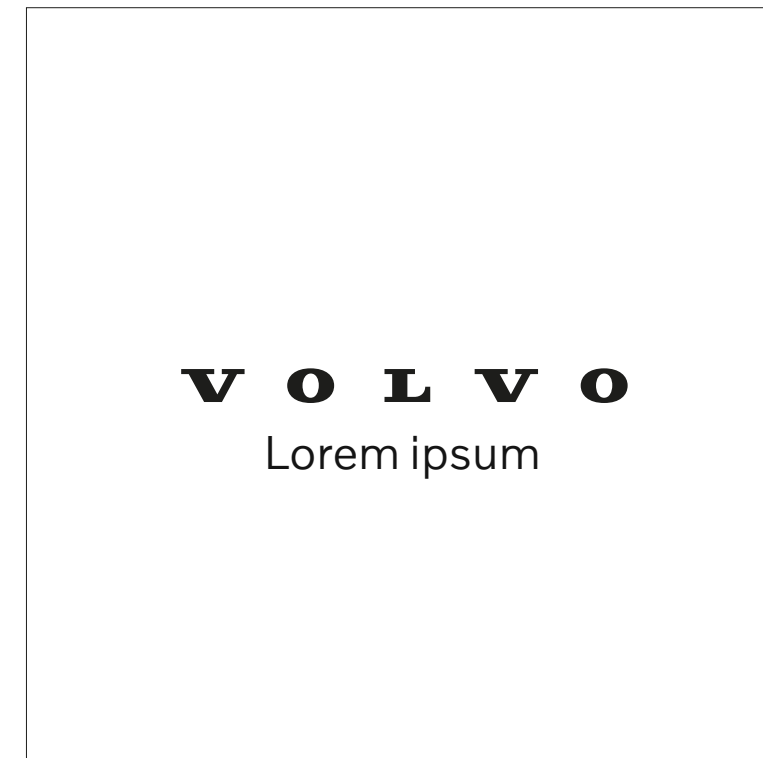
DO NOT
Do not rotate the logo in any direction.



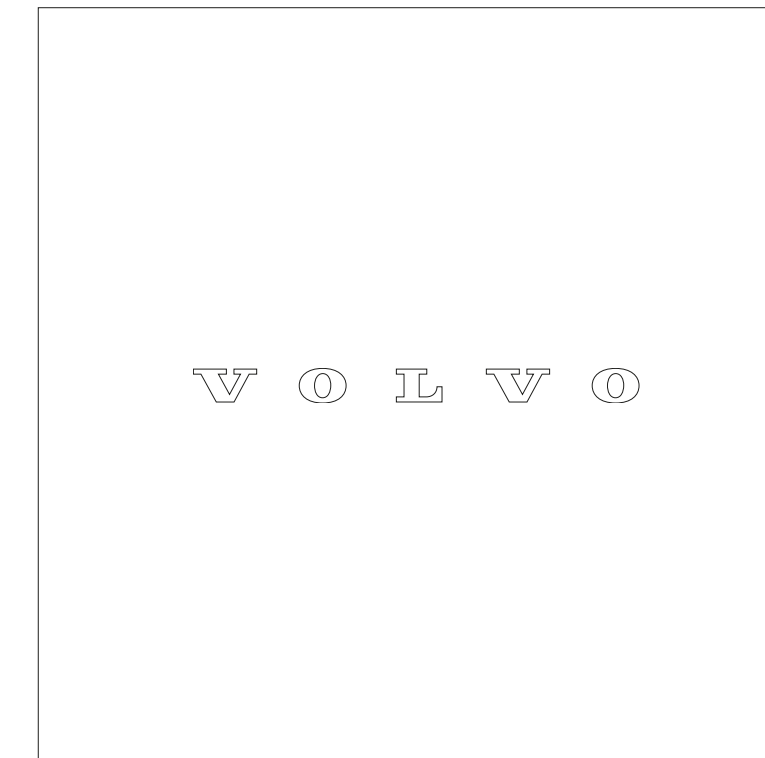
DO NOT
Do not distort the logo in any way.



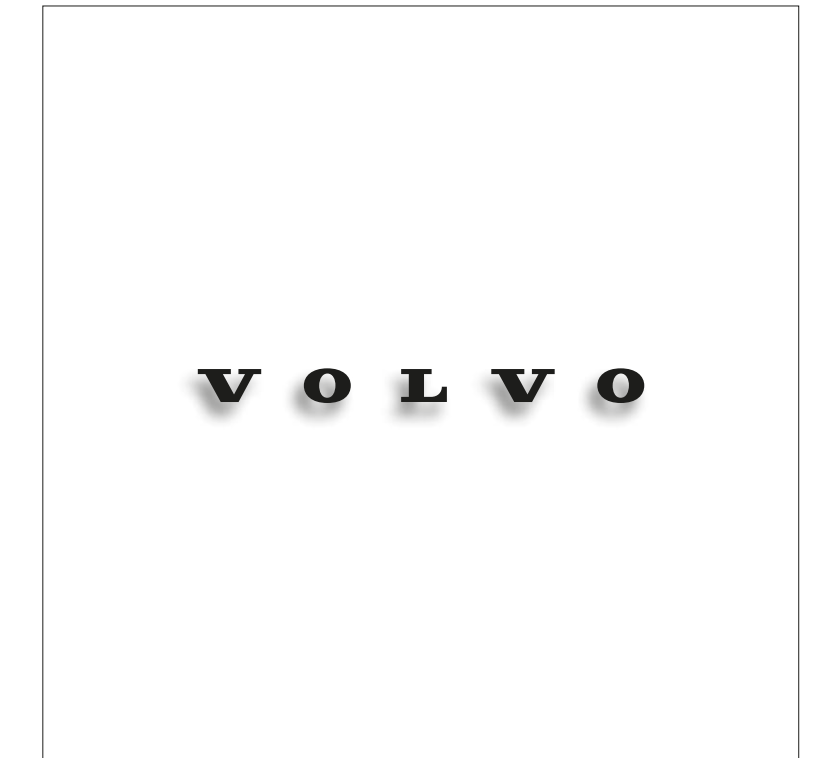
DO NOT
Do not present the logo with poor contrast.



DO NOT
Do not add tag lines (respect the surrounding clear space).



DO NOT
Do not outline the letterforms.



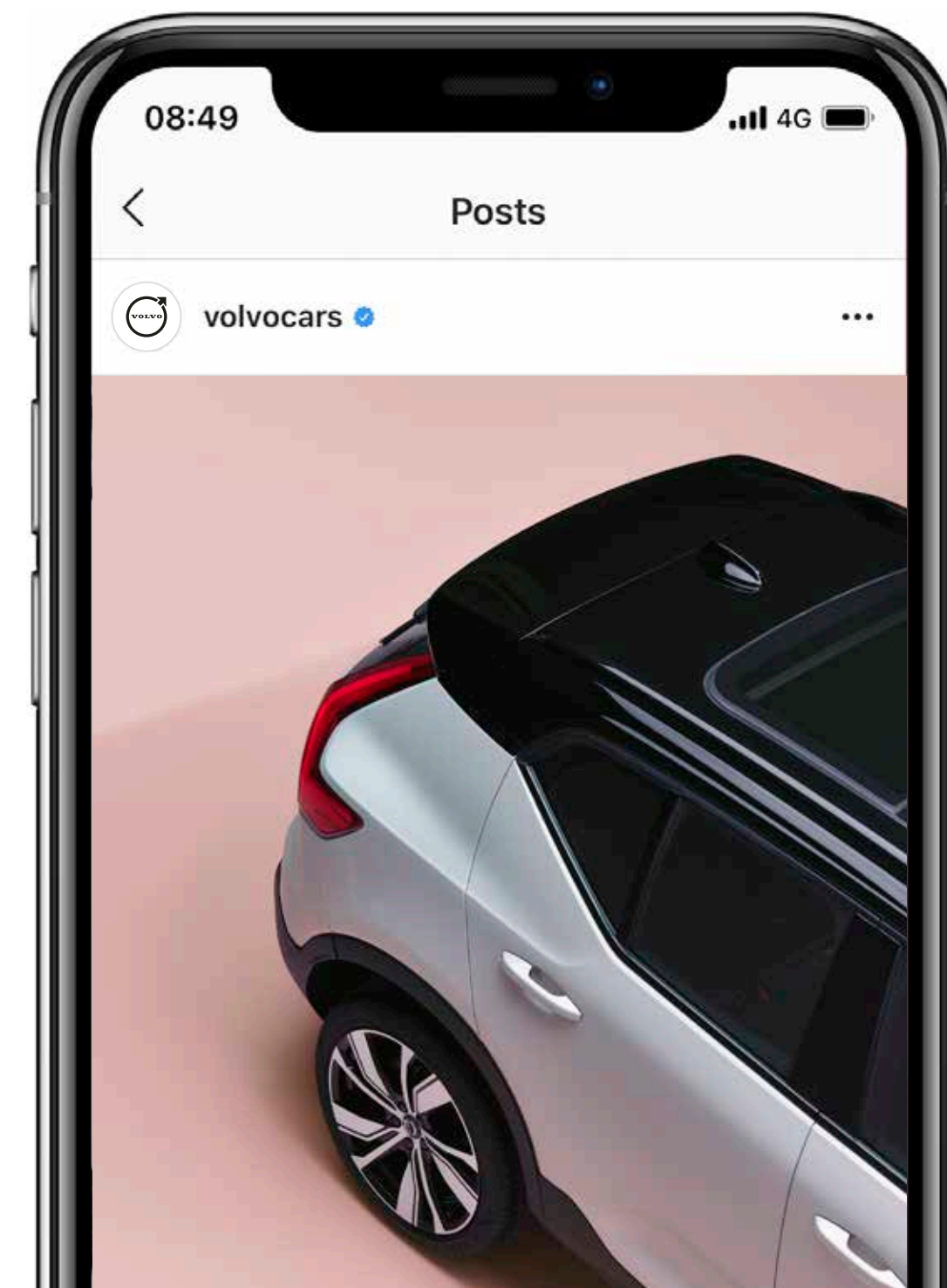
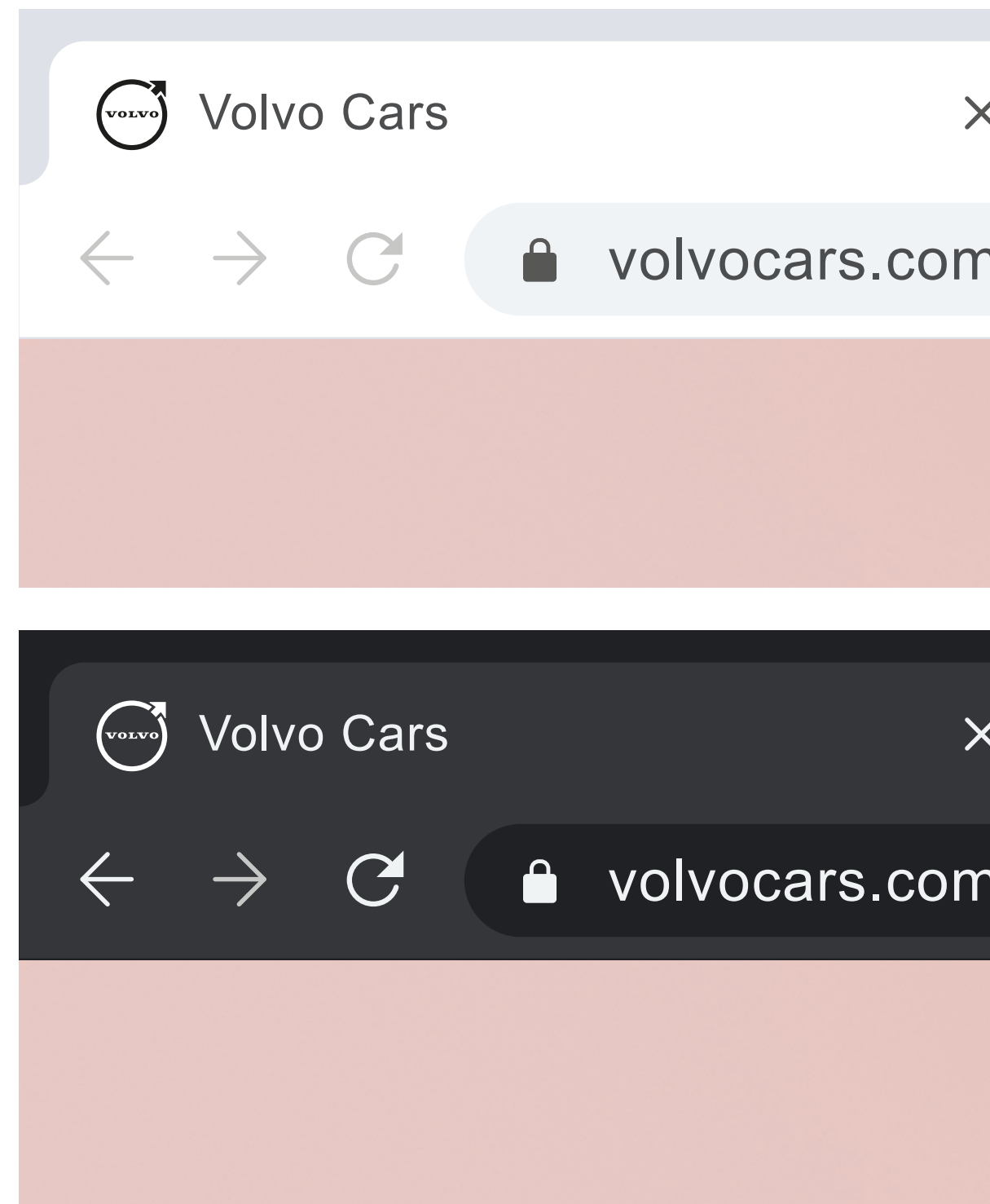
DO NOT
Do not use shadows, filters, or other effects.

1.3
Logos

Volvo Iron Mark

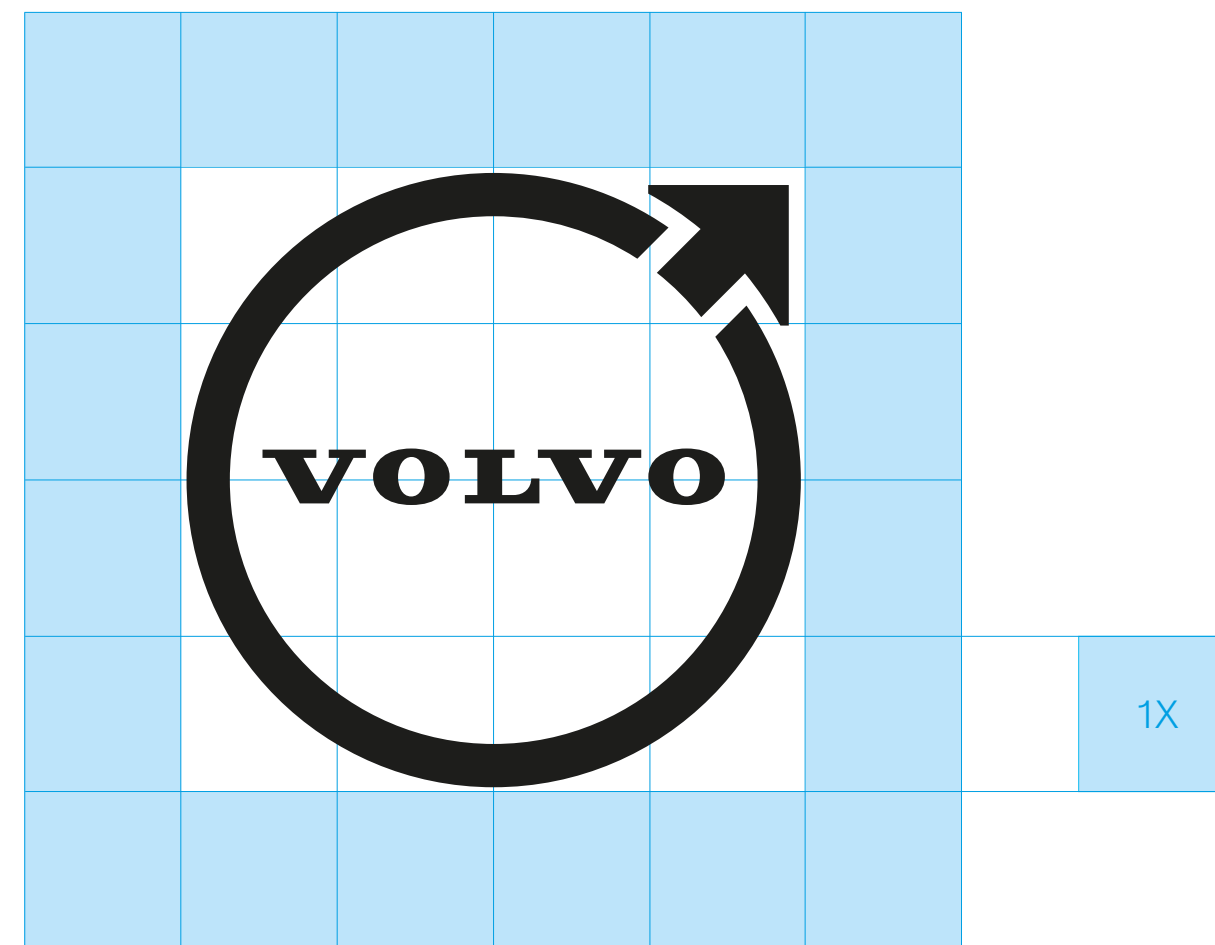
The Volvo Iron Mark is our logo used as an emblem on the front of our cars and represents our brand in digital channels. Derived from the symbol for iron, it expresses the strength and quality of Swedish steel.

