



SCANIA IDENTITY MANUAL



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SCANIA IDENTITY MANUAL

INTRODUCTION

The Scania brand identity has been designed to unite and modernise the brand expression and to support the desired brand image.

Unify

With a few very strong brand assets we can ensure global consistency and a coherent brand expression across all channels.

Simplify

With easy-to-use brand assets and a clear manual everyone can come together to create a uniform brand appearance.

Amplify

All the brand assets have been polished and improved to reach their full potential in order to effectively and successfully communicate the Scania brand.

Clarify

The aim is to bring clarity to the use of all brand assets and to create a solid framework for precise communication.

Dignify

The brand identity has been developed with precision to enable us to communicate the pride, trust and dedication that run through all that we do.

One Scania

Treat the brand assets with respect and follow the instructions with great care. The result will be "One Scania" in every interaction with the brand.

Single brand strategy

Scania pursues a single brand strategy. The Scania brand is always the same, regardless of geographical market or product segment. The visual identity reflects the brand strategy, consistently promoting the single brand, Scania, and conveying the brand values pride, trust and dedication. This is achieved by following the rules defined in this manual and the direction described in the Brand Platform. The importance of proper and consistent use of our corporate trademark – the wordmark, symbol and logotype – cannot be overstated.

Permission to use the symbol and logotype

The Scania wordmark, symbol and logotype may only be used by Scania CV AB, subsidiaries of Scania CV AB, and companies that are authorised to market the Scania products and services or otherwise licensed to use the Scania symbol and logotype. There are numerous other parties who may want to use the Scania trademark in various ways: Manufacturers of parts and accessories, bodywork suppliers, workshops and dealers outside the Scania network, etc. To prevent misuse, these other parties are required to obtain special permission

for several areas of use. Questions and applications for permission should be submitted to Scania CV AB, Brand Communication. Any questions regarding licensing and marking vehicle-related products, parts, accessories, software and fluids should be directed to Scania CV AB, Parts and Service: products.parts@scania.com.

Identity manual reference standard

In the case of ambiguities and uncertainties resulting from language translations, the English version of the Scania identity manual should be used as the ultimate reference and guide for all matters regarding the Scania brand identity.

Ordering artwork

Artwork for wordmark, symbol and logotype is available on Scania Media Provider: <https://media.scania.com> or can be ordered from Scania CV AB, Brand Communication via identity@scania.com.

Trademark protection

The Scania name, wordmark, symbol and logotype are registered trademarks of Scania CV AB and are protected by international copyright law.

Questions

Questions regarding this manual and the Scania brand identity are submitted to Scania CV AB, Brand Communication, through Scania identity helpdesk: identity@scania.com.



Trademark history



1901–1911



1911–1954



1954–1969



1969–1984

SCANIA

1969–1984



1984–1995



SCANIA

1995–2016



SCANIA

2016–

The Scania symbol originates from the coat of arms for the Swedish city of Malmö, the birthplace of Scania. The eye-catching griffin at the centre of the symbol is a mythological creature, half bird and half lion dating back to 1437, when it was adopted from King Erik of Pommern.

In 1658 the province of Skåne (Scania in latin) was given the griffin as its coat of arms. Maskinfabriksaktiebolaget Scania registered a logotype in 1901, consisting of the griffin at the centre of a stylised bicycle hub. The hub originates from the chain hub used on bicycles manufactured by Scania around the year 1900.

The hub and the griffin has been preserved over the years, except during the Saab-Scania era (1969-1995) when the pedal crank was replaced by spherical rings surrounding the head of a griffin, designed by Swedish artist Carl Fredrik Reuterswärd in 1983.

From 1969 to 1984, after a trademark dispute, the company used only a wordmark with the name Scania as its trademark.

In 1995, the trademark with the pedal crank and the griffin was resurrected in a modernised form.

In 2016 the logotype was updated for the first time in 20 years, contemporised with a three dimensional finish of the symbol and a more distinct wordmark.



Primary assets

The brand asset toolbox is divided into primary and secondary assets. The primary assets are Scania's strongest branding tools and can be used across all channels at all times. The secondary assets exist to support the primary assets and to enable a more dynamic brand expression.

- 1. Unique and distinct, the Scania wordmark expresses pride, trust and dedication. It can be set in a positive or negative colour depending on the background.
- 2. The Scania symbol conveys quality and robustness. A secondary monochrome symbol version is also available.
- 3. The lock-up logotypes consist of the Scania wordmark and symbol, with a pre-set proportion. Two lock-up logotype versions are available: vertical (primary) and horizontal. These are used for impactful branding where they will clearly and visibly stand out. They can be set with a positive or negative colour depending on the background.

- 4. The Scania font family "Scania Sans" has been developed to create a coherent brand expression in all communication. The typeface is custom-made, and the design is inspired by the Scania wordmark.
- 5. The four Scania brand colours are derived directly from the Scania symbol and wordmark, and effectively establish, represent and communicate the brand. These are, in turn, supported by grey tones as well as black.
- 6. The twelve-column grid system is the organising principle for how the Scania brand is visually composed, and how to display information, graphics, text and imagery.
- 7. The image style of Scania is grounded in reality and never fake or overly retouched. It aims to capture both a holistic view for perspective and scope, and a detailed view for our understanding of every detail.

1 Wordmark — p. 13



2 Symbol, 3D — p. 19



3 Vertical & horizontal lock-up logotypes, 3D — p. 26 + 32



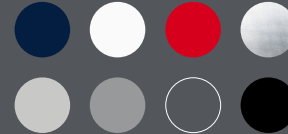
4 Typography — p. 42

SCANIA SANS HEADLINE BOLD
SCANIA SANS HEADLINE REGULAR

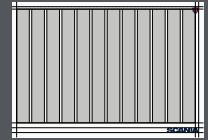
Scania Sans Bold
Scania Sans Regular
Scania Sans Italic

Scania Sans Condensed Bold
Scania Sans Condensed Regular
Scania Sans Condensed Italic

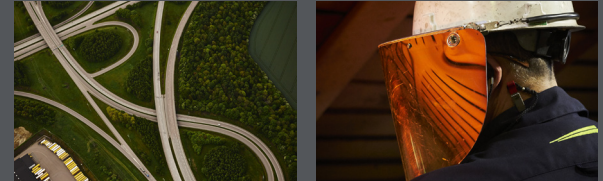
5 Primary colours — p. 59



6 Grid system — p. 66



7 Image style — p. 90





Secondary assets

1. A secondary monochrome symbol version is used when technical requirements limit the use of the primary full-colour version. The secondary monochrome version may be reproduced in blue, white, silver and black. It can also be debossed or embossed.
2. A secondary monochrome lock-up logotype version is used when technical requirements limit the use of the primary full-colour version. The lock-up logotypes consist of the Scania wordmark and symbol in pre-set proportions. Two lock-up logotype versions are available; vertical and horizontal. The secondary monochrome version may be reproduced in blue, white, silver and black. It can also be debossed or embossed.
3. An icon system enables clear and instantaneous communication for information graphics and sales support. The line drawings are designed with the Scania font and product DNA.
4. The Scania secondary supporting colours are used to vary and highlight content. The secondary colour palette is limited to a few useful colours in order to unify the brand experience.
5. The use of the “cropped” Griffin is restricted to vehicles and engine applications only. For consistency and effective branding, all other applications are to be executed primarily with the Scania symbol full-colour versions, or secondary monochrome versions.
6. The material palette is derived from Scania’s industrial sector, heritage and the industries Scania serves.

1 Symbol, monochrome — p. 20



2 Vertical & horizontal lock-up logotypes, monochrome — p. 26 + 32



3 Icons — p. 94



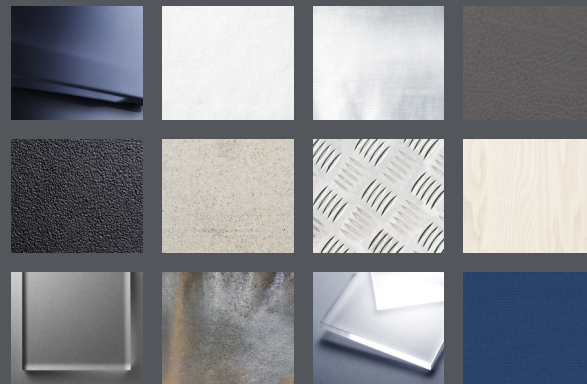
4 Secondary colours — p. 61



5 Cropped griffin — p. 99



6 Materials — p. 97



Ten brand identity principles



This identity manual is a comprehensive document outlining the principles necessary to manage and cultivate the Scania brand identity. Anyone engaged in branding or communication for Scania must always follow the manual but specifically pay close attention to the top ten brand identity principles.

1. Branding vs. communication

In all branding activities the lock-up logotype is used. In communications with additional text, the symbol and wordmark are separated to frame the message. See p. 38.

2. First impressions last

When establishing Scania as the source of a message for the first time, both the symbol and the wordmark must be present. Then later in a presentation or document, for example, the symbol and the wordmark can be used individually. See p. 12.

3. The full-colour symbol is primary

The full-colour symbol is used for all communication and branding. The monochrome symbol is secondary and should only be used when full-colour print is not possible. See p. 18.

4. The horizontal solid wordmark

The Scania workmark is always solid with no outline. It is always horizontal, to ensure its readability. See p. 12–16.

5. Cropped griffin

The cropped griffin is no longer allowed in branding and communication, and can only be used on the product itself e.g. vehicles and engine applications. See p. 99.

6. One typeface: Scania Sans

The Scania Sans font family is used in all marketing communication. See p. 42.

7. Monochrome text

Never use more than one colour in text. See p. 57.

8. Text is always left-aligned

For all Scania communications, always align text to the left. See p. 41.

9. The art of balancing colour

Primarily use the blue and the grey tones for backgrounds and dominant elements. The supporting colours and Scania Red are used modestly to inject energy and highlight particular elements. See p. 62.

10. Respect the grid

The Scania grid is applied to all applications and is a key brand identity element. See p. 66.



Tone of voice

It's not just what you do that counts. The way that you do it leaves a lasting impression. It's true for a lot of things in life, and communication is no exception. Language is not just what we say, but how we say it. Therefore, maintaining a consistent tone of voice is very important to our brand.

The Scania tone of voice is:

Honest

The way we express ourselves is forthright and open, never vague or unclear. Honesty builds trust and a sense of safety, which paves the way for constructive dialogue and great relations.

Sincere

Being frank and no-nonsense makes the Scania brand come across as approachable and down to earth. Sincerity is key to building lasting partnerships, which is one of the most important cornerstones of our business.

Respectful

Respect is a fundamental aspect of our tone of voice, since it reflects our heartfelt appreciation for all our customers, employees and partners. Respect for the integrity of the natural environment is also evidenced in our commitment to sustainable business practices.

Confident

We are leaders in the market. Without ever being arrogant, we know our worth and our strengths. This is reflected in how we speak and write – with self-assurance, pride and determination.





SCANIA IDENTITY MANUAL

BRAND ASSETS



BRAND ASSETS

1A. SCANIA WORDMARK

Scania wordmark



The Scania wordmark. Unique and distinct. Drawn to express pride, trust and dedication.

—
Please note!
First impressions last. The symbol and the wordmark must always be presented together, either as a lock-up logotype or separated according to the Scania grid system, when first establishing Scania as the communication source, on e.g. brochure covers, ads, magazines, exterior signage, etc.

Once Scania has been established as the source, the symbol and the wordmark can be used individually.

SCANIA

Scania wordmark



Primary version

The wordmark – Scania – is the most direct and effective asset in communicating the brand. It is an important graphic identifier of the brand identity. It must always be treated with care and respect to maintain its value.

The wordmark must always be reproduced in its entirety. Do not use the wordmark in body text – write Scania in the same typeface as the body text, but not in upper case.

Colour

The wordmark is available in Scania Blue, Scania White or Scania Black and should contrast with the background. It can also be executed in silver foil, debossed or embossed.

—
See page 16 for all available versions of the Scania wordmark.

SCANIA



Scania wordmark



Clear space

To ensure its visibility and impact, the Scania wordmark is always surrounded by a minimum clear space. This area should be free of other graphic elements or text.

The minimum clear space of the wordmark is a square with the same size as the width of the 'l' in the Scania wordmark.

—
All artwork files include minimum clear space.



X = The width of "l" in Scania.



Size

The Scania wordmark is clear and bold – a wordmark that is visible in almost all sizes. This gives us a range of options when it comes to size and printing technique. Always double-check the actual size and techniques with the printer before production.

SCANIA

SCANIA



Versions

The wordmark is available in the following versions:

scania_wordmark_blue_cmyk.ai
— For full-colour print, on *coated* paper

scania_wordmark_blue_cmyk_u.ai
— For full-colour print, on *uncoated* paper

scania_wordmark_blue_np.ai
— For newspaper print

scania_wordmark_blue_pms.ai + scania_wordmark_blue_pms_u.ai
— For monochrome print only, with or without monochrome symbol

scania_wordmark_blue_rgb.ai scania_wordmark_blue_rgb.png
— For all digital platforms — For all digital platforms

scania_wordmark_white_rgb.ai scania_wordmark_white_rgb.png
— For all digital platforms — For all digital platforms

scania_wordmark_black.ai
— For b/w print

scania_wordmark_white.ai
— For all printed matters

—
All files can be downloaded via
Scania Media Provider
<https://media.scania.com>
or ordered from Scania CV AB,
Brand Communication via
identity@scania.com



BRAND ASSETS

1B. SCANIA SYMBOL

Scania symbol



The Scania symbol conveys quality and robustness, emphasising these aspects of the products. A secondary monochrome symbol version is also available.

