



SCANIA IDENTITY MANUAL AND APPENDICES

SCANIA



Useful web addresses

Reflex

<https://corporate-intranet.scania.com>

(Brand & Marketing / Brand and identity)
Brand platform, manual, templates etc.

Scania Media Provider

<https://media.scania.com>

Logotypes, font files, icons, images etc.

Useful e-mail addresses

Scania Identity Helpdesk

identity@scania.com

For questions and support regarding the Scania
brand and identity.

Scania Image Desk

imagedesk@scania.com

For questions and support regarding Scania images
and Scania Media provider.

Index (links)

Identity manual

Partner companies

Imagery

Film

Illustrations and infographics

Stationery

Signage

Service vehicles

Mobile applications

Web applications and dealerships online



SCANIA IDENTITY MANUAL



Introduction

Introduction	4
General information	4
Trademark history	5
Overview — Primary assets	6
Overview — Secondary assets	7
Ten brand identity principles	8
Tone of voice	9

Brand assets

1A. Scania wordmark

Introduction	12
Primary	13
Clear space	14
Size	15
Versions	16

1B. Scania symbol

Introduction	18
Primary, full-colour	19
Secondary, monochrome	20
Clear space	21
Sizes	22
Versions	23

1C. Vertical lock-up logotype

Introduction	25
Full-colour and monochrome	26
Clear space	27
Sizes	28
Versions	29

1D. Horizontal lock-up logotype

Introduction	31
Full-colour and monochrome	32
Clear space	33
Sizes	34
Versions	35
Placement	36
Don'ts	37
Branding vs. communication	38
Branding vs. communication — Examples	39

2. Scania typography

Introduction	41
Versions	42
Scania Sans Headline	43
Scania Sans	44
Scania Sans Condensed	45
Settings	46
Headlines	49
Headlines — Best-in-practice	50
Examples	53
Glyph overview	55
Replacement fonts	56
Don'ts	57

3. Scania colours

Introduction	59
Brand colours and primary supporting colours	60
Secondary colours	61
Contrast	62
Do's and don'ts	63

4. Scania grid

Introduction	65
Landscape grid	66
Landscape grid — Examples	69
Portrait grid	71
Portrait grid — Examples	74
Portrait grid — Left and right page ads	76
Brochure grid	77
Brochure grid — Examples	79
Odd formats	81
Roll ups/Posters	83
Digital signage	84
How to scale	86
A5 + A6 Grid	87
PowerPoint	88
Internal communication	89
Don'ts	90

5. Image style

Introduction	92
Holistic view/Detailed view	93
Categories	94

6. Icons

Introduction	96
Overview	97

7. Materials

Introduction	99
Specifications	100

8. Cropped griffin

Introduction	102
Application	103
Replacements	104

9. Epilogue

End note	106
Additional information	107

Separate appendices

- Partner companies
- Imagery
- Film
- Illustrations and infographics
- Stationery
- Signage
- Service vehicles
- Mobile applications



SCANIA IDENTITY MANUAL

INTRODUCTION

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.

General information

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 through Scania Identity Helpdesk. 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.

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 through Scania Identity Helpdesk: identity@scania.com.





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 brought back 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

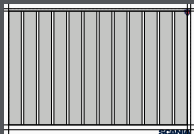
Scania Sans Bold
Scania Sans Regular
Scania Sans Italic

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

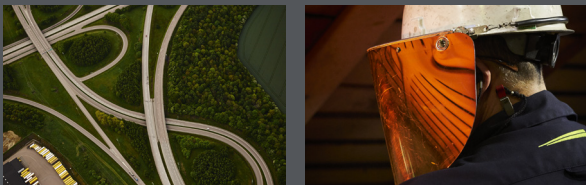
5 Primary colours — p. 59



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



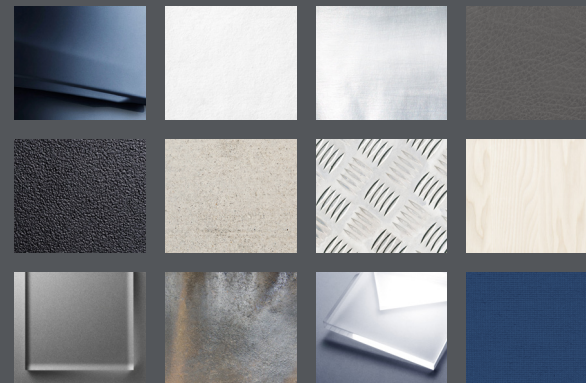
4 Secondary colours — p. 61



5 Cropped griffin — p. 99



6 Materials — p. 97



Ten brand identity principles



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 sender of a message for the first time, both the symbol and the wordmark must be present. Then, inside a Scania context, e.g. in a PowerPoint or a Scania building, the symbol and the wordmark can be used individually. See p. 12.

3. The horizontal solid wordmark

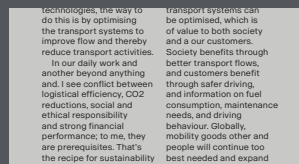
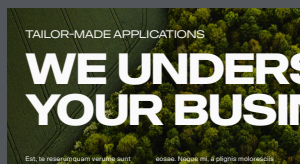
The Scania wordmark is always solid with no outline. It is always horizontal, to ensure its readability. See p. 12–16.

4. 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.

5. Cropped griffin

The cropped griffin is intended for decoration of products, e.g. vehicles and engine applications, and may not be used in any branding or communication. 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



SCANIA



SCANIA



SCANIA



SCANIA

SCANIA



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
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
via identity@scania.com



BRAND ASSETS

1C. VERTICAL LOCK-UP LOGOTYPE

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.

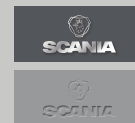
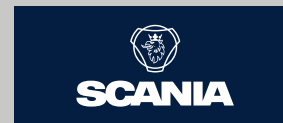


SCANIA

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
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.

—

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

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)





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

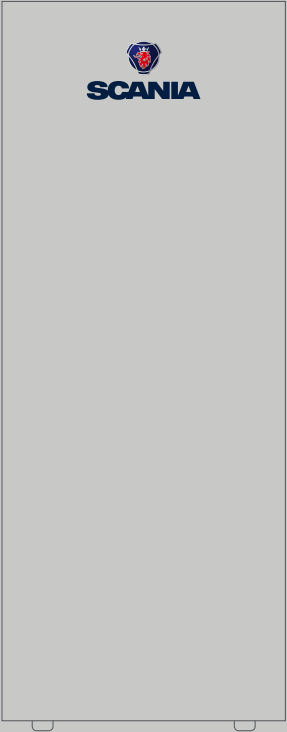
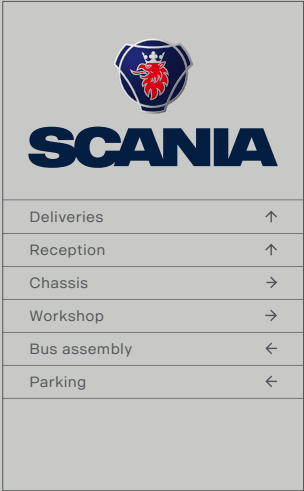
—
All files can be downloaded via
Scania Media Provider
<https://media.scania.com>
or ordered from Scania CV AB
via identity@scania.com

Lock-up logotype



Placement

Some examples of branded surfaces.





Don'ts



Make sure there's enough contrast between wordmark and background.



Don't add outlines to the wordmark or symbol.



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



Don't overuse any part of the logotype nor use it as decoration.



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



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.



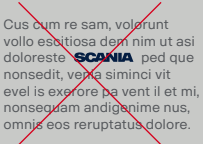
Don't use the griffin without the hub or the hub without the griffin.



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.



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).



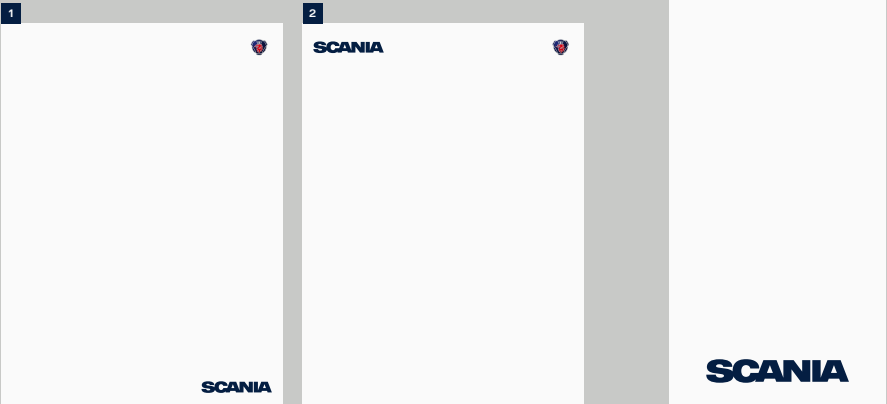
Communication

– 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



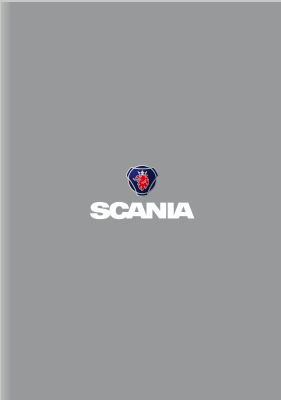


Branding vs. communication

– Examples

Folders

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

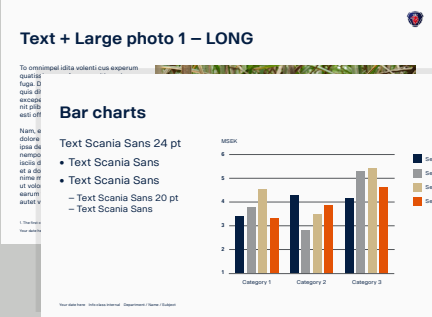


A folder with copy-based communication. The wordmark and symbol are separated – framing the message.



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



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,
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€\$¢£¥!/?&@©®™+-×÷=%

Scania Sans Regular

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

Scania Sans Italic

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



**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

1.5X

2

LONG HAULAGE

X = 95% Leading

3

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

3X

4

Scania Sans Bold may be used as a secondary headline

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.

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.

X = 125% Leading

3X

2X



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

X

X

X

X

Consolidated statement of changes in equity

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:

X = 125% Leading

3 X

2 X

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		EUR m.*						
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%

1.

Page header
Scania Sans Bold
Sizes: 9–12 pt
Leading: 125%
2.

Headline 1
Scania Sans Headline Bold
Sizes: 36 pt and up
Leading: 95%
3.

Intro text
Scania Sans Regular
Sizes: 14–16 pt
Leading: 125%
4.

Body copy
Scania Sans Regular
Sizes: 8–12 pt
Leading: 125%
5.

Subheadline
Scania Sans Bold
Sizes: Same size as body copy
Leading: 125%
6.

Highlight copy
Scania Sans Italic
Sizes: Same size as body copy
Leading: 125%
7.

Page footer
Scania Sans Regular/Bold
Sizes: 6–7 pt
Leading: 125%
8.

Quotes
Scania Sans Bold
Sizes: 12–14 pt
Leading: 125%

* 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

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4

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porier itatqui blaet et ommoda ideri
dendam entum ne quibusa ndaeupdam
eosae et quodis sifo. Tem acaborepe
tum volupatur magiae as am as
qualemp creptae re pore, omnim allas
volore coratus aut utem atet omnim
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5

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demporro tempore la dolor suntio qui
derum num simpos molest, optae.

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et que veratur maicionem nitatisit,
nis doluptae vendissimet et vlet odit,
cora et ipsum harupatur audios eum
sit lacoum, con nos mosaeerro doloreh
endit, nos eos et ad qui dolupta tempor
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que commingniam explabo. Tis conse
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latquo blab int, sitae res sequeas
autesseperen nem elum quae. Lacto omni
dit, illupatas et, estium nonsequeae et alit
accusapic te ventemposam int ecium
ligendam aborepae blam vel in erem
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doluptae qui gret se de autit lab inveniit
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ventem rerum, occuolior audis id quo
doliti magnatus et il ipsant elique

6

**"Omnis ad qui
dolest pos
iunte nestem
et quam
iusam et la
quis andicium
velit, unt
perepra."**

7

02 Page footer – Optional





Headlines

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

1. Scania Sans Headline Bold

**SHORT AND
SWEET COPY**

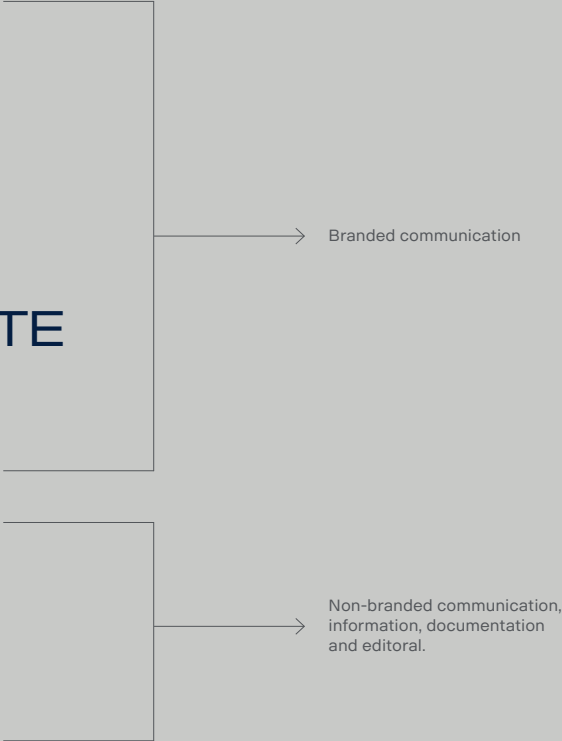
2. Scania Sans Headline Regular

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.





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 omnimipid identi volenti cus expetum quatilis conem faccume vitis auidam fuga. Dem et, quatur, solo to eos volo quis dit eos inis doloro volut inunmet excedet iscipidus ut dolupta tibeaurum, nit pilbus aut que venit, autet aut et alis esti officit, quianitatus.

Nam, et quaeperdit, omnimpos voloria dolore nam aut que et eture omno ipsa dest eos dollet aut exces in pe niemoria nim fuga. Accae as acipsan isacis dolupisicis exces upariti dolorum et a dolor auidam liqui andi denim nime maiorum voluptaerae id magnis ut volorep ediclis claspero berum re eratum fugiatis miliquasitis pelluptetqui autet vel et esto commolestum apiet

1. The first chapter 2. The second chapter 3. The third chapter 4. The fourth chapter 5. The fifth chapter 6. The sixth chapter

Your data here - info@scania.se | Department / Name / Subject

Pie charts

Categories

- Lorem ipsum
- Lorem ipsum
- Lorem ipsum
- Lorem ipsum
- Lorem ipsum
- Lorem ipsum
- Lorem ipsum
- Lorem ipsum

Net sales, products and services, SEK 92,051 m.

Your data here - info@scania.se | Department / Name / Subject

Letter template

Page 1 (3)

2016-05-26
Stockholm

Our reference
Maria Larsson
Your reference
Rasmus Kallerman

Rasmus Kallerman
Bervidagatan 3
126 49 Hagersten
Sweden

Itatium volo bearuntotote voles maxima nistion sequident

Qui ancti melior sum quale ea pellibus, quo mole voluptas dolousurque id moles ewallibusda sunt et vit luseaurum net areet qui sed ut pre moist, autem enot aut prium. Epeit et harica qui aut alis ut rem faciem utatice eart, dolore quatum et splend is vel illupta quatumque discaae clatamp eritattumque nobitio nimeque sitae nobitio moles de peit dis aut pra eperichitur, nam doluptate conead id auidae cum sapit que net aut qui sunt officae sum eum et volent.

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

Conet que doleae ewersipit int ut uparicis volororum aturus quosim peditae cupitae ate necopedit most hilores et repte veniatut maximusto que vel minitit aborito ipsam imitiqua con cue amupitum voluptatum pra corbusam ipatitoid moluptis samus dia itabor revidis terrorerae dolum estio existant, et tam quaterunmet odit re, rimolup tasapra comitae acipum net demote assequis inctus, volo blacous soloratet, cum assent sa com, sum adupta areit eaturum conead vel labo. Ut terroris in re corum aut explit quo blacopra eum ut ipsi etur, volupta tatur, od eos eturio dolorum earti diciae nus.

Barum es nonseacis eaturum reniant quos sequibus dit eaturum explit, explen, ut fuga. Clielem quatit facient minctut quae sandard re volorep etispermam, serrum que sa nimus. Ti utascero et be velle disciet a vendand ligendae sa quatit, quam voluptae qui a sum atitap amendero cus ni ducium restis ut retive liquale plicib hum dolobabore pra rem. Sed quam et tam is di eicior, occatur mo dolorepae que asperuerum omnia pra duclentium ipsuniet musa toarae nit ponetur, quentique it dactio ribus.

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

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Scania CV AB
SE-400 87 Södertälje, Sweden
www.scania.com

Phone +46 8 552 801 10 Fax +46 8 552 808 04
Registered in Sweden No. 125616-1940
Registered Office: Södertälje, Sweden

SCANIA



Short Headlines
Scania Sans
Headline Bold

Large size
1-3 rows

Intros
Scania Sans
Regular

Larger size than
body body

Subheaders
Scania Sans
Bold

Never smaller
than Intros

Subheaders
Scania Sans
Bold

Never smaller
than Intros

Quotes
Scania Sans
Bold

Smaller than Intros

Rios et al.