The Volvo Iron Mark is for use on small square spaces, as a mobile app icon and a favicon or bookmark icon due to its proportions, particularly when accompanied by descriptive text e.g. Volvo Cars.



1.3.1
Volvo Iron Mark
Clear space and size

To maintain the clarity of the Volvo Iron Mark it is essential to keep a minimum clear space around the logo. Always use the maximum resolution possible to ensure precision.



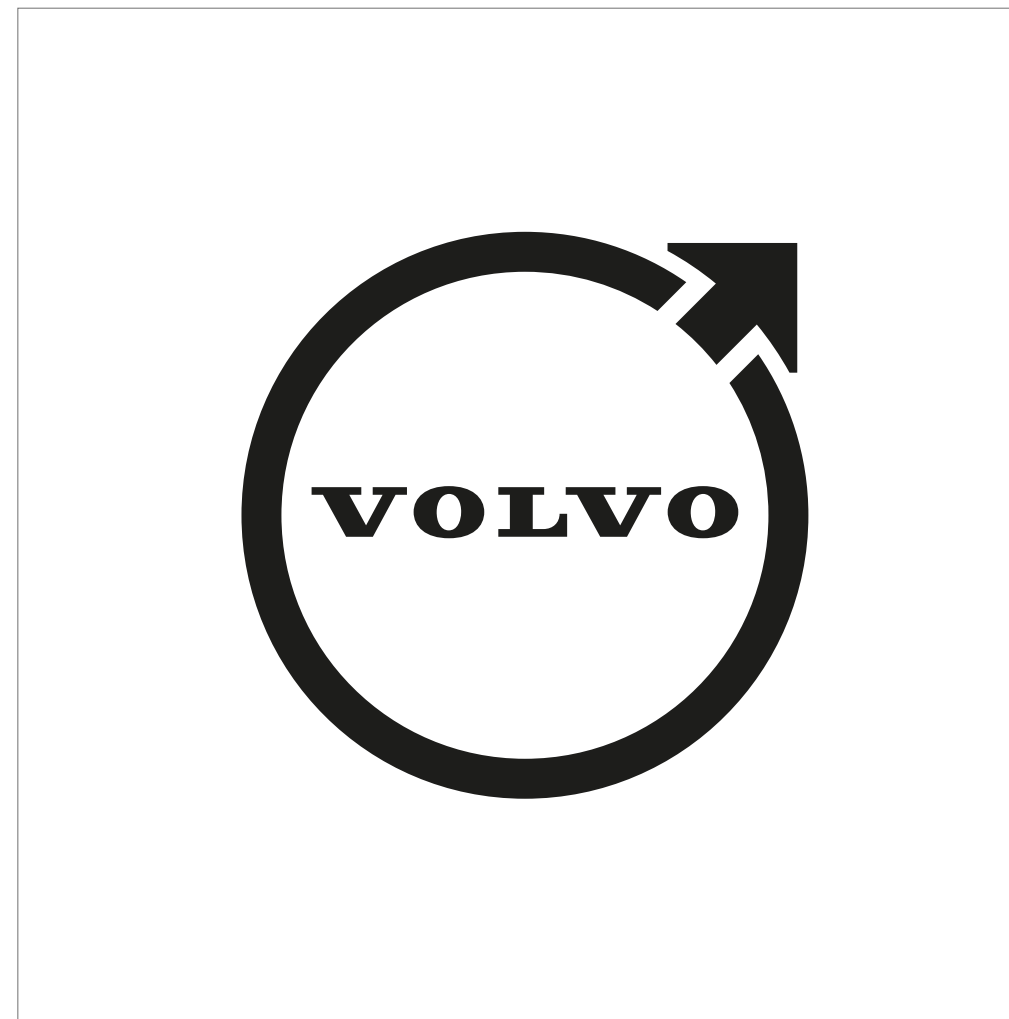
CLEAR SPACE
The minimum clear space for the Volvo Iron Mark is equal to a quarter of the width, 1X. Keep the clear space free from cluttering elements.



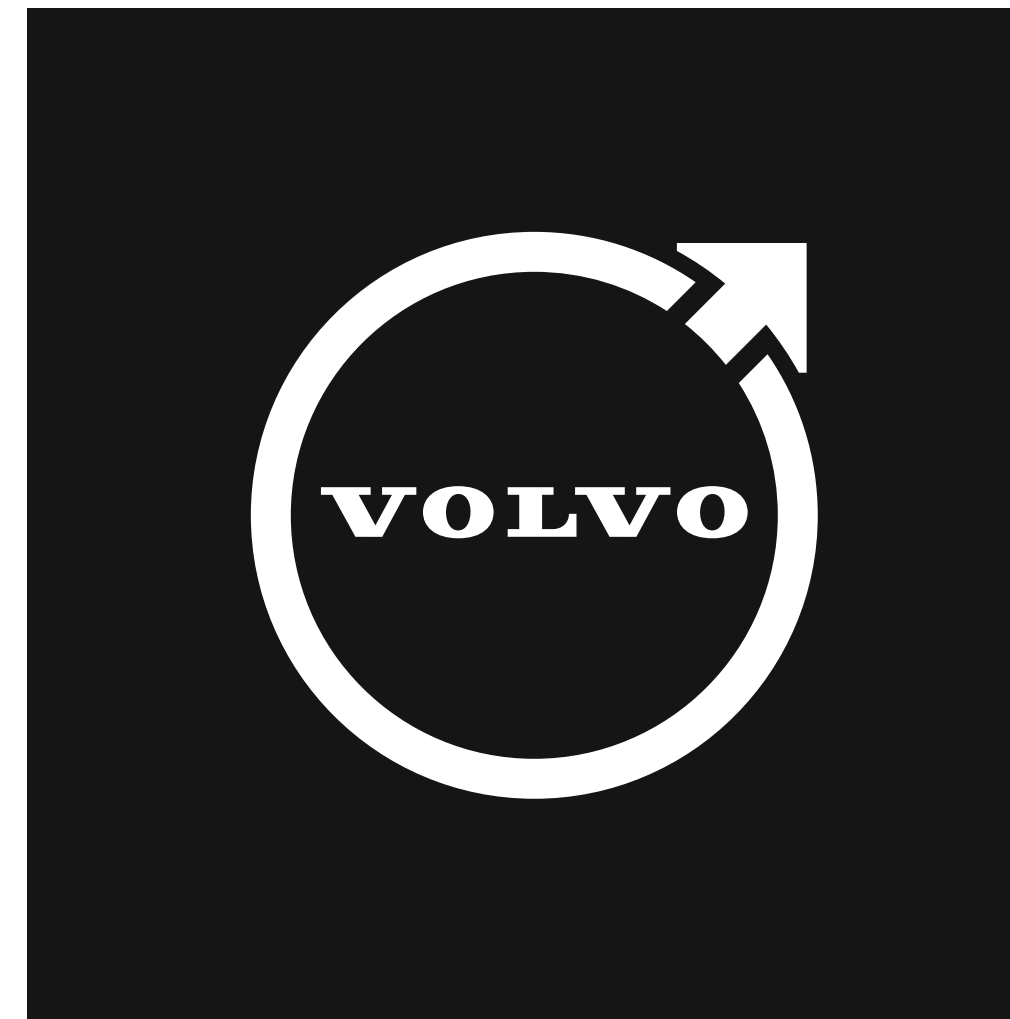
SIZE
The minimum size should not be smaller than 12 mm. For digital channels, the minimum size is 16 x 16 pixels (favicon). These rules are the absolute minimum sizes and where possible the Volvo Iron Mark should be reproduced at a larger size.

1.3.2
Volvo Iron Mark
Colours

Black is the default colour for the Volvo Iron Mark, on a white background.
The white version is to be used on a dark grey (#141414) background to provide contrast and clarity. Legibility is a priority.



The black Volvo Iron Mark on white background.

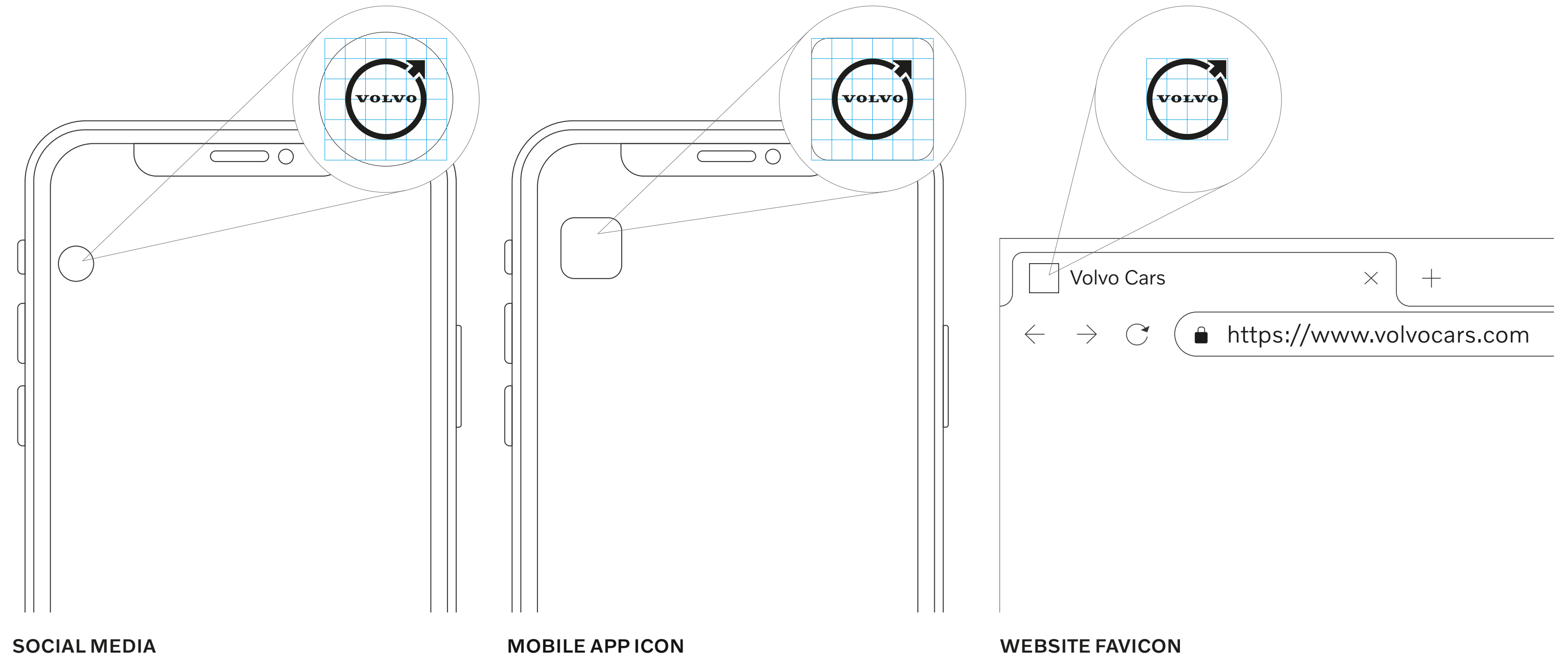


The white Volvo Iron Mark on dark grey (#141414) background.

1.3.3
Volvo Iron Mark
Positioning and size

The Volvo Iron Mark is always positioned in the centre of any prescribed area used in social media, mobile app icon and as favicon on our website. Keep the minimum clear space around the logo. The logo for the website

favicon is an exception to the clearspace principles and is sized to best fit the shape. Always make sure that the quality of the logo is clear to read.



WEBSITE FAVICON
To optimize legibility for this small space, the default is to use a logo without the clear space.

1.3.4
Volvo Iron Mark
Incorrect usage

To preserve a consistent brand identity, it is vital the Volvo Iron Mark is used in the correct way in terms of size, positioning and orientation. This is also required from a legal perspective.