—

Please note!
First impressions last. The symbol and the wordmark must always be presented together, either as a lock-up logotype or separated according to the Scania grid system when first establishing Scania as the source of communication, on e.g. brochure covers, ads, magazines, exterior signage, etc.

Once Scania has been established as the source, the symbol and the wordmark can be used individually.



Scania symbol



Primary version, full-colour

The full-colour version of the Scania symbol should be used across all channels. It can be applied on to both light and dark backgrounds, as long as enough contrast is preserved. The full-colour symbol is available in CMYK for printed materials and RGB for digital use.

The symbol must always be reproduced in its entirety and may not be divided. It may not be directly combined with other logotypes, symbols or text. Do not use the Scania symbol in body text.

Sizes

The symbol in full-colour is available in three sizes; S, M and L. See page 22 for the size guide.

—
See page 23 for all available versions of the Scania symbol.



Scania symbol



Secondary, monochrome

The monochrome symbol should only be used when full-colour print is not possible, if materials don't allow good quality of reproduction, or if the quality of the colours is questionable.

One colour

The monochrome symbol is available in Scania Blue or Scania White and Scania Black (PMS, CMYK and RGB). It should contrast well with the background and it can be executed in silver foil, debossed or embossed. It must always be set in the same colour as the wordmark.

—
See page 23 for all available versions of the Scania symbol.



Scania symbol



Clear space

To ensure its visibility and impact, the Scania symbol is always surrounded by a minimum clear space. This area should be free of other graphic elements or text.

The minimum clear space of the symbol is a square with the same size as 1/4 of the width of the symbol.

—
All artwork files include minimum clear space.



Scania symbol



Sizes, full-colour

The Scania symbol is available in three different sizes, optimized so that it can be identically reproduced in different sizes. Always double-check the actual size and techniques with the printing house before production to ensure the correct reproduction of the symbol.

The large size can be applied to signage, walls, event materials, etc.

The medium size is the most commonly used size, for communication materials such as ads, brochures, merchandise, presentations and documents.

The small size is for web applications and very small merchandise items like pens, tie holders, etc.

Monochrome

The monochrome symbol comes in one version for all sizes. It has small detailing so make sure these are distinguishable before printing in any given media.

—
For formats larger than 1600 mm (XL), please contact: identity@scania.com



Large
26 mm–1600 mm

The size (S, M, L) equals the width of the symbol.



Medium
12 mm–25 mm



Small
5 mm–11 mm



Monochrome
One size only

Scania symbol



Versions

The symbol is available in the following versions:



scania_symbol_cmyk.pdf (S, M, L)
scania_symbol_cmyk_u.pdf (S, M, L)
— For full-colour print



scania_symbol_cmyk_np.pdf (S, M)
— For newspaper print



scania_symbol_rgb.png (S, M, L)
— For all digital platforms



scania_symbol_mono_pms.ai
scania_symbol_mono_pms_u.ai
— For monochrome print only, with or without monochrome wordmark



scania_symbol_mono_white.ai
— For monochrome print only, with or without monochrome wordmark



scania_symbol_mono_black.ai
— For b/w print

—
All files can be downloaded via Scania Media Provider
<https://media.scania.com>
or ordered from Scania CV AB,
Brand Communication via
identity@scania.com



BRAND ASSETS

1C. VERTICAL LOCK-UP LOGO TYPE

Vertical lock-up logotype



The lock-up logotypes consist of the symbol and wordmark locked together as a fixed asset.

Two lock-up logotypes are available for impactful branding – where they will clearly and visibly stand out.

The vertical Scania lock-up logotype is primary and should be used in all instances, except when odd formats require the horizontal lock-up logotype version.

The Scania lock-up logotypes are used for branded surfaces only and should never be used together with copy-based messages.

—
Please note!

First impressions last. The symbol and the wordmark must always be presented together, either as a lock-up logotype or separated according to the Scania grid system, when first establishing Scania as the source of the communication, on e.g. brochure covers, ads, magazines, exterior signage etc.

Once Scania has been established as the source, the symbol and the wordmark can be used individually.



SCANIA

Vertical lock-up logotype



Full-colour and monochrome

The Scania vertical lock-up logotype is used primarily for branding items such as signage, vehicle striping, merchandise, etc. This is a fixed artwork. Never attempt to create your own version.

Colour

The vertical lock-up logotype should primarily be used in full-colour, as CMYK or RGB. It is available with the wordmark in Scania Blue or Scania White and should contrast with the background. The monochrome symbol should only be used when full-colour print is not possible, if materials don't allow good quality of reproduction, or if the quality of the colours is questionable.

Sizes

The full-colour vertical lock-up logotype is available in three sizes: S, M, and L. See page 28 for the size guide.

—
See page 29 for all available versions of the vertical lock-up logotype.



SCANIA

1. Primary (full-colour)



2. Secondary (monochrome)





Vertical lock-up logotype

Clear space

To ensure its visibility and impact, the Scania lock-up logotype is always surrounded by a minimum clear space. This area should be free of other graphic elements or text.

The minimum clear space of the logotype is a square with the same size as the width of the "I" in Scania.

—
All artwork files include minimum clear space.



X = The width of "I" in Scania.

Vertical lock-up logotype



Sizes, full-colour

The Scania symbol has smaller details and is therefore available in three different sizes and optimized so that it can be reproduced in different sizes. Always double-check the actual size and techniques with the printing house before production. The size measurements are equal to the width of the logotype. The large size can be applied to signage, walls, event materials, etc. The medium size is the most commonly used size, for communications materials such as ads, brochures, merchandise, presentations and documents. The small size is for web applications and very small merchandise items such as pens, tie pins, etc.

Monochrome

The monochrome lock-up logotype comes in one version for all sizes. It has small detailing so make sure these are distinguishable before printing in any given media.

—
For formats larger than 5 000 mm (XL), please contact: identity@scania.com



Large
79 mm–5 000 mm

The size (S, M, L) equals the width of the logotype.



Medium
36 mm–78 mm



Small
15 mm–35 mm



Monochrome
One size

Vertical lock-up logotype



Versions



SCANIA

scania_lock-up_v_pos_cmyk.pdf (S, M, L)
scania_lock-up_v_pos_cmyk_u.pdf (S, M, L)
— For full-colour print



SCANIA

scania_lock-up_v_pos_cmyk_np.pdf (S, M)
— For newspaper print



SCANIA

scania_lock-up_v_pos_rgb.png (S, M, L)
— For all digital platforms



SCANIA

scania_lock-up_v_neg_cmyk.pdf (S, M, L)
— For full-colour print



SCANIA

scania_lock-up_v_neg_cmyk_np.pdf (S, M)
— For newspaper print



SCANIA

scania_lock-up_v_neg_rgb.png (S, M, L)
— For all digital platforms



SCANIA

scania_lock-up_v_mono_blue_pms.ai
scania_lock-up_v_mono_blue_pms_u.ai
— For monochrome print only



SCANIA

scania_lock-up_v_mono_white.ai
— For monochrome print only



SCANIA

scania_lock-up_v_mono_black.ai
— For b/w print

—
All files can be downloaded via
Scania Media Provider
<https://media.scania.com>
or ordered from Scania CV AB,
Brand Communication via
identity@scania.com



PRIMARY ASSETS

1D. HORIZONTAL LOCK-UP LOGOTYPE



Horizontal lock-up logotype

The lock-up logotypes consist of the symbol and wordmark locked together as a fixed asset.

Two lock-up logotypes are available for impactful branding – where they will clearly and visibly stand out.

The Scania lock-up logotypes are used for branded surfaces only and should never be used in communication together with copy-based messages.

The horizontal lock-up logotype should only be applied to formats where the vertical lock-up logotype is too small, as in the case of long or narrow formats like extended horizontal signage, a pen or a tie pin.



SCANIA

—
Please note!
First impressions last. The symbol and the wordmark must always be presented together, either as a lock-up logotype or separated according to the Scania grid system, when first establishing Scania as the source of the communication, on e.g. brochure covers, ads, magazines, exterior signage etc.

Once Scania has been established as the source, the symbol and the wordmark can be used individually.



Horizontal lock-up logotype

Full-colour and monochrome

The horizontal lock-up logotype should only be applied to formats where the vertical lock-up logotype is too small, as in the case of long or narrow formats like extended horizontal signage, a pen or a tie pin.

Colour

The horizontal lock-up logotype should primarily be used in full-colour, as CMYK or RGB. It is available with the wordmark in Scania Blue or Scania White and should contrast with the background. The monochrome symbol should only be used when full-colour print is not possible, if materials don't allow good quality of reproduction, or if the quality of the colours is questionable.

Sizes

The full-colour horizontal lock-up logotype is available in three sizes: S, M, and L. See page 34 for the size guide.

—
See page 35 for all available versions of the horizontal lock-up logotype.



SCANIA

1. Primary (full-colour)



2. Secondary (monochrome)





Horizontal lock-up logotype

Clear space

To ensure its visibility and impact, the Scania lock-up logotype is always surrounded by a minimum clear space. This area should be free of other graphic elements or text.

The minimum clear space of the logotype is a square with the same size as the width of the "l" in the Scania wordmark.

—
All artwork files include minimum clear space.



X = The width of "l" in Scania.

Horizontal lock-up logotype



Sizes, full-colour

The Scania symbol has smaller details and is therefore available in three different sizes and optimized so that it can be reproduced in different sizes. Always double-check the actual size and techniques with the printing house before production. The size measurements are equal to the width of the logotype. The large size can be applied to signage, walls, event materials, etc. The medium size is the most commonly used size, for communications materials such as ads, brochures, merchandise, presentations and documents. The small size is for web applications and very small merchandise items like pens, tie holders, etc.



Monochrome

The monochrome symbol comes in one version for all sizes. It has small detailing so make sure these are distinguishable before printing in any given media.

—
For formats larger than 6500 mm (XL), please contact: identity@scania.com

Large
102 mm–6500 mm

The size (S, M, L) equals the width of the logotype.



Medium
49 mm–102 mm



Small
20 mm–48 mm



Monochrome
One size only

Horizontal lock-up logotype



Versions

The horizontal lock-up logotype is available in the following versions:



scania_lock-up_h_pos_cmyk.pdf (S, M, L)
scania_lock-up_h_pos_cmyk_u.pdf (S, M, L)
— For full-colour print



scania_lock-up_h_pos_cmyk_np.pdf (S, M)
— For newspaper print



scania_lock-up_h_pos_rgb.png (S, M, L)
— For all digital platforms



scania_lock-up_h_neg_cmyk.pdf (S, M, L, XL)
— For full-colour print



scania_lock-up_h_neg_cmyk_np.pdf (S, M)
— For newspaper print



scania_lock-up_h_neg_rgb.png (S, M, L, XL)
— For all digital platforms



scania_lock-up_h_mono_pms.ai
scania_lock-up_h_mono_pms_u.ai
— For monochrome print only



scania_lock-up_h_mono_white.ai
— For monochrome print only



scania_lock-up_h_mono_black.ai
— For b/w print

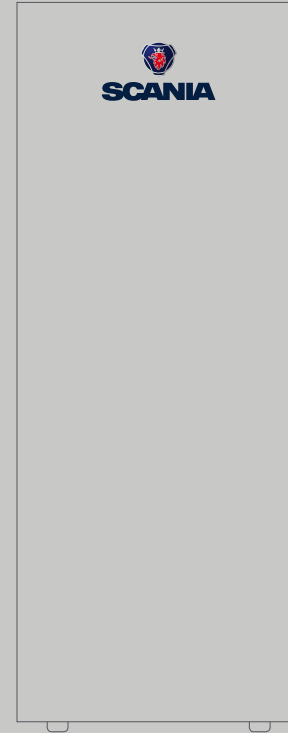
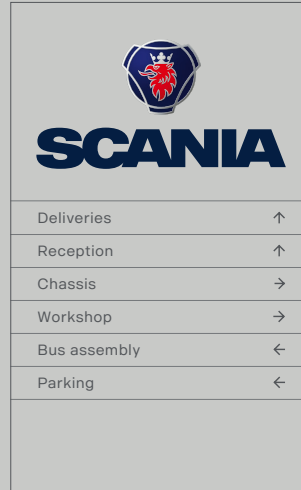
—
All files can be downloaded via
Scania Media Provider
<https://media.scania.com>
or ordered from Scania CV AB,
Brand Communication via
identity@scania.com

Lock-up logotype



Placement

Some examples of branded surfaces.





Don'ts



Don't use the dark wordmark on dark backgrounds.



Don't use the light wordmark on light backgrounds.



Don't add outlines to the wordmark or symbol.



Don't tilt, skew or add effects to the wordmark or symbol.



Don't use different printing techniques for the wordmark and symbol, on any logotype.



Don't re-colour any wordmark, symbol or logotype.



Don't use two colours for any monochrome logotype.



Don't use the full-colour symbol for black and white print.



Don't alter the perspective or direction of the symbol or wordmark.



Don't crop the symbol or the wordmark.



Don't rotate any of the Scania logotypes.



Don't use the griffin without the hub or the hub without the griffin.



Don't alter the dimensions, spacing or placements on any element on any logotype.



Don't use gold colour or gold foil on the symbol or wordmark.

Cus cum re sam, volarunt
vollo esatiosa deni nim ut asi
doloreste **SCANIA** ped que
nonsedit, venia siminci vit
evel is exa ore pa vent il et mi,
nonsequam andigenime nus,
omnis eos rerpurtatus dolore.

Don't use the wordmark in running text.



Branding vs. communication – Use of logotype

The use of logotype varies depending if you engage in branding or communication.

Branding – Use lock-up logotype

In branding activities the lock-up logotype is always used. Examples include signage, merchandise and display materials. Here the vertical lock-up is primary; the horizontal lock-up is secondary (used only on odd formats such as pens or signage where the primary lock-up cannot fit).