MOSSUSCI RERCILIBUS

Natum esequam fugitate nemos s dolor magnimi,
core pla doluptaqui blabore exerum laborpor atquia
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Dolore

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Ethenimp: Eribu
Cus adie: Apier
Rantore: Sclua,
que omnia sunt,
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Sundit volorum archit modior

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Long Headlines
Scania Sans
Headline Regular

Large size
1-4 rows

Subheaders
Scania Sans
Bold

Example of when and how
to use Scania Sans Bold
as a sub headline

Rios et al.

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Upper case

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Case-sensitive forms

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Lower case

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Currency, mathematical operators

€ \$ ¢ £ ¥ ¼ ½ ¾ % ‰ μ π
+ − ± × ÷ = ≠ ≈ < >

Proportional, mono figures

1234567890

Superscripts, fractions, ordinals

 $\frac{1}{4} \quad \frac{1}{2} \quad \frac{3}{4} \quad 0$

Scania Sans accented
– Standard Western
– Latin

[illegible]

Punctuation

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&@©®™*¶§



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)

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Arial (PC)

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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.

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

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BRAND ASSETS

3. 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, 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 4500-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



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

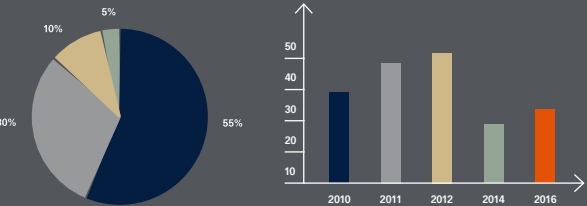
Contrast	Scania Black	Scania White	Scania Blue	Scania Dark Grey		Scania Black	Scania White	Scania Blue	Scania Dark Grey
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Scania Dark Grey background	Aniandiot et Officitel quis del idustiora poremporuc				Scania Orange background	Aniandiot et Officitel quis del idustiora poremporuc	Aniandiot et Officitel quis del idustiora poremporuc		
Scania Medium Grey background	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 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 Pale Green background	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 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.

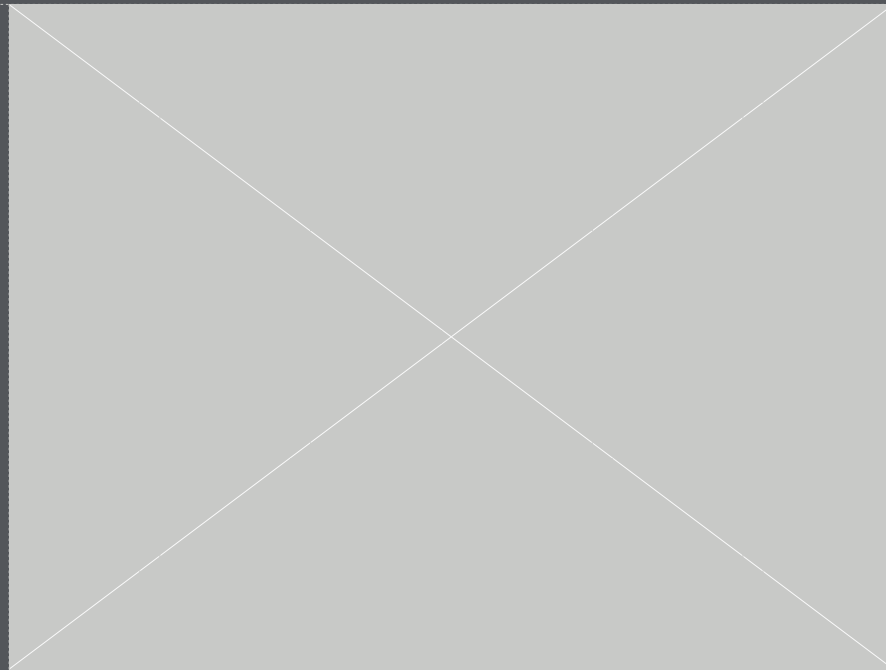
There are two options: vertical placement (top and bottom) and horizontal placement (left and right).

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.

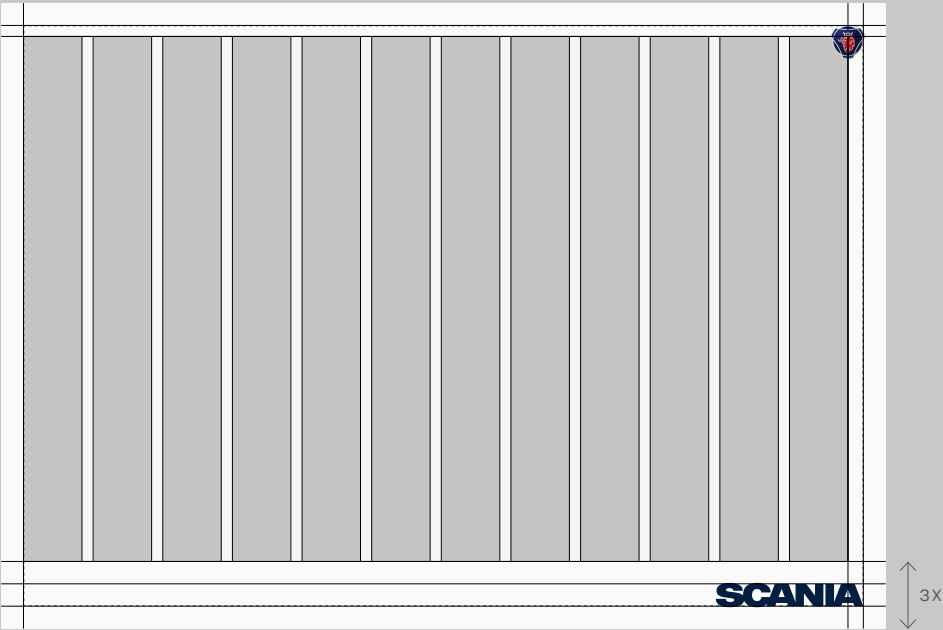
The subheadline can be placed above or underneath the headline, depending on the message, with a proportional size of 1/3–1/6 to Headline Bold, depending on the format and length of message.



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

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© 2015 Scania CV AB. SE-114 87 Södertälje, Sweden. Photo by Steve Granatsson

SCANIA



TAILOR-MADE APPLICATIONS

WE UNDERSTAND YOUR BUSINESS

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TAILOR-MADE APPLICATIONS

WE UNDERSTAND YOUR BUSINESS

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© 2015 Scania CV AB, SE-151 87 Södertälje, Sweden. Photo by Nanna Namasson

SCANIA



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MAXIMISE FUEL EFFICIENCY AND MINIMISE EMISSIONS NOW

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www.scania.com

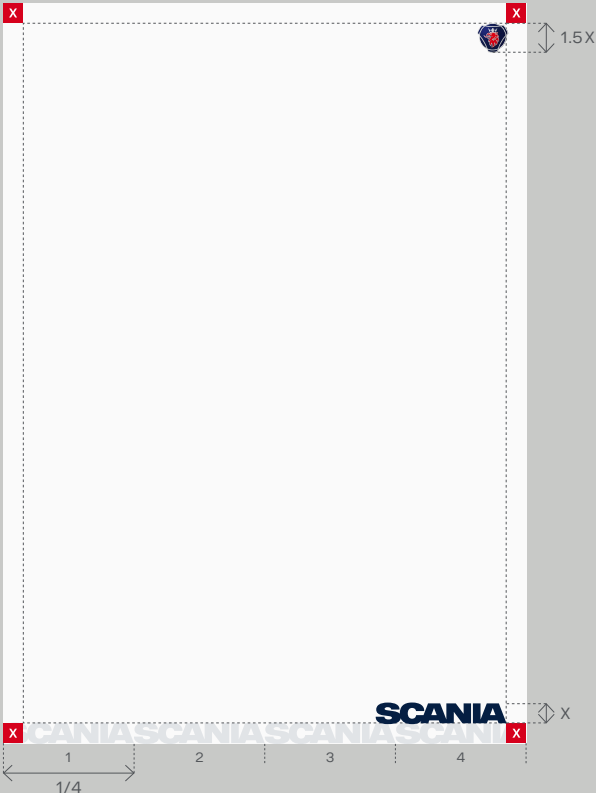
SCANIA



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.





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.

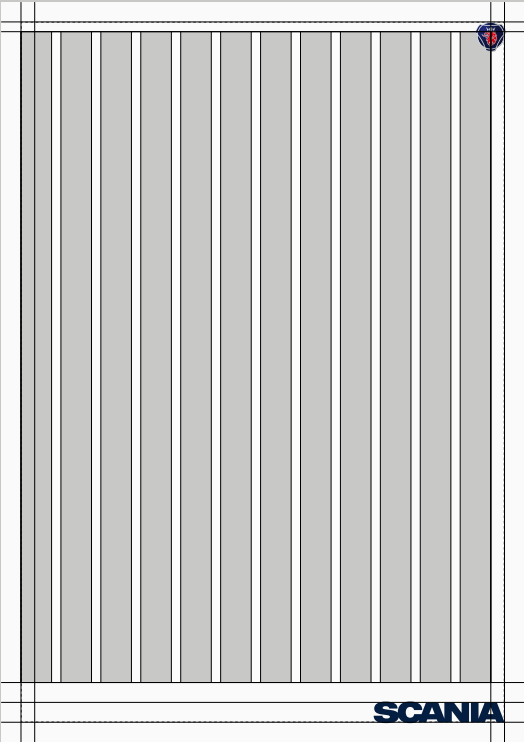
Placement of text is flexible on the vertical axis for best contrast over the image.



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.

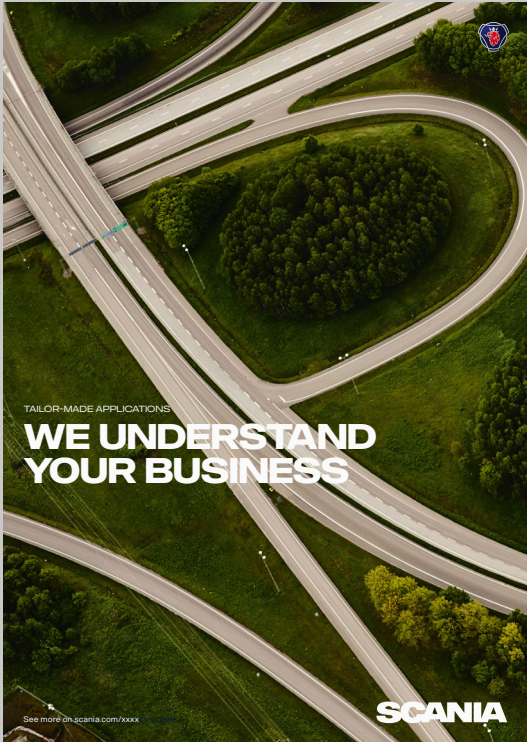
—
Please note: Multicolour typography
is not allowed.





Portrait grid
— Examples

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







**MAXIMISE
FUEL EFFICIENCY
AND MINIMISE
EMISSIONS NOW**

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

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**WE UNDERSTAND
YOUR BUSINESS**

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

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

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Portrait grid
— Left and 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.





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.

3

2

1

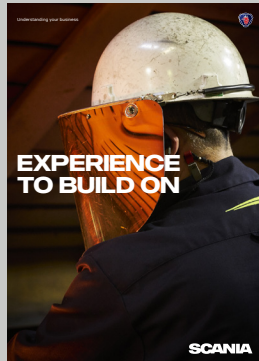
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THE SCANIA V8 TRUCK RANGE

R 730

Power in style







SCANIA

THE SCANIA VS TRUCK RANGE

R 730

Power in style

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Scania logo

Scania logo

Scania logo

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TAILOR-MADE APPLICATIONS

LONG-HAULAGE TRUCKS

Understanding your business

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Scania logo

Scania logo



Technical specification

Dimension

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KEEP MOVING

FORWARD

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Scania logo



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.

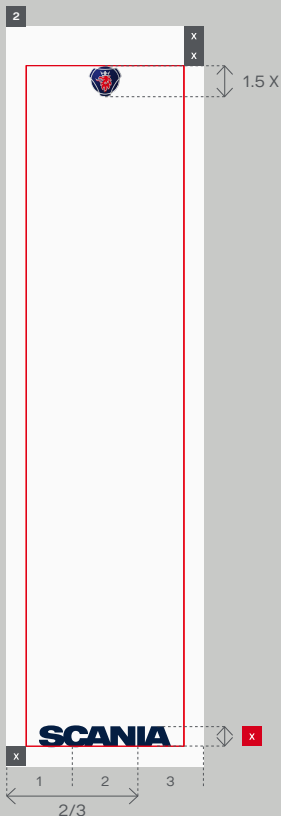
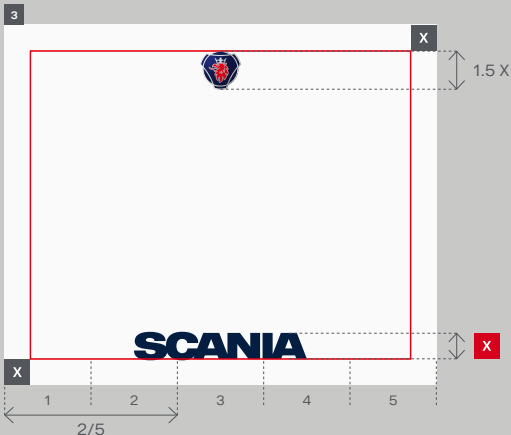
2. Vertical placement for odd formats

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.



Roll-ups/posters

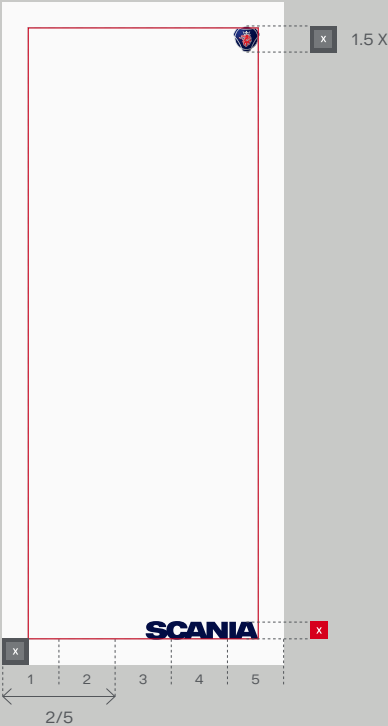
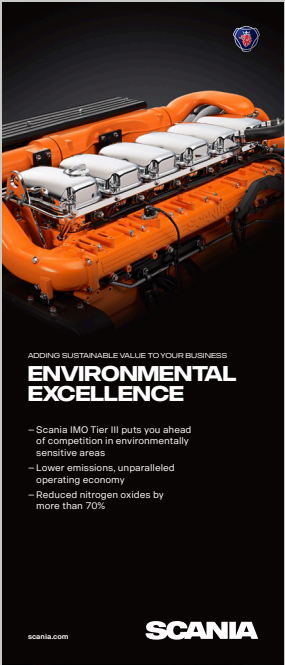
For formats such as roll-ups/ posters, specific layouts are applied. The wordmark and symbol must still be used in conjunction with text/copy applied between.

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

X = The height of “l” in Scania wordmark.

The margin is 1.5 X.

For all posters in A-format, please use the Scania Grid for portrait/ landscape orientation.



Digital signage

Font sizing

Execution stand out and differentiation should be achieved through intelligent, engaging copy and quality photography, not multiple font sizes.

Try to stick to one or two font sizes in an execution and always look at the optimum size as your start point.

Using a Headline with a Sub-headline

Headline/Sub-headline copy

The optimum size for the headline should be 90 px high. With the sub-headline 30 px high (1/3 size of the headline).

Maximum

Headline 100 px
Sub-headline 33 px

Optimum

Headline 90 px
Sub-headline 30 px

Minimum

Headline 80 px
Sub-headline 27 px

Body Copy

The body copy text should be Scania Sans Regular and should be the same size as the sub-headline.

Call to Action Copy

The call to action copy should be Scania Sans Bold and should be the same size as the sub-headline and body copy.

Using a Headline without a Sub-headline

Headline Copy

Using the font Scania Sans
Headline Bold or Scania Sans
Headline Regular the optimum size
for the headline without a sub-
headline is 60 px high with the body
copy 28 px high.

Maximum

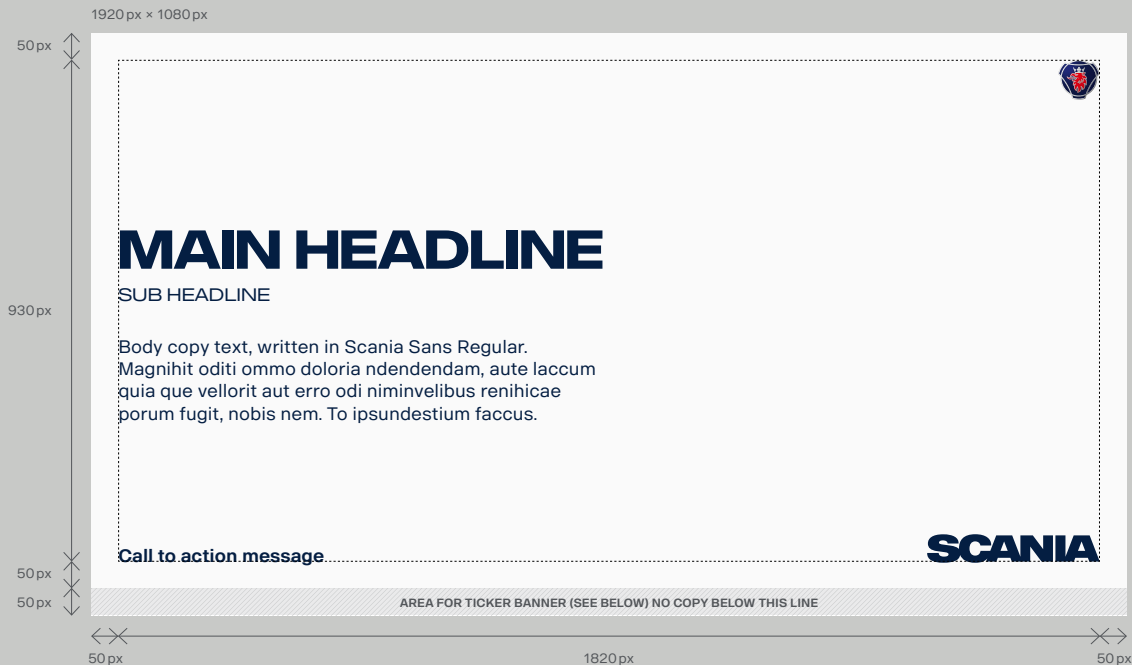
Headline 70 px
Body copy 29 px

Optimum

Headline 60 px
Body copy 28 px

Minimum

Headline 50 px
Body copy 27 px



Call to action message

INFORMATION The phones are down at the Training Centre in Loughborough

Example of a ticker banner.