DO NOT
rotate the logo in any way

DO NOT
distort the logo in any way

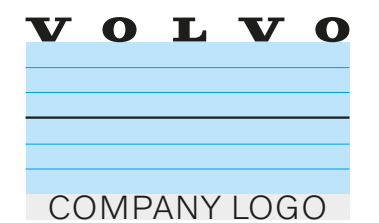
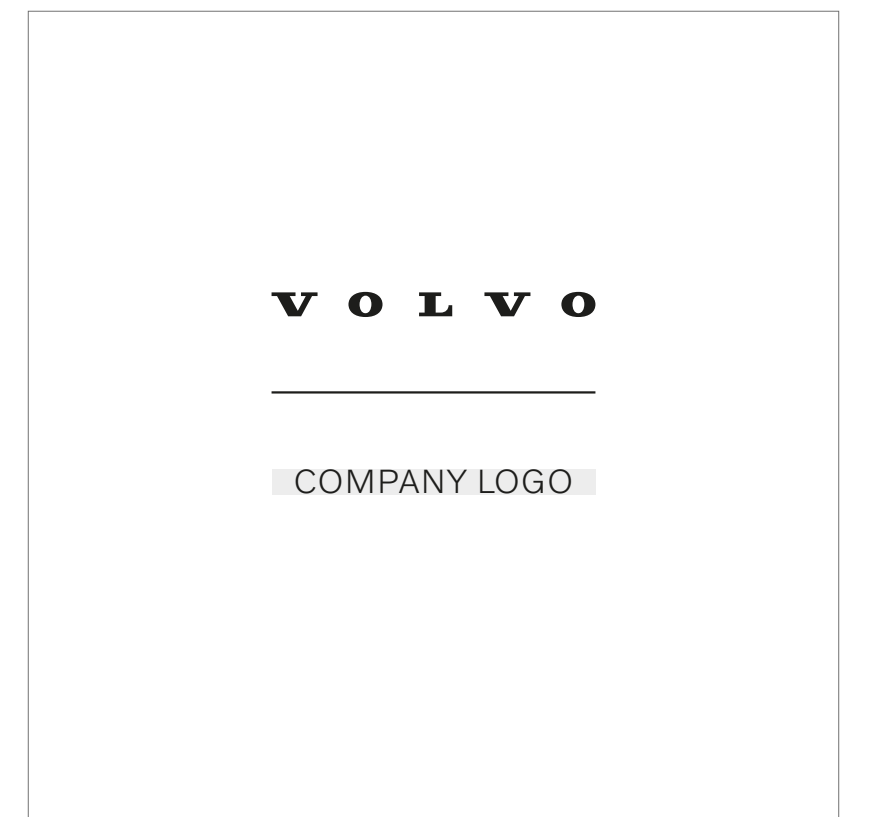
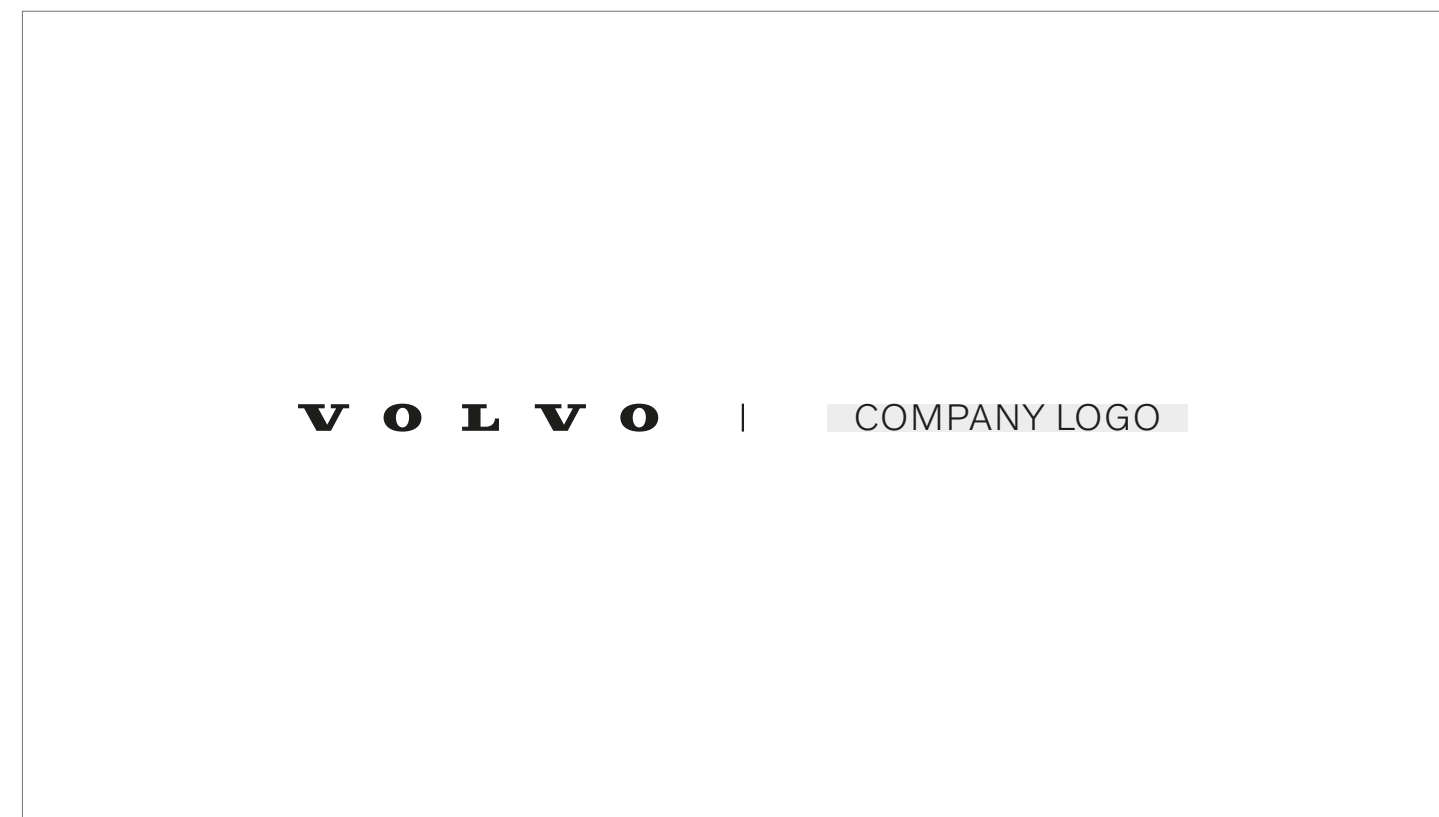
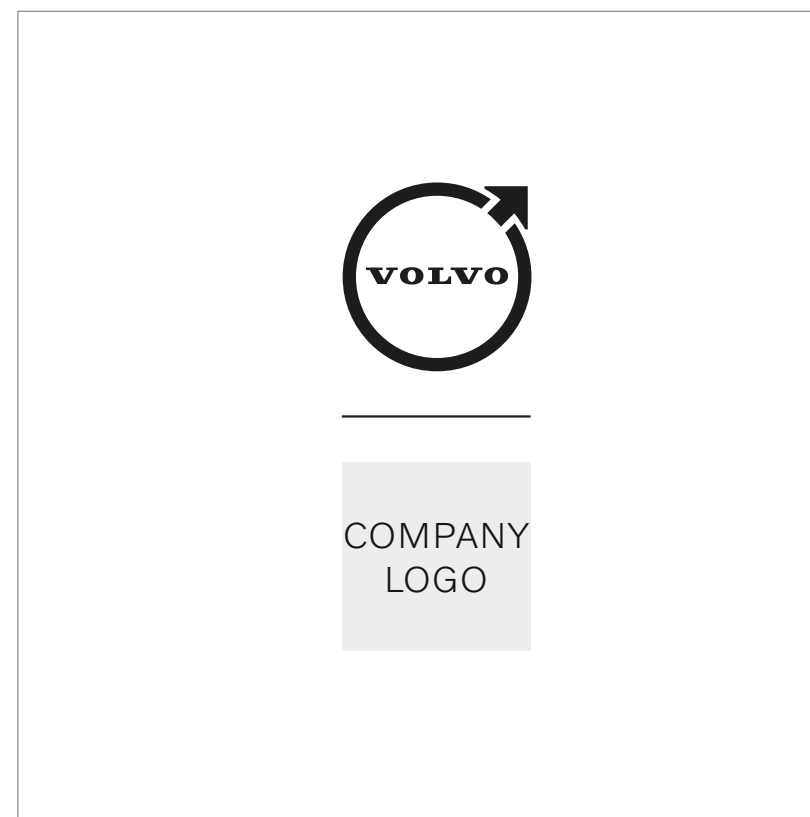
DO NOT
use the wrong size for its context

DO NOT
place an image behind the Volvo Iron Mark

1.4
Logos
Co-branding

For co-branding we either use Volvo Iron Mark + other company square shaped logo OR Volvo Spread Word Mark + other company horizontal shaped (i.e. a word mark) logo. Always ensure the logo size, positioning and clear space rules. The separating line between the logos is created either by

the logo height or width. Any co-branding requires approval from the brand and legal team. These principles are not valid for internal branding e.g. department name.



1.5
Logos
Trademarks and naming

New names to be used globally or in a specific market, must pass a clearance search for third party trademarks prior to any use. All trademarks must be registered in the name of Volvo Car Corporation. Volvo Cars' subsidiaries may not register any trademarks in their own name. Trademarks may not be translated in any market. Nomenclature supports

our company to define and govern naming of products, product features, services and attributes. Read more in the Trademark Rules section. Please submit requests for new names to the Intellectual Property department or Nomenclature group.



TRADEMARK
Recharge is an example of a Volvo Cars' trademark.



NAMING
The main nomenclature principle is to use words that are descriptive, positive, consistent and easy to translate.

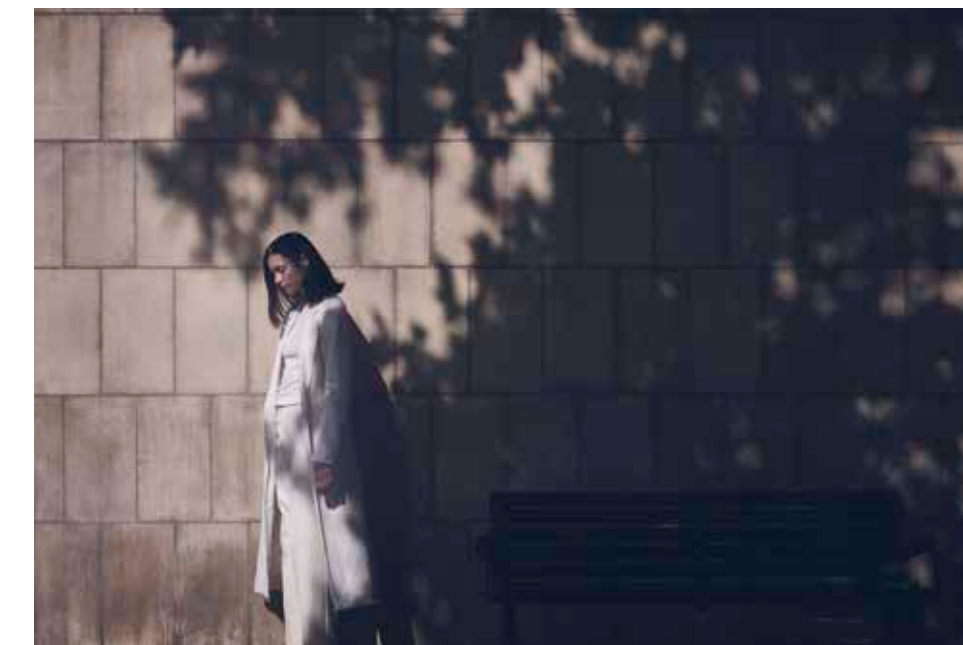
2.

Colours

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2.1
Colour
Overview

Colour is an important factor for the Volvo Cars visual brand identity. Used correctly it creates a consistent brand expression, a distinct identity, and helps convey our refined, understated Scandinavian luxury aesthetic.



2.2
Colour
Colour palette

Our colour palette consists of timeless, versatile blue and grey colours as well as additional accent colours. Blues and greys are used in most contexts, while accent colours should be used sparingly. Exceptions apply

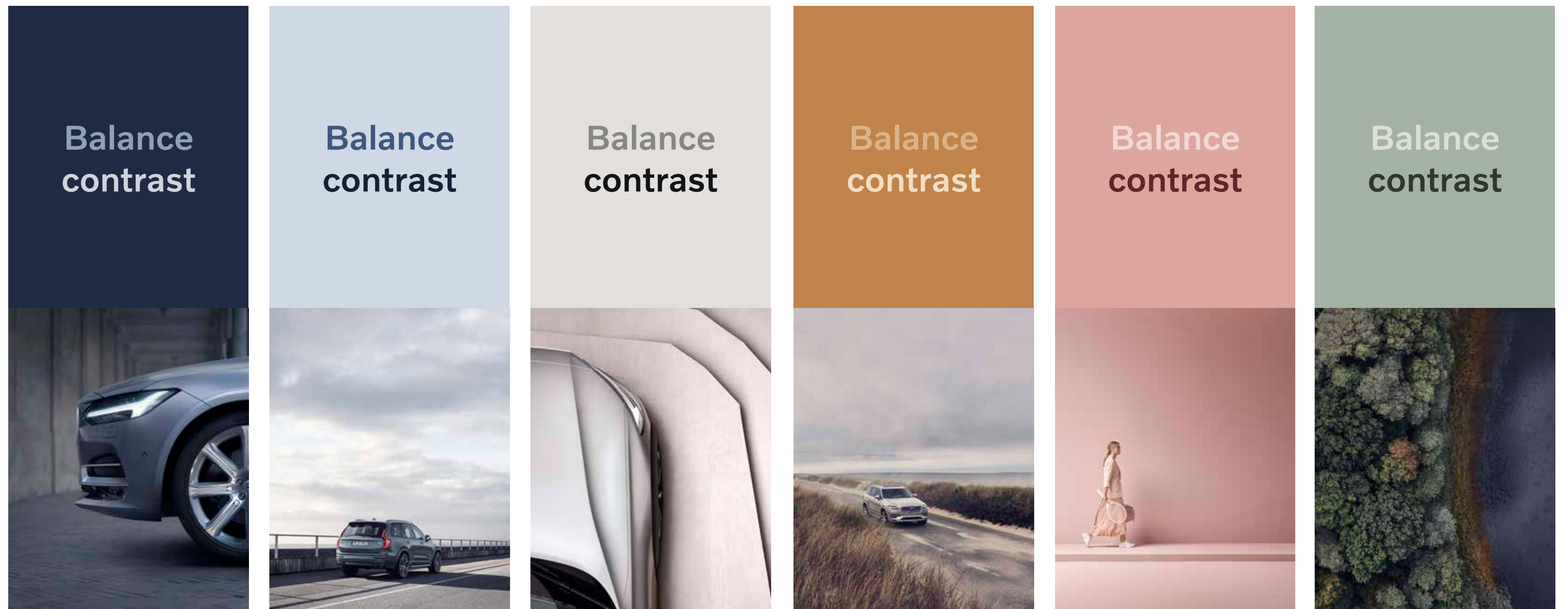
and will be directed by the central creative strategy for specific activities or campaigns. For UX and digital please contact the brand team for further support.

 PMS 533 C CMYK 95/81/43/48 RGB 32/42/68 HEX #202A44	 PMS 534 C CMYK 99/80/36/28 RGB 27/54/93 HEX #1B365D	 PMS 535 C CMYK 61/40/18/3 RGB 112/137/172 HEX #7089AC	 PMS 650 C CMYK 23/11/7/0 RGB 206/217/229 HEX #CED9E5	 PMS 146 C CMYK RGB 168/95/2 HEX #A85F02	 PMS 722 C CMYK RGB 191/131/75 HEX #BF834B	 PMS 3596 C CMYK RGB 217/180/139 HEX #D9B48B	 PMS 7506 C CMYK RGB 240/223/198 HEX #F0DFC6
 PMS Cool grey 8 C CMYK 47/36/35/15 RGB 136/139/141 HEX #888B8D	 PMS Cool grey 5 C CMYK 37/28/28/7 RGB 167/168/169 HEX #A7A8A9	 PMS Cool grey 3 C CMYK 25/18/20/1 RGB 200/201/199 HEX #C8C9C7	 PMS Cool Grey 1C CMYK 14/11/13/0 RGB 225/223/221 HEX #E1DFDD	 PMS 4101 C CMYK RGB 98/33/40 HEX #622128	 PMS 7628 C CMYK RGB 158/42/43 HEX #9E2A2B	 PMS 2444 C CMYK RGB 221/166/157 HEX #DDA69D	 PMS 9241C CMYK RGB 240/221/215 HEX #F0DDD7
 PMS Black CMYK 0/0/0/100 RGB 0/0/0 HEX #000000	 Black, for digital CMYK - RGB 20/20/20 HEX #141414	 PMS Cool grey 11 C CMYK 63/51/43/40 RGB 83/86/90 HEX #53565A	 PMS White CMYK 0/0/0/0 RGB 255/255/255 HEX #FFFFFF	 PMS 5605C CMYK RGB 34/55/43 HEX #22372B	 PMS 2265 C CMYK RGB 71/109/59 HEX #476D3B	 PMS 5645 C CMYK RGB 161/178/164 HEX #A3B2A4	 PMS 9042 C CMYK RGB 224/231/217 HEX #E0E7D9

BLUE AND GREY COLOURS

ACCENT COLOURS

2.3
Colour
Balance and contrast



BLUE, GREY AND ACCENT COLOURS
Examples of a balanced use of blue, grey and accent colours in combination with carefully selected images.

2.4
Colour
Examples

Colour is an important factor for the visual brand identity. Used correctly it creates a consistent brand expression, a distinct identity and a characteristic Scandinavian look and feel.



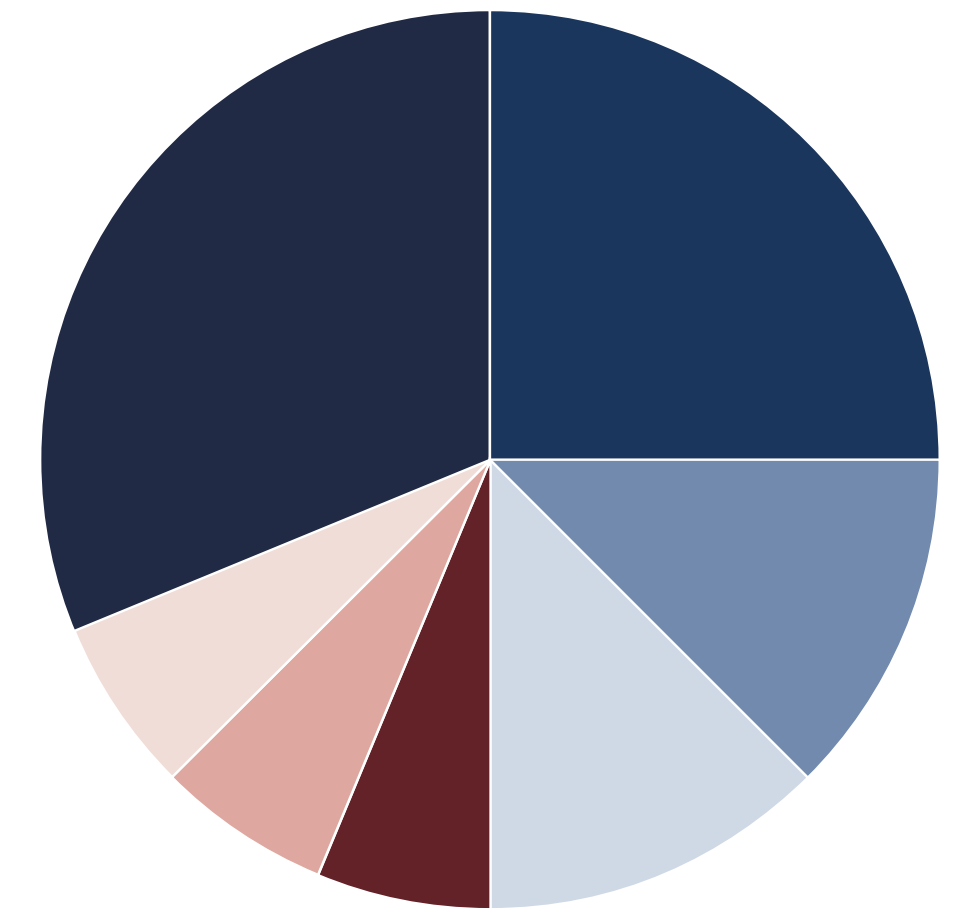
COLOUR IN IMAGERY

When choosing imagery it is important to create a balanced colour theme.