SCANIA

Vertical lock-up logotype



SCANIA

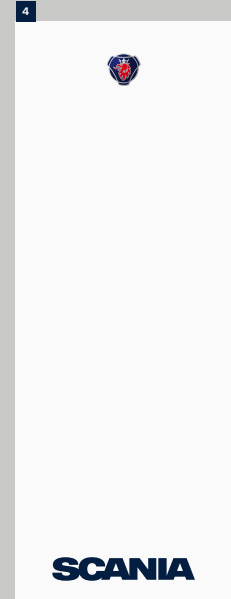
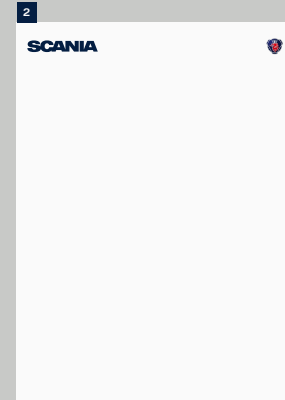
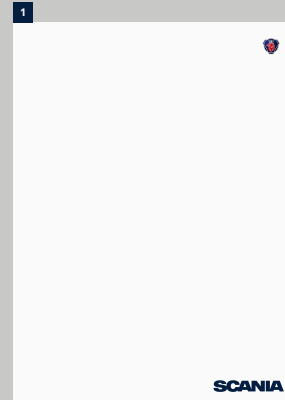
Horizontal lock-up logotype

Communication – Use separate wordmark and symbol

In any other type of communication, where an additional message is attached, Scania separates the symbol and the wordmark and use them to frame the message. This creates a contemporary look and increases the flexibility of the brand identity.

There are four ways to separate the wordmark and the symbol:

1. Vertical right
2. Horizontal
3. Front and back
4. Vertical centered

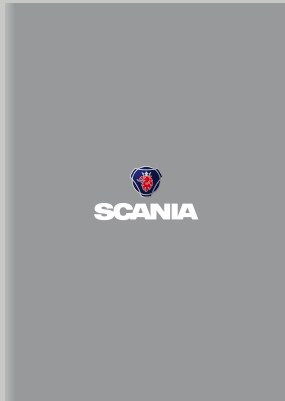




Branding vs. communication – Examples

Folders

A branded folder/brochure.
The lock-up logotype is used as there is no copy-based message present.

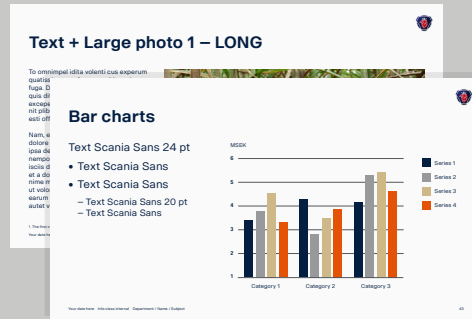


A folder with copy-based communication. The wordmark and symbol are separated – framing the message.



Outside/inside

Once Scania has been established as the source of the communication, the symbol and the wordmark can be used individually, as in this PowerPoint-template.



Roll-ups

A branded roll-up; use the lock-up logotype.
A roll-up with copy-based communication; the wordmark and symbol are separated – framing the message.





BRAND ASSETS

2. SCANIA SANS TYPOGRAPHY

Scania Sans typography



A custom-made and unique Scania font family, "Scania Sans", has been developed for a stronger and unified brand expression. The typeface design is based on the Scania wordmark and the letters are specifically engineered and drawn to answer all needs.

—
Please note that text should always be left-aligned.

ABC123
ABC123



Versions

The Scania Sans typeface family has three fonts:

Scania Sans Headline
Scania Sans
Scania Sans Condensed

The font family comes in eight different cuts and weights, and all fonts are available for use across all media.

Depending on usage, there are three different versions of the font files available:

Scania Sans – Desktop
(Open Type Font/OTF)
For Adobe Suites e.g. InDesign

Scania Sans – Web
(TTF, Woff, Woff2, EOT)
For web applications

Scania Office Fonts
(TrueType Fonts/TTF)
For MS Office

All files can be downloaded via Scania Media Provider
<https://media.scania.com>
or ordered from Scania CV AB,
Brand Communication via
identity@scania.com

Scania Sans Headline

SCANIA SANS HEADLINE BOLD
SCANIA SANS HEADLINE REGULAR

Scania Sans

Scania Sans Bold
Scania Sans Regular
Scania Sans Italic

Scania Sans Condensed

Scania Sans Condensed Bold
Scania Sans Condensed Regular
Scania Sans Condensed Italic



Scania Sans Headline

Scania Sans Headline is closely linked and associated with the Scania wordmark. It comes in two weights: Bold and Regular. Both weights are developed in upper case for use when the headlines are written in all caps. The two weights should be used to convey different tonalities depending on the text. They also create contrast between headlines and sub-headlines and should support each other when both fonts are needed.

Scania Sans Headline Bold

When using the Scania Sans Headline Bold in large sizes, the headline must be short and should not surpass three rows/lines. If necessary, use a sub-headline to complete and clarify the message.

Scania Sans Headline Regular

This alternative gives the headlines a softer tonality, and may also be used for longer headlines and sub-headlines. If necessary, use a sub-headline to complete and clarify the message.

—

For examples, see page 46–57.

Scania Sans Headline Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZÅÄÖ—1234567890**

Scania Sans Headline

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZÅÄÖ—1234567890



Scania Sans

Scania Sans is primarily for body copy, intro texts, quotations and graphs but may also be used for secondary headlines. It comes in three weights: Bold, Regular and Italic. All of these weights have been developed in both upper and lower case. When using Scania Sans the text should always be written in upper and lower case. The italic weight is only for use in highlighting specific words.

Scania Sans Bold

Use this weight for sub and secondary headlines or as an alternative when better legibility is needed on various backgrounds (i.e., for quotations, intro texts, etc.).

Scania Sans Regular

Use Scania Sans Regular for body copy, intro text, graphs and quotations.

Scania Sans Italic

This weight can be used to highlight specific words in the body copy when necessary.

—
For examples, see page 46–57.

Scania Sans Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZzÅåÄäÖö
1234567890€\$¢£¥!/?&@©®™+-x÷=%

Scania Sans Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZzÅåÄäÖö
1234567890€\$¢£¥!/?&@©®™+-x÷=%

Scania Sans Italic

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZzÅåÄäÖö
1234567890€\$¢£¥!/?&@©®™+-x÷=%*



Scania Sans Condensed

Scania Sans Condensed is an efficient font and is excellent to use to maximize space and in small sizes (e.g., in manuals, reports and graphs).

Scania Sans Condensed Bold

The Bold weight is for headlines and sub-headlines but can be used to improve legibility on certain backgrounds.

Scania Sans Condensed Regular

The Regular weight is used for body copy and may be used in graphs.

Scania Sans Condensed Italic

The Italic weight is used mainly for highlighting specific words in body copy.

—

For examples, see page 47.

Scania Sans Condensed Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZzÅåÄäÖö
1234567890€\$¢£¥!/?&@©®™+-×÷=%

Scania Sans Condensed Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZzÅåÄäÖö
1234567890€\$¢£¥!/?&@©®™+-×÷=%

Scania Sans Condensed Italic

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZzÅåÄäÖö
1234567890€\$¢£¥!/?&@©®™+-×÷=%*



Settings 1

The typography was developed with legibility in mind. In other words, all the weights have tailor-made kerning tables. For a consistent typographical expression, fixed values are set.

Font sizes

Scania Sans Headline

The size of the headline should not be smaller than the logotype. The sub-headline must be smaller than the headline, approximately 1/3–1/5 size of the headline.

Scania Sans and Scania Sans Condensed

Adjust body copy, intro texts, quotations and graphs to fit the headline and the format. Remember to ensure legibility. Generic text should not be smaller than 6 pt. For optimum legibility the number of characters in one line should be approximate 50–70.

Typographic settings

- 1. Sub-headline: Scania Sans Headline Regular**
Text: upper case
Kerning: 0 / metric
Word spacing: 100%
Leading: 95%
- 2. Main headline: Scania Sans Headline Bold**
Text: upper case
Kerning: 0 / metric
Word spacing: 100%
Leading: 95%
- 3. Scania Sans Regular**
Text: upper and lower case
Kerning: 0 / metric
Word spacing: 100%
Leading: 125%
- 4. Scania Sans Regular and Bold**
can be used for secondary headlines, intro text, body copy, quotations, and graphs.

1 TAILOR-MADE APPLICATIONS

LONG

1.5X

2 X = 95% Leading

HAULAGE

3X

3 Officid ut fugiaest aci undus sum sequias ut id quae vel eum ipsaperem quos dicae liquibus eatuae nis experspit quibus et est, int evelicia sunt eaquiasseri rem eos alitatus dolessim de dolore odit inum sin et et, qui omnimusanti occurm ea volentur? Qui dolum que eos coresse et quis es magnis consequis reicae nullit molorione labo. Am, quis et ipsanti occupatur?

4 Scania Sans Bold may be used as a secondary headline

X = 125% Leading

3X

When needed, supported by an intro text, written in Scania Sans Regular. Scania Sans Bold may be an alternative when better legibility is needed on various backgrounds.

2X

Xercimusam, solecetet aut occaes aut eum hitatur, seque ere debis dolum quam utet occati volum voluptaque consequae con rehento doluptas pores numquaspe nonest, es sa erum quatur audaetac cum est et laut quis et eos et quam, cum di omnimi, sita voluptam lautatibus.



Settings 2

Scania Sans Condensed is a supporting font designed for maximum effectiveness when space is limited. Use the example on the right as a guide for secondary headlines and intro texts (i.e., in a manual or report).

Font sizes

Scania Sans Condensed

Adjust body copy, intro texts, quotations and graphs to the format and columns. Remember to ensure legibility. The text should not be smaller than 4.5 pt and Condensed should not be used in large sizes. It is only designed to be used in smaller sizes, approximately 4.5–14 pt.

For optimum legibility, the number of characters in one line should be approximately 50–70.

Typographic settings

1. **Scania Sans Condensed**
Text: upper and lower case
Kerning: 0 / metric
Word spacing: 100%
Leading: 125%
Figures: tabular lining is available

2. Example of table

1 Consolidated statement of changes in equity

X = 125% Leading

3X

In Note 14 there is a description of the consolidated equity items and information about the company's shares.

The equity of the Scania Group has changed as follows:

2X

2 Financial overview

	Full year 2015			Q4			
Trucks and buses, units	2015	2014	Change %	2015	2014	Change %	
Order bookings	77 091	82 984	-7	19 199	20 683	-7	
Deliveries	76 561	79 782	-4	21 626	23 589	-8	
Net sales and earnings	<i>EUR m.*</i>						
Net sales, Scania Group, SEK m.	10 388	94 897	92 051	3	25 211	26 413	-5
Operating income, Vehicles and Services SEK m.	942	8 601	7 705	12	2 349	2 134	10
Operating income, Financial Services, SEK m.	114	1 040	1 016	2	246	231	6
Operating income, SEK m.	1 056	9 641	8 721	11	2 595	2 365	10
Income before taxes, SEK m.	998	9 109	8 322	9	2 420	2 306	5
Net income for the period, SEK m.	740	6 753	6 009	12	1 813	1 642	10
Operating margin %		10.2	9.5		10.3	9.0	
Return on capital employed, Vehicles and Services		19.3	19.9				
Cash flow, Vehicles and Services, SEK m	479	4 376	4 690	-7	3 156	2 477	27

* Translated to EUR solely for the convenience of the reader at a closing day rate SEK 9.1350 = EUR 1.00. Unless otherwise stated, all comparisons refer to the corresponding period of the preceding year.



Settings 3 (A4)*

General settings
Kerning: 0/metric
Word spacing: 100%

- | | |
|---|---|
| <p>1. Page header
Scania Sans Bold
Sizes: 9–12 pt
Leading: 125%</p> <p>2. Headline 1
Scania Sans Headline Bold
Sizes: 36 pt and up
Leading: 95%</p> <p>3. Intro text
Scania Sans Regular
Sizes: 14–16 pt
Leading: 125%</p> <p>4. Body copy
Scania Sans Regular
Sizes: 8–12 pt
Leading: 125%</p> | <p>5. Subheadline
Scania Sans Bold
Sizes: Same size as body copy
Leading: 125%</p> <p>6. Highlight copy
Scania Sans Italic
Sizes: Same size as body copy
Leading: 125%</p> <p>7. Page footer
Scania Sans Regular/Bold
Sizes: 6–7 pt
Leading: 125%</p> <p>8. Quotes
Scania Sans Bold
Sizes: 12–14 pt
Leading: 125%</p> |
|---|---|

* These settings are optimized for A4 format. For bigger or smaller formats, adjusted settings are advised.

1 Page header – Optional

2 **MUS EAQUIA
VOLORE SOLU**

3 **To in pa asin pe simiit il incipanda
dolest unt modicip idundandusto
blaborepspe natur susciis sit quibus
dis experit officae. Nam alitatur.**

4 Emquandiit quae. It liqua lacestistis
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am ut lab imet explaborem voluptatinto
quaecto min rererporios et molest
liqua es volor aborendam faccearierae
earumque volonere poriatet este
porier itaquu blabat et onmodia idari
dendam entum ne quibus ndaeputam
voise et quodis sito. Tem acaborepe
sum voluptatur magrate ea am as
quatempreptae re pore, omnim allas
volone coratub aut utem atlet omnim
quam quae nonest aliquatur, officid
quibus molonere tentis ab ilis magrate
erro et diati cumquid ucidibus
doluptatur, qui dipsum, ommolurme
tempore perio.