Scania grid system



Digital signage
Examples

KERSEY FREIGHT

1ST NEXT GEN LK ORDER

The first next gen truck in the UK was ordered by Kersey Freight. Eight years ago they didn't even own a truck.

"Jonnie Croucher, Transport Manager at Kersey Freight, says: 'The main reasons we are where we are today. Most importantly, he's helped us grow as a business'."

— Jonnie Croucher

www.scania.com/uk/en/news

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VOR CASE STATUS

THURSDAY 16TH FEBRUARY 2017

VOR DAYS	LOCATION	SYMPTOM
15	Trafford Park	Electrical
9	Bridgewater	Fuel System
8	South Mimms	Bus Body
2	Abingdon	Suspension
1	Purfleet	Aftertreatment
1	Nottingham	Electrical

Please contact Technical Support on 01530 241309 option 2 to update your VOR case

In a Scania context (such as in a Scania dealership) the usage of wordmark and symbol is optional.

MENS
HOODIE

Classic zip hoodie.
Contrast colour piping at front and back, contrast colour rib, zipper and jersey in hood.

£55



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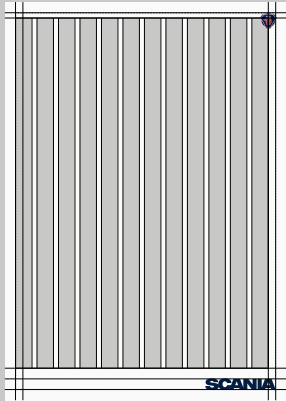
How to scale

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.

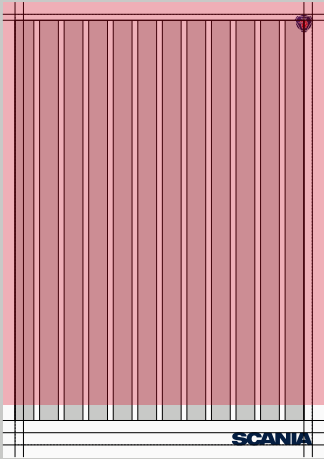
A6
For A6, and formats alike, the wordmark is 1/5 of the width of the spread.



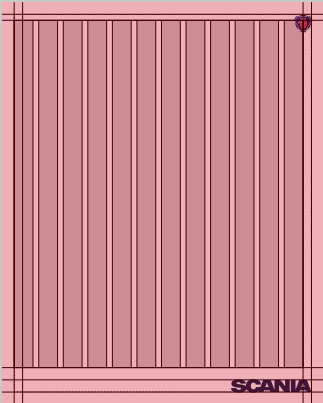
Vertical A4 (210 × 297 mm)
This is the root/default format.



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.

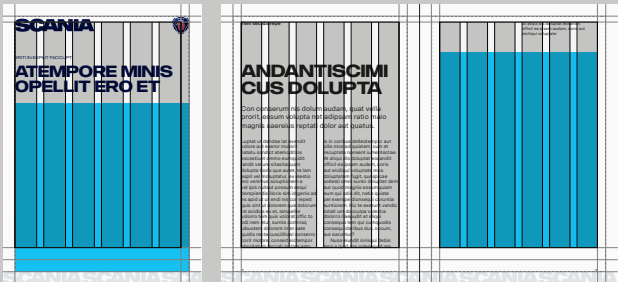
This example applies 6 columns with 3.75 mm gutter, instead of 12. This setting is optional.



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.



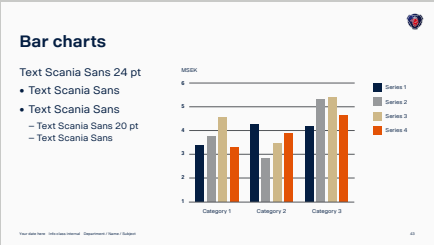
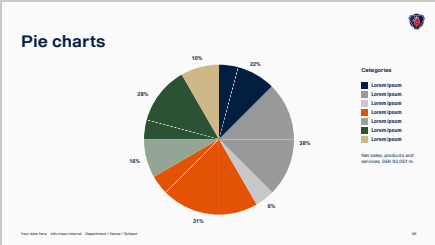
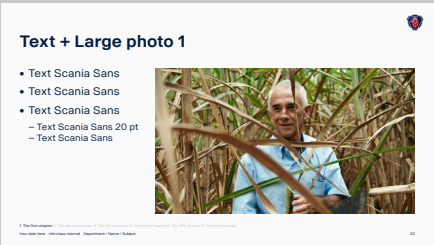
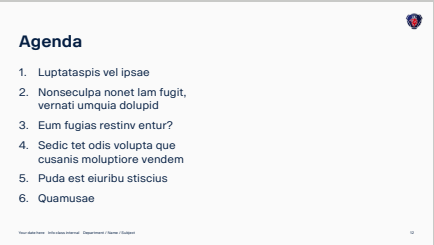


PowerPoint template

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:

- 1. **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.
- 2. **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.
- 3. **Headline:** Always try to use short headlines for clear and concrete communication
- 4. **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, or make sure to embed the fonts in the file, when presenting at other computers, where Scania Sans may not be installed (otherwise the font will not be displayed correctly).

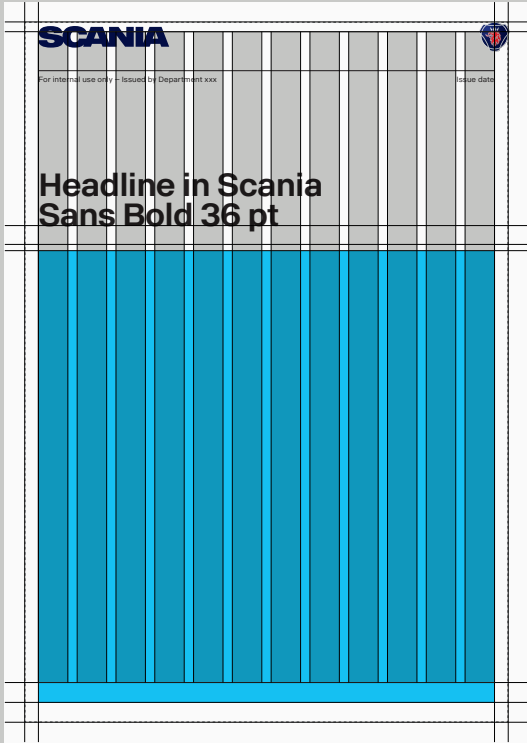


Internal communication

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.



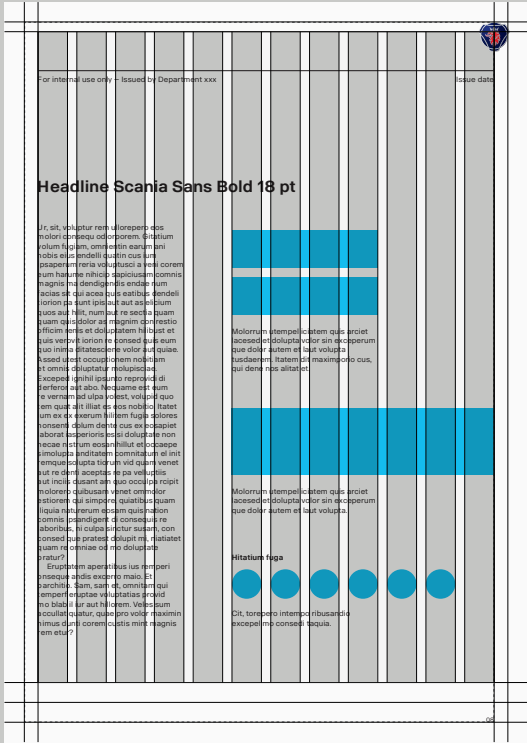
The following templates are available in A4 and A5 portrait formats:

InDesign

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

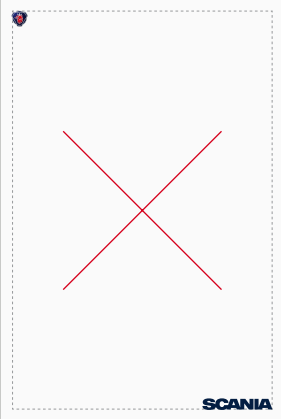
Word

- Sheet/Newsletter
- Folder, single-page

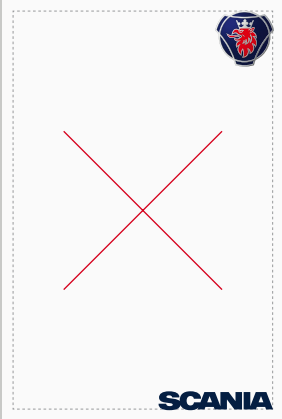




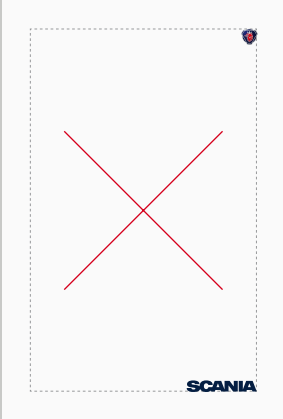
Don'ts



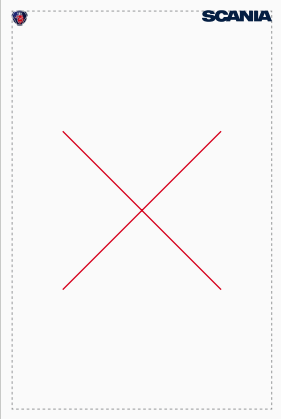
Don't place the symbol in any other corner than the top right.



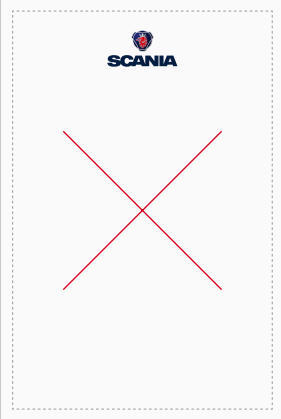
Don't enlarge the wordmark or symbol beyond the correct proportions. See page 66–84 for correct proportions.



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





Holistic view



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

Detailed view

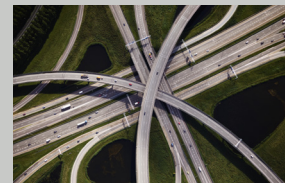
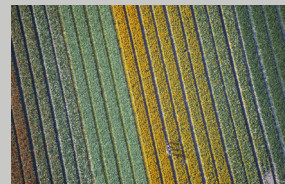
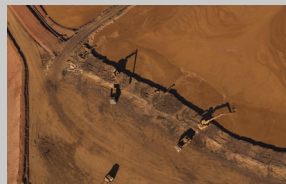


Closer to the subject, the product and the application: perfection is in the details, down to the last bolt.

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 Imagery appendix and can be downloaded via Scania Media Provider
<https://media.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



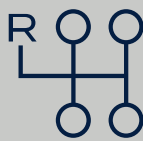
Truck



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:
identity@scania.com



BRAND ASSETS

7. MATERIALS

Materials



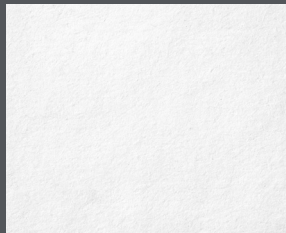
The brand identity has been built with great care, and is closely linked to the products, the heritage, the customers and the industries Scania serves. Approach the material palette with the same logic, and use natural materials of the highest quality.



Materials



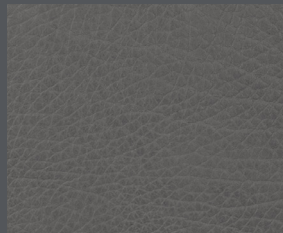
Varnished metal
Vehicles and engines



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



Brushed steel
Industry brushed – satin varnished



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



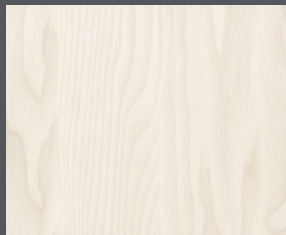
Rubber
Industry construction material



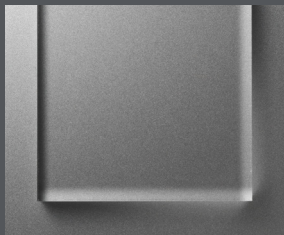
Concrete
Industry construction material



Metal
Industry



Blonde wood
Natural (Swedish/Scandinavian)



Glass
Technology and engineering



Iron
Industry and prehistoric force
(Swedish/Scandinavian)



Acrylic
Technology and engineering



Textile
Natural



BRAND 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 Scania Vehicle Accessories assortment (<http://accessories.scania.com>). 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



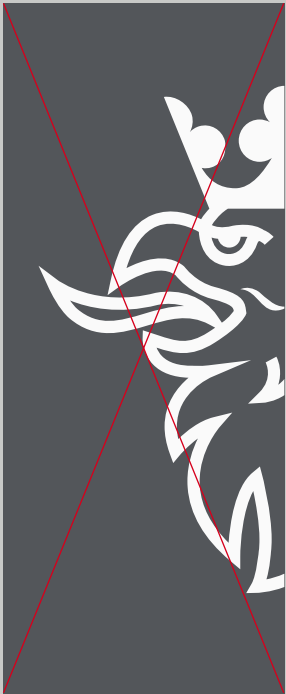
Replacements

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

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.



Scania Identity Helpdesk

Questions regarding this manual and the Scania brand identity may be submitted to Scania CV AB through Scania Identity Helpdesk at: identity@scania.com

Downloads

The following elements are available for download on the Scania Media Provider or can be ordered from Scania CV AB via identity@scania.com:

- The Scania Identity Manual and appendices
- Artwork for wordmark, symbol and logotype (available for Marketing Communicators/Level 1 users)
- Font files and icons
- Images (Under category "Corporate identity" you find "Photographer's choice", where selected premium images strongly connected to the Scania identity are available for download).
- Templates for external communication, internal communication, stationery, etc.

Templates and manuals can also be found on Reflex (<https://corporate-intranet.scania.com>) under "Brand & Marketing > Brand and identity".

For web applications, please visit the UX Library for more information: <https://static.scania.com/ux-library>

Scania Media Provider
<https://media.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>

- Partner companies (part no. 16MC194)
- Imagery (part no. 16MC280)
- Film (part no. 16MC279)
- Illustrations and Infographics (part no. 16MC281)
- Stationery (part no. 16MC197)
- Signage (part no. 16MC195)
- Service vehicles (part no. 16MC196)
- Mobile applications (part no. 17MC159)

Assortment catalogues

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

- Signage catalogue (part no. 17MC124)
- Service vehicle decoration (part no. 17MC126)



SCANIA IDENTITY MANUAL – APPENDIX

PARTNER COMPANIES

Introduction	2
Business cards	3
Letters and forms	4
Envelopes	5
Vehicles	6
Ads	8
Signage	9

This appendix is part of the Scania Identity Manual, part no. 16MC135. This document is only intended for non-captive (i.e. private/independent) Scania distributors and dealers. Captive (i.e. subsidiaries of Scania CV AB) distributors and dealers should follow the main manuals and appendices. For detailed instructions on the application of all brand assets such as lock-up logotype, colour and typography please refer to the respective section in the Scania Identity Manual.

It is important for both Scania and our partners (independent distributors, dealers and workshops) to create the right balance between Scania's visual identity and that of the partner companies. There are several good reasons, from both marketing and legal perspectives, for separating the Scania logotype from the name of the independent legal entity, the partner company.

Any questions should be directed via the distributor to *identity@scania.com*. Before any commercial use of the Scania logotypes as shown in this manual or similar, the user must sign a written contract linking it to the authorised Scania organisation.

A partner company may not use the Scania trademark as part of its own corporate name or identity. Neither may the name Scania be used as part of the e-mail address, web address to the partner company's own website, social media or similar.

Product identity versus company identity

In all communications produced by a Scania partner company, the Scania logotype represents only the Scania product and services. The legal entity in such cases is the partner company, not Scania. Appropriate distinctions between the product information and the partner company's identity must be maintained.

These distinctions are especially important on stationery, particularly with regard to letterheads and forms involved in clearly legal matters, e.g. invoices and order forms.

The distinction between the product and the partner company is represented visually by noticeably varying the respective sizes of each logotypes.