COLOUR IN TYPOGRAPHY

Text should always be legible. Use dark grey (HEX #141414, RGB 20/20/20) on light backgrounds and white (RGB 255/255/255) on dark backgrounds.



COLOUR IN BUSINESS TEMPLATES

Colour can be applied in presentations such as pie charts. Use blue or grey colours with one additional accent colour.

2.5
Colour
Incorrect usage

Here are examples of what to avoid.



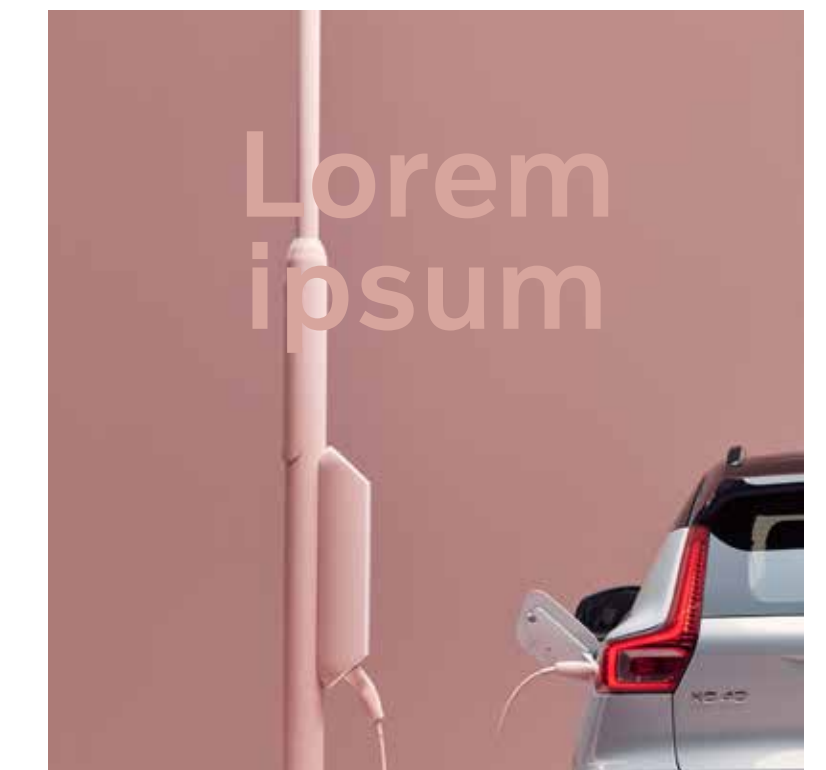
DO NOT
use too many accent colours in one composition



DO NOT
create or pick a colour



DO NOT
use colours that obstruct legibility



DO NOT
use coloured text on images

3.

Typography

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Typography is a vital component of communication and we use it to ensure legibility and brand recognition throughout all user experiences. Our typefaces are Volvo Novum, Volvo Antikva and Volvo Broad with language

support for Extended Latin, Cyrillic and Greek. Our corporate language is British English, UK.

Volvo Novum

VOLVO NOVUM

The default typeface for all texts, such as headings, subheadings and body copy.

Volvo Antikva

VOLVO ANTIKVA

For editorial content, captions and quotes.

VOLVO BROAD

VOLVO BROAD

For short statements or carefully selected messages. Please use as directed through centrally provided playbooks, campaign or message.

3.2
Typography
Volvo Novum

Volvo Novum is the default typeface for most texts, such as headings, subheadings, body copy, introductions and captions. It's legible, functional and has several weights, which provide useful variation.

AaBb

abcdefghijklmnopqrstuvwxyzaäö
ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZÅÄÖ1234567890
[(&.,-;:;!?)]"\$*£\$"

Light
Light Italic
SemiLight
SemiLight Italic
Regular

Italic
Medium
Medium Italic
Bold
Bold Italic

A clear hierarchy of typefaces is important to help users understand the structure of texts. This is defined by the use of different sizes and weights. It is important to maintain these combinations for clear and consistent

communication. We use case-sensitive letters. For specific sub headlines, capital letters may be used if it improves the user experience.

Headings

HEADINGS

Volvo Novum Medium or Bold are recommended for headings.

Subheadings

SUBHEADINGS

Volvo Novum Regular is recommended for subheadings.

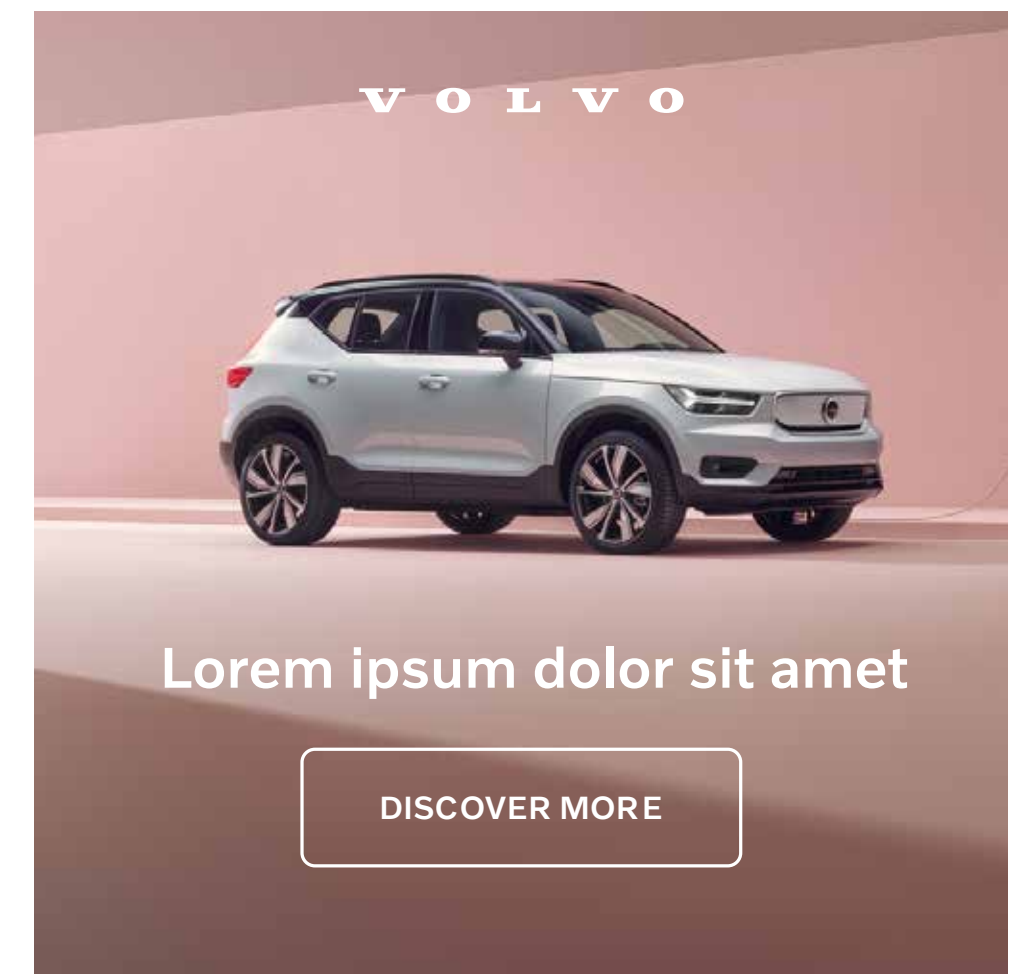
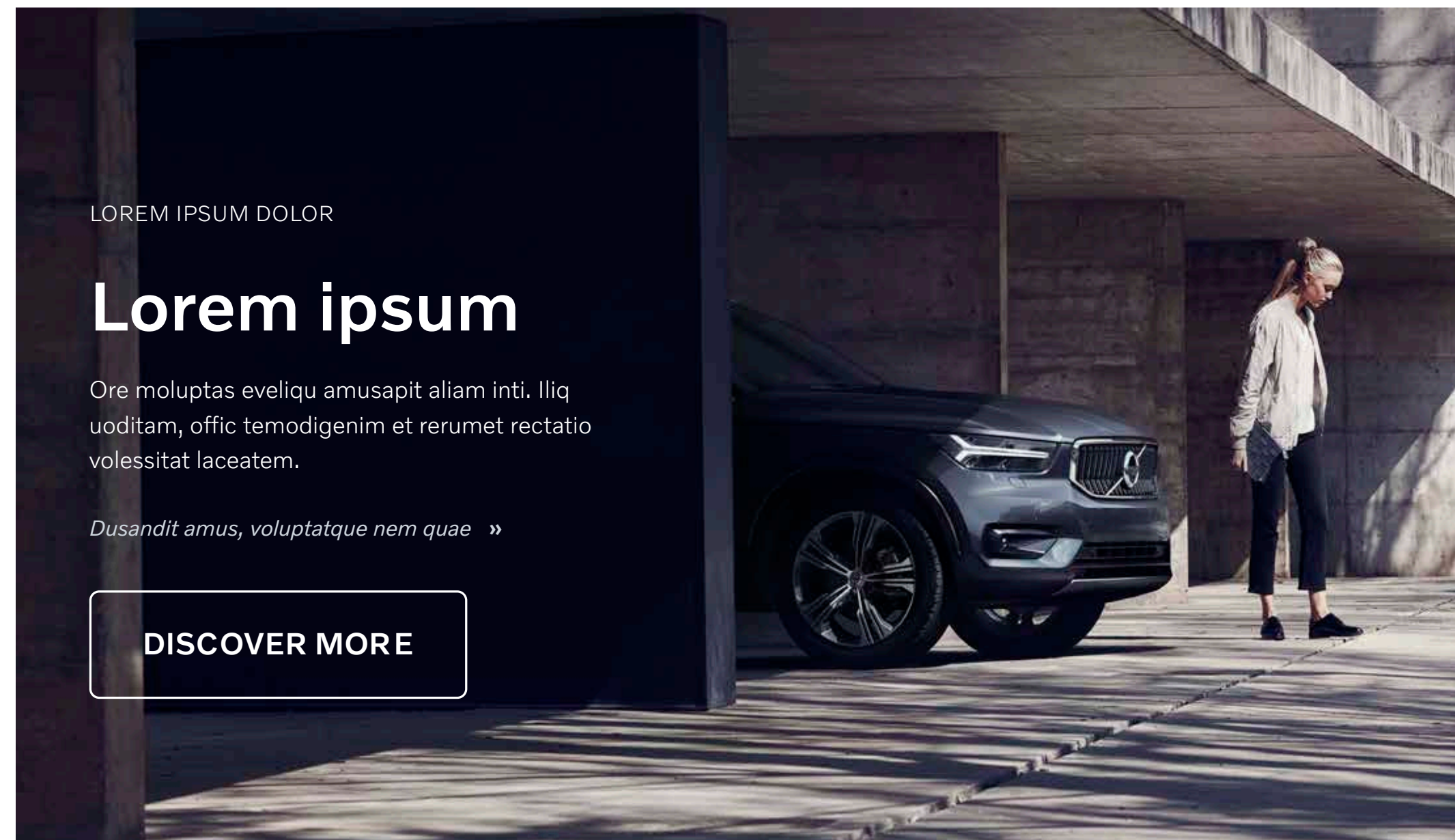
Body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

BODY COPY

Volvo Novum Light is recommended for body copy, introductions and captions. SemiLight can be used for certain backgrounds and sizes if needed for better visibility.

3.2.2
Typography
Volvo Novum
Examples

Here are examples of typeface usage.



3.3
Typography
Volvo Antikva

The Volvo Antikva typeface is for use in editorial content, captions and quotes. The typeface is available in ten weights.

AaBb

abcdefghijklmnopqrstuvwxyzaäö
ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZÅÄÖ1234567890
[(&.,-;:;!?)]"§*£\$”

Light	<i>Italic</i>
<i>Light Italic</i>	Medium
SemiLight	<i>Medium Italic</i>
<i>SemiLight Italic</i>	Bold
Regular	<i>Bold Italic</i>

3.3.1
Typography
Volvo Antikva
Hierarchy

A clear hierarchy of typefaces is important to help users understand the structure of texts. This is defined by the use of different sizes and weights. It is important to maintain these combinations for clear and consistent

communication. We use case-sensitive letters. For specific sub headlines, capital letters may be used if it improves the user experience.

Headings

HEADINGS

Volvo Antikva Medium is recommended for editorial headings.

Subheadings

SUBHEADINGS

Volvo Antikva Regular is recommended for editorial subheadings.

Body copy. Ovit autem exercius am laut oditis non. Doluptatiam repudae sitate imus ea mi velest mi, non etur, autemporest.

BODY COPY

Volvo Antikva SemiLight is recommended for editorial body copy.

Quotes

QUOTES

Volvo Antikva Italic weights are recommended for quotes.

3.3.2
Typography
Volvo Antikva
Examples

This is our story typeface, and is used for quotes where we give a voice to people or stories. In some instances it can be used stylistically. Volvo Antikva should be used sparingly.



EDITORIAL SOCIAL MEDIA



EDITORIAL MOTION WEB

3.4
Typography
Volvo Broad

Volvo Broad is a strong signature of our brand. It is our iconic typeface that provides impact and recognition.

AB

ABCDEFGHIJKLMNOPQRSTUVWXYZ

WXYZÅÄÖ1234567890

[(&.,-;:;!?)]"\$*£\$"

3.4.1
Typography
Volvo Broad
Examples

Volvo Broad is used only for short statements or carefully selected messages. Never for body copy, headings or detailed information. Please use as directed through centrally provided playbooks, campaign or message.

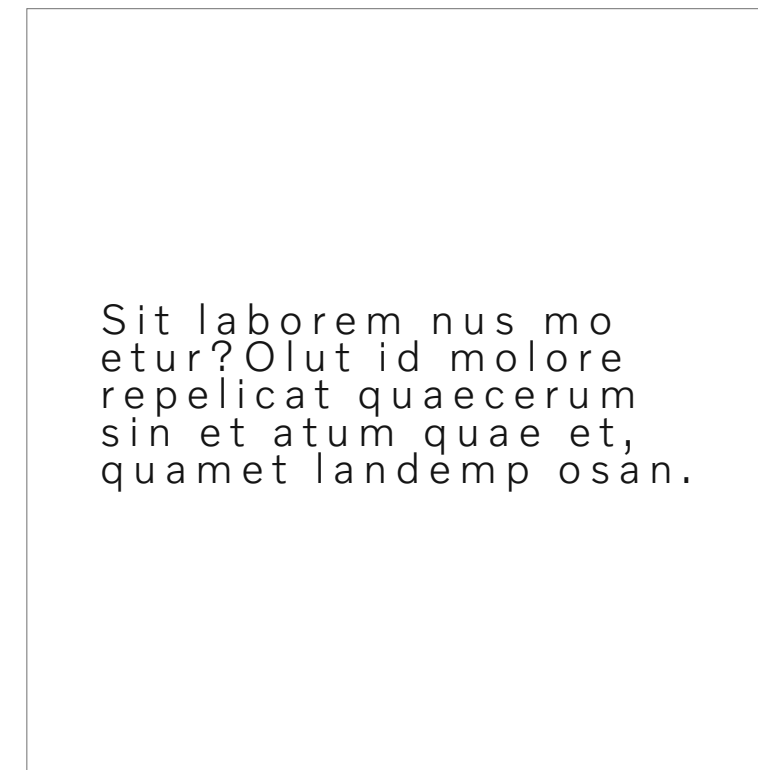


3.5
Typography
Incorrect usage

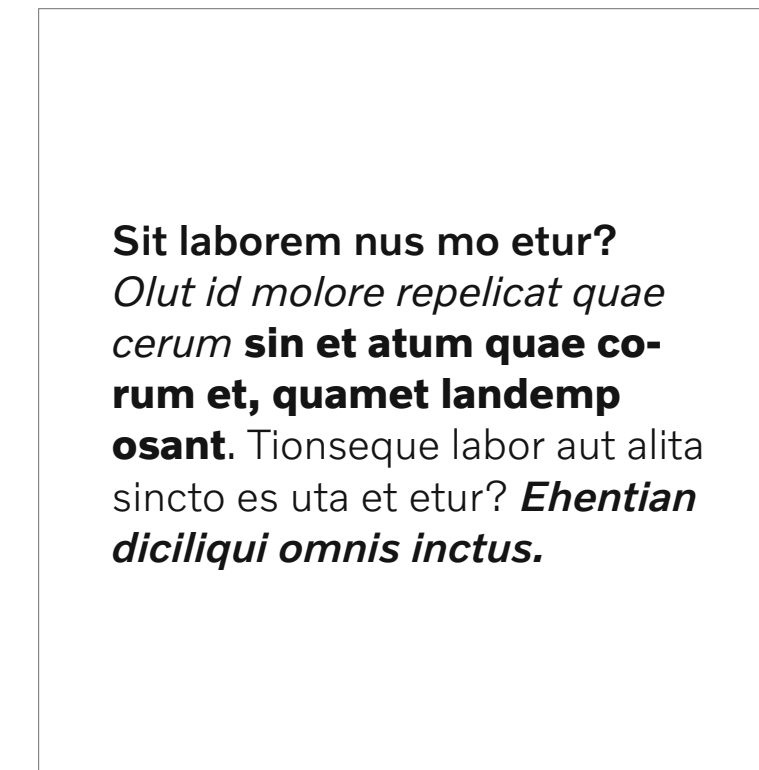
Here are examples of what to avoid.