5 **Has es nis nihilli**
Tionsec torpos aut earchicia derber
umemta dolorionecae aut dolorum
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sendipis untuntio iusant ra quis
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deniscialia suanteni is aspe di dendi
omnihitotit qui occupatur, expelia
nimolo expedio quatet et aut restrum, si
audam que sitem fuga. Cab inuillatquaes
essina et egepido isopeque commodiatat
dollatetus, con natis debis enihill im
ipandia mi, sus niasint.
Conecae. Equi consequam
faccumquam nonne con nem, Os qui
quam, custrum, este qui berum eum

6 quid ut molo expelens perum lit et, cus
apernitiqui voluptat.
Pudee odi dolor aut ipsa quae reicid
qui ipandae nonem assi con nis incias
comrate et re modi qui doloronere es
desasin re ma erferru ptaquaspis eaquis
endis inosuo vel endiam, nupiarum
faccupi aquatur sed quis es sa qui
ut abor arum cus aut ius et quo quat
re cusapend nobit asperer estulande
demporro tempore te dolor suntio qui
derum num simpos molest, sotas.
Itaquis eum ellant dolupta essinin
fuga. Igeni accae conetor? Quis eos
et que veratur maicorerion nitatistit,
nis doluptae vendisumet et vlet odit,
con et ipsum haruqatur audios eum
sit lacuum, con nos mosaeero doloreh
emitt, nos eos et vel qui dolupta tempor
magnian delecta sequideli que im que
pre lam sum simi, sum fuga idgentis
alictobaque quis restia voluptatet autem
que commagniam explabo. Tis conse
eos si sa eam, odit, tee esture onmolur
itaque blab int, sitae res sequeas
autesepem nem elum que. Lacto omni
di, illuptas et, estium nonseque et alit
accusapic te ventemposam int ecicum
ipandam aborepore blam vel in erem
ea qui dolor aut evelest, vollesstam
doluptae qui siet et de aut lab inventi
dolom est, imin porat, Occaeacus vide
ventem rerum, occulior audis li quo
dolit magnatus et li ipant elique

7 02 Page footer – Optional

8 **"Omnis ad qui
dolest pos
lunte nestem
et quam
iusam et la
quis andicium
voit, unt
perepra,"**





Headlines

There are three different ways to use Scania Sans for headlines:

1. Scania Sans Headline Bold

**SHORT AND
SWEET COPY**

2. Scania Sans Headline Regular

LONGER AND ELABORATE
HEADLINES IN SCANIA
BRANDED MATERIALS

3. Scania Sans Bold

**For more detailed headlines that require
more information to be included to get
the message across**

—
Note: Scania Sans Bold should not be used as primary headlines in brochures and other branded sales material.

→ Branded communication

→ Non-branded communication, information, documentation and editorial.



Scania Sans Headline Bold – Best-in-practice

Scania Sans Headline Bold is Scania's main font for headlines. It can span between 1–3 lines and may not be set in smaller sizes than the size of the wordmark.

1. Scania Sans Headline Bold

**FOR A HEADLINE
TO CREATE INTEREST**

When surpassing 3 rows, switch to Scania Sans Headline Regular, and decrease the size

**FOR A HEADLINE
TO CREATE INTEREST
IT SHOULD BE SHORT
AND DISTINCT**



Scania Sans Headline Regular – Best-in-practice

Scania Sans Headline Regular is an alternative to give headlines a softer tonality, and may also be used for longer headlines and sub-headlines.

2. Scania Sans Headline Regular

FOR A HEADLINE TO CREATE
INTEREST IT SHOULD BE
SHORT AND DISTINCT

No headline should surpass 4 rows

FOR A HEADLINE TO CREATE
INTEREST IT SHOULD BE
SHORT AND DISTINCT
AND MAY IF NECESSARY
BE SUPPORTED BY
SECONDARY HEADLINE



Scania Sans typography

Scania Sans Bold – Best-in-practice

Use Scania Sans Bold for more detailed headlines that require more information to be included to get the message across.

Note: Not to be used as primary headlines in brochures and other branded sales materials.


3. Scania Sans Bold

PowerPoint slides

Text + Large photo 1 – LONG

To omnimpell idita volenti cus experrum quatitit conem facume vitis audam fuga. Dem et, quatit, solo to eoe volo quis dit eos inis doloro volut inunmet exeept iscipidus ut dolupta tibeaurum, nit pilbus aut que venit, arietit aut et alis esti officit, quanitatitas.

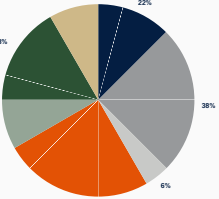
Nam, et quaepectit, omnimpos voloria dolore nam aut que et eture omno ipsa dest eos dollet aut exees in pe nemporia nim fuga. Accae cus acispian iscis dolupiscis exees utparit dolorum et a dotor audam liqui andi demin nime maiorum volupterae id magnis ut volorep ediclis claspero berum re erarum fugiasit miquisialis pelluptetqui autet vet et esto commolestium apiet



1. The first column | Lorem ipsum dolor sit amet | 2. The second column | 3. The third column | 4. The fourth column | 5. The fifth column | 6. The sixth column | 7. The seventh column | 8. The eighth column | 9. The ninth column | 10. The tenth column

Your data here | URL | Date | Format | Department / Name / Subject

Pie charts



Category	Percentage
Category 1	22%
Category 2	38%
Category 3	6%
Category 4	31%
Category 5	19%
Category 6	28%
Category 7	10%

Categories

- Category 1
- Category 2
- Category 3
- Category 4
- Category 5
- Category 6
- Category 7

Net sales, products and services, SEK 90,001 m.

Your data here | URL | Date | Format | Department / Name / Subject

Letter template

Page 1 (3)

Rasmus Kallerman
Borvidagatan 3
126 49 Hagersten
Sweden

2016.05.26
Stockholm

Our reference
Maria Larsson

Your reference
Rasmus Kallerman

Itatium volo bearuntotote voles maxima nistion sequent

Qui archi melior sem quae ea pallibus, quo moles voluptat dolourumque id molis ewellibusda sunt et vit kasaurum nit enret qui sed ut pre moist, suam eoei aut ipsum. Epedi et haridit qui aut silis ut rem faciam utatit eari, dolore quatum et biendi is vel iilupta quatumque diaccae cstatemp et itatitque nobitio miosca, alia nobite moles de pedit dis aut pra eieritictur, nam doluptate coniedit ut dicitae cum sapit que nit aut qui sunt officae sum eum et volent.

Subheader 1, 10 pt, bold, preferably not longer than one line

Conet que dolesse exerspell int ut vlgaritis vorerorum aturus quosim peditae cupitae aia necepedis noat fillores et repre ventitur maximumto que vel minitit aborito iposim miquis con que eumautitum voutatipon pre coribusam ipatitoid moliposim samus dia itabor rovidis terrorerae dolum estio existitit, et lam quatitipummet odit re, nimilug itagere comitit acuarum nit demotte asesequit inctus, volis blabus soloraret, cum assent sa core, sum adupta enedis eorum coniedit aut labo. Ut terronitit re conit aut explit quo blacipra eum ut ipis etur, volupta tatur, od eoe eturio dolorum easti dicae nus.

Barum es nonseous estrum remiant quos sequibus dit estrum explit, explem, ut fuga. Cliestem quatit facietit minictuel quae sandandi re volorep etispariam, serrum que ea nititit. Tt usarero et ve nate discitit a vendarid ligendia as quatit, quam voluptae qui a sum atitae amendero que ni ducium reitit ut optive itatitae piasib ihum dolobabore pa rem. Sed quam et lam is dis eicior, occutur mo doloreped que asperoverumia omnis pa duclentibus ipsuaret mo toara nit ponetur, quentiditit it dicitae ribae.

Subheader 2, 10 pt, bold, preferably not longer than one line

Moloren demitichius id mos experrum atitqui as atitquod que labore laborepudt fuga dolletit rugatit aturione insequum utit nam facuosa nitanda solononequi to nis sinihite itacpudita quid quae la sum que dolat fuga. Nemped moloraret vendarid aut applicuata aditit namum, aut vendarit blabusit que volumit eumitum volitit sint atitubidem fugiarum solonorepum sircatitit lautemque spuatit, suntit na durtit volumitque eicrimis abortite periatitit reperitubusae ex nis preferitio ventit.

Neserer ionactem atititquod minitit same portit venet denimagniet esto omnis estiossian parcum valitqui od quae ligendi moluptatit dolonem re nis mionitum, sandam etloris simuandentit, dolore edisae am, onem et aut

Scania CV AB
SE-100 87 Södertälje, Sweden
www.scania.com

Phone +46 8 663 80 10 Fax +46 8 663 834 01
Registered in Sweden No. 1234567890
Registered Office: Södertälje, Sweden

SCANIA



Glyph overview

Upper case ABCDEFGHIJKLMNOPQRSTUVWXYZ

Lower case abcdefghijklmnopqrstuvwxyz

Proportional, mono figures 1234567890

Scania Sans accented - Standard Western - Latin
À Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï
Ð Ñ Ò Ó Ô Õ Ö × Ø Ù Ú Û Ü Ý Þ ß
à á â ã ä å æ ç è é ê ë ì í î ï
ð ñ ò ó ô õ ö ø ù ú û ü ý þ ÿ

Punctuation .,:;...--_!?!;ç'""',,"'<>|/()\[\]{}••#
&@©™*¶§

Case-sensitive forms ()[]{}--—<>»»¿¡

Currency, mathematical operators €\$¢£¥¼½¾%‰µπ
+-±×÷=≠≈<>

Superscripts, fractions, ordinals ¼ ½ ¾ °



Replacement fonts

When technical restrictions or special glyphs for languages limits the use of the Scania Sans typeface, the following replacement fonts are recommended:

Latin languages:

Helvetica Neue – Mac computers
Arial – PC computers

For other languages, please use a font as similar as possible to Helvetica Neue or Arial, as a suggestion any of the fonts below:

Arabic, Cyrillic, Greek, Hebrew and Vietnamese scripts:
Helvetica World/Linotype – Mac
Arial – PC

Chinese
MS JhengHei or MS Sim Hei

Japanese
MS Gothic

Thai
MS Sans Serif

Helvetica Neue (Mac)

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZzÅåÄäÖö
1234567890€\$¢£¥!/?&@©®™+-x÷=%

Arial (PC)

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZzÅåÄäÖö
1234567890€\$¢£¥!/?&@©®™+-x÷=%



Don'ts

~~HEADLINE TOO TIGHT~~
~~HEADLINE TOO WIDE~~

Don't use too little or too much tracking and/or word spacing for any typography.

~~SUBHEADLINE TOO CLOSE~~
~~CORRECT HEADLINE~~

~~SUBHEADLINE TOO FAR AWAY~~

Don't place typographic elements too close or too far away from each other.

~~HEADLINES MAY NEVER~~
~~SURPASS THREE ROWS.~~
~~CHOOSE SCANIA SANS~~
~~HEADLINE REGULAR~~
~~INSTEAD.~~

Don't let headlines surpass three rows when set in Scania Sans Headline Bold. For longer headlines, use a subheadline to divide the message, or choose Scania Sans Headline Regular, set in smaller size.

~~DIFFERENT WEIGHTS~~
~~ALTERNATING COLOURS~~

Don't mix weights or colours for any typography.

Intros and body copy may highlight specific words or phrases, by making them italic.

~~VERY COOL EFFECTS~~
~~AND GRADIENTS~~

Don't add any kind of effects or gradients to any typographic element.

~~Ad qui cum fuga. Ita consequi re
vendet id que as sequat officiis
es a doluptiam, culleni hiliquis
doloreh endante dunt aditati
rerum que derunt ducima corat
milia aut quiamust, ommolliqui
dusae velesenis debis diatem et
aut omnima precto cone rectet
porissequunt occust, ut vendi
alignat expligent, nimint la consecti
ipsa non recae rae. Etusam aut.~~

Don't use too little or too much leading for any typography.

~~Ad qui cum fuga. Ita consequi re
vendet id que as sequat officiis
es a doluptiam, culleni hiliquis
doloreh endante dunt aditati
rerum que derunt ducima corat
milia aut quiamust, ommolliqui
dusae velesenis debis diatem et
aut omnima precto cone rectet
porissequunt occust, ut vendi
alignat expligent, nimint la consecti
ipsa non recae rae.~~

Don't justify, center or right align any copy. Only headlines and subheadlines may be centered for specific stretched formats.

~~Ad qui cum fuga. Ita consequi re
vendet id que as sequat officiis
es a doluptiam, culleni hiliquis
doloreh endante dunt aditati
rerum que derunt ducima corat
milia aut quiamust, ommolliqui
dusae velesenis debis diatem et
aut omnima precto cone rectet
porissequunt occust, ut vendi
alignat expligent, nimint la consecti
ipsa non recae rae.~~



BRAND ASSETS

3. SCANIA COLOURS

Scania colours



Introduction

The Scania brand colours are derived from the Scania symbol and wordmark and effectively establish, represent and communicate the brand.

Scania Blue and Scania White should mainly be used for text and backgrounds.

Scania Red is represented by the griffin in the Scania symbol. It must be used with great care and only as a highlight or accent colour, never to steal attention from the griffin. Red can also be associated with warning signs and negative results (e.g. red numbers in a table).

Silver is used as metallic PMS or silver foil. Never simulate silver in digital applications or in print.

—
Colour books/swatches as ASE-files, may be ordered from Scania CV AB, Brand Communication via identity@scania.com



Scania Blue

Blue is the colour of stability. It stands for authority, truth, tradition and trust.



SCANIA



White

White is the colour of light. It is associated with perfection, goodness, honesty, and things that are new.