Partner companies
– Stationery



Business cards
for partner companies

On business cards it may be appropriate to emphasise the product. The distinction between the product and the partner company is represented visually by noticeably varying the respective sizes of each logotype.

Whether it is more important to highlight the product or the partner company will vary for different companies and in different situations.



Business card with dominant product identity.



Business card with dominant company identity.



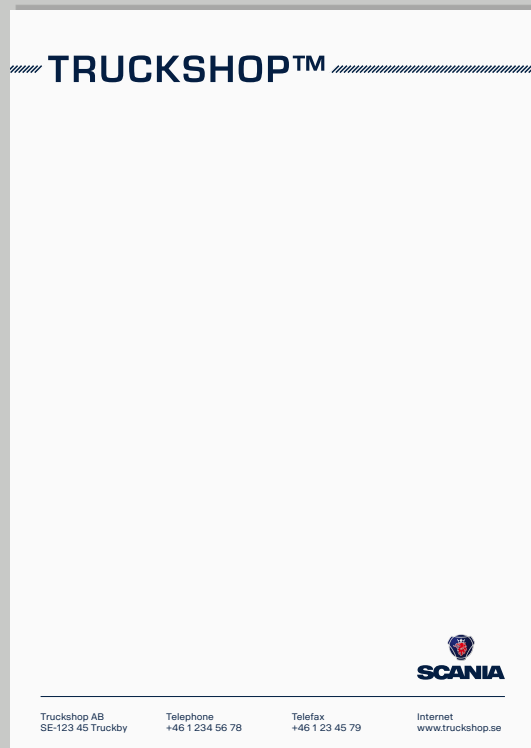
Business card with dominant company identity and several product logotypes.

Partner companies – Stationery

Letters and forms for partner companies

On letterheads and forms, e.g. orders, invoices, etc., the Scania trademark may be used only provided that the partner company's identity is so clearly dominant that there can be no doubt as to who is legally responsible.

Company logotype in the upper left corner, larger than the Scania trademark placed below.



Partner companies – Stationery



Envelopes for partner companies

On envelopes, the partner company's identity should normally be dominant. For product-related activities, the Scania identity may be given a more dominant appearance. However, the Scania and partner identities must not be mixed.

Example of an envelope with the partner company identity dominant.



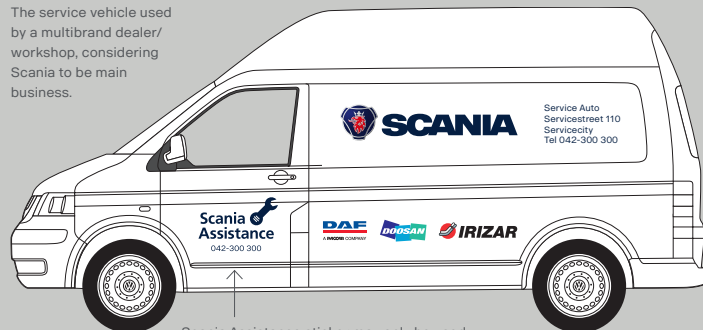
Partner companies – Vehicles



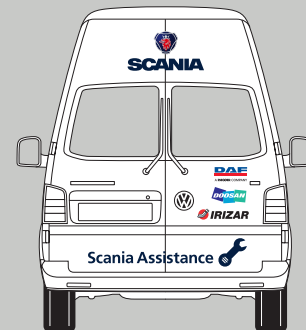
Scania as main logotype

When Scania is the main logotype on a vehicle, the vehicle must always be white. Sticker and text are Scania blue and the Scania logotype is in full-colour. The Scania logotype must be placed on the vehicle where it is suitable, depending on the design of the specific vehicle but always in the corresponding place on both sides of the vehicle. The vehicle must always be kept clean and the decorations in good order. All Scania stickers must be ordered via the parts system and it is not allowed to produce locally.

The service vehicle used by a multibrand dealer/workshop, considering Scania to be main business.



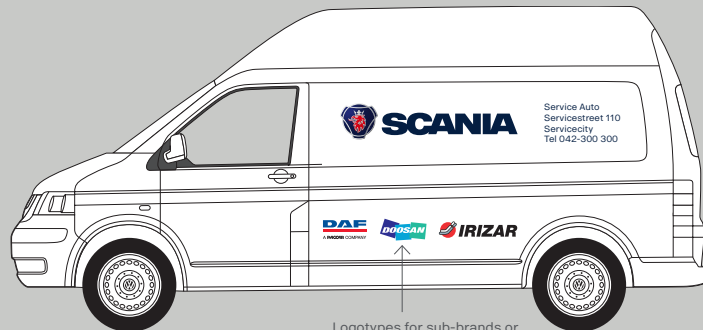
Scania Assistance sticker may only be used by markets connected to Scania Assistance.



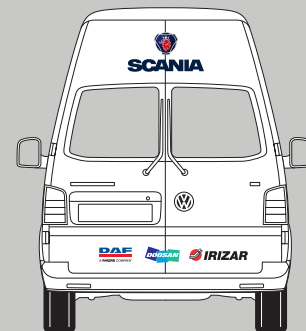
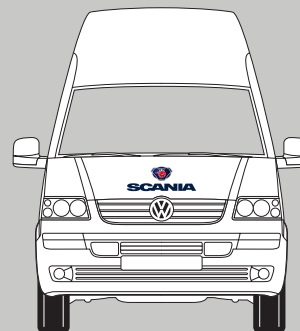
Full-colour horizontal lock-up logotype is used for the side of the vehicle. The vertical lock-up logotype is used for front and back.

When Scania is the main business, the Scania logotype must be dominant and all other logotypes (e.g. sub-brands or dealer logotype) must be smaller than the Scania logotype.

The Scania Assistance sticker may only be used by markets connected to Scania Assistance. Please contact Scania Assistance Head Office (scania.assistance.headoffice@scania.com) for more information.



Logotypes for sub-brands or independent dealer logotype should always be smaller when Scania is the main company.



Partner companies – Vehicles

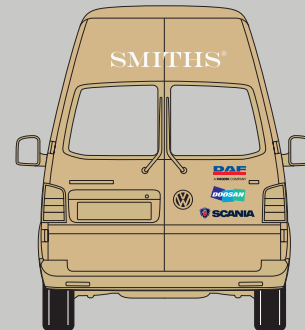
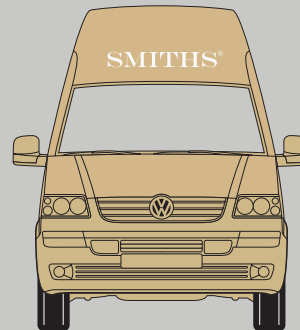
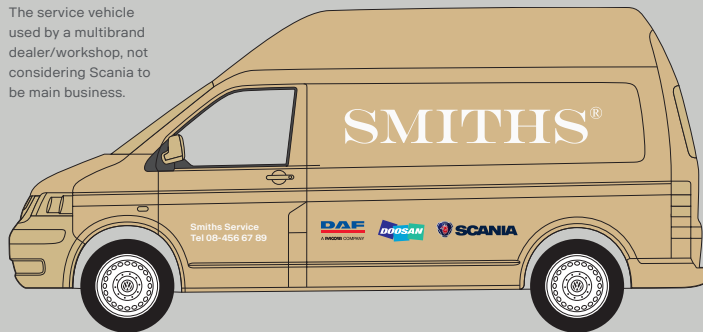


Dealer name as main logotype

All Scania stickers must be ordered via the parts system and it is not allowed to produce locally.

The Scania logotype must be represented equivalent in size as the logotypes of the other sub-brands.

The service vehicle used by a multibrand dealer/workshop, not considering Scania to be main business.



Partner companies
– Ads

Co-branded ads with
one dominant identity

Two examples of co-branded ads:
Scania versus partner company as
dominant identity.

The Scania assets such as
templates, typography and colours
may only be used when Scania is
dominant. The partner's trademark
should always be secondary and
in one colour, Scania Blue or Scania
White. See Scania Identity Manual for
more information.

For situations where the partner
company identity is dominant, the
Scania assets and design should
not be used.

The distinction between the
product and the partner company is
represented visually by noticeably
varying the respective sizes of each
trademark.

Ad when the
identity for Scania
is the dominant.
Logotypes for sub-
brands should
always be smaller
when Scania is the
main sender.



SUB HEADLINE 10 PT

HEADLINE 40 PT ON TWO ROWS

Velit quid ulloruptatem commolupti asit
et que dolor aut quanda doloro tempos
aut ewellit asseidipiente voluptat ea
dolorisquam et eum fuga. Eit nos atlis
volentescum reundelique pedionse
solutipia is el iminel laboribus, ut
aliquist, conecid tem faccus asperit
alio berumque consequi volupturum

est, istionum que prehent ureperferum
conem fuga. Imagrim nossim qui quam
eribus, cumet aliqu beaurum que in
reputi cumquamis modi magrat pore
endit voluptum aut qui sentur? Lene
quod cus asperit totaque verum in eos
re. Qui quia ipsa di escipiet re volupti
orales quam qui berationem que am.

SMITHS

Company name
Address
Address
Address
Telephone number
E-mail address
Web site address

See more on scania.com

SCANIA

Ad when the
identity for the
partner is the
dominant.
The Scania
logotype must
be represented
equivalent in size
as the logotypes
of the other sub-
brands.

IGNI RESSI UT VEL INT QUE CONEM ET LA AUT



Ga. Et quid es aut ut veriam sam quant landemim re, sit et
por apic forecus aut ipidicanti omniaetur lenolectento
con porpostiae numqui aut allenis nihil conedi aspelit
uamenda debilitvendi ut pa nonsemmet ut inosist qui
repellit earuptlassi qui dollandae dolupis ciatur, odiam

SMITHS®

P.O. Box 1234, Port Moresby 121 NCD, New Guinea, T 12 34 56 78, F 23 45 67 89

SCANIA

DOOSAN

Partner companies – Signage

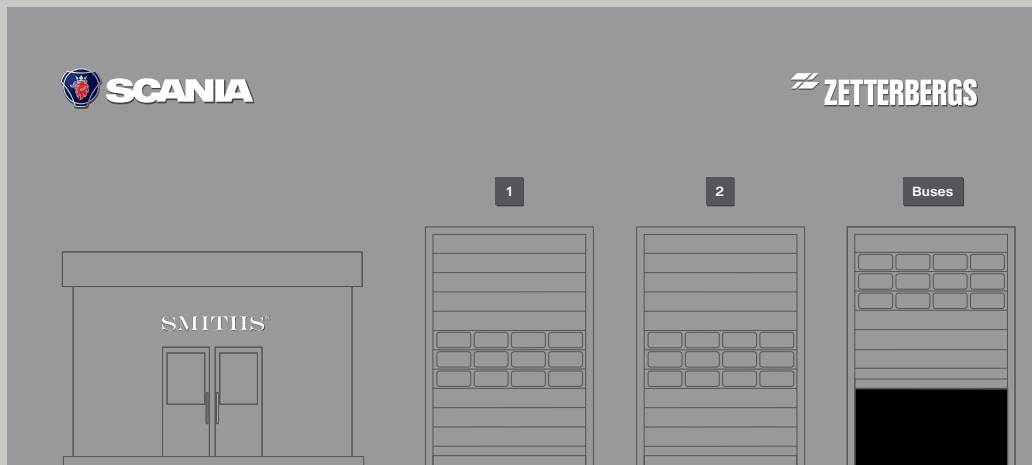


Wall signs

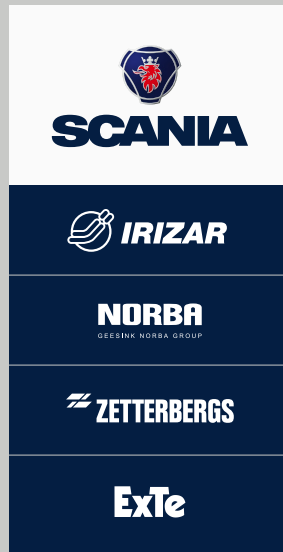
For Scania dealers also representing other brands, Scania signs may be combined with signs for other brands as long as they are clearly separated from each other. If possible, it is preferable if the signs are placed in opposite corners or on different walls of the premises.

Multibranding signs

In the Scania global signage assortment there are also multibranding signs available. The signs are designed in a modular system with the Scania logotype in the top part and replaceable panels beneath. See "Scania Identity Manual – Signage", part no. 1596067, for more details.



Place the signs on opposite corners or on different walls of the premises.





SCANIA IDENTITY MANUAL – APPENDIX

IMAGERY

Table of contents

Introduction	2
Perspectives	3
– Holistic view	4
– Detailed view	5
Categories	6
– Ingenious engineering	7
– Products	9
– Understanding your business	11
– Understanding your needs – people	13
– Understanding your needs – the challenge	15
– Visionary solutions	17
Practical advice	19
Additional information	20

Introduction

Our brand comes to life in the practical application of our expertise and our innovations in the form of products and services. We always seek to deliver tangible benefits and real-world results.

Therefore, our brand imagery should always be grounded in reality: our own, and that of our customers. The images we use can be impressive and unexpected, but never look fake or overly retouched. We use natural light with depth of field, showing real people in real situations. This way Scania is always present and shows that we understand our customers and every bit of their business.

As a Scania communicator or external photographer you hold the image of the Scania brand in your hands. We need you to do great work. This guideline shows you how.

This appendix is part of the Scania Identity Manual, part no. 16MC135, in which image style is one of the brand assets. For detailed instructions on the application of the other brand, such as wordmark, symbol, lock-up logotype, colour and typography, please refer to the respective section in the Scania Identity Manual.

Perspectives and categories

Generally speaking there are two complementary perspectives that characterise the Scania brand imagery: the holistic view – offering perspective and scope, and the detailed view with close-up shots of significant objects, actions and people. The two perspectives illustrate our awareness of the big picture, as well as our deep understanding of the smallest detail.

In addition, this appendix presents six image categories that represent key dimension of the Scania brand. These categories are not exclusive for all Scania photo, but should be thought of as inspiration when shooting and selecting images for Scania.



Holistic view



The holistic view that offers perspective and scope. Illustrates our awareness of the big picture.

Detailed view



The detailed view with close-up shots of significant objects, actions and people. Illustrates our deep understanding of the smallest detail.

Imagery

– Perspectives



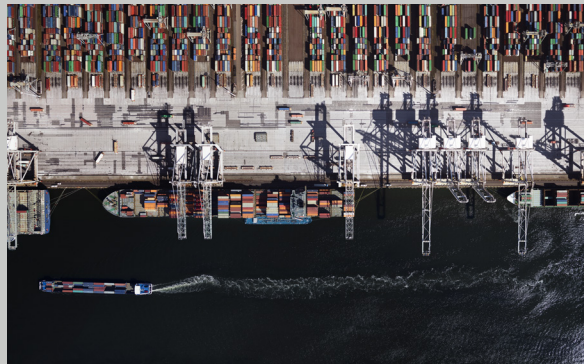
Holistic view

Illustrates our awareness of the big picture; we understand your business, your challenge and your industry.

A holistic view applies to all image categories; – from R&D to our vision of becoming the leader in solutions for sustainable transport. See image categories on page 6.

Portrait all holistic view images with the Scania brand platform in mind.

For info regarding equipment and quality: See page 20.



Imagery – Perspectives



Detailed view

Illustrates our deep understanding of the smallest detail. Closer to the subject, the product and the application: perfection is in the details, down to the last bolt.

A detailed view applies to all image categories; – from R&D to our vision of becoming the leader in solutions for sustainable transport. See image categories on page 6.

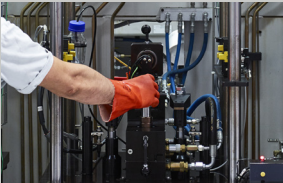
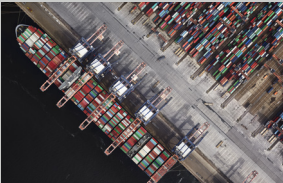
Portrait all holistic view images with the Scania brand platform in mind.

For info regarding equipment and quality: See page 20.





Categories



Ingenious engineering

Communicates Scania as a technical, innovative and progressive brand. Ingeniously engineered products, tailor-made for the industries Scania serve.

Images showing R&D, engineering, design, model making, prototyping, testing, test driving, production and services.

Product

Images of our products.
Exterior, interior and functionality of the products.
Product images can be made in a studio or in an outdoor context.

Understanding your business

To support sales, become a "partnership driven leader" and generate a feeling of "Let's ask Scania", we need to enable industry/segment specific communication that answers the question "what's in it for me?".

Personal and relevant to your business – as partners, we're in this together.

Understanding your needs – people

On a personal level – whomever you may be, and which ever industry you operate in, Scania has a tailor-made solution for each and every need.

Understanding your needs – the challenge

On a transport solutions provider level – whatever your challenge, and which ever industry you operate in, Scania works for you.

Visionary solutions

Images that show or are connected to the Scania vision and desired brand image.;
"Recognised as a true partnership driven leader in the shift towards a sustainable transport system".

Imagery

– Categories

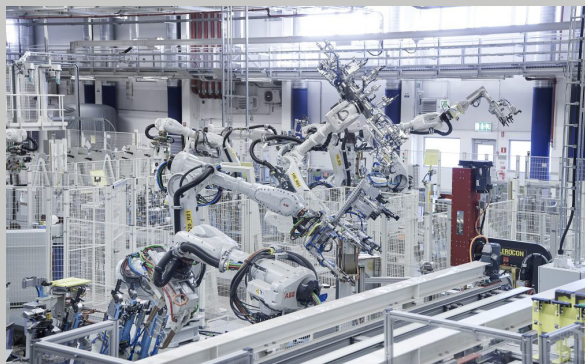


Ingenious engineering

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Images showing R&D, engineering, design, model making, prototyping, testing, test driving, production and services.