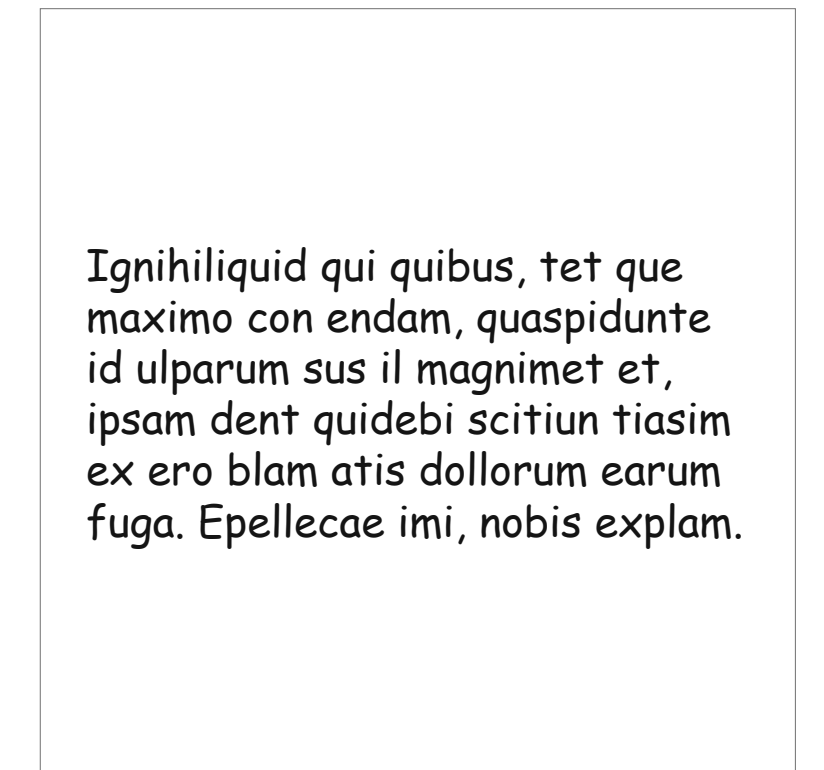
DO NOT
use a narrow line height or letter-spacing. It will reduce readability



DO NOT
add too little or too much line height. It will make the text hard to read



DO NOT
use too many typefaces and weights. It will make the text hard to read



DO NOT
use any non Volvo typefaces

4.

Visual language

4.1 Overview	44
4.2 Categories	45
4.3 Scaling and cropping	46
4.4 Image and typography	47
4.5 Examples	48
4.6 Incorrect usage	49

4.1
Visual language
Overview

Our visual language includes images and footage. They add a greater depth to our visual identity - a look and feel that is truly Volvo - as well as showcasing our products and services.



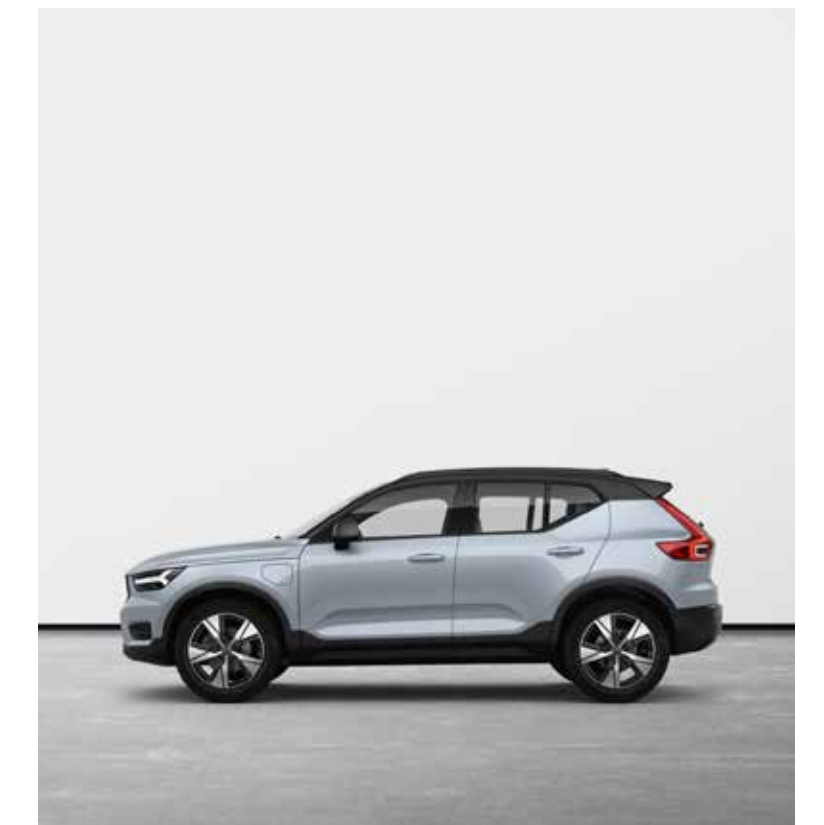
CONCEPT STUDIO



CONCEPT LOCATION



STORYTELLING

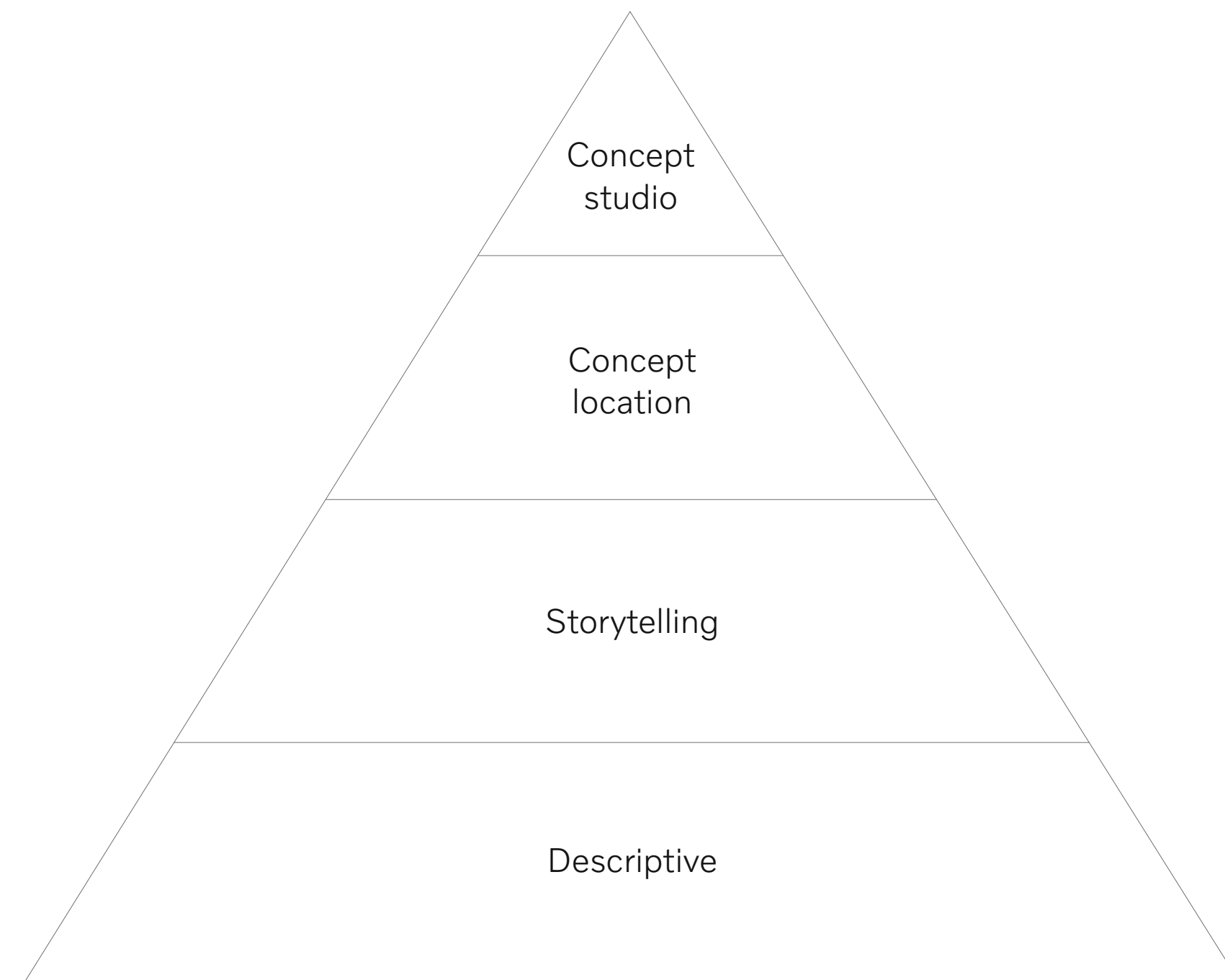


DESCRIPTIVE

4.2
Visual language
Categories

Our visual language is grouped into four categories. Hero assets focus on a product's expression. Storytelling assets creates narratives by showing our products in specific contexts. Descriptive assets are functional and product-centred. The visual language pyramid highlights what we want to

communicate and how - emotional vs. rational, challenging vs. confirming. The ratio of images used between Concept studio, Concept location and Storytelling will be outlined in future playbooks.



HERO ASSETS

are expressive, that help draw attention in prominent positions, such as a website homepage or product launch campaigns.

STORYTELLING ASSETS

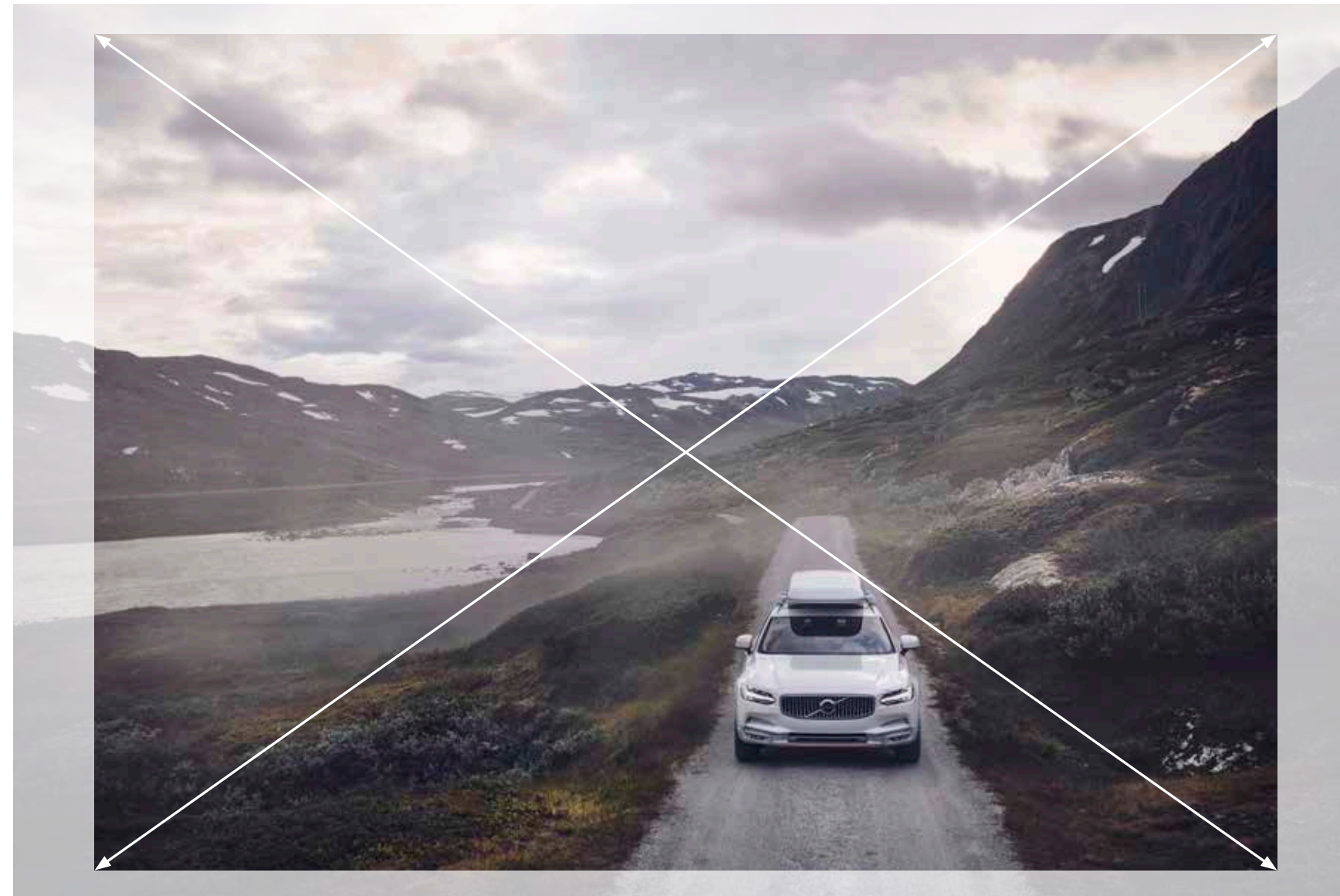
tell captivating stories. They are often used in campaigns, PR imagery, editorial and running footage.

DESCRIPTIVE ASSETS

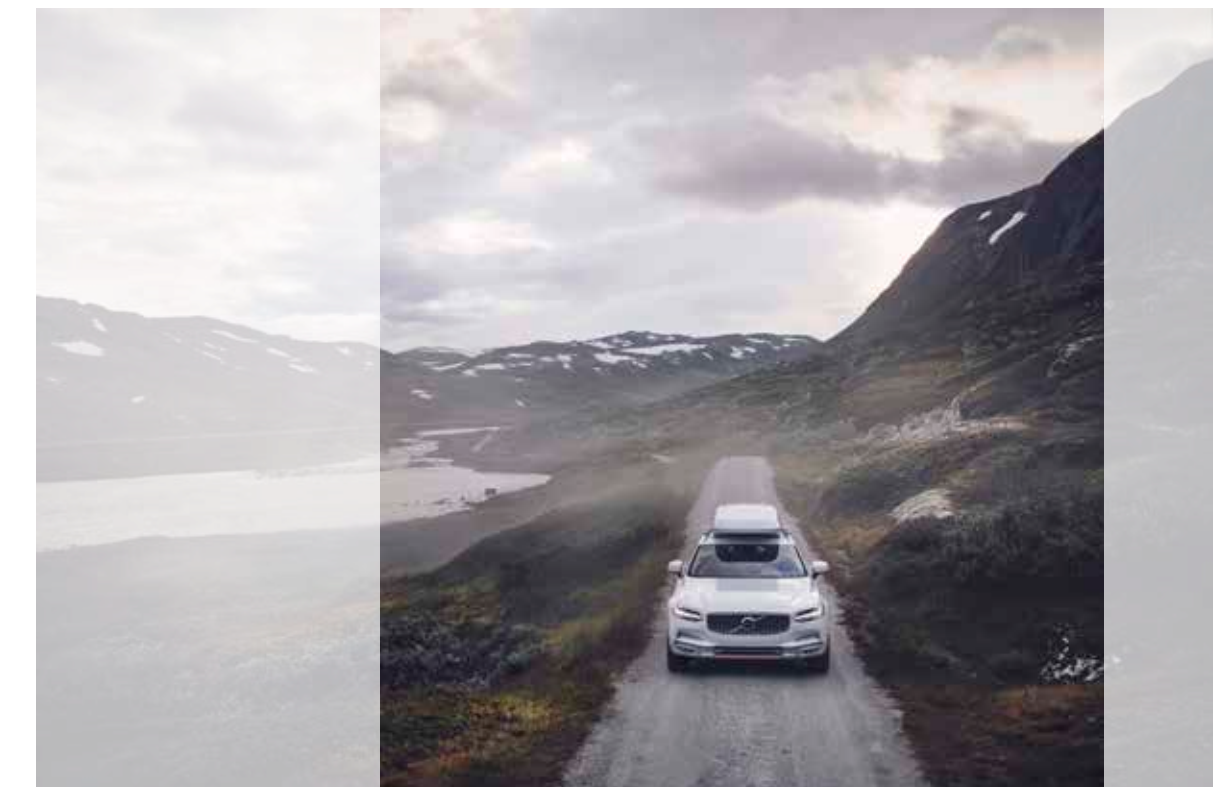
are functional images, footage, animations and infographics for use in detail specification and shopping contexts.