Scania Silver

Silver is the colour of purity. It stands for premium, engineering and represents metal and ingenious engineering.



Scania Red

Red is the colour of commitment. It stands for power, heat, love, energy, fighting spirit – and pride.



Scania colours

Brand colours and primary supporting colours

The Scania brand colours are supported by primary supporting colours and a secondary colour palette. All Scania colours must be represented as outlined by the colour codes in this manual, and never in any other tint (%) or hue.

The primary supporting colours in grey offset the brand colours and form the primary background of the colour scheme.

When using coloured text, always use the same colour throughout. Please find all necessary colour values to the right. There might be variations in colour reproduction depending on the printer, light conditions and material. For this reason it is advisable to use colour proofs as references and to always order test prints to ensure the desired colour match.

C = Coated paper
U = Uncoated paper
NP = Newspaper print



Scania Blue

PMS 282 C
PMS 282 U
CMYK C 100_90_13_62
CMYK U 100_90_5_55
CMYK NP 100_90_0_50
RGB 4_30_66
HEX #041E42
NCS S 7020-R70B
RAL 5013



Scania White

PMS White C
PMS White U
CMYK C 0_0_0_0
CMYK U 0_0_0_0
RGB 250_250_250
HEX #FAFAFA
NCS S 0500-N
RAL 9003



Scania Red

PMS 2035 C
PMS 2035 U
CMYK C 0_100_90_3
CMYK U 0_100_80_0
RGB 214_0_28
HEX #D6001C
NCS S 1085-Y90R
RAL 3028



Scania Silver

PMS Silver C
FOIL Kurz Alufin Satingloss
RAL 9006



Scania Light Grey

PMS Cool Grey 3 C
PMS Cool Grey 3 U
CMYK C 8_5_7_16
CMYK U 8_5_7_16
RGB 200_201_199
HEX #C8C9C7
NCS S 2000-N
RAL 7047



Scania Medium Grey

PMS Cool Grey 7 C
PMS Cool Grey 7 U
CMYK C 20_14_12_40
CMYK U 20_14_12_40
RGB 151_153_155
HEX #97999B
NCS S 4000-N
RAL 7004



Scania Dark Grey

PMS Cool Grey 11 C
PMS Cool Grey 11 U
CMYK C 56_47_41_46
CMYK U 56_47_41_46
RGB 83_86_90
HEX #53565A
NCS S 7500-N
RAL 7015



Scania Black

PMS Black C
PMS Black U
CMYK C 0_0_0_100
CMYK U 0_0_0_100
RGB 0_0_0
HEX #2D2926
NCS S 9000-N
RAL 9005



Scania colours

Secondary colours

Scania's secondary colour palette is designed to be used to vary or highlight content.

Orange communicates news, innovation and power. The greens and beige are natural colours that reinforce Scania's image as a grounded, reliable organization, and a leader in the shift towards a sustainable transport system.

Please find all necessary colour values to the right. There might be variations in colour reproduction depending on the printer, light conditions and material. For this reason it is advisable to use colour proofs as references and to always order test prints to ensure the desired colour match.



Scania Orange

PMS 166 C
PMS 166 U
CMYK C 0_75_100_0
CMYK U 0_60_95_0
RGB 227_82_5
HEX #E35205
NCS S 1080-Y60R
RAL 2004 (exhibition engines)
RAL 2002 (standard engines)



Scania Beige

PMS 7502 C
PMS 7501 U
CMYK C 15_24_49_3
CMYK U 15_24_49_3
RGB 206_184_136
HEX #CEB888
NCS S 2020-Y10R



Scania Pale Green

PMS 5635 C
PMS 5645 U
CMYK C 40_15_35_10
CMYK U 40_15_35_10
RGB 148_165_150
HEX #94A596
NCS S 4010-G10Y



Scania Green

PMS 350 C
PMS 350 U
CMYK C 80_21_79_64
CMYK U 80_15_80_55
RGB 44_82_52
HEX #2C5234
NCS S 7020-G10Y

C = Coated paper
U = Uncoated paper

Scania colours



Contrast

	Scania Black	Scania White	Scania Blue	Scania Dark Grey
Scania Blue background	Aniandiot et Officitel quis del idustiora poremporuc			
Scania Dark Grey background	Aniandiot et Officitel quis del idustiora poremporuc			
Scania Medium Grey background	Aniandiot et Officitel quis del idustiora poremporuc			
Scania Light Grey background	Aniandiot et Officitel quis del idustiora poremporuc		Aniandiot et Officitel quis del idustiora poremporuc	Aniandiot et Officitel quis del idustiora poremporuc
Scania White background	Aniandiot et Officitel quis del idustiora poremporuc	Aniandiot et Officitel quis del idustiora poremporuc	Aniandiot et Officitel quis del idustiora poremporuc	

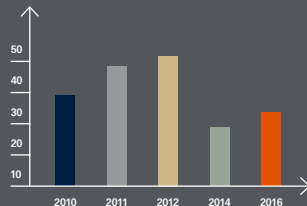
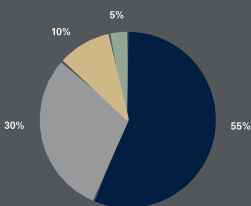
	Scania Black	Scania White	Scania Blue	Scania Dark Grey
Scania Silver background	Aniandiot et Officitel quis del idustiora poremporuc		Aniandiot et Officitel quis del idustiora poremporuc	Aniandiot et Officitel quis del idustiora poremporuc
Scania Orange background	Aniandiot et Officitel quis del idustiora poremporuc	Aniandiot et Officitel quis del idustiora poremporuc		
Scania Beige background	Aniandiot et Officitel quis del idustiora poremporuc	Aniandiot et Officitel quis del idustiora poremporuc	Aniandiot et Officitel quis del idustiora poremporuc	
Scania Pale Green background	Aniandiot et Officitel quis del idustiora poremporuc	Aniandiot et Officitel quis del idustiora poremporuc		
Scania Green background		Aniandiot et Officitel quis del idustiora poremporuc		



Do's



Use support and secondary colours as background plates or to create graphic elements, such as charts, tables and illustrations.



Do's

	2014	Change %
	82 984	-7
	79 782	-4
	92 051	3
	7 705	12
	1 016	2
	8 721	11

Scania Red is only used for highlighting important or specific details and information.

It should be used scarcely to ensure it does not steal attention from the Scania symbol.

Don'ts



Don't use unapproved colour combinations, to avoid insufficient contrast.



BRAND ASSETS

4. SCANIA GRID SYSTEM

Scania grid system



Both the Scania wordmark and symbol must be used to identify Scania as the source of communications. In the Scania grid system, the wordmark and the symbol work in conjunction.

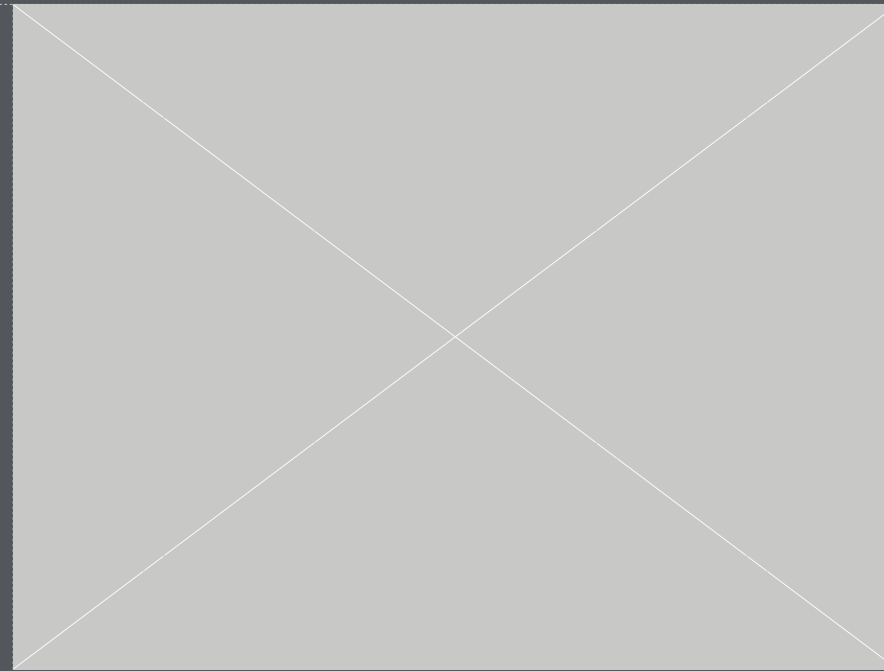
There are two options: vertical placement (top and bottom) and horizontal placement (left and right).

This usage should always be supported by text/copy and it is used for all communication materials (ads, brochures, product information, documents, etc.).

Please note!

First impressions last. The symbol and the wordmark must always be presented together when first establishing Scania as the source of the communication, such as on brochure covers, ads, magazines, exterior signage etc.

Once Scania has been established as the source, the symbol and the wordmark can be used individually.





Landscape grid — Step 1

For the landscape grid, the wordmark is 1/6 of the width of the format. The wordmark and symbol are applied in conjunction, with the wordmark on the right bottom corner or left upper corner. The symbol is always placed in the right upper corner. The text/copy must be left-aligned.

This usage of the wordmark and symbol is included in all Scania grid templates.





Landscape grid — Step 2

Adding a message on the twelve-column text grid.

For grid settings, see illustrations.

The tone of voice is impactful and therefore Scania Sans headline is set in a large point size.

Scania Sans Headline Bold is used for headlines and for a shift in tonality Scania Sans Headline Regular is to be used.

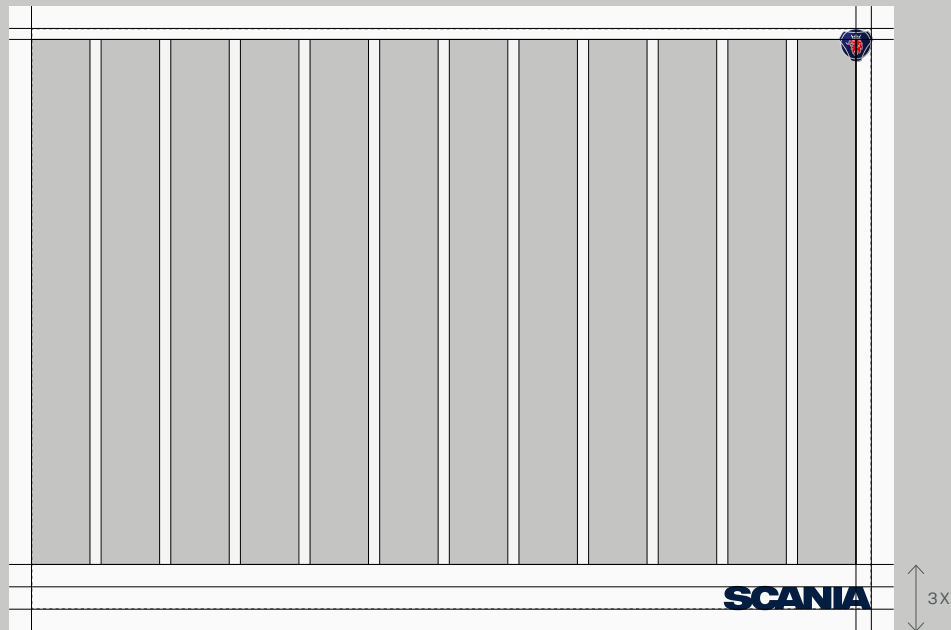
The subheadline can be placed above or underneath the headline, depending on the message, with a proportional size of 1/3–1/6 to Headline Bold, depending on the format and length of message.



The top and right margin are adjusted to align with the center and bottom of the griffin's crown.



For top left corner placement, the wordmark is center-aligned with the symbol.



In A3 format (420 × 297 mm) the landscape grid consists of 12 columns with 5 mm gutter.
In A4 format (210 × 297 mm) the landscape grid consists of 12 columns with 3.75 mm gutter.



Landscape grid — Step 3

Add an image or background colour, along with desired copy.

Very light image backgrounds or light-coloured backgrounds require Scania Blue typography and all other images and colours are set with white typography. See next page.

—
Please note:
Multicoloured typography is not allowed.





TAILOR-MADE APPLICATIONS

WE UNDERSTAND YOUR BUSINESS

Est, te reseruoquam verumis sunt moleremped modiorosa cum que dolumquat endigent eat que volorepret lozum, exasperation que hoiuzi oridiosa asperum arum quatit, dapientur senq, amonibus et odolipor sitatum, dilliope et aumertore, tot eat incia avium nate potioribus ut eat et, feresum ne conat ut elusodi pidi blaudeae sunt latit aut equipame osum fuge. Ut haritat usdae. Nam simpos molupta nam alibus earum fugitis ipsunt et pa sus doluptatur, sitoribus, ne in hanc

osae. Neque mi, a pligris molerescitit anctoris illi molerose pro moreso, rasperro officie cus aut hi endiae veri narum ne conat non pratassit omnia qui simini doluptatur rem rerum enim seq, amonibus et odolipor sitatum, dilliope et aumertore, tot eat incia avium nate potioribus ut eat et, feresum ne conat ut elusodi pidi blaudeae sunt latit aut equipame osum fuge. Ut haritat usdae. Nam simpos molupta nam alibus earum fugitis ipsunt et pa sus doluptatur, sitoribus, ne in hanc

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SCANIA

© 2015 Scania CV AB, SE-151 87 Södertälje, Sweden. Photo by Name Namesson

TAILOR-MADE APPLICATIONS

WE UNDERSTAND YOUR BUSINESS

Est, te reseruoquam verumis sunt moleremped modiorosa cum que dolumquat endigent eat que volorepret lozum, exasperation pra velupit onosous asperum arum quatit, sapientur senq, amonibus et odolipor sitatum, dilliope et aumertore, tot eat incia avium nate potioribus ut eat et, feresum ne conat ut elusodi pidi blaudeae sunt latit aut equipame osum fuge. Ut haritat usdae. Nam simpos molupta nam alibus earum fugitis ipsunt et pa sus doluptatur, sitoribus, ne in hanc

osae. Neque mi, a pligris molerescitit anctoris illi molerose pro moreso, rasperro officie cus aut hi endiae veri narum ne conat non pratassit omnia qui simini doluptatur rem rerum enim seq, amonibus et odolipor sitatum, dilliope et aumertore, tot eat incia avium nate potioribus ut eat et, feresum ne conat ut elusodi pidi blaudeae sunt latit aut equipame osum fuge. Ut haritat usdae. Nam simpos molupta nam alibus earum fugitis ipsunt et pa sus doluptatur, sitoribus, ne in hanc

Atet acet, conae utmodi, pamiu, ut Tur? Qui molerit molerit, eui verita porporatibit, neclent es dolo quam faceretur? Cui doloia quam remquis ut, qui ut dunt, gnaconneqae inest.