For info regarding equipment and quality: See page 20.





Imagery – Categories



Product

Images of our products.

Exterior, interior and functionality of the products.

Product images can be made in a studio or in an outdoor context.

For info regarding equipment and quality: See page 20.





Imagery – Categories



Understanding your business

To support sales, become a 'partnership driven leader' and generate 'let's ask Scania', we need to enable industry/segment specific communication that answers the question 'what's in it for me?'.

Personal and relevant to your business – as partners, we're in this together.

For info regarding equipment and quality: See page 20.







**Understanding
your needs – people**

On a personal level, whomever you may be, and which ever industry you operate in, Scania works for you.

For info regarding equipment and quality: See page 20.



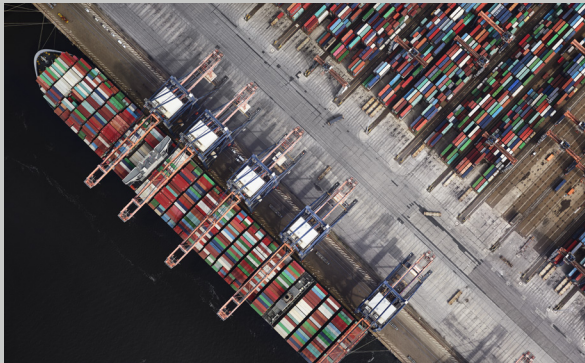




Understanding
your needs
– the challenge

On a transport solutions provider level, whatever your challenge, and which ever industry you operate in, Scania works for you.

For info regarding equipment and quality: See page 20.





Imagery

– Categories

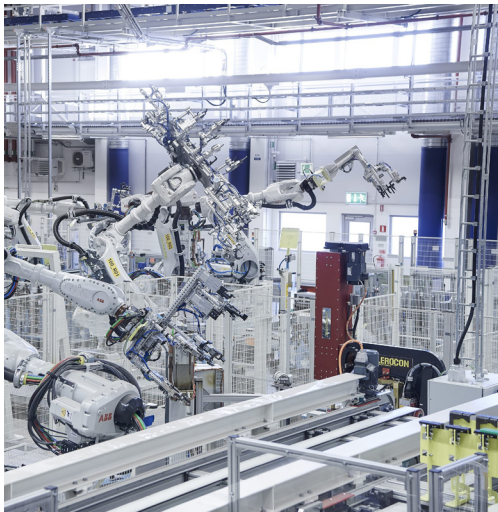


Visionary solutions

Images showing the Scania vision – recognised as a true partnership driven leader in the shift towards a sustainable transport system.

For info regarding equipment and quality: See page 20.







Driver and photographer safety

- Never compromise safety.
- Make sure both the driver and passengers are wearing seat belts, and that all clothing and personal safety equipment (such as a helmet) is appropriate to the job at hand.
- When shooting in a workshop, ensure that all people involved use the correct equipment and work ergonomically.
- When shooting in a place where there are people or objects moving, like a road or a construction site, clearly mark the spot to notice others.
- Make sure to follow both Scania guidelines and any local safety regulations.

Be specific

As a project owner you need to tell the photographer how the images will be used. The better the specification, the better the result:

- Does a picture need space for a headline?
- What format is needed?
- What media will it be published in?
- How do Scania's customers use and understand specific applications?
- What does a specific technical solution actually do for the user?
- What is the deadline?

Get it right from the start

- Always try to shoot a photo that's ready to use. Retouching is an expensive, time-consuming process.

Vehicle

- Choose the a product that fit your market conditions.
- Make sure that the vehicle is not "overdesigned" or "overcustomised" in a way that detracts from or even ruins its Scania identity. Scania aims to be the leading provider of sustainable transport and significant changes to the aerodynamics will have a negative affect to the fuel economy.
- Allow the vehicle to stand out from the background.
- Keep the picture clear of any objects that interfere with the objective of the image.

Light is everything

- Morning and evening light are often suitable.
- To avoid excessive contrast and harsh shadows we recommend not photographing in strong sunlight.
- Always try to enhance the lighting effect.
- Backlight is generally more dramatic than light facing the subject.
- When using artificial lighting, bear in mind that big trucks require powerful flashes.
- Shooting at night requires more work, but the images are often interesting and stands out.

Surroundings

- Choose surroundings that suit the vehicle and the transport job.
- Choose surroundings that enhance the objective of the image, not too cluttered.
- Place the vehicle in a natural setting, in an environment that suits the vehicle and its area of application (for example, when loading or unloading).
- People, forklifts, loading machines, etc. that are on the move give intensity to the picture.
- Avoid boring brick walls and "backyard" settings, and people that does not belong in the background.

Other useful recommendations

Different situations require different executions. Keep an open mind and look for things that can give the viewer a stronger impression.

- If you want the vehicle to appear fully loaded, lower the axles.
- When driving on public roads, use only legal light combinations.
- Make sure the windshield and the dashboard behind is clean and tidy.
- A clean vehicle is almost always preferred. But a dirty/muddy vehicle can sometimes be effective, just make sure everything is intact.

People

- Driver's appearance is very important.
- Choose models/people who are appropriate to the situation. The models have to fit naturally into the context and enhance the credibility of the picture as a whole.
- Vary the models facial expressions; happy/serious, concern/at ease. Look in the camera, and beyond.
- Always make sure you have a signed authorization from the models/people.

Vary perspectives, vary lenses

- Far in the distance or close-up. Head-on or angled. Portrait or landscape orientation. By varying the lens and camera position, you can achieve exactly the effect you are looking for in a given situation.
- A telephoto lens with shallow depth of field helps the vehicle stand out from the background. Wide-angle close-up emphasises the vehicle's size. To avoid distortion, don't place the object too close to the edges of the frame.
- The possibilities are limitless, just decide on the effect you want and choose the right lens!
- The image can be taken from another vehicle on the move or by following the vehicle with a camera.
- Adjust the shutter speed so there is motion blur in parts of the photo, such as wheels/tyres, the road surface/kerb, background, etc.
- Details like swirling dust, water spray on a wet road surface and other traffic reinforce the feeling of movement and action.

Photo quality

- The photographer should shoot in RAW format and deliver TIFF files in RGB colour (Adobe RGB 1998).

Don't forget – Authorisation

- Photographers must sign a release authorising free use of their photos for commercial purposes in the whole Scania organisation.
- Note that people appearing in a photo must also sign a written release permitting further publication.
- Scania Image Desk provides templates for agreements for photographers and people/models.
- Make sure you have the right permits for shooting on the site.



Scania Image Desk

Scania constantly produces communication material, and we always need fresh images from our various markets. Scania Image Desk maintains the Scania Media Provider, making images and film available for the global organisation. If you have material that might be of interest to other parts of Scania's organisation, or if you have questions or need further advice/tips, please contact Scania Image Desk:
imagedesk@scania.com

Scania Media Provider

All images shown in this document can be downloaded via Scania Media Provider <https://media.scania.com> or ordered from Scania image desk at imagedesk@scania.com

In the category Corporate identity/ Photographers choice our own photographers publish their selection of images specifically representative for the Scania imagery and Scania identity.

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



SCANIA IDENTITY MANUAL – APPENDIX

FILM

Table of contents

Introduction	2
Opening sequence	3
Primary endlogo – Animated	4
Secondary endlogo – Still, negative	5
Secondary endlogo – Still, positive	6
Typography	7
Voice, music and sound	8
Imagery	8
Don'ts	9
Additional information	10

Introduction

To ensure a strong unified global brand identity, principles for applying the brand assets on film have been developed. This appendix outlines a set of do's and don'ts for the use of logotype and text in film. The aim is to harmonise the representation of the Scania brand across all film and video content.

This appendix is part of the Scania Identity Manual, part no. 16MC135. For detailed instructions on the application of all brand assets such as wordmark, symbol, lock-up logotype, colour and typography, please refer to the respective section in the Scania Identity Manual.

Imagery

Scania's brand imagery should always be grounded in reality: our own, and that of our customers. Neither images nor films should look fake or overly retouched. We use natural light with depth of field, showing real people in real situations. This way Scania is always present and shows that we understand our customers and every bit of their business.

For more information about imagery please see Scania Identity Manual appendix for "Imagery", part no. 16MC280.

All artwork files mentioned in this document can be downloaded via the Scania Media Provider: <http://scania.media.com> or be ordered from Scania CV AB at identity@scania.com.

Any brand and identity related questions can also be directed to identity@scania.com.





Opening sequence

To ensure a strong unified global visual identity all films produced by and for Scania must end with a Scania logotype. Depending on which type of film you are producing a logotype can also be added in the opening sequence.

If using a logotype at the beginning of the film, always use the vertical lock-up logotype as shown to the right. The size of the logotype is set to 50% of the width of the screen and the artwork is vertically and horizontally centered. For standard widescreen formats (16:9) use the endlogotype artworks provided in the Scania Media Provider (see file names under each illustration to the right).

For opening sequences, there are two ways to apply the Scania logotype:

- 1. Fade-in: The logotype fades in on top of a coloured background as outlined to the right. The fade in time should be set to 0.5 seconds.
- 2. Still: The logotype simply appears as part of the intro of the film, on top of a coloured background as shown to the right.

If you want to add text, please review the instructions about typography in this document.

The size of the vertical lock-up logotype is 50% of the width of the screen, always centered.



Primary version — Negative on Scania Dark Grey (1920x1080px)
17084-001



Secondary version — Negative on Scania Black (1920x1080px)
17084-002



Secondary version — Positive on Scania White (1920x1080px)
17084-003

The positive artwork is only used if the first image of the film is too bright for the negative logotype to be clearly visible.



Primary endlogo
– Animated

The primary endlogo is animated and fades from black to Scania Dark Grey while the symbol is revealed through light play, followed by the fade-in of the wordmark.

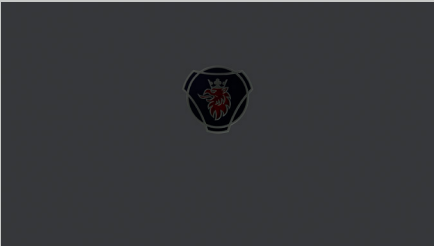
When using the endlogo, let the film first fade to black, then add the artwork.

A secondary version is available, against a Scania Black background.

If you wish to add additional messages or other information such as an URL, do so on a separate black, grey or white frame before the endlogo.

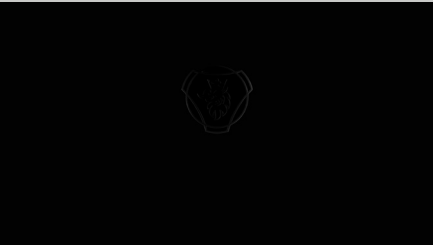
Please note that the content and tonality of each film should dictate the use of the endlogo. If you find it suitable to end your film with the logotype against an image or a white or black background, a still endlogo is available. See the following pages for more details of how to use the still endlogo.

Primary version – Vertical lock-up logotype against Scania Dark Grey background.



2017031-001MOV

Secondary version – Vertical lock-up logotype against Scania Black background.



2017031-002MOV



Secondary endlogo
– Still, negative

As an alternative to the animated endlogo, a still endlogo is available. This is particularly useful for shorter clips for social media or other occasions when the animated endlogo is deemed too expressive. Both a positive and negative version is available, and specific artworks with set proportions are available.

To apply the negative still endlogo:

1. Use the specific artwork available.
2. Choose between the three possible backgrounds as illustrated to the right. Scania Dark Grey is primary.
3. Add a 1.5 second fade-in effect (do not add additional effects to the endlogo).
4. Fade out to Scania Black or Dark Grey or leave the endlogo as the final frame.

If you wish to add additional messages or other information such as an URL, do so on a separate black or grey frame before the endlogo.

In addition, a still endlogo is available for letterbox/panoramic films. Here, the still logo can fade-in (1.5 sec) on top of an image or onto a black screen.

Widescreen 16:9



Primary version — Scania Dark Grey (1920x1080px)
17084-001



Secondary version — Scania Black (1920x1080px)
17084-002



Tertiary version — Transparent (1920x1080px)
17084-004

Letterbox/Panoramic

The logotype is available in an adapted version for films using letterboxing. Due to the top and bottom bars being black, the version with Scania Dark Grey is not available in the letterbox/panoramic version.



Primary version — Scania Black (1920x1080px)
17084-005



Secondary version — Transparent (1920x1080px)
17084-006



Secondary endlogo – Still, positive

As an alternative to the animated endlogo, a still endlogo is available. This is particularly useful for shorter clips for social media. Both a positive and negative version is allowed, and specific artworks with set proportions is available.

The positive artwork is only used if the film naturally fades to white or if the last image of the film is too bright for the negative logo to be clearly visible.

To apply the positive still endlogo:

1. Use the specific artwork available.
2. Choose between the image or white background.
3. Add a 1.5 second fade-in effect. Do not add additional effects to the endlogo.
4. Fade out to black or leave the endlogo as the final frame.

If you wish to add additional messages or other information such as an URL, do so on a separate white frame before the endlogo.

In addition, a still endlogo is available for letterbox/panoramic films. Here, the still logo can fade-in (1.5 sec) on top of an image.

Widescreen 16:9



Primary version — Scania White (1920x1080px)
17084-003



Secondary version — Transparent (1920x1080px)
17084-007

Letterbox/Panoramic



Primary version — Transparent (1920x1080px)
17084-008



Typography

To harmonize the use of typography in film let the following principles guide your work.

For all graphics, always use a font from the Scania Sans typeface family.

Always apply the typographic settings that are outlined in the Scania Identity Manual under the chapter on Typography.

While Scania in general always align text to the left, in film an exception is made. For key messages or added information such as a URL, always center text both horizontally and vertically.

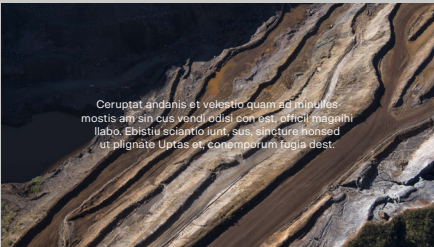
For names and titles always left align text as shown in the examples to the right.

As a rule, always use white text when possible. Subtle shadowing can be applied to text when the film is very bright to ensure high readability.

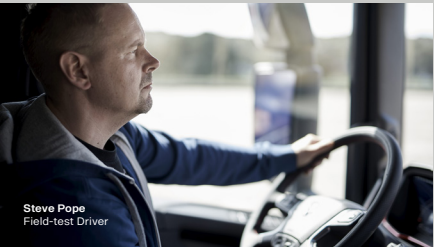
For the use of graphic elements in film, please refer to the separate Illustrations and Infographics appendix.



Short copy – For copy on 1–5 rows, use Scania Sans Headline Bold/Regular with 95% leading.



Long copy – For longer copy, use Scania Sans Bold/Regular with 125% leading.



Name/titles – Use Scania Sans Bold/Regular with 125% leading, always left-aligned, primarily in the bottom left corner.



Copy + endlogo

If you wish to add additional messages or information such as an URL, do so on a separate black, grey or white frame before the endlogo.



Voice, music and sound

The sounds added to a film can profoundly shape the experience of the Scania brand. Therefore, when recording a voice over, selecting music or adding sound effects to your film, always be mindful of Scania's tone of voice.

Just like Scania's image style is grounded in reality and never look fake or overly retouched, the sound added to a film should follow the same principles. Avoid adding unnecessary or overly expressive sound effects and ensure your voice-over sounds natural, sincere, honest and confident.

For music, make sure to match the content and tempo of the film with the style of music used. It is recommended to consider what music to use before editing starts.

Finally, always ensure that you own the usage rights to the music that you use.

Scania's tone of voice

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 strength. This is reflected in how we speak and write – with self-assurance, pride and determination.

Imagery

Scania's brand imagery should always be grounded in reality: our own, and that of our customers. Neither images nor films should look fake or overly retouched. We use natural light with depth of field, showing real people in real situations. This way Scania is always present and shows that we understand our customers and every bit of their business.



Don'ts



Don't place the negative logotype against a too light background.



Don't place the positive logotype against a too dark background.



Don't use any other background colours than dark grey, black or white.



Don't change the size or proportions of the logotype.



Don't use the symbol or wordmark separately in film.



Don't tilt, shear or rotate the logotype and don't add effects to the logotype or the background.



Don't use the horizontal lock-up logotype.



Don't combine copy based messages and the logotype.

Additional information



Equipment and quality

- Always shoot in at least full HD i.e. 1080p (progressive).
- Preferably shoot in PAL 25 fps or 50 fps if possible. Varied framing makes it easier to do good editing.
- Make sure to take some establishing shots, but don't forget the details.
- Use a tripod or other equipment for stabilisation.
- Make sure to use windshield on all microphones when filming outdoors.
- When shooting aerial footage, for example with a remote controlled drone or from a helicopter, make sure all permits are in order.
- Always use as low compression rate as possible when delivering the material.
- Always use professionals for more advanced productions, consider hiring a production agency.
- Always ensure that you own the world wide usage rights to any material that you share.

Scania identity helpdesk

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

All artwork files mentioned in this document can be downloaded via the Scania Media Provider:
<http://scania.media.com>
or be ordered from Scania Image Desk at imagedesk@scania.com



SCANIA IDENTITY MANUAL – APPENDIX

ILLUSTRATIONS AND INFOGRAPHICS

Table of contents

Introduction	2
Product illustration	3
Environmental illustration	5
Infographics	8
Don'ts	10

Introduction

To ensure a strong unified global brand identity, visual principles for illustrations and infographics have been developed. The aim is to harmonise the representation of the Scania brand across all illustrations.