4.3
Visual language
Scaling and cropping

Images should be used full-bleed whenever possible. Cropping should be used sparingly when emphasising a subject or adjusting the shape to fit a given layout. It's important to retain the context of an image when cropping.



SCALING
Always scale proportionally to preserve the context of the image. Adjust to the width and/or height of the format.



CROPPING
Before and after cropping. Parts of the image are removed to emphasize the object of interest.

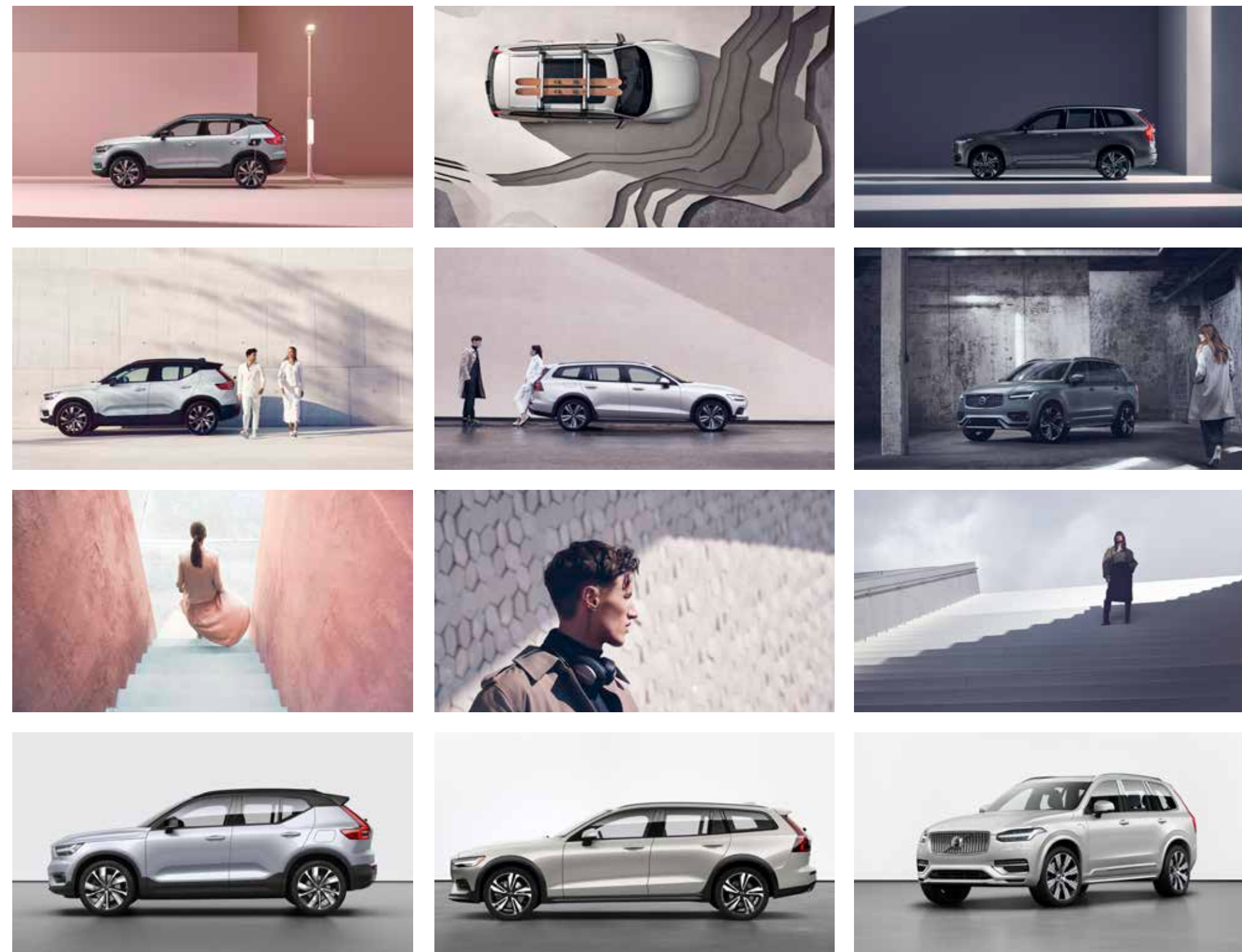
4.4
Visual language
Image and typography

Images and typography are the building blocks of our communication. When combined they can create great impact. Elements should be balanced in order to create a focal point for the message. Use only black or white typography on images to create contrast.



4.5
Visual language
Examples

Images and footage are vital parts of our communication. They are used on our website, in advertisements, social media and presentations to communicate our brand and its products and services.



HERO

STORYTELLING

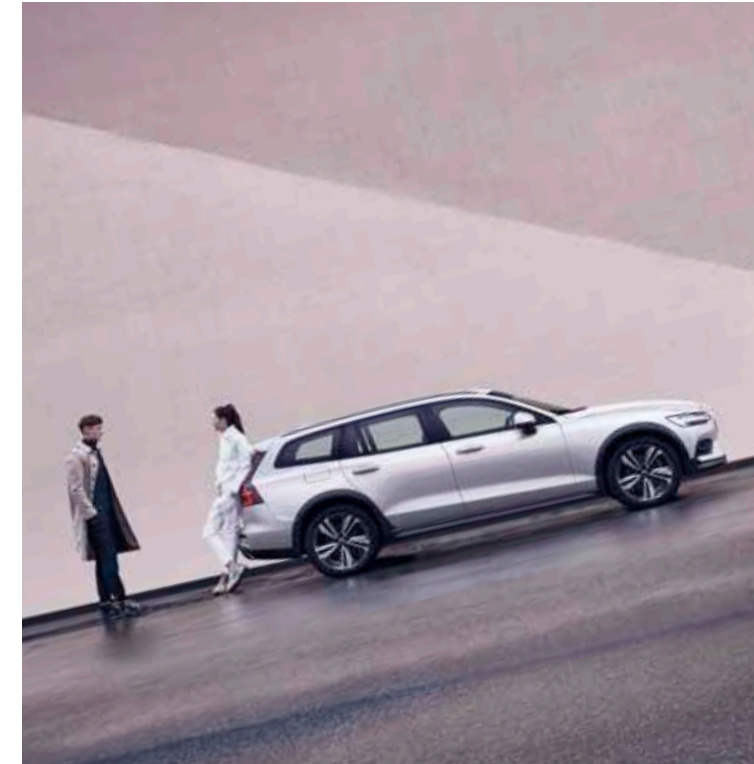
DESCRIPTIVE

4.6
Visual language
Incorrect usage

Here are examples of what to avoid.



DO NOT
use any filters



DO NOT
rotate or distort



DO NOT
use or crop an image that may result in poorly cut or distorted product or brand visualisation



DO NOT
use small file sizes that may result in pixelation of the image

5.

Layouts

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5.4 Advertising	54
5.5 Business templates	55
5.6 Incorrect usage	57

Follow these layout principles to communicate in a clear, easy to read way.



ADVERTISING FORMATS
Digital banners, print banners

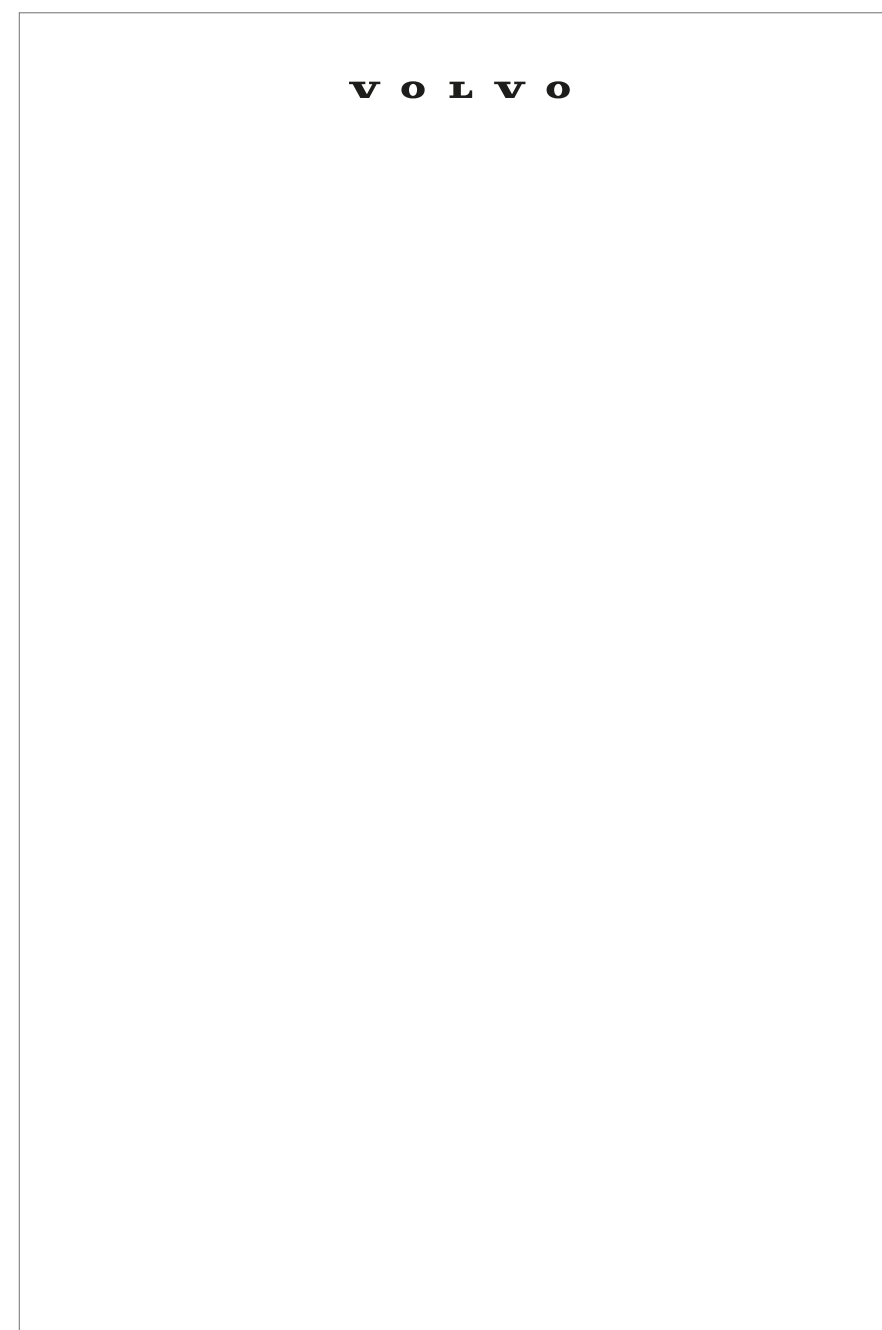


BUSINESS TEMPLATE FORMATS
PowerPoint, letterhead, envelopes,
business card and email signature

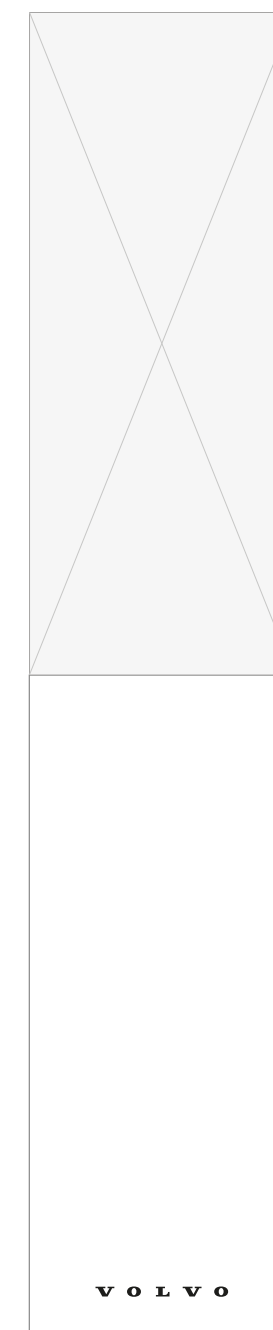
5.2
Layout
Formats

Full bleed layouts are for brand messaging and for communicating the customer promise of our products, not for tactical advertising. When using full bleed layouts, select imagery and wording so as to fit copy into a calm

area. Full bleed assets may include legal copy, but never carry individual retailers' information.