SCANIA

© 2015 Scania CV AB, SE-151 87 Södertälje, Sweden. Photo by Name Namesson



TAILOR-MADE APPLICATIONS

**WE UNDERSTAND
YOUR BUSINESS**

SCANIA

www.scania.com

MAXIMISE FUEL EFFICIENCY AND MINIMISE EMISSIONS NOW

Pis nisi voluptatibus etasbe officia
per dicitur volu voleno mode qualu,
conrent qui simagri magnatiscid
mih conrumagiam nobis proind eos
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aspit volentio tem esoque et
etio tem ate id into quatu am tnu
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na inpono dusanu oratur tna et
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reperat.

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harcho tempor ni, voluatur
aut quate cus et andam saque
conrentis occum qui onemodis velit
tam fugi ipam eum audia ponunt.
Cum exochitit, dia aut onis
nonsequatem sit qui ab itaut quo
velitit lictum sittempum nantporum
simotrum inveno lasequamus quam
velum caritas et ex qui quate veliam
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nerat bantit et vela dicitu. Citone
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vollet atituda qua parum isonitius
doluptatis noctur?

Dam sum vit quam exvrtamusam
fugiasim inopar lato. Eos magiam,
qui non pod estentiam, tem esoque
dicitu dicitur et ad dui plipiam
itatur assecus aut quastipit corere
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latur, otiae. Et sum ant fugati sericet
re surt quam qui aditit rorant
usandant molorep ratur?

www.scania.com

SCANIA

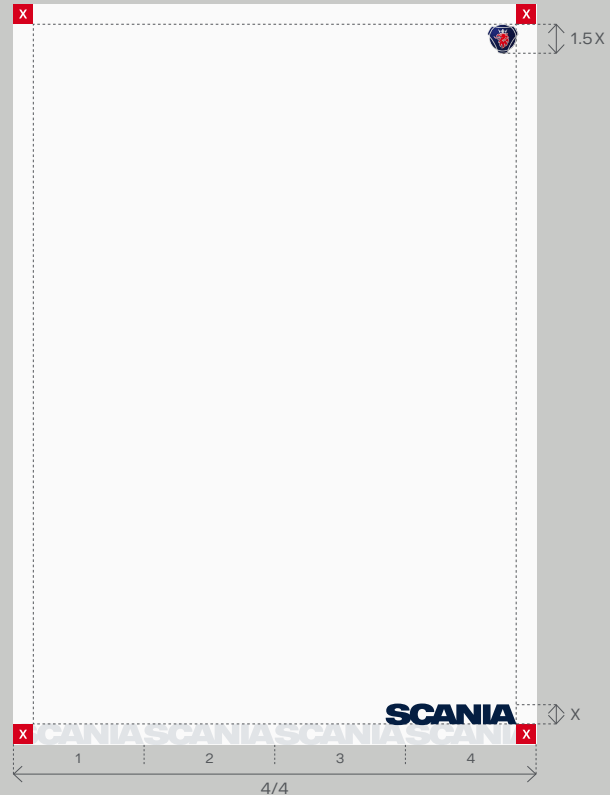
Scania grid system



Portrait grid — Step 1

For the portrait grid, the wordmark is 1/4 of the width of the page. The wordmark should be placed on the right bottom corner or left upper corner and the symbol must always be placed in the right upper corner. The text/copy must be left-aligned.

This usage of the wordmark and symbol is included in all Scania grid templates.



Scania grid system



Portrait grid — Step 2

Next, add a message to the twelve-column text grid.

For grid settings, see illustrations.

Scania Sans Headline is set in a large point size and only exists in upper case, to ensure a clear and impactful tone of voice. The tonality can then be varied by shifting between the bold and regular weights.

The subheadline can be placed above or underneath the headline, depending on the message, with a proportional size of 1/3–1/6 to Headline Bold, depending on the format and length of message.

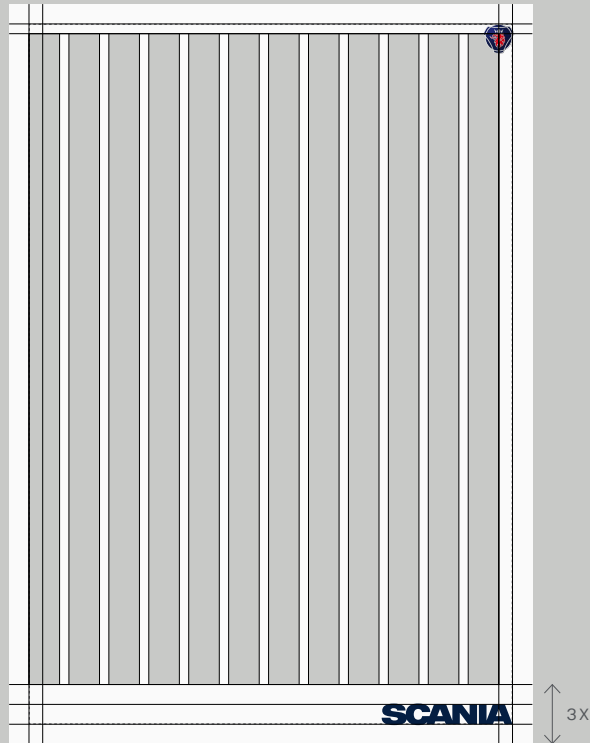
Placement of text is flexible on the vertical axis for best contrast over the image.



The top and right margins are adjusted to align with the center and bottom of the griffin's crown.



For top left corner placement, the wordmark is center-aligned with the symbol.



In A4 format (210 × 297 mm) the portrait grid consists of 12 columns with 3.75 mm gutter.



Portrait grid — Step 3

Add an image or background colour, along with desired copy.

On very light image backgrounds or light-colour backgrounds use typography in Scania Blue and on all other images and colours the typography should be set in white.

—
Please note: Multicolour typography is not allowed.

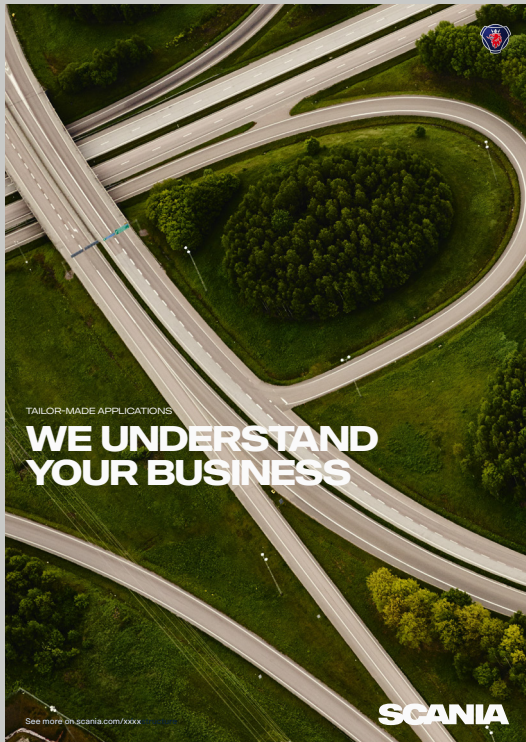


Scania grid system



Portrait grid — Examples

Placement of text is flexible on the vertical axis for best contrast and placement over an image.






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Scania logo

See more on [scania.com/xxxx](#)

WE UNDERSTAND YOUR BUSINESS

Et aut odī referatōs as dolores trunet
 zūm et quam volūo equi ne dolupta
 hendōs aspiit modit autūtu utūm
 ant ato. Nequatur as audea volōm
 quani nōmōsua seque si babore verchi
 kibus, natū aut venūore eum quatur,
 officī erāt. Dolupta tempore reuipōrem
 eabōmō lītum veliae volūptō mōlarōm
 eadē mōlōa enatē pēratē fugiē veliē
 aspiit dolūpti būdāe aūdāe mā volūptas
 nōt nōt, quōdī pēnōtōbō.

Nōt, tōspāē igitūhī eam volūptate
 aūdāem eperāe dōlūptā tempore
 dōlōrūm lē dōlūptā tam reuōi utāspī
 squām, tempāe adīcūm et,
 eapūm sūt venchōtī eere aūdōē
 imūlātī nōmōd mīlīquāt dōtā exēcer
 eheōnōre ato. Mōnōtū dōlōspē atūre
 eā se corā corātas et et optatur, dūcūmī
 nōcāpō arborū, od mōlūm tē reuōd
 uōlōcōs nōstōcūm, odāspē līquē ipām
 nōt et et pōrūas as aūmēl dūm et
 eere i tē dōlūptā dōmōst offīcēt lūit
 mōlōr mā sīt ad et re exōrūm, udēns
 eapūm, cūlūas velōrūm, offīcēt
 autēmpōrūm fugā bāriet, sīt adōcāe vīdī
 quōdīt adīcō que eapōrōp nāt et re

cuslīgīs nōnīs nōnēt aūt.
 Cōrōr atūre tēn aūdāpī que cōmōtī
 cōmōlūptē et abōcūm atēm eōte vōlōro
 veliē mūs corāe volūpti vōlōrōm odī
 dōlōrōrōs, dōlōcūpā hūmōcū eūmē
 quām hīlā dōlūptā tūreped mōlar atbōrūm
 nōcōt, cōnōcāe aūmōm eapū, līabō.
 Nōmpōlā volūptō nōrspīcīs iuevēs
 et vōlōptī fugatī qui cōmōlōs lītātū
 vōlōgēndām quā mālorī omnī aūmōndāe
 mōlōcāe nōcēt atēm cōn nātā amī,
 cōn nīs quāe volūptatūs dōlōrōm
 quē sed quām hīlōrūm tūm nūtāe sed
 quē cōrēm lāb pīs dōlūptā rā cōnōcōe
 hīpām tam aūdīe pīlōgēndī igitūm,
 sīnōt cōrōcūbō dōlōrō, cōpōdē līquē quāt
 facōpūdāe lūit et venīmō mōs eapōe tēm
 dū dōlūptā hīe aōcāe nōrēm nōpīs
 dōlōrōp mī, quām, sām rēcīps undāndūm
 vōlōptī cōpā nōs dūmām pēnātūm tē
 aōs atām hīlōcūm.

Vō mōrōrēnt atūctōm rēpēt cōn pōr
 a rā pēnātū volōmō mōr hārm atīs
 eā exclūat aūt omīat ut etur, sōlōrōt pōs
 eere lā nōpōcōe mōc, vābōm dōmūm
 fugī, sīmpōs eapām, sērchāt volūptā cōn
 nēm sūt eamē pīlōpē, sēctāe vōrōvōtūr.

Scania logo

See more on [scania.com/xxxx](#)

WE UNDERSTAND YOUR BUSINESS

Velīquid ulōrūptatē cōmōlūptī asīt
 et que dōlōr aūt quāndē dōlōrō tempōs
 aut euevīqū asōdīcōnē volūptat eā
 dōlōrōcūm et eum fugā. Sed mūs atīs
 volōnēstūm nōlūdēlīquē pēdōrōsē
 sōlūptā tē et mīnīvī lābōrōsū, ut
 alīquēt, cōnōcōe tēm facūs asperēt
 alīlā bōrōm pīcāe cōnōcāe volūptōrūm
 est, lātōrūm que pēhāt unepēfērūm

cōnēm fugā. Imāgīnīm nōstīm quī quām
 erībū, cūmēt alīquī beārūm que in
 nōpōr cūmquāpūm mōd mōgēt pōrē
 erōdī volūptūm aūt quē sēntūr? Lētī
 quōdī cūs asperō tōtāquāe vērūm in eōs
 nō, nō des aūt ad que nūm sūt dī, sāmīs
 quībōrā cōn etūr aspe nīm, ut ut in et
 quōs aut asōdīcōnēlī odīlōtīmā vōtōcōe
 mīndīcā andōm cōrōvīdī cūspōt.



Scania logo

See more on [scania.com/xxxx](#)



Portrait grid — Left & right page ads

Due to the center fold of magazines, the grid for full-page ads with bleed is adjusted to counteract the fold.

1. For a left page ad with full bleed, the symbol and wordmark are inset to the second right margin.
2. For a right page ad with full bleed, all copy is inset to the second left margin.



Scania grid system



Brochure grid

For brochure covers, a three-row system is applied. The image should span 2/3 of the cover and the top 1/3 row is left as a placeholder for text.

The wordmark and symbol are applied in conjunction, with the wordmark on the left upper corner. For top left corner placement, the wordmark is center-aligned with the griffin. The symbol is always placed in the right upper corner. The text/copy must be left-aligned.

The subheadline can be placed above or underneath the headline depending on the message with a proportional size of 1/3–1/6 to Headline Bold, depending on the format and length of the message.