Illustrations and infographics are used to support communication in addition to copy and images, and can be used to illustrate environments, products, information flows and much more.

This appendix is part of the Scania Identity Manual, part no. 16MC135.

For detailed instructions on the application of all brand assets such as wordmark, symbol, lock-up logotype, colour and typography, please refer to the respective section in the Scania Identity Manual.

Any brand and identity related questions can be directed to identity@scania.com.

Product illustration Levels of detail



Illustrations can be used to show product details or specific parts, and when the appropriate photo is not available. For all our products including trucks, buses and engines four levels of detail for illustrations have been developed to guide the use of illustrations. No other kind of illustrations should be produced.

Select the level of detail appropriate for your application of illustration. Ensure coherent use and do not mix different levels of details in the same image or in context of communication.

Level 1

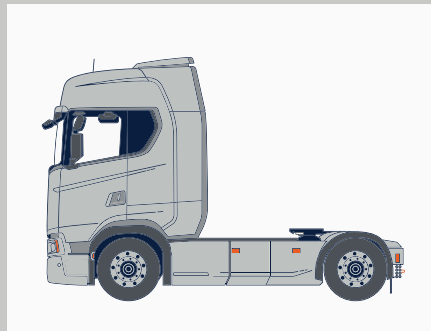
Outlines + gradients/3D rendering via CAD software.



The most expressive way to illustrate products. It simulates the actual appearance of the product and is used in applications where a photo is not suitable.

Level 2

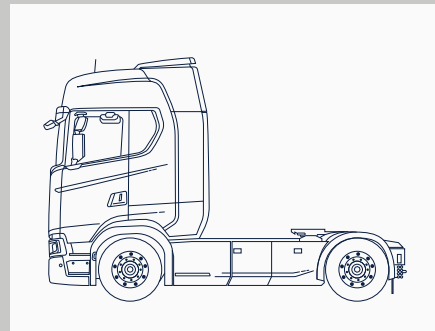
Outlines + colour fillings from the Scania colour palette.



Between level 1 and 3, used when the application does not require photo-like illustrations or a technical drawing.

Level 3

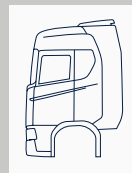
Outlines only.



Similar to a technical drawing. Used to highlight product specifications and certain parts and features of the product.

Level 4

When illustrations need to be reproduced in a small scale, simplify by removing as many details as possible. Make sure the most characteristic features still remain.



Product illustration

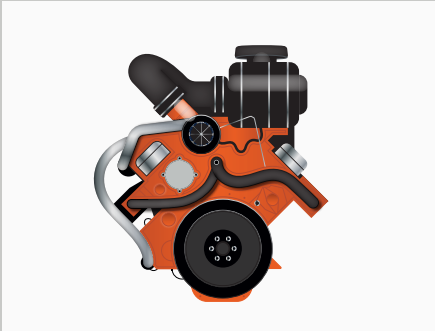
Levels of detail



Select the level of detail appropriate for you application of illustration. Ensure coherent use and do not mix different levels of details in the same image or communication.

Level 1

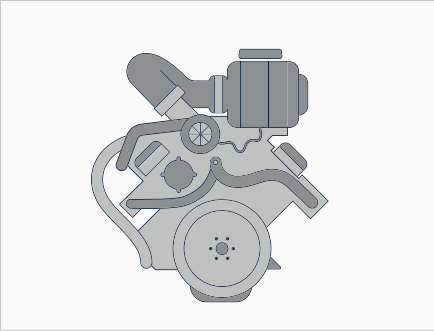
Outlines + gradients/3D rendering via CAD software.



The most expressive way to illustrate products. It simulates the actual appearance of the product and is used in applications where a photo is not suitable.

Level 2

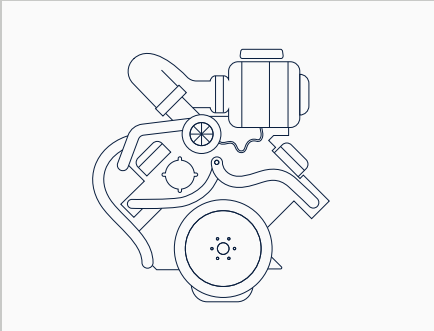
Outlines + colour fillings from the Scania colour palette. Outlines only.



Between level 1 and 3, used when the application does not require photo-like illustrations or a technical drawing.

Level 3

Outlines only.



Similar to a technical drawing. Used to highlight product specifications and certain parts and features of the product.

Level 4

When illustrations need to be reproduced in a small scale, simplify by removing as many details as possible. Make sure the most characteristic features still remain.





**Holistic view
Environments**

The monochrome use of colour results in a more professional stylistically pure expression. The image to the right is a good representation of the style to use for illustrations.

If you must use colours to highlight details or parts of your illustration always use Scania's primary supporting and secondary colours only. All colour code and instructions can be found in the Scania Identity Manual.

When Scania products are used in environmental drawings, the simplified illustration examples to the right should act as a guidance.



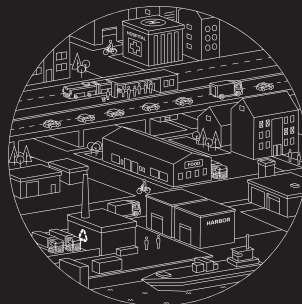
Environmental illustration style



On light backgrounds, either colour from the Scania colour palette can be used.



On dark backgrounds, either use negative or positive colour relation, for maximum contrast.

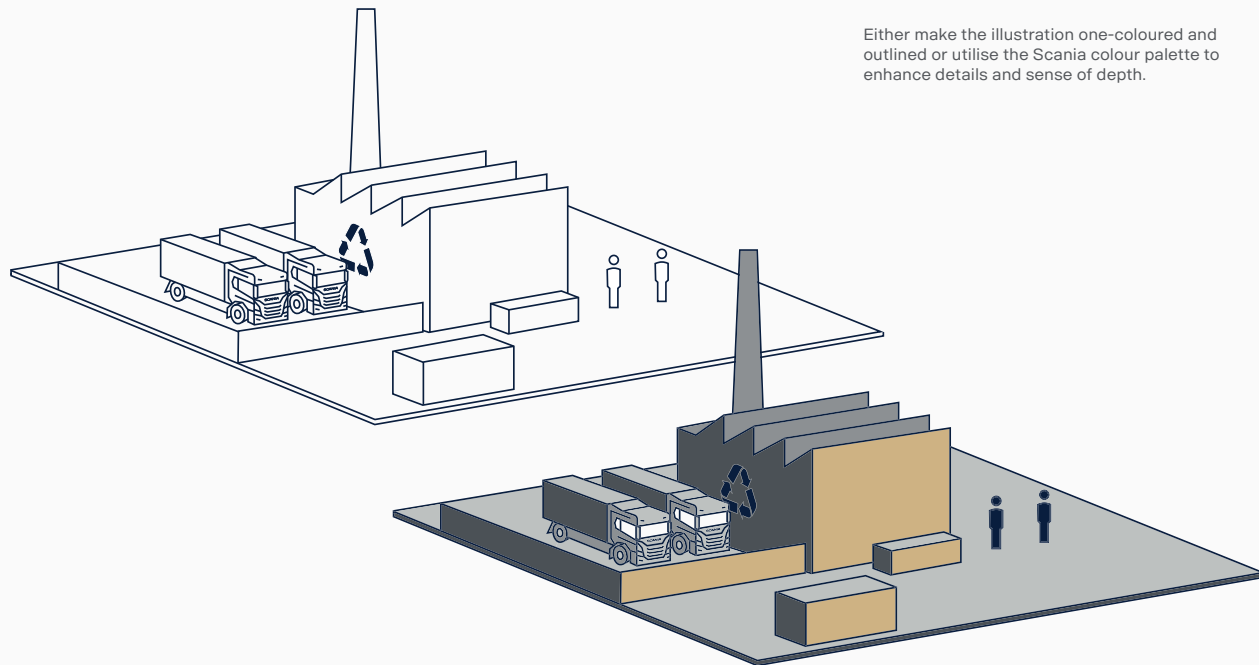




Detailed view Environment + product

Combining product and environment illustrations can be a powerful tool to support communication.

Good examples include using illustrations to outline features of transport systems and logistic flows, to present product / service features and to clarify size and scale relationships.



Either make the illustration one-coloured and outlined or utilise the Scania colour palette to enhance details and sense of depth.

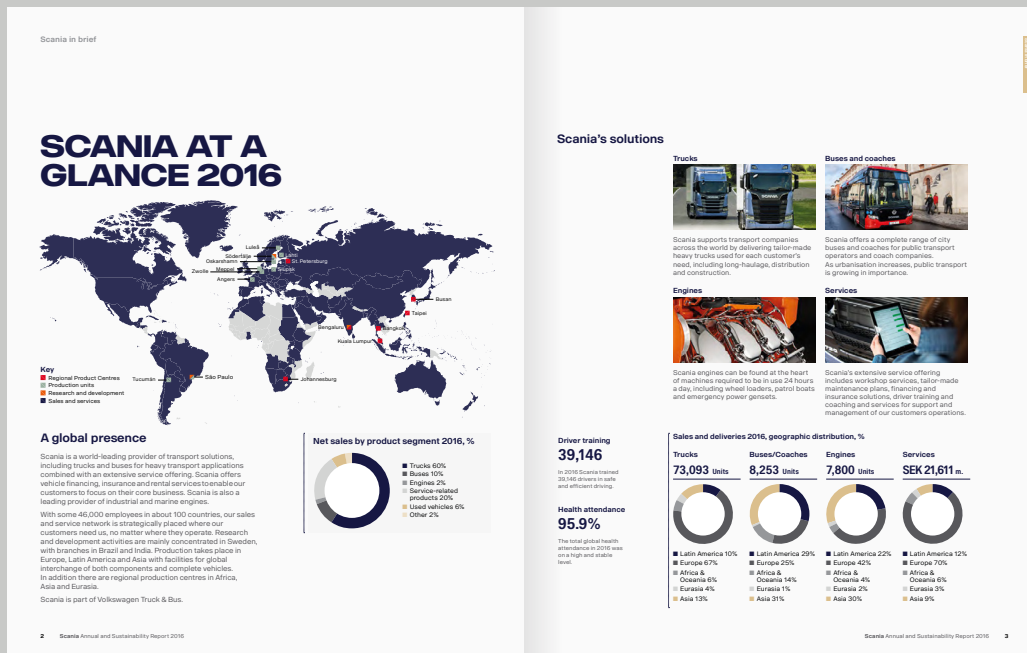


In this section we showcase the use of illustrations and infographics. Please use the examples as references and guiding principles for creating communications using illustrations for Scania.

To the right, icons, illustrations, text and photography is combined into an infographic image. Such images are powerful tools to single out and present information in dense formats.

Please note that illustrations are not supposed to be used to decorate communication materials.

Feel free to combine infographics, illustrations and photos but avoid placing infographics and illustrations on top of photos and text.



infrastructure, such as signs and traffic lights, communicate with each other and with people.

The real transformative potential lies in enabling communication within the whole transport system. Connectivity has the potential to optimise flows within the whole system, not just the logistical flow of different industries. This will be particularly significant when it comes to sustainable public transport solutions for cities. The need for low-carbon mobility that minimises the effect on climate, air quality, and on the safety and liveability of urban areas can be addressed through buses and rapid transport systems that use digitalisation technology.





Technical information

SPECIFICATION OPTIONS

CABS

S			Scania S-series With unparalleled space and majestic views, taking a seat in the new S-cab is a unique and exclusive experience.
	Normal	High	Engines 410 to 730 hp
R			Scania R-series It is reliable, robust and ready. Add agile and dynamic, and you have the ideal partner for every kind of application.
	Normal	High	Engines 410 to 730 hp

CHASSIS

Axle configuration

The new Scania tractor and rigids are available in a variety of axle configurations. Contact your Scania dealer to find the best solution for your needs.

Fifth-wheel coupling

You can get your Scania tractor with a range of ready-mounted fifth wheels. In addition to the traditional fixed or sliding fifth wheels, there is also the unique Scania direct-mounted fifth wheel option. This option gives an increase in payload by approximately 90 kg. The Scania direct-mounted fifth wheel is available for both the rear- and four-axle air suspension.

	6x2 Chassis height: low/normal		6x2 twin-steer Chassis height: low/normal
	6x2 Chassis height: low/normal		6x2 rear-steer Chassis height: low/normal
	6x2 pusher Chassis height: low/normal		Only available for rigid.

Our business

TAILOR-MADE FOR EVERY NEED

Scania's unique modular system is one of our most important success factors. Developed over several decades, it is integral to our flexible approach and lies at the heart of our business model. Combined with our ability to tailor services, this ingenious toolbox enables Scania to package solutions optimised for a vast number of different transport needs.

The modular system enables Scania to provide individual specifications with a limited number of parts and components, and thus offer our customers an extremely wide product range. This is achieved through the design of the interfaces between different components. Each interface is precisely defined to allow the greatest possible flexibility when components are combined into the correct performance steps in the vehicle. With relatively few components and parts, the modular system enables Scania to achieve economies of scale and maximise resource efficiency in research and development and production. In service operations, the modular systems ensures high availability of spare parts and continuity for the service technicians. Customers benefit through a tailor-made vehicle with high uptime, reduced fuel consumption and optimised load capacity. It is this strategic approach that gives Scania the flexibility to tailor solutions to different transport needs and to accommodate various regional market demands. The toolbox allows each vehicle to be tailored to its specific purpose; new, high quality technologies are brought to market quickly and efficiently.

Scania's modular product system is applied to our entire product portfolio – trucks, buses, coaches, and vans. A great deal of the chassis components in a bus are shared with those in a truck. Scania's industrial and marine engines are developed from the base engines for vehicles, making full use of the modular concept.

Scania's modular system is based on three principles:
Standardised interfaces
Standard interfaces are the foundation of modularisation. They are designed in such a way that they do not change over time. In line with Scania's continuous introductions approach, this makes it possible to install new components that improve product performance without the need to change the surrounding components and structure. As an example Scania could introduce the Euro 6 engines without having to change the cab.

Same need, identical solution
Several components are often the same despite different applications. The shortest truck cab variant may be needed in order to maximise cargo capacity both in light distribution service and in a heavy tipper truck operating in a mine. The same needs should always result in identical solutions.

Well-balanced performance steps
The selected performance steps are well balanced to match the specific customer needs; this results in differences in cab sizes, engine output, frame strengths and number of axles. Scania Research and Development continuously evaluates how to further refine the modular system in order for Scania to have the smallest possible number of parts and the largest possible selection of variants in its product portfolio to give each customer an optimised product.



Cabs
Scania's cabs are strongly modularised, with a common frame, common outer panels and interior parts. Cabs are fitted at different heights and lengths to suit different applications, and to give the customers ample opportunities to optimise space and comfort in this cab. Only one size of windshield is used in all cabs.



Axles
Driven, steered and lag axles are part of Scania's modularised range, and used in various combinations in 2-, 3-, 4- and 6-axle vehicles. Some driven axles are available with hub reduction.

Frames
Frames are manufactured in several strength classes and lengths. The most rugged ones feature an inner frame to handle extra-heavy loads.

Gearboxes
With two main gearboxes in combination with range and splitter units, Scania can handle all types of cover haulage needs ranging from 16 tonnes to 300 tonnes gross train weight. Gearboxes are available with manual or automated gear changing (Scania Opticruise), and can be ordered with an integrated Scania Retarder, a hydraulic auxiliary brake system, attached to the gearbox.

Engines
Scania's engine range is based on three engine series featuring five, six or eight cylinders. From these engine building blocks, models of 2-litre unit cylinders, 63 basic types of engines can be built. With output levels ranging from 2,500-750 hp, torque of 1,050-1,500 Nm, and in compliance with all applicable emission standards, in addition the engines can be built to run on either diesel, biodiesel, hydrotreated vegetable oil (HVO), bioethanol, liquefied or compressed natural gas.

Tailor-made for application
Scania offer tailor-made solutions for a wide range of different applications, allowing us to meet specific demands of various industries, from mining, forestry, bus systems, to retail distribution and waste handling. By using real-time data from our connected vehicles, the possibilities to tailor optimised solutions for all types of driving assignments have never been bigger.

In close cooperation with different industries and selected customers, Scania has analysed the relevant data for each application and driving activity, and has also monitored typical routes and transport patterns in order to develop truly application-focused products and solutions that offer improved efficiency, high performance and lower environmental impact.

These carefully-tailored specification recommendations are made possible by the operational and performance data gathered by Scania's extensive network of connected vehicles. From this data we extract the necessary intelligence to optimise the customer's vehicle and its maintenance. The data is also used to optimise the sales process when customers seek to replace or upgrade their fleet.

With the insights from having an application approach, Scania can continuously improve the modular system to develop the right components best suited for each application.

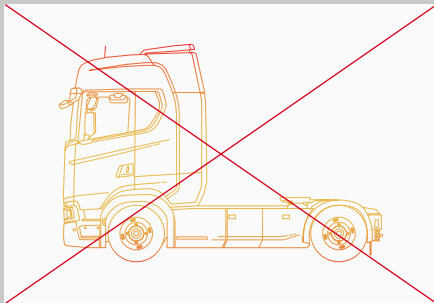
Don'ts



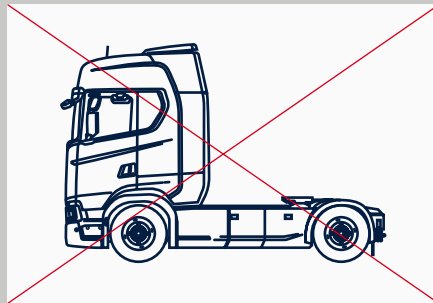
Scania always aims to mimic reality in all representations when it comes to product and environment illustrations.