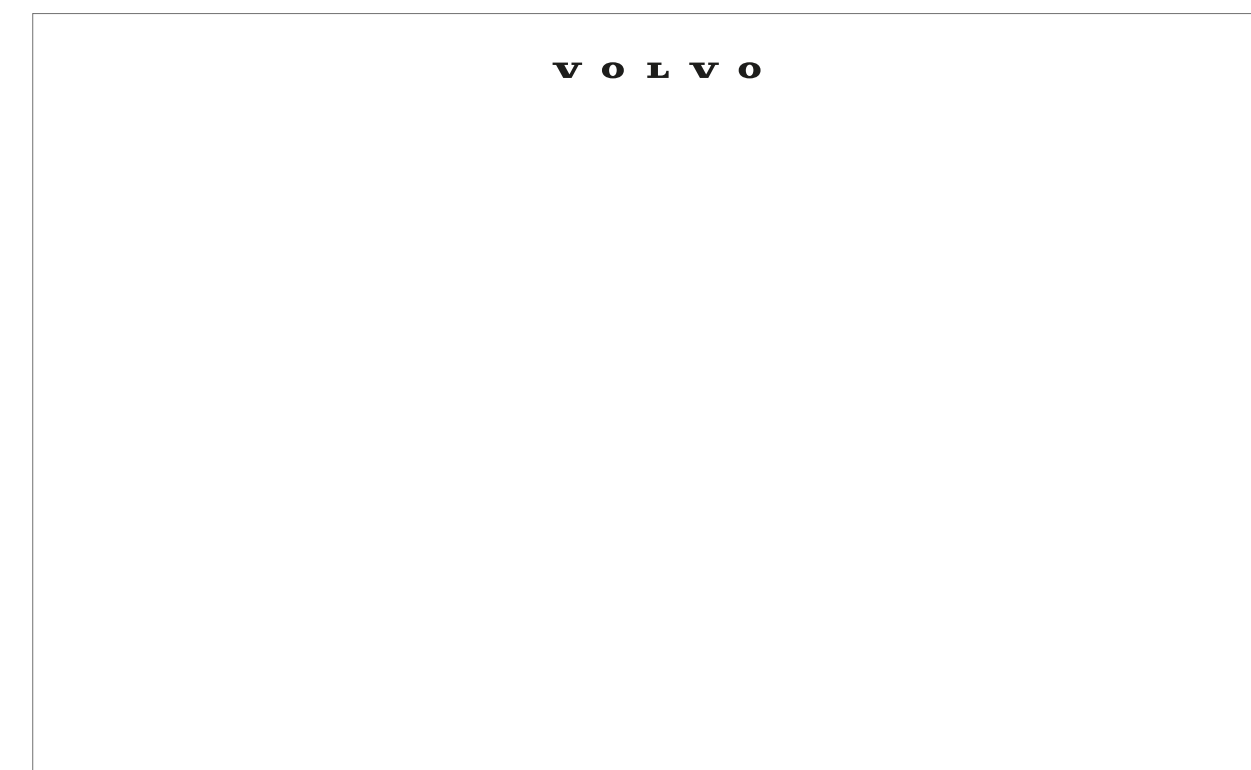
PORTRAIT



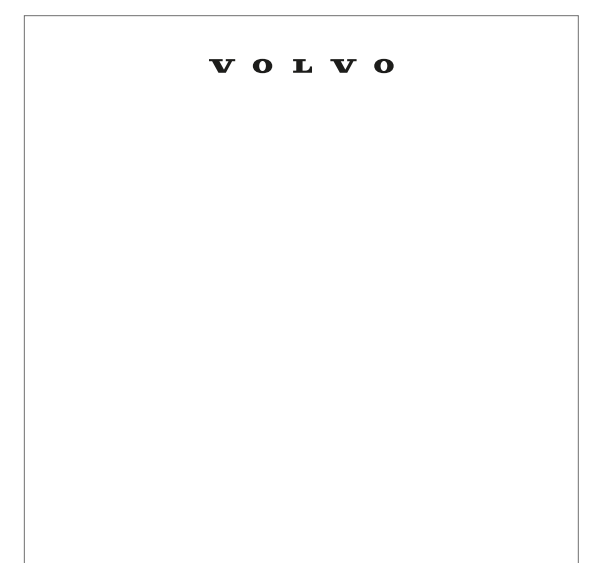
**PORTRAIT
NARROW**



LANDSCAPE NARROW



LANDSCAPE



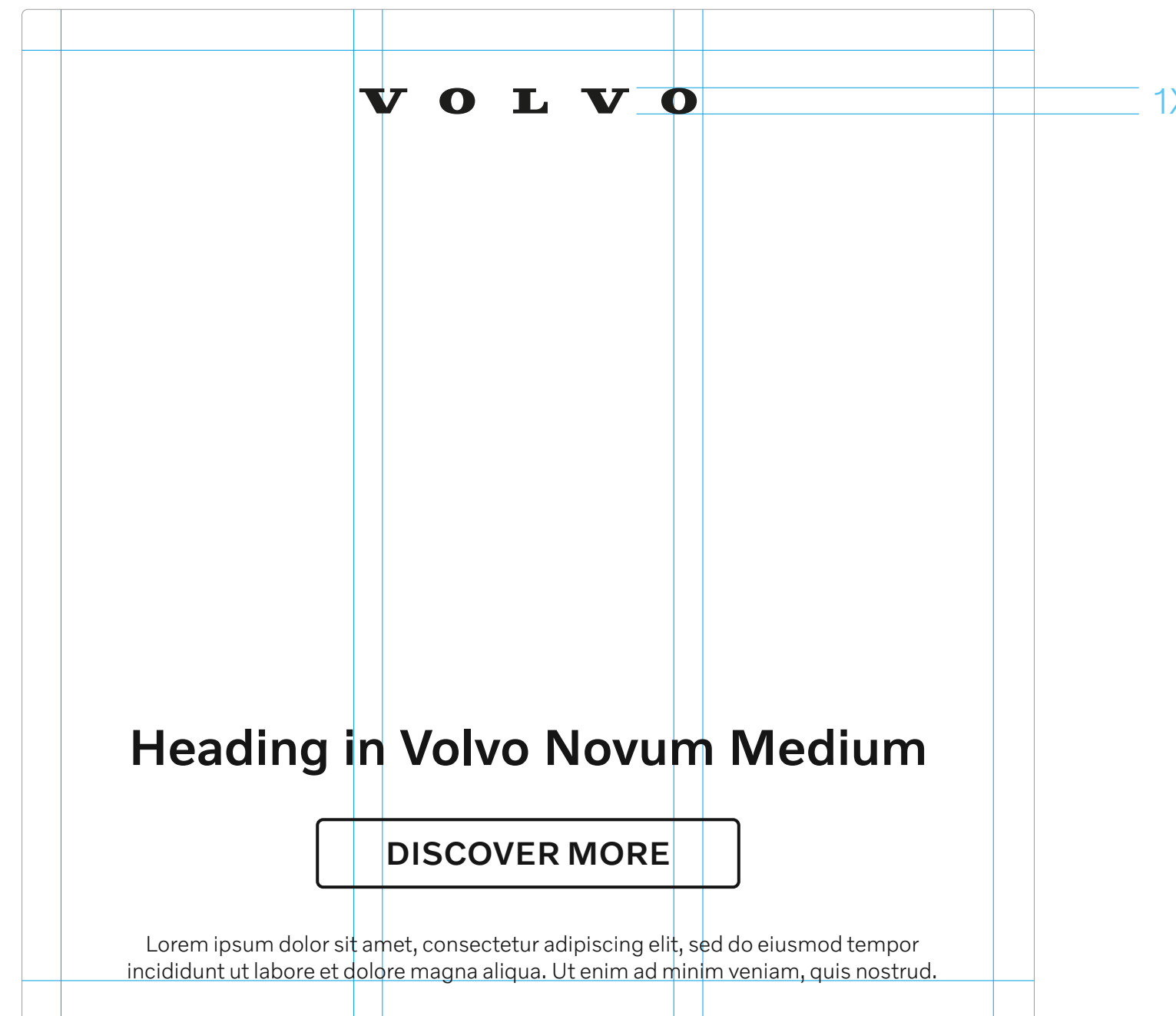
SQUARE

NOTE
These examples are digital banners.

5.3
Layout
Composition

Combined elements should be aligned with each other in terms of size, position and spacing. This should be in relation to the format and logotype's height. For retail the layouts are the same as for Volvo Cars, with the

additional legal text and/or dealership name. Ensure readability and adhere to local regulations.



LOGO SIZE AND POSITION

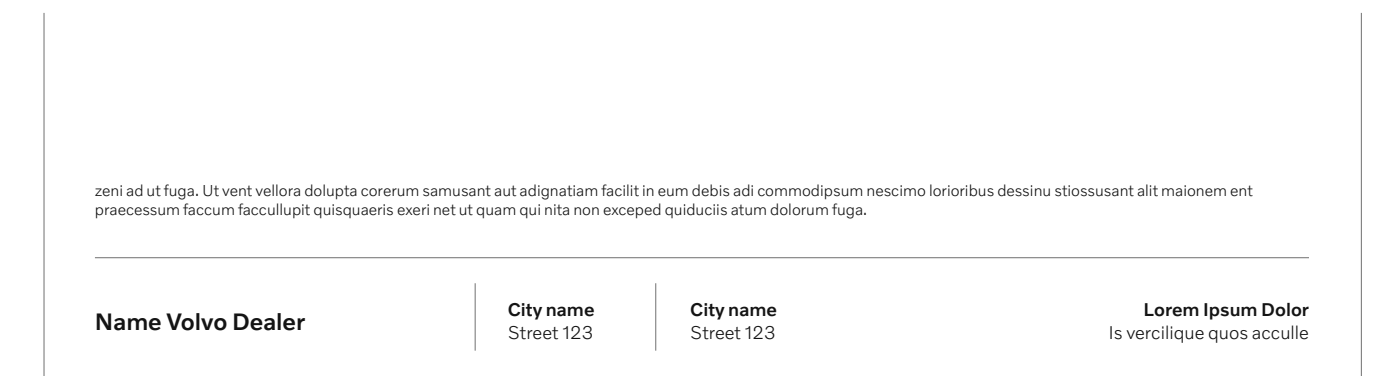
Use the relevant size and positioning. Please refer to the Logos section for details.

TYPEFACE SIZE AND WEIGHT

Use Volvo Novum with a legible size and style. For headline, always use a minimum typeface size 1X the logotype height

ADDITIONAL DETAILS

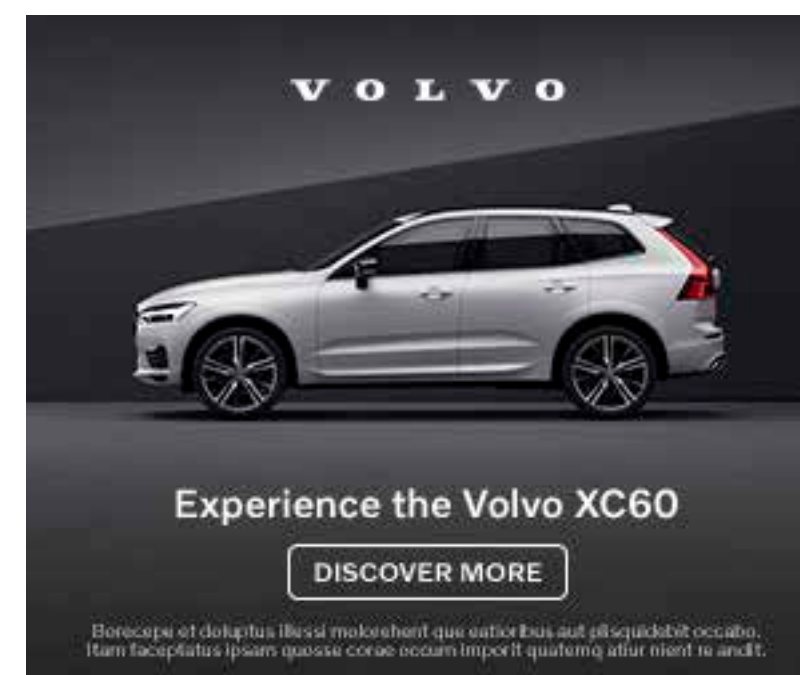
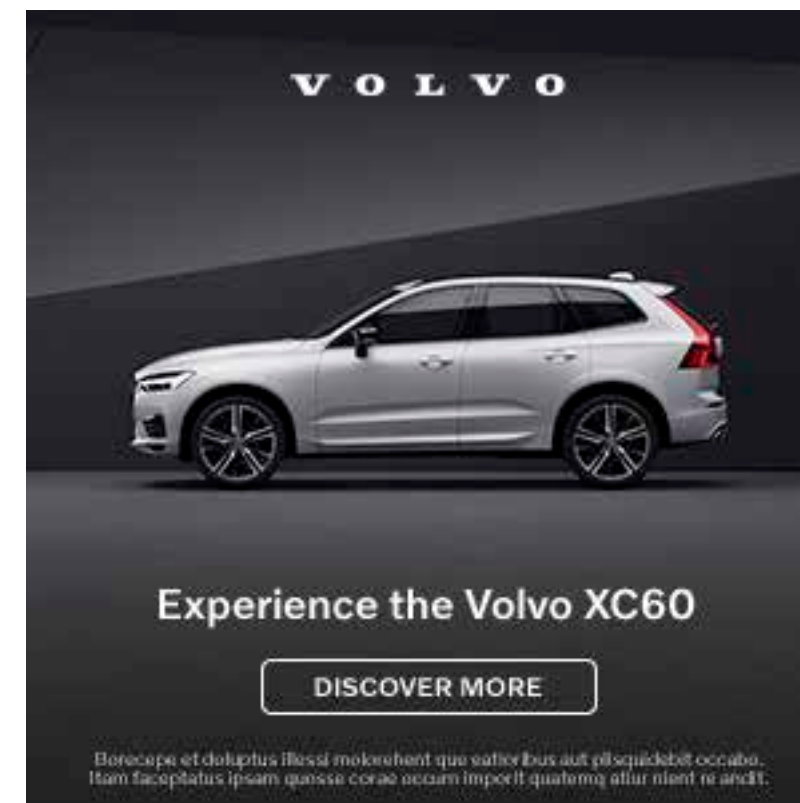
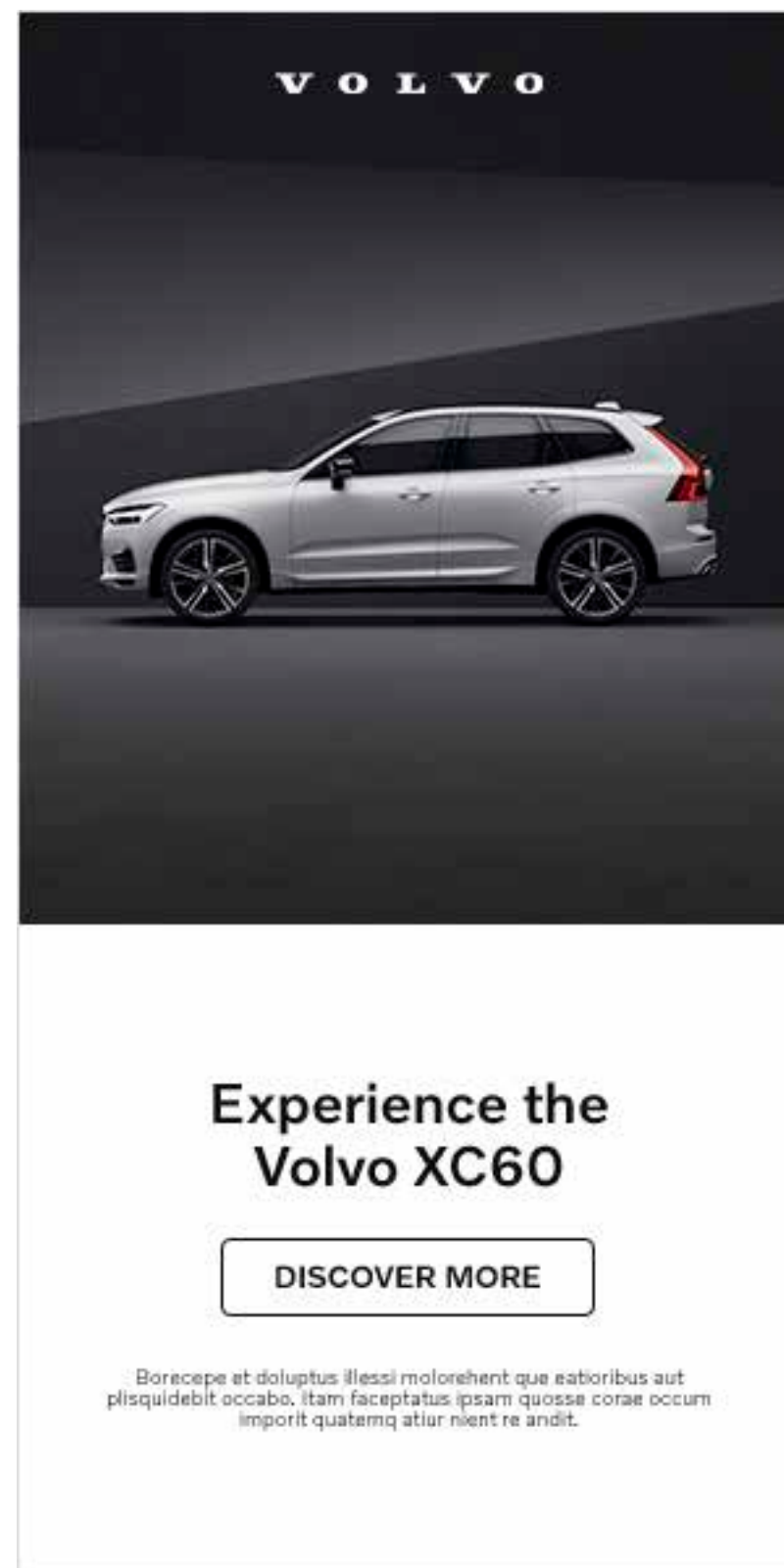
Legal, disclaimer text and/or dealership name in Volvo Novum can be added at the bottom of the layout when required. Retailer logo is not permitted in any Volvo Cars context.



NOTE
This example is a square digital banner.

5.4
Layout
Advertising

It is important to communicate in a well-organized and clear manner as shown in these examples. Legibility is always a priority. Advertising layout templates are available in Content Store or DDP, Dealer Development Platform.



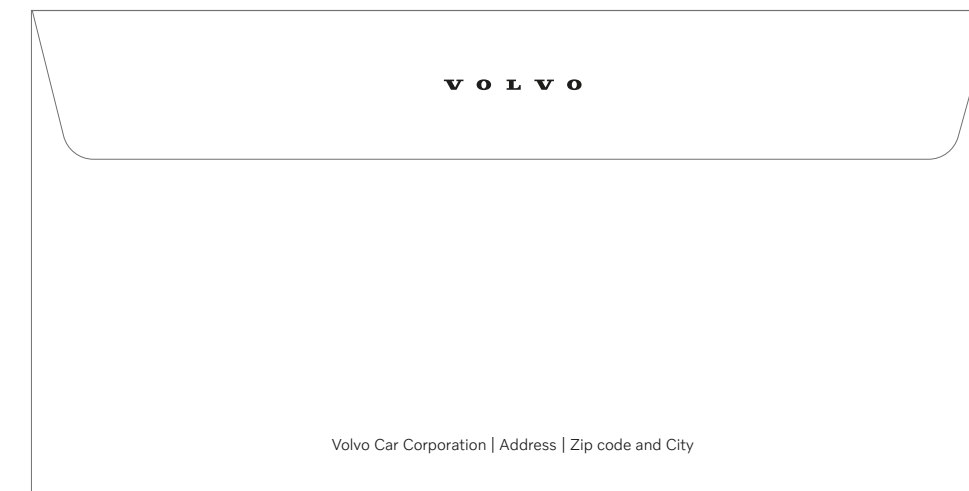
5.5
Layout
Business templates

Business templates affect how we are perceived both internally and externally. Whether it's a letterhead, business card, email signature, or presentation, they reflect our brand. For email signature, please read the

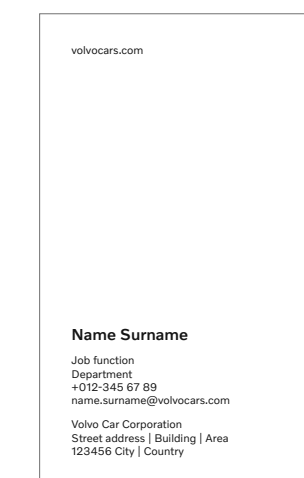
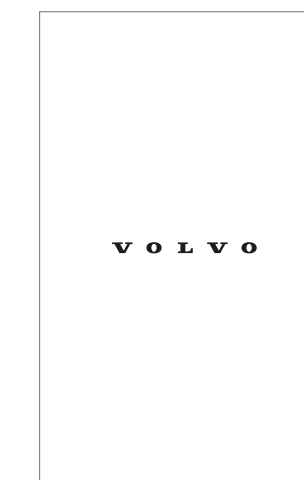
Intranet article with attached instruction. Consistency is vital. Please refer to Content Store for available business layout templates.