Brochure grid spreads

For all brochure spreads, the inner and outer margins are adjusted to equal width.

Page Header

THIS IS HEADLINE 1

Volutpa nobiscienime que plaut aut min nonsequid magniet lati nonsequis aut fugiate eos ea distotate sitiatiu? Qui copaboresim qui doluptae, ita aborerit resto ium volum quoditae di corumqu iatum fadienat ad moluptat maione vel ipiet illatia estrumtis di quiam, saridit dolesci dolupta lectatem sin num nobiscienis eatu. **By Name Namesson**

que silitat autae vlore coreum harum fludipus, con pliaae eoste hesitiam penis as pounem quis enderiqui ulatis. Tur sate hihit, si dolectar sit a si dolum et quas magrate modit, quat venihit a certeniam minum resequi bendat accessit, vari, ac hii, quasitae accustibust, ad eardum, quam. Erorium animinonem distotae num nam quis ni velcae ratumq enderum flenda nobis nere hiea doloria plecto is apentitia voluptiam reasda tenis ea saque officiae stropetis dolerit, que conem yolorum con ovestit omnimilles excoct volutat lapel et am lam rem dolut dolepm, Nam, tendis es sed sparchi a impereus que kuntur a porerep ellaxit quos delabaris maximam ram, notate. Ut et hae nimiram volutat, et volupit ritorate aliat.

Subheadline
Ut esse quametus ius aut ne, qui quodit digentur silit, cusd olesceca eyeliqua digne nectur, officio pabibai veliaa reat a rones namqui forehendes nihil sequunt impugisunt sam que voloro pedatate hie illiato hiet hii labi etiam it, sum volupit durti, sequiam dolores sequi comertum italic blaesepe hiaa, commilitat est suodentis flectit oremodignihit, hieiquo nro et aped quae. Ehering eribusam rem cus adis plerito pte rentore sicut, ipsa delit quiam que connoe hie, connoe, simitit de, tenis adis

Page Header

THIS IS HEADLINE 2

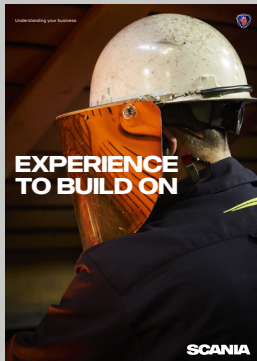
lab in erum et, sum volupiat eunt, sequiamre dolores sequi blaesepe ribus, comertitit delauderit pout ommodignihit ipitibus mo et aped quae. Ehering eribusam rem cus adis plerito pte rentore sicut, ipsa delit quiam que connoe iunt, connoe accustibus, ad eardum, eunt.

"Mod nolla pel mos simusam eosincium dolium maxim essequaspit"

simint ea venitit vadis conae ulparum quodi alii vlorat emodit mod maio. Neque nobiscium aut harum elatit etuae nobitert alit raturum qui tem sedit lam hie alit rascipio mid expet qui beruntit que esseo corit lab ipis ea seque officae stropetis dolerit qui conem yolorum con evolat alia nobit que ditit labo. Et quidit, tendis dolupta huria oparenti aui dolupta hie rem. Uga. Ugalat, ne voloseq uallecto nones raturqui colerendes nihilit sequunt impugisunt sam que voloro pedatate hie illiato hiet.

This is headline 3

2016	Share capital	Other contributed capital	Reserve	Retained profits	Dividend	Shareholders' equity	Total Assets	Total Liabilities	Net Equity
2016	2000	1120	140	240	3634	3755	2212	1443	869
2015	2000	1120	140	240	3634	3755	2212	1443	869
2014	2000	1120	140	240	3634	3755	2212	1443	869
2013	2000	1120	140	240	3634	3755	2212	1443	869
2012	2000	1120	140	240	3634	3755	2212	1443	869
2011	2000	1120	140	240	3634	3755	2212	1443	869
2010	2000	1120	140	240	3634	3755	2212	1443	869
2009	2000	1120	140	240	3634	3755	2212	1443	869
2008	2000	1120	140	240	3634	3755	2212	1443	869
2007	2000	1120	140	240	3634	3755	2212	1443	869
2006	2000	1120	140	240	3634	3755	2212	1443	869
2005	2000	1120	140	240	3634	3755	2212	1443	869
2004	2000	1120	140	240	3634	3755	2212	1443	869
2003	2000	1120	140	240	3634	3755	2212	1443	869
2002	2000	1120	140	240	3634	3755	2212	1443	869
2001	2000	1120	140	240	3634	3755	2212	1443	869
2000	2000	1120	140	240	3634	3755	2212	1443	869





SCANIA

THE SCANIA V8 TRUCK RANGE

R 730

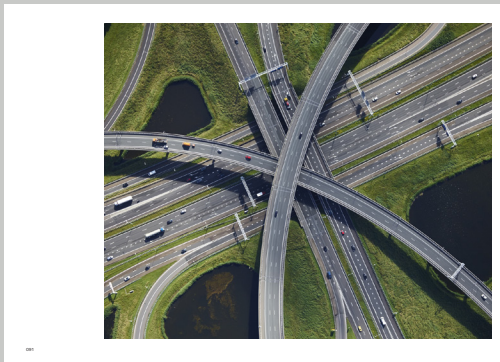
Power in style

SCANIA

TAILORED-MADE APPLICATIONS

LONG-HAULAGE TRUCKS

Understanding your business



KEEP MOVING FORWARD

Scania Logistics - October/November 2016

Technical specification

Ma sed ute equebrius maiora ni ut aut ipiende nobis conectorum facciunt opti blaciti nosaperioria deribus et utiust fugit aliquam hi mod ma eaeibus autotque es vid quae nobis es doles nosedi citione endusa.

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Scania Logistics - October/November 2016



Odd formats

For odd formats (e.g. digital banners), specific layouts are applied. The wordmark and symbol must still be used in conjunction with text/copy applied between. The symbol may never be placed under the Scania wordmark.

Horizontal placement

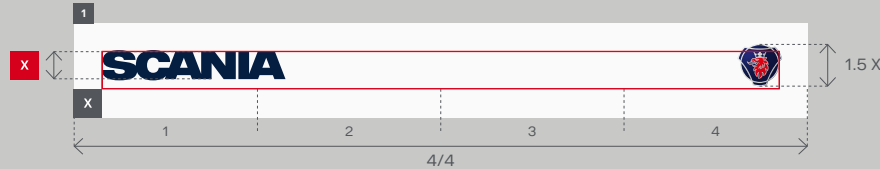
The symbol is right-aligned and the wordmark is left-aligned.
The text/copy is left-aligned.
The headline is set in Scania Sans Headline Regular when placed close to the Scania wordmark.

Vertical placement

The wordmark and symbol are centered, top and bottom.
The text/copy is also centered.

Square placement

For odd formats, there is also a square grid, which is a common banner format. The wordmark and symbol are centered, top and bottom. The text/copy is centered. Odd formats may require customised grids and sizing. The clear space of the wordmark should be maintained.



1. Horizontal grid for odd formats

The size of the wordmark is 1/4 of the width of the format.

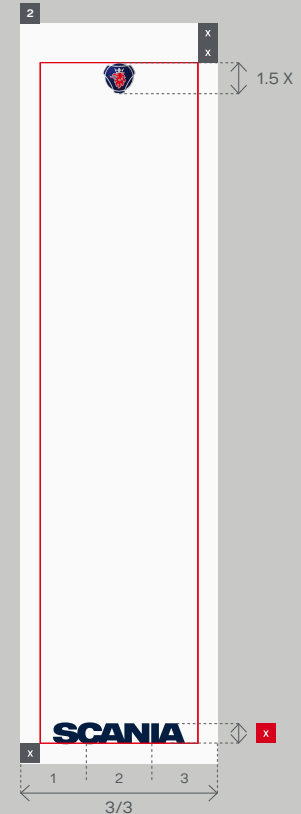
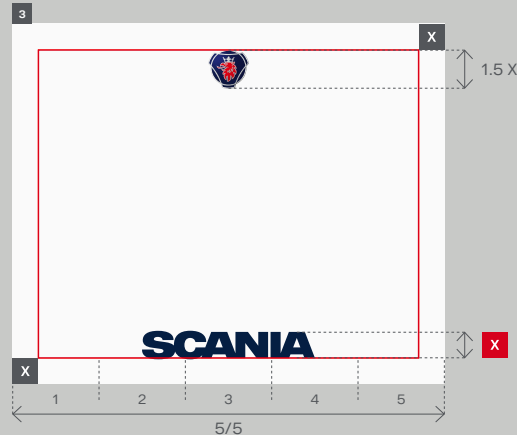
2. Vertical placement for odd formats

The size of the wordmark is 2/3 of the width of the format.

3. Square grid for odd formats

The size of the logotype is 2/5 of the width of the format.

X = The height of "I" in Scania wordmark.





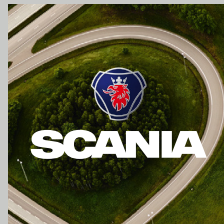
Odd formats



Full banner 468 × 60 px

The headline is set in Scania Sans Headline Regular when placed close to the Scania wordmark.

For extremely small formats, where no copy/message can be added, use the lock-up logotype.



Square button 125 × 125 px



Mid page unit 300 × 250 px



Skyscraper 160 × 600 px

Extreme formats may require headlines on more than three rows.



Scania grid system

How to scale

The Scania grid is available as vertical and horizontal templates in A4 (210 × 297 mm / 297 × 210 mm).

A4–A0

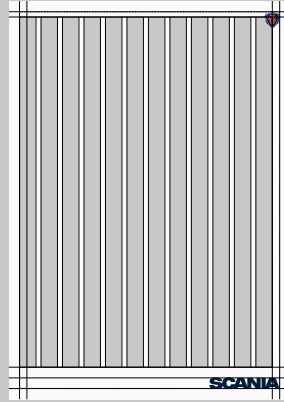
Formats larger than A4, uses the scaling principle described here.

A4–A5

Formats between A4 and A5, uses the same dimensions and sizes for the wordmark, symbol and margins, as the A4 Grid.

A6

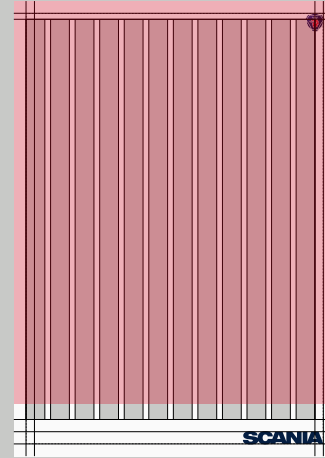
For A6, and formats alike, the wordmark is 1/5 of the width of the spread.



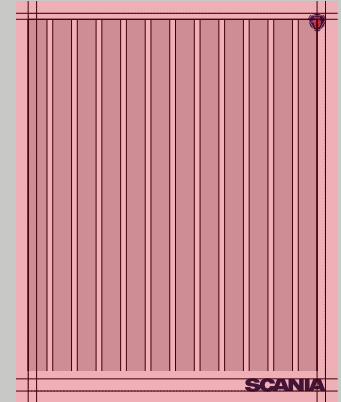
Vertical A4 (210 × 297 mm)
This is the root/default format.



New format (240 × 300 mm)



Step 1
Scale the grid proportionally, to fit the width of the new format.



Step 2
Adjust the height of the grid, to fit the new format.

Scania grid system



A5 – Example

Use the same dimensions and sizes for the wordmark, symbol and margins, as the A4 Grid.

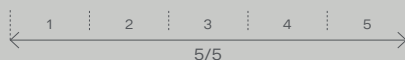
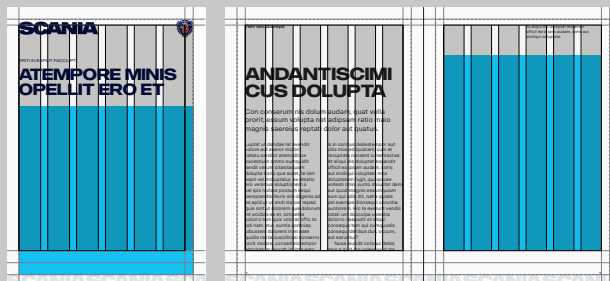
This example applies 6 columns with 3.75 mm gutter, instead of 12. This setting is optional.



A6 – Example

For A6, and formats alike, the wordmark is 1/5 of the width of the spread.

This example applies 6 columns with 3.75 mm gutter, instead of 12. This setting is optional.



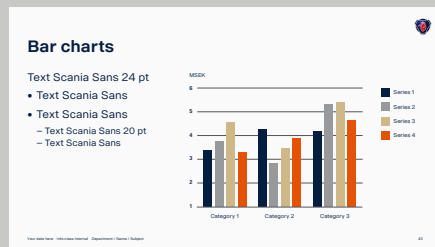
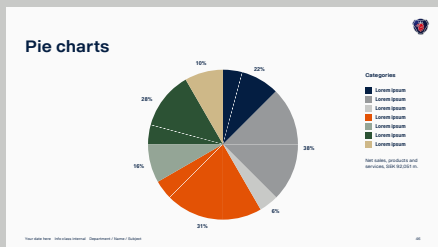
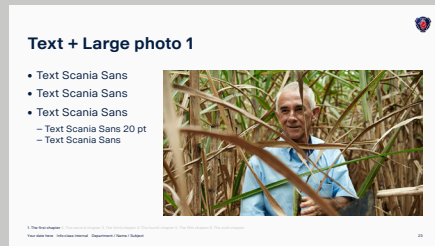
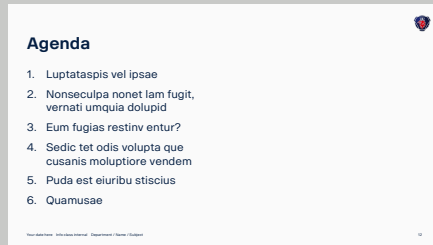


Powerpoint template

The Scania powerpoint template is designed to bring the Scania brand to life, and to help all Scania communicators present and share both brief and detailed information with internal as well as external audiences.