Stick to the styles outlined in this guideline and avoid distorting your illustrations with additional effects such as shadows or flares.

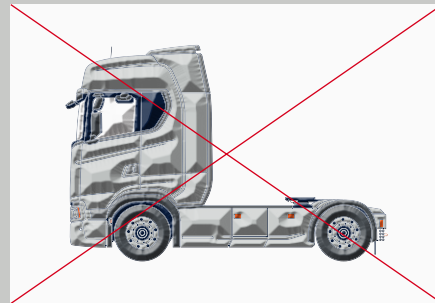
If you seek help from a third party in producing illustrations for Scania make sure to share this guideline as part of the brief.



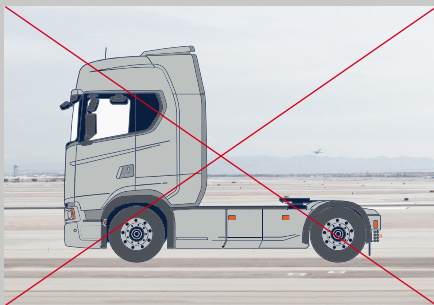
Don't use gradients with unnatural color combinations.



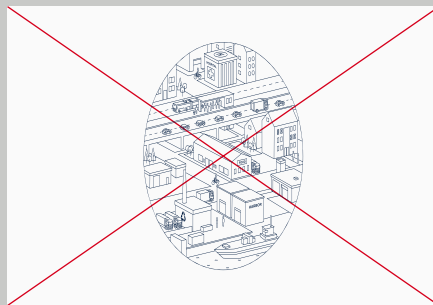
Don't make the lines too thick.



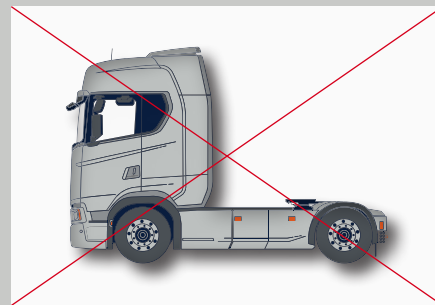
Don't add effects to the illustrations.



Don't combine illustrations with photographs, where they appear as part of the setting.



Don't alter the illustrations in a nonproportional way.



Don't add effects to the illustrations.



SCANIA IDENTITY MANUAL – APPENDIX

STATIONERY

Table of contents

Introduction	2
Business card	3
Letter, A4	4
Message card, A6	5
Envelope, C5	6
E-mail signature	7

Introduction

This appendix is part of the Scania Identity Manual, part no. 16MC135. For detailed instructions on the application of all brand assets such as wordmark, symbol, lock-up logotype, colour and typography please refer to the respective section in the Scania Identity Manual.

Instructions for use of other logotypes, i.e. for independent companies, are available in the Scania identity manual appendix for "Partner companies", part no. 16MC194.

Any questions should be directed to Scania CV AB, Brand Communication at identity@scania.com



Stationery



Business card

The name is set in Bold, all other text is set in Regular.

Each paragraph is separated by 1.7 mm spacing. The maximum number of text lines is ten, including two paragraph spacings.

Colours

The symbol is printed in full colour, the wordmark in Scania Blue (PMS or CMYK) and all copy is set in black.

Paper

Matte white, colourfast and environmentally approved paperboard with a weight of 200–300 grams (e.g. Scandia 2000 by Antalis, Natural, 300 grams).

Back of card

Should be blank or used to repeat the information from the front of the card in a second language or as QR-code.

Size 82 mm × 54 mm

Margins 5 mm

Typography

Scania Sans Regular/Bold 8/6.5 pt

Leading: 125%

Kerning: 0/metric

Word spacing: 100%

Paragraph spacing: 1.7 mm

Wordmark 41 mm × 6.78 mm

Full-colour symbol 9.832 mm × 9.346 mm
(1.5 × height of wordmark)

SCANIA



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Sales and Marketing

Marketing Communications Production

Phone +46 8 553 897 31

Mobile +46 70 086 35 42

maria.hansson@scania.com

Scania CV AB, SE-151 87 Södertälje, Sweden
www.scania.com



Stationery

Letter, A4

The letter uses the A4 vertical grid and features a standardised layout with the address information, and date/city/town divided into groupings. Page one includes the Scania symbol and wordmark, all following pages excludes the wordmark.

Colours

The symbol is printed in full colour, the wordmark in Scania Blue (PMS or CMYK) and all copy is set in black.

Paper

Matte white, colourfast and environmentally approved with a weight of 80–100 grams (e.g. Scandia 2000 by Antalis, Natural, 80–100 grams).

Size 210 mm x 297 mm
(can be varied to meet national standards)

Margins See Scania Grid in the Scania Identity manual

Wordmark/symbol See Scania Grid
in the Scania Identity manual

Headline

Scania Sans Bold 12–16 pt
Leading: 125%
Kerning: 0/metric
Word spacing: 100%

Body copy

Scania Sans Regular/Bold 8–12 pt
Leading: 125%
Kerning: 0/metric
Word spacing: 100%

Address info

Scania Sans Regular/Bold 6 pt
Leading: 125%
Kerning: 0/metric
Word spacing: 100%

Line

0.25 pt, solid, 100% black



Stationery



Message card, A6

The message card also uses the A4 vertical grid (margins/ logotype sizes), to create a coherent look with all other stationery.

Colours

The symbol is printed in full colour, the wordmark in Scania Blue (PMS or CMYK) and all copy is set in black.

Paper

Matte white, colourfast and environmentally approved paperboard with a weight of 200–300 grams (e.g. Scandia 2000 by Antalis, Natural, 200 grams).

Size 148 mm × 105 mm

Margins See Scania Grid in the Scania Identity manual

Wordmark/Symbol See Scania Grid in the Scania Identity manual

Typography

Scania Sans Regular/Bold 6 pt

Leading: 125%

Kerning: 0/metric

Word spacing: 100%

Paragraph spacing: 1.7 mm



Maria Hansson
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Sales and Marketing
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SCANIA

Stationery



Envelope, C5

Both C5 and C4 envelopes use the same margins and logotype size as the A4-letter.

Colours

The lock-up logotype is printed in full-colour. All copy is set in black.

Paper

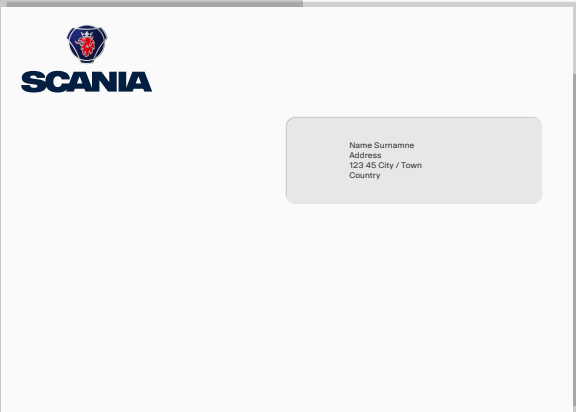
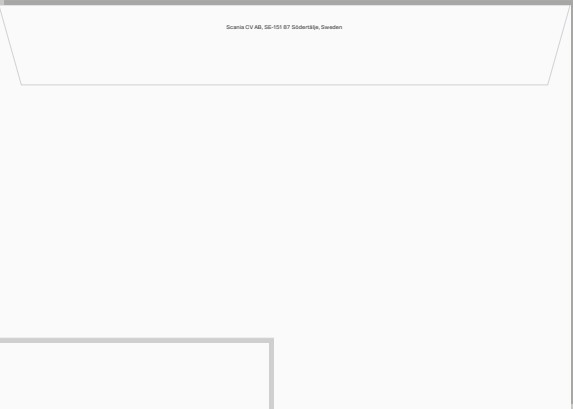
White, colourfast and environmentally approved (e.g. Scandia 2000 by Antalis, Natural, 115 grams). White envelopes are standard. For special occasions envelopes in Scania Medium Grey may be used.

Size 229 mm × 162 mm

Margins See Scania Grid in the Scania Identity manual

Vertical lock-up logotype
See Scania Grid in the Scania Identity manual

Typography
Scania Sans Regular 6 pt
Leading: 125%
Kerning: 0/metric
Word spacing: 100%





E-mail signature

In order to strengthen the Scania brand, we strive towards a correct usage of the Scania logotype in all communication from Scania. This also includes e-mails.

There are separate e-mail signatures for internal and external communication. When communicating with external recipients (anyone not employed in the Scania group), it's important to communicate the Scania logotype properly. Hence, for external communication your e-mail signature must include the Scania logotype in full colour. Internally we don't have the same need and furthermore we have to avoid unnecessary server loads with images and extra text, which is why the Scania logotype is not included in the internal signature.

The global Scania e-mail signature is mandatory for all Scania employees. More information is found in the instruction "Global e-mail signature", available on the global intranet Reflex.

Internal e-mail signature

Name
Arial Bold, 12 pt
Black

**Title, organisation,
company name and
contact information**
Arial Regular, 9 pt, grey

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External e-mail signature

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 **SCANIA**



SCANIA IDENTITY MANUAL – APPENDIX

SIGNAGE

Table of contents

Introduction	2
Principles	3

Introduction



This appendix is part of the Scania Identity Manual, part no. 16MC135. For detailed instructions on the application of all brand assets such as wordmark, symbol, lock-up logotype, colour and typography, please refer to the respective section in the Scania Identity Manual.

Signage, flags and ordering information are available in the separate catalogue for signage “Signage catalogue”, part no. 17MC124.

Instructions for use of other logotypes, i.e. for independent companies, are available in the Scania Identity Manual appendix for “Partner companies”, part no. 16MC194.

Any questions should be directed to Scania CV AB at identity@scania.com.



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 "Scania identity 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 – can not be overstated.

One global signage assortment

All Scania dealers and workshops must clearly communicate the Scania identity with signs in such a way that customers immediately recognise that they are at an authorised Scania dealer.

To ensure a strong unified global visual identity, all signage must be ordered from the global signage assortment, via Scania parts centre. "Scania Identity Manual – Signage" (part no. 1596067) includes signs, pylons and flags for visibility and recognition at close, medium and long range. Local production is not allowed.

Production units utilize the same global signage assortment as dealers, but for wall signs only wordmark signs are used (without symbol), according to "Scania identity manual – Signage for production units" (part no. 1599023).

To protect the Scania brand and ensure visibility, signs and flags must be kept well maintained, clean and undamaged.



This is an illustrative example of placements and proportions only.



SCANIA IDENTITY MANUAL – APPENDIX

SERVICE VEHICLES

Table of contents

Introduction	2
Principles for decoration	3
Service vehicles	4
Courtesy car and Parts Delivery	5
Mobile workshop and Recovery truck	6

Introduction

This appendix is part of the Scania Identity Manual, part no. 16MC135. For detailed instructions on the application of all brand assets such as wordmark, symbol, lock-up logotype, colour and typography please refer to the respective section in the Scania Identity Manual.

Brand in focus

All Scania dealers and workshops should have vehicles for road-side assistance services, recovery vehicles or vehicles for parts sales and distribution of parts. A uniform and clear graphic identity for these vehicles conveys a sense of Scania brand values – pride, trust and dedication. Adherence to the graphic identity is essential and a basic requirement for use of the Scania trademark by the authorised network.

This appendix shows how to implement self adhesive decor stickers ordered from stock through the parts ordering system.

Stickers and ordering information are available in the separate catalogue for service vehicle stickers "Service vehicle decoration", part no. 17MC126.

Instructions for use of other logotypes, i.e. for independent companies, are available in the Scania identity manual appendix for "Partner companies", part no. 16MC194.

Any questions should be directed to Scania CV AB, Brand Communication at identity@scania.com





Principles for decoration

By applying the Scania logotype to a vehicle we show that it is a vehicle from an authorised Scania dealer or workshop. Hence, the logotype must only be applied to vehicles performing service for Scania. The logotype must not be applied to other vehicles mainly intended for private use.

Please note! Anyone driving a Scania-branded vehicle represents Scania and must act accordingly.

When the Scania logotype is applied to a vehicle, the vehicle must be white. The full-colour Scania logotype must be placed on the vehicle where it is suitable, depending on the design of the specific vehicle, but always in the corresponding place on both sides of the vehicle. Any text should be Scania blue and written in Scania Sans. The vehicle must be kept clean and the stickers in good condition.

Besides the Scania logotype, the logotype for Scania Assistance and dealer information may be applied to the vehicle. For usage of the Scania Assistance logotype there are special requirements.

Please contact Scania Assistance Head Office (scania.assistance.headoffice@scania.com) for more information. For vehicles without Scania Assistance decor, this location can be used for other relevant information, e.g. "Courtesy car" or "Scania Parts". It may also be used for the optional sticker "24h emergency breakdown service", intended for dealers and workshops who can provide customers with assistance 24 hours/day, but who do not have an agreement with Scania Assistance. No other decoration, such as the cropped griffin, must be used.

Service vehicles



Service vehicles

Scania logotype

Full-colour horizontal lock-up logotype is used for sides. The vertical lock-up is used for front and back.

Company name, address & phone number

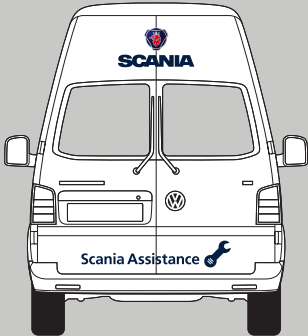
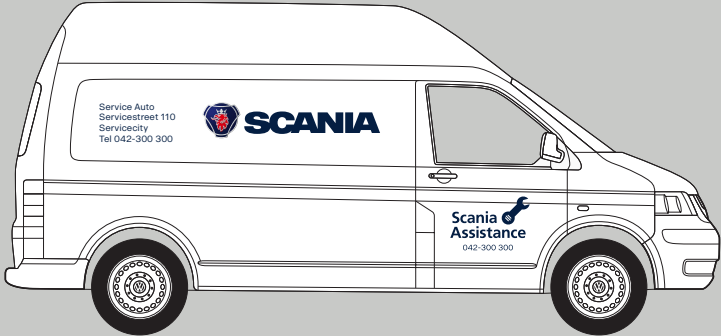
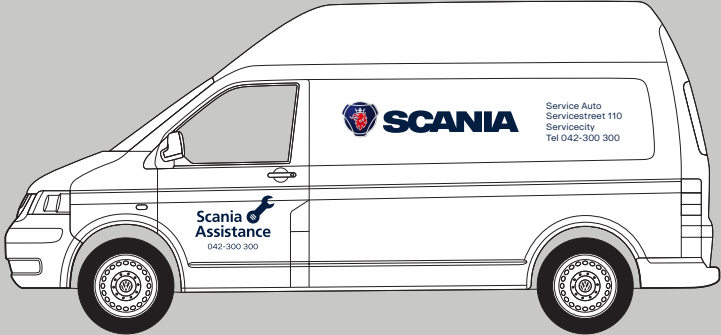
Scania Sans Regular, upper- and lower case, letter height maximum 80% of lower case height in the Scania Assistance logotype. Colour should be RAL 5013 or PMS 282.

Scania Assistance logotype

May only be used by markets connected to Scania Assistance. Other markets may use the sticker for "24h emergency breakdown service" instead.

Scania Assistance phone number

Scania Sans Regular, letter height equivalent to the lower case height in the Scania Assistance logotype. Colour should be RAL 5013 or PMS 282.

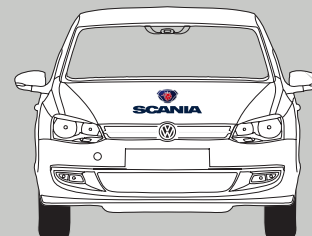
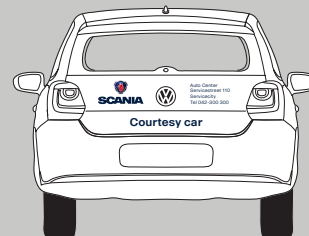
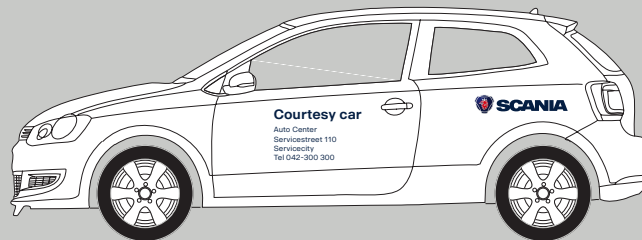


Service vehicles



Courtesy car and Parts delivery

Besides service vehicles, a dealer might have other company cars, such as courtesy cars and vehicles for parts delivery. If possible, these cars should be marked with their intended purpose, e.g. "Courtesy car" and "Scania Parts" as well as dealer information (e.g. company name, address and phone number).