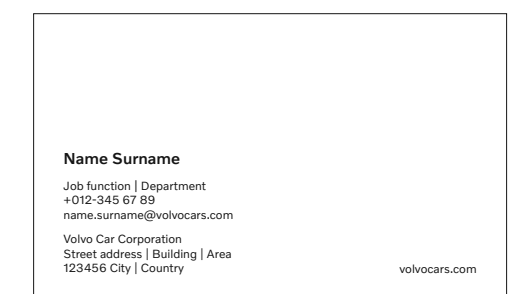
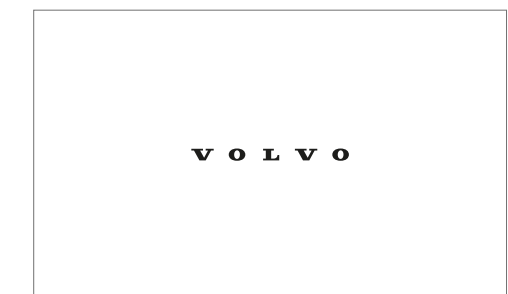
LETTERHEAD



ENVELOPE



BUSINESS CARD
PORTRAIT



BUSINESS CARD
LANDSCAPE

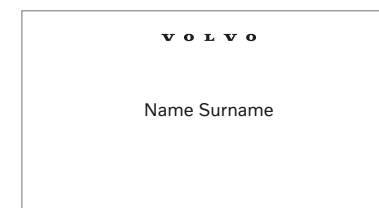
5.5
Layout
Business templates

Business templates affect how we are perceived both internally and externally. Whether it's a letterhead, business card, email signature, or presentation, they reflect our brand. For email signature, please read the

Intranet article with attached instruction. Consistency is vital. Please refer to Content Store for available business layout templates.



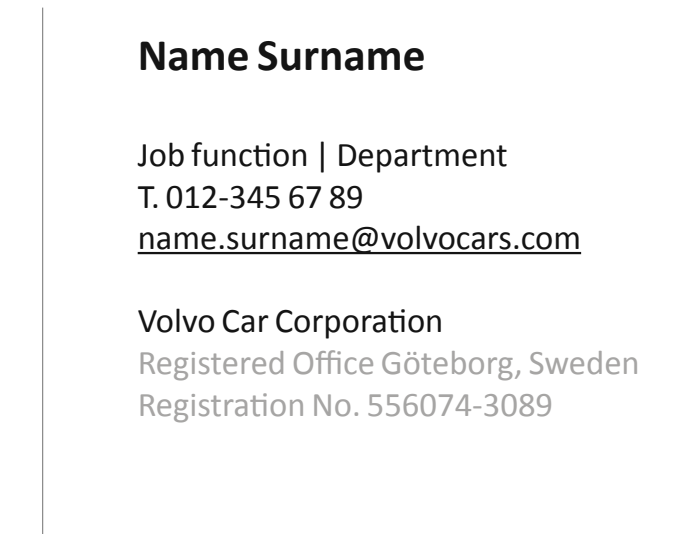
**LANYARD NAME
BADGE**



NAME BADGE



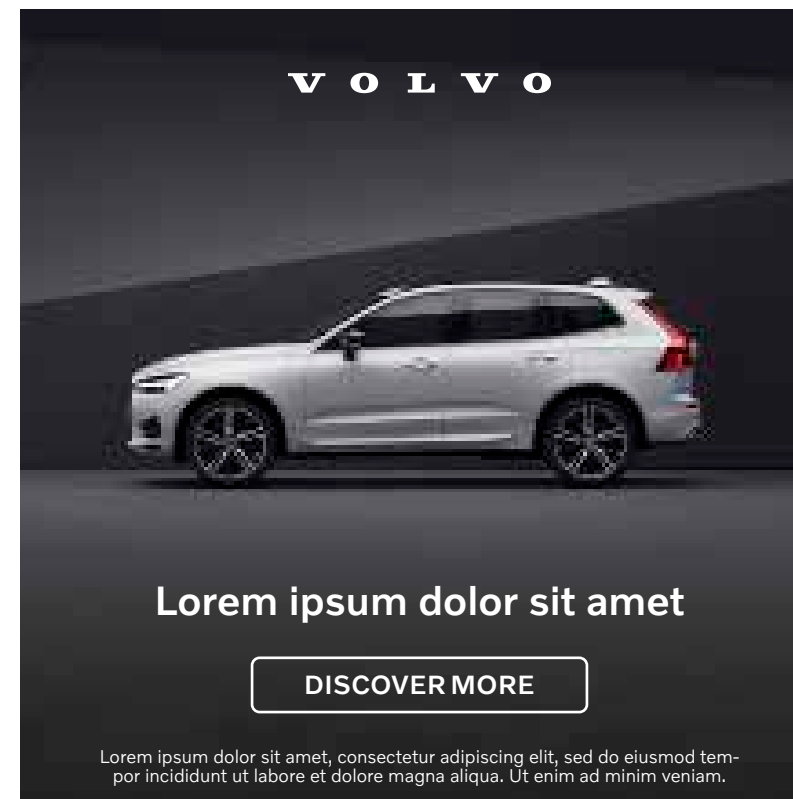
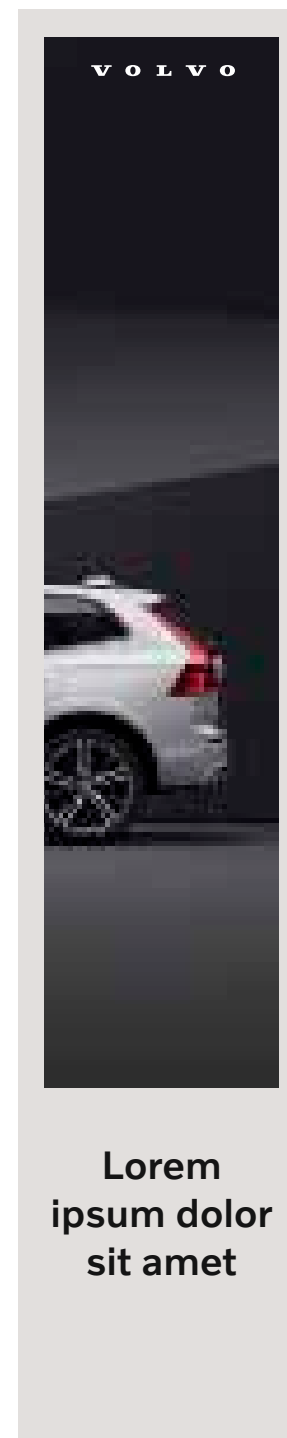
ID CARD



EMAIL SIGNATURE
Typeface Calibri, no logo or other graphical elements

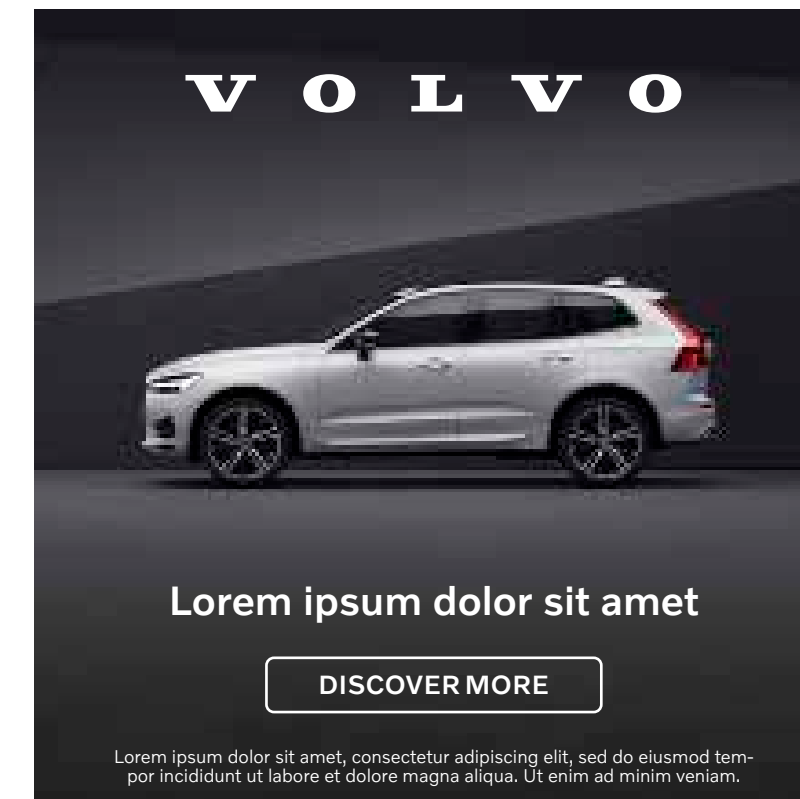
5.6
Layout
Incorrect usage

Here are examples of what to avoid.

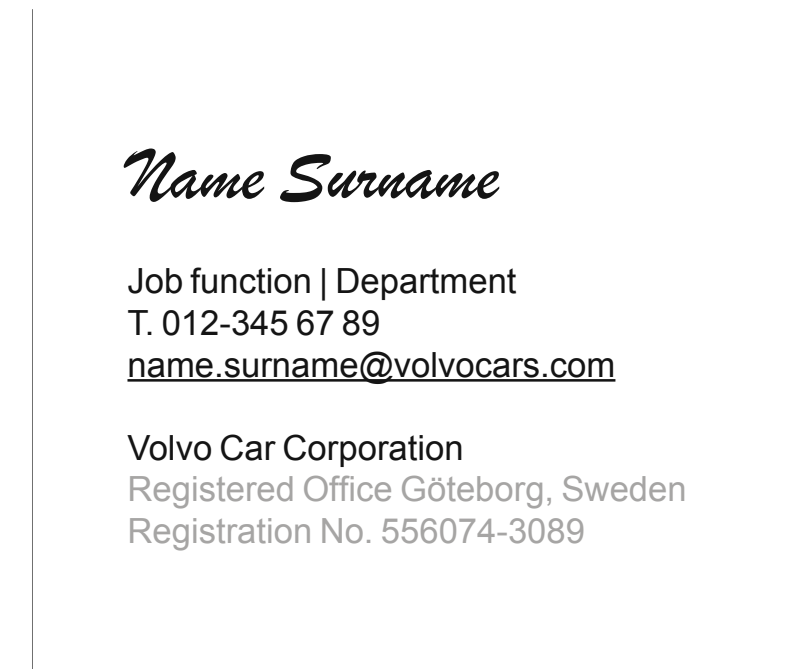


DO NOT
place the message on a conflicting background

DO NOT
create a frame around the image



DO NOT
oversize the logotype



DO NOT
use any unapproved typefaces or include a logo in email signatures

6.

Trademark rules

6.1 Overview	59
6.2 Ownership and usage	60

6.1
Trademark rules
Overview

WHAT IS A TRADEMARK?

A number of definitions of the term exist. Trademarks often consist of a word or a symbol or a combination of these. A common characteristic is that trademarks are used in commerce to identify someone's goods or services and to distinguish them from the goods or services from others.

A trademark may sometimes appear in a particular style, a logotype or as a combination mark as the Volvo Iron Mark. It is worth remembering that "Volvo" mostly appears as a trademark even if it is not displayed in the logo form. This is true in running text and in combinations with other words/marks, such as Volvo XC60, Care by Volvo etc. A trademark shall always be used in the grammatically correct form; as an adjective. Never use Volvo in the possessive (Volvo's) or plural form (Volvos). This could over time result in degeneration of the trademark.

WHY PROTECT IT

There are many benefits with registering a trademark. If it is registered you own the rights to the mark in relation to the goods and services in respect of which it has been registered. A registered mark is an asset that can be sold or licensed for use. Generally, legal actions can be taken against anyone who uses a registered trademark without permission.

A COMPANY NAME

A company name is not the same as a trademark. It is used to identify a legal entity and its business, such as Volvo Car Corporation. The name of the company can be put in the possessive form (Volvo Car Corporation's) to indicate the company's ownership of a certain property. This can never be done with a trademark. A trading name can be referred to as a fictitious name or doing business as (DBA) name. It can be different from the company name.

6.2
Trademark rules
Ownership and usage

WHO OWNS THE VOLVO TRADEMARKS AND WHO HAS THE RIGHT TO USE THEM?

On March 31, 1999 Volvo Car Corporation (“Volvo Cars”) was sold by AB Volvo to Ford Motor Company. In connection with the sale the Volvo trademarks were assigned from AB Volvo to a newly established holding company; Volvo Trademark Holding AB (“VTMH”), jointly and equally owned by AB Volvo and Volvo Cars. VTMH granted licenses to AB Volvo and Volvo Cars to use the Volvo trademarks for their respective businesses.

Volvo Cars’ Zhejiang Geely Holding Group Co, Ltd’s acquisition of Volvo Cars from Ford Motor Company in 2010 did not have any implications on the ownership or usage of the Volvo trademarks.

CORPORATE, BUSINESS AND TRADING NAMES

Volvo Cars has the right to use Volvo in combination with “Car”, “Cars” or a local translation thereof as a corporate, business or trading name and to allow its wholly owned subsidiaries to use such

names as well, under the condition that the “company” provides goods or services under the Volvo trademarks. In accordance with Volvo Cars’ global naming strategy all corporate, business and trading names (including names for service/business functions) shall consist of “Volvo Car XX” (e.g. Volvo Car Group, Volvo Car UK, Volvo Car Academy etc.). This applies (with some approved exceptions) also to trading names for authorised dealers and importers as further regulated in the Dealer Naming Policy issued by the Intellectual Property department.

DOMAIN NAMES

In accordance with Volvo Cars Domain Name Policy, volvocars.com is the main domain to be used and all domain names shall be owned centrally by Volvo Cars. Volvo Cars is not permitted to register or use a domain name with only Volvo in it. The same is valid for social media accounts.

NEW VOLVO TRADEMARKS

Any new trademark which consists of or contains a Volvo trademark must be protected by VTMH

and receive prior approval before use. Neither Volvo Cars nor its subsidiaries are allowed to own any trademarks that contains a Volvo trademark.

TRADEMARKS OWNED BY VOLVO CARS

Volvo Cars has its own trademark portfolio consisting of trademarks not containing Volvo such as our model names (e.g. XC40, V60, S90 etc.), features (e.g. BLIS, CleanZone), engine designations (e.g.T4, P8), product line (Recharge), campaign names and slogans. Trademarks may not be translated in any market.

NOMENCLATURE

Volvo Cars’ Nomenclature Group supports the company to define and govern naming of products, product features, services and attributes. If there is a need for a new name, the responsible project owner shall send in a name proposal to the Nomenclature Group. According to the naming strategy of Volvo Cars, the name should preferably be in English, descriptive/communicative, short and aspirational. When naming certain product or

service offerings it might be valid to include “Volvo Car” in the name. The same naming principle as for corporate/trading names applies; Volvo Car XX, but the additional words must be descriptive in relation to the offerings (e.g. Volvo Car Financial Services, Volvo Car Lifestyle Collection). The regular Nomenclature process shall be followed for such name requests.

New names/designations (which are not completely generic) to be used globally or in a specific market, must pass a clearance search for third party trademarks prior to any use. Please submit requests for new names to the Intellectual Property department. All trademarks must be registered in the name of Volvo Car Corporation. Volvo Cars’ subsidiaries may not register any trademarks in their own name.

For questions, please contact the Intellectual Property department; iptm@volvocars.com or Nomenclature group.

V O L V O

Thank you.
For questions please contact the Brand team
brand@volvocars.com

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