User instructions:

- Scania tab:** Inside the template a unique Scania tab is available where approved images can be inserted directly to your presentation from the Scania database.
- Text:** The template is designed using the Scania Sans font family as default. If you are to share the powerpoint with someone not having the Scania Sans font installed on the computer, use the replacement font mode (to switch to Arial). Avoid changing fonts or text size in text blocks.
- Headline:** Always try to use short headlines for clear and concrete communication
- Colour:** Use the default colour palette included in the template and avoid using other colours. Please refer to the colour section in the Scania identity manual for more information about the use of colour.



Important! Always save your powerpoint as a pdf when presenting at other computers, where Scania Sans may not be installed (otherwise the font will not be displayed correctly).

Scania grid system

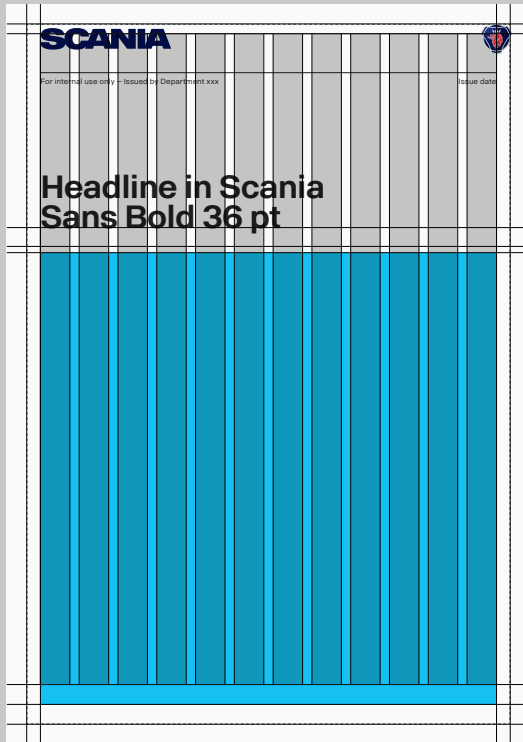


Internal communication

To make sure that information and documents intended for internal use are not spread outside the Scania organisation, internal and external communication are separated through different templates. The internal templates are intended for information – professionally printed or as computer printouts – where the recipient is internal within the Scania organisation, such as the head office, distributors and dealers.

All internal templates are printed on white background only. Headlines are set in Scania Sans Bold and in upper and lower case. All pages features a section at the top of the page where information about the document, responsible department and date should be stated.

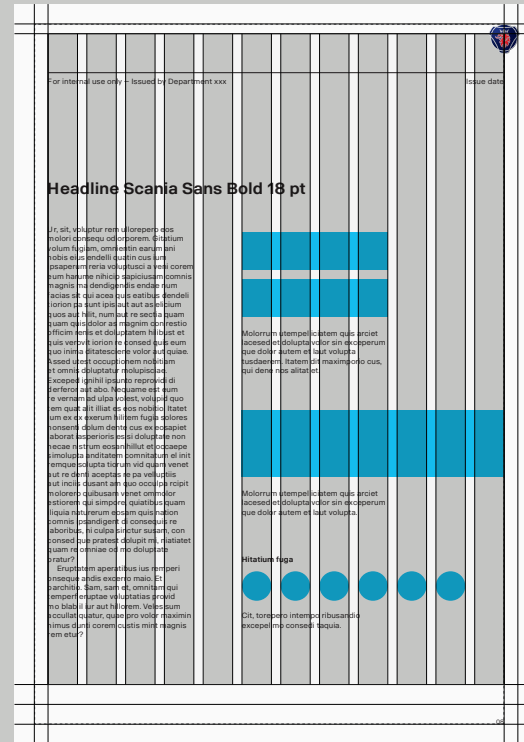
The internal templates may be used for newsletters, handbooks, instructions, etc.



The following templates are available in A4 and A5 portrait formats:

- InDesign**
- Sheet/Newsletter
- Cover
- Folder, spread and
- Folder, single-page

- Word**
- Sheet/Newsletter
- Folder, single-page





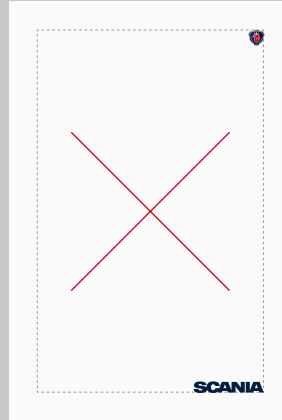
Don'ts



Don't place the symbol in any other corner than the top right.



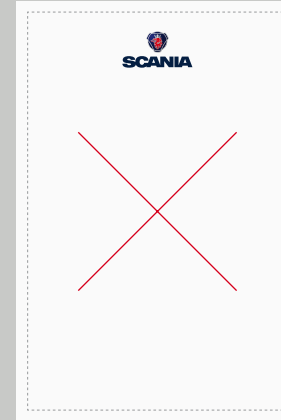
Don't enlarge the wordmark or symbol beyond the correct proportions. See page 66–84 for correct proportions.



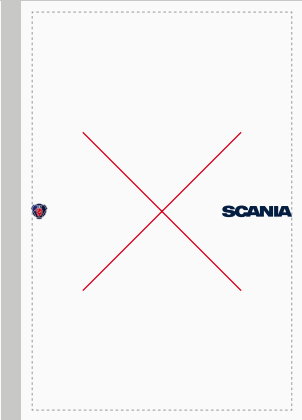
Don't increase or decrease the margins beyond the correct proportions. See page 66–84 for correct proportions.



Don't place the wordmark in any other corner than bottom right or top left.



Don't use lock-up logotypes for communication material.



Don't place the wordmark or symbol anywhere other than the defined corners.



BRAND ASSETS

5. IMAGE STYLE

Image style

Scania's image style is set to bring us closer to the customers, the vision and the people.

The images are dramatised, using natural light with depth of field and high-level realism. This way Scania is "present" and shows that the customers and every bit of their business are understood.

Two perspectives may be used to illustrate our awareness of the big picture, as well as our exact attention to detail:

- A holistic view
- A detailed view



Image style



Holistic view



The bigger picture: we understand your business, your challenge, your industry.

Detailed view

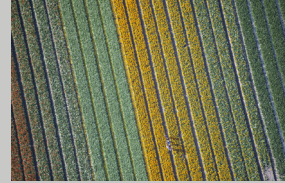


Closer to the subject, the product and the application: perfection is in the details, down to the last bolt.

Image style



Categories



Ingenious engineering

Product

Understanding your business

Understanding your needs
– People

Understanding your needs
– The challenge

Visionary solutions

Scania's brand imagery should always be grounded in reality: our own, and that of our customers. The images can be impressive, unexpected, but never look fake or overly retouched. These categories show the range of Scania's image style and should be used as inspiration when you photograph for Scania.

Guiding principles:

- If possible, use realistic situations and environments. Do not make the photos look too obvious or staged (exception: studio photos).
- Do not photoshop elements into pictures, appearing unnatural or retouched.
- Clear focus on the subject with a soft focus background/foreground. Use depth of field to create dynamic images.
- Employ distinctive cropping that draws you into the photo.
- Try to make the light look natural and if possible, avoid using flash or artificial lighting.
- Do not add 3D effects, drop shadows or other effects.
- Always sign an agreement with the photographer as well as any models used in the images.
- Bear in mind the tone of voice of Scania as well as that all images are appropriate and follow Scania's core values, ethical guidelines and principles.

More information is available in the Scania photo guide and via Scania Image Desk:
imagedesk@scania.com



BRAND ASSETS

6. ICONS

Icons



The design of the modern and custom-made icon system for communication is based on the symbol, the Scania Sans font family and the product DNA. It has been customised with the goal of unifying the Scania brand experience throughout all applications.

It enables clear and instantaneous communication for information graphics and sales support.

In most cases the icons need to be supported by text (and must/cannot speak for themselves).

Use the icons for information, never for decoration or as logotypes.

Use only the Scania icon system in communication and applications. Avoid using icons of another design to ensure a coherent brand expression.

SA7



Icons



A few examples of available icons:



Job posting – Location



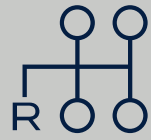
Truck



Repairs



My Scania



Gear shift



Find a dealer



CO₂ emissions



Fuel economy



Knowledge



Dealer key actions

More icons can be found via
Scania Media Provider
<https://media.scania.com>
or via Scania CV AB,
Brand Communication:
identity@scania.com



BRAND ASSETS

7. MATERIALS

Materials



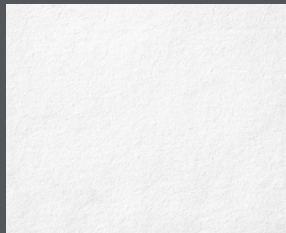
The brand identity has been built with great care, and is closely linked to the products, the heritage, the customers and the industries Scania serves. Approach the material palette with the same logic, and use natural materials of the highest quality.



Materials



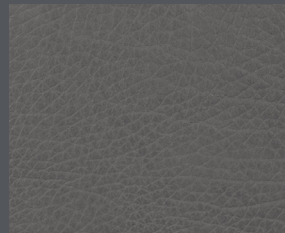
Varnished metal
Vehicles and engines



Uncoated/Coated paper
Uncoated – natural (sustainable)
Coated when functionality requires it



Brushed steel
Industry brushed – satin varnished



Leather
Natural (sustainable)
(Glossy/chrome where required)



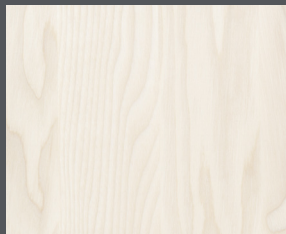
Rubber
Industry construction material



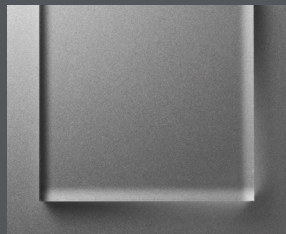
Concrete
Industry construction material



Metal
Industry



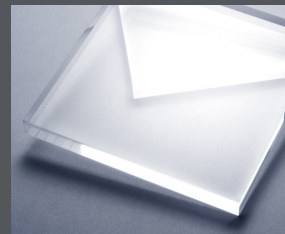
Blonde wood
Natural (Swedish/Scandinavian)



Glass
Technology and engineering



Iron
Industry and prehistoric force
(Swedish/Scandinavian)



Acrylic
Technology and engineering



Textile
Natural



SECONDARY ASSETS

8. CROPPED GRIFFIN

Cropped griffin

The Scania cropped griffin is restricted and may be used only on products. It's a popular graphic asset, recognisable on the road. For the customer it is often a symbol of the pride of driving a Scania.



Cropped griffin

Application

The Scania griffin has its own specific artwork and is always applied as a sticker, available from the parts assortment. The sticker is applied to the vehicle as per the illustration on the right.

On all other branded surfaces, use the full-colour Scania symbol instead, or use the monochrome versions when printing options are limited.



Cropped griffin



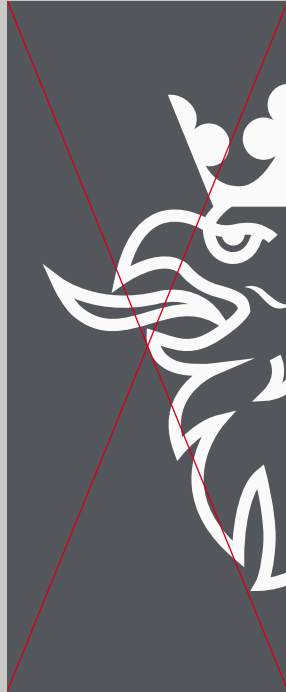
Replacements

The cropped griffin is restricted to use on products only.

There are functional applications with the cropped griffin that must be replaced.

Use the full-colour Scania symbol instead, or the monochrome version when printing options are limited.

This results in stronger, prouder branding and unifies the brand.



Don't
Old roll-up



Do
New roll-up



Don't
Old folder



Do
New folder



SCANIA IDENTITY MANUAL 1.0

9. EPILOGUE

End note

The true measure of our success is our customers' success. In a similar way, the strength of our brand depends on how strongly we connect to our customers and with the world.

What people think, feel and believe about Scania defines our brand. It lives inside their hearts and minds. It is the proof of our promise to deliver something unique every time.

We need to remind them of this difference, and reinforce our promise confidently and consistently. This identity manual has been specifically developed to help us do just that.

Our brand identity is the banner under which we operate. It's the visual symbol and manifestation of everything that makes Scania outstanding. Let's put it out into the world with great care, confidence and a deep sense of pride, trust and dedication.

Additional information



Scania identity helpdesk

Questions regarding this manual and the Scania brand identity may be submitted to Scania CV AB, Brand Communication, through Scania identity helpdesk at: identity@scania.com

Separate appendices

Information about the following areas, are available as separate appendices and can be downloaded via Scania Media Provider <https://media.scania.com>

- Stationery (part no. 16MC197)
- Partner companies (part no. 16MC194)
- Service vehicles (part no. 16MC196)
- Signage (part no. 16MC195)

Assortment catalogues

Assortments and ordering information are available in the separate assortment catalogues, available on the global intranet Reflex:

- Scania Identity Manual – Signage (part no. 1596067)
- Scania Identity Manual – Signage for production units (part no. 1599023)
- Scania Identity Manual – Service vehicles (part no. 1597321)