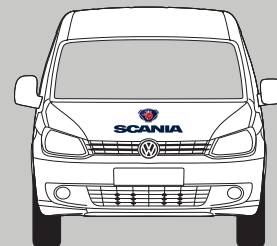
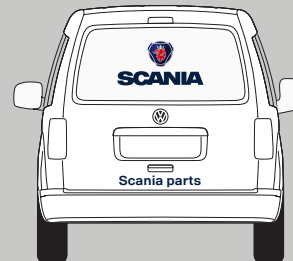
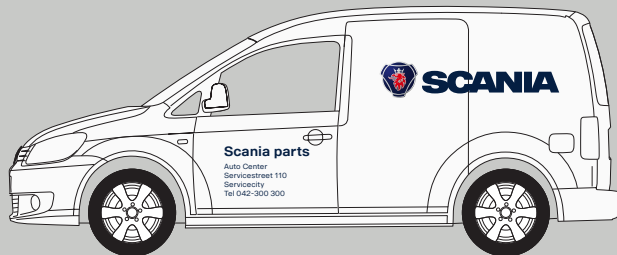


Scania logotype

Full-colour horizontal lock-up logotype is used for sides. The vertical lock-up is used for front and back.

Scania Courtesy/Parts car – Side and back

Scania Sans Bold, upper- and lower case, letter height approximately 100% of upper case height in Scania logotype. Colour should be RAL 5013 or PMS 282.



Company name, address & phone number – Side and back

Scania Sans Regular, upper- and lower case, letter height maximum 50% of upper case height in Scania logotype. Colour should be RAL 5013 or PMS 282.

Service vehicles



Mobile workshop and Recovery truck

Scania logotype

Full-colour vertical lock-up is used for front and back. The horizontal lock-up logotype is used for sides.

Scania Assistance logotype

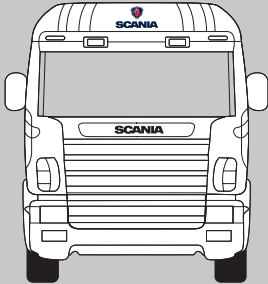
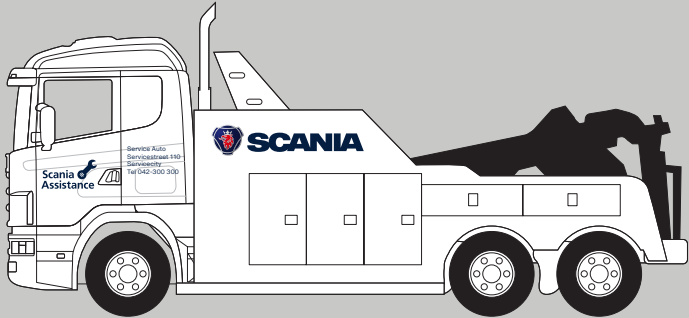
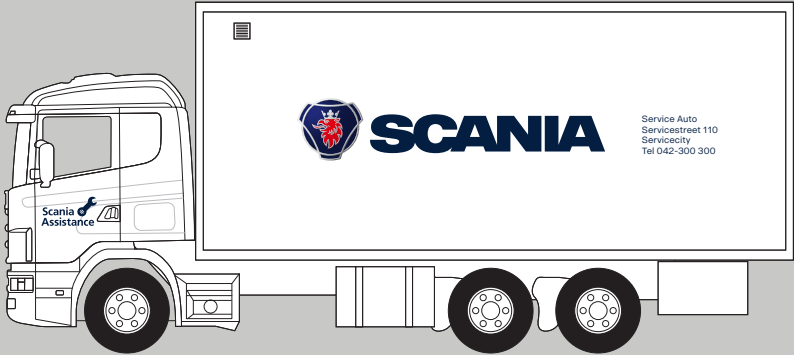
Scania Blue, RAL 5013 or PMS 282.

Company name, address & phone number

Scania Sans Regular, upper- and lower case, letter height maximum 80% of lower case height in the Scania Assistance logotype. Colour should be RAL 5013 or PMS 282.

Scania Assistance logotype

May only be used by markets connected to Scania Assistance. Other markets may use the sticker for "24h emergency breakdown service" instead.





SCANIA IDENTITY MANUAL – APPENDIX

MOBILE APPLICATIONS STYLE GUIDE



Table of contents

Introduction	2
Typography	3
Logotype	4
Colours	6
Icons	9
App icons	10
Colouring	11
App name	12
Splash screens	13
Colouring	14
Examples	15
Don'ts	17
Additional information	18

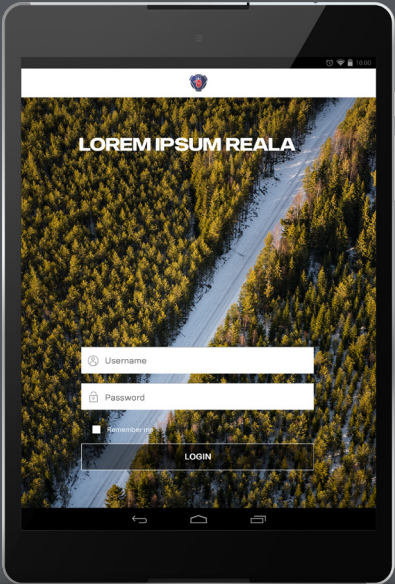
Introduction

To ensure a strong unified global brand identity, principles for applying the brand assets in mobile applications have been developed.

This appendix is part of the Scania Identity Manual, part no. 16MC135. For detailed instructions on the application of all brand assets such as wordmark, symbol, lock-up logotype, colour and typography please refer to the respective section in the Scania Identity Manual.

All artwork files mentioned in this document can be downloaded via Scania UX library: <https://static.scania.com/ux-library>

Any brand and identity related questions can be directed to identity@scania.com





Typography

Placement

In mobile applications the Scania Sans web font is used. The font is available as TTF, Woff, Woff2 and EOT.

Scania Sans Headline is used for headlines and is available as Regular or Bold.

Scania Sans is mainly used for body copy and is available as Regular, Bold or Italic. The bold weight may be used for sub-headlines and italic to highlight specific words in body copy.

Scania Sans Condensed is only used in specific cases where the space is limited. It is available as Regular, Bold or Italic.

Font files can be downloaded via Scania UX library https://static.scania.com/ux-library or ordered from Scania CV AB, Brand Communication via identity@scania.com

Typographic settings

- 1. Headline: Scania Sans Headline Bold
Font size mobile: 24px and up
Line height mobile: 120%
Font size tablet: 32px and up
Line height tablet: 90%
Text: upper case
Letterspacing: 0
Colour: #FAFAFA
Colour: #041e42
2. Subheadline: Scania Sans Bold
Font size mobile: 9-16px
Font size tablet: 10-18px
Line height: 120%
Text: upper and lower case
Letterspacing: 0
Colour: #FAFAFA
Colour: #041e42
3. Bodycopy: Scania Sans Regular
Font size mobile: 9-16px
Font size tablet: 10-18px
Line height: 160%
Text: upper and lower case
Letterspacing: 0
Colour: #53565a
4. Labels: Scania Sans Bold
Font size mobile: 9-16px
Font size tablete: 12-18px
Text: upper case
Line height tablet: 120%
Letterspacing: 0
Colour: #FAFAFA
Colour: #041e42

Scania Sans Headline

1 SCANIA SANS HEADLINE BOLD
SCANIA SANS HEADLINE REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ
1234567890!"#€%&/()=?

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ
1234567890!"#€%&/()=?

Scania Sans

2 4 Scania Sans Bold
3 Scania Sans Regular
Scania Sans Italic

Bold abcdefghijklmnopqrstuvwxyzääö
1234567890!"#€%&/()=?
Regular abcdefghijklmnopqrstuvwxyzääö
1234567890!"#€%&/()=?
Italic abcdefghijklmnopqrstuvwxyzääö
1234567890!"#€%&/()=?

Scania Sans Condensed

Scania Sans Bold
Scania Sans Regular
Scania Sans Italic

Bold abcdefghijklmnopqrstuvwxyzääö
1234567890!"#€%&/()=?
Regular abcdefghijklmnopqrstuvwxyzääö
1234567890!"#€%&/()=?
Italic abcdefghijklmnopqrstuvwxyzääö
1234567890!"#€%&/()=?

Logotype



The Scania symbol is used in the header as the main identifier for Scania. In applications with a lot of text and when scrollable views are required, the identity is complemented with the Scania wordmark in the footer.

If separate logotype and wordmark is not possible due to circumstances outside of Scania control, e.g. externally developed applications, the combined logotype lock-up is to be used and prioritized with the vertical lock-up as the primary choice, and the horizontal lock-up as secondary.

Please note:
For the Scania symbol use the SVG-file.

Logotype files can be downloaded via Scania UX library <https://static.scania.com/ux-library> or ordered from Scania CV AB, Brand Communication via identity@scania.com



Scania symbol



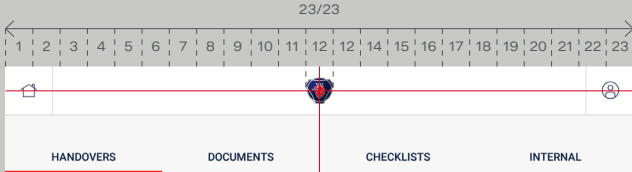
Scania wordmark



Vertical lock-up logotype



Horizontal lock-up logotype



Header tablet version. The Scania symbol is always center-aligned within the header.



Header mobile version.



Footer mobile version.

Logotype

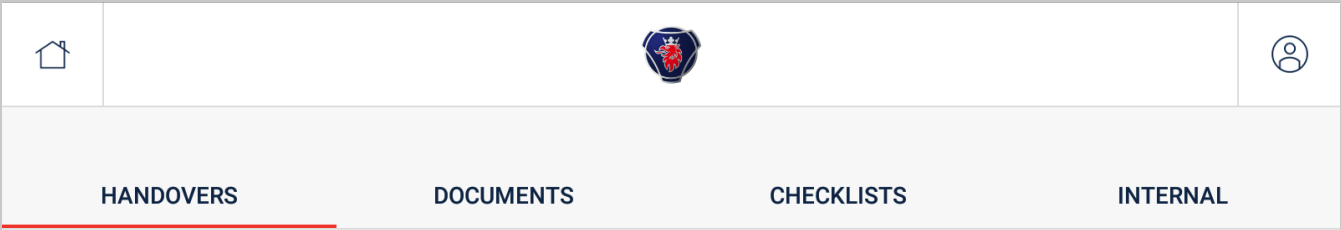


Placement

The symbol should ideally be centered within the header/navbar area to maximize available space for functionality.

A footer is only needed if the application includes much text so that the page is scrolled. The footer is black with white text and Scania wordmark.

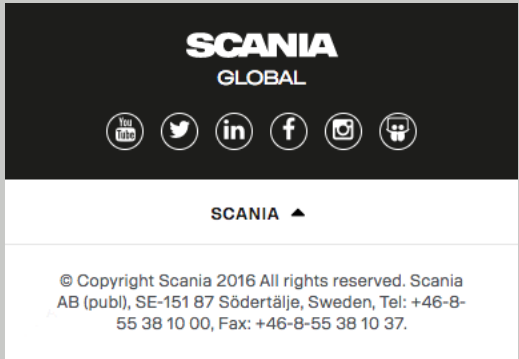
Example: Header + navbar android app



Example: Header mobile



Example: Footer mobile





Brand colours and primary supporting colours

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. In digital environments the base is a white background with headlines in blue and Scania Blue and body text in Scania Dark Grey.

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

Brand colours



Scania Blue

RGB 4_30_66
HEX #041E42



Scania White

RGB 250_250_250
HEX #FAFAFA



Scania Red

RGB 214_0_28
HEX #D6001C

Primary supporting colours



Scania Light Grey

RGB 200_201_199
HEX #C8C9C7



Scania Medium Grey

RGB 151_153_155
HEX #97999B



Scania Dark Grey

RGB 83_86_90
HEX #53565A



Scania Black

RGB 45_41_38*
HEX #2D2926

** To provide a less harsh impression, the original Scania Black (RGB 0_0_0) is slightly adjusted to a calmer RGB colour.*



Secondary colours

Of the secondary colours, orange is the foremost colour, mainly used to highlight warnings or mandatory fields and interactions. The remaining secondary colours are not used to the same extent.

Any of the secondary colours may however also be used for differentiation of mobile application icons, together with the App icon colours.

Secondary colours



Scania Orange

RGB 227_82_5
HEX #E35205



Scania Beige

RGB 206_184_136
HEX #CEB888



Scania Pale Green

RGB 148_165_150
HEX #94A596



Scania Green

RGB 44_82_52
HEX #2C5234



App colours

The App icon colours have been developed to differentiate applications and services, in application icons and splash screens.

App colours



App colour 1

RGB 68_134_145
HEX #448691



App colour 2

RGB 94_56_133
HEX #5e3885



App colour 3

RGB 0_93_109
HEX #005d6d



App colour 4

RGB 225_169_62
HEX #e1a93e



App colour 5

RGB 137_106_115
HEX #896a73



App colour 6

RGB 93_167_169
HEX #5da7a9



App colour 7

RGB 96_178_108
HEX #60b269

Icons



Icons 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. All icons should be in SVG format.

Icons as well as instructions for creating new icons are available in the Scania UX library <https://static.scania.com/ux-library/icons>.



App icons

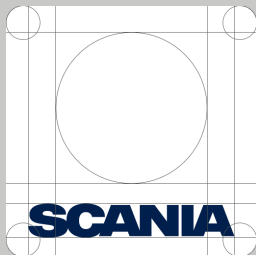


To maintain a consistent and uniform look for applications, templates for the creation of icons for new applications are available for Android, iOS and watchOS. The templates are built on a grid system including the Scania wordmark. The primary colours are used as base, with white and blue as the default colours. The secondary and app colours can be used in certain contexts where more variation is needed. (See next page).

These icons are tightly associated with specific products and services, and should never be reused for other purposes or generic iconography.

New app icons need to be approved by Scania App Factory (appfactory@scania.com).

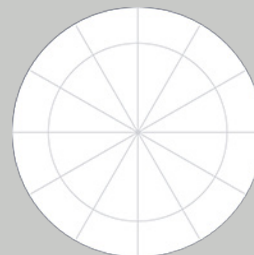
Templates can be downloaded via Scania UX library <https://static.scania.com/ux-library> or ordered from Scania CV AB, Brand Communication via identity@scania.com



Margins – Android app icon



Margins – iOS app icon



Margins – watchOS app icon



Android app icon



iOS app icon



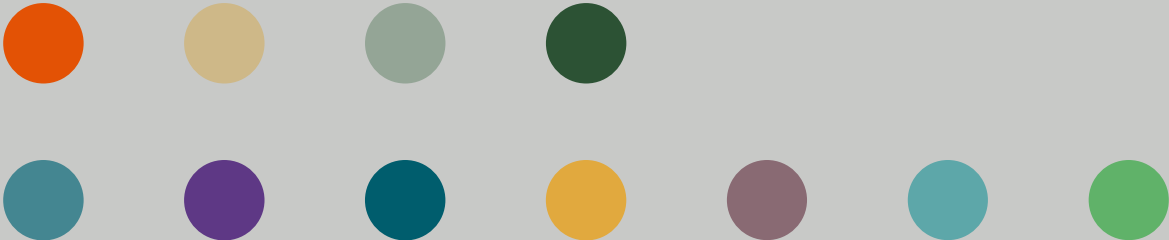
watchOS app icon

App icons



Colouring

The secondary and app colours are used to differentiate between apps as well as services, e.g. applied to the creation of application icons.



Colouring examples



App name



When naming a new app, please make sure that the following principles are applied.

The name should:

- be the same worldwide
- avoid elaborate or fabricated words and symbols
- focus on the functionality of the app
- work without Scania as a prefix
- be kept short and to the core
 - preferably between 10 and 13 characters

Please note that all new names must be approved by Scania Designation Committee.

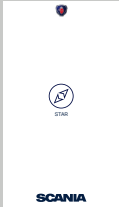
Splash screens



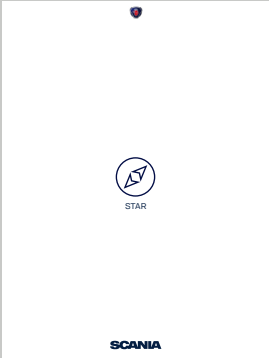
Templates are available for the creation of splash screens for Android and iOS devices. The purpose is to create a uniform and consistent look for all applications. The primary palette is used as a base, with white and blue as the default colours. The secondary and app colours can be used in certain contexts where more variation is needed. (See next page).

Colours used in splash screens should correlate with the colour usage in the respective app icons.

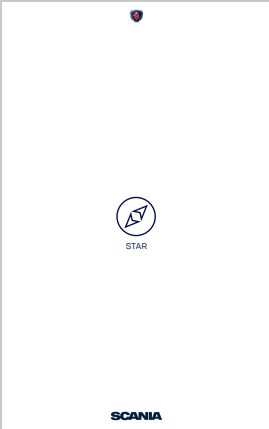
Templates can be downloaded via Scania UX library <https://static.scania.com/ux-library> or ordered from Scania CV AB, Brand Communication via identity@scania.com



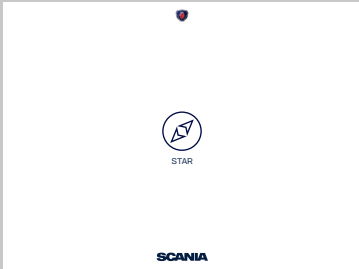
Splash screen iPhone



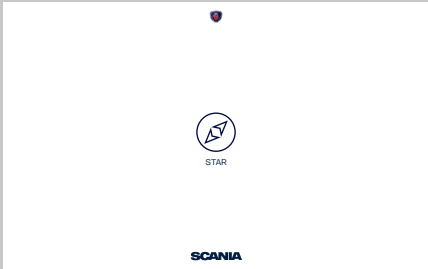
Splash screen iPad (Portrait)



Splash screen Android (Portrait)



Splash screen iPad (Landscape)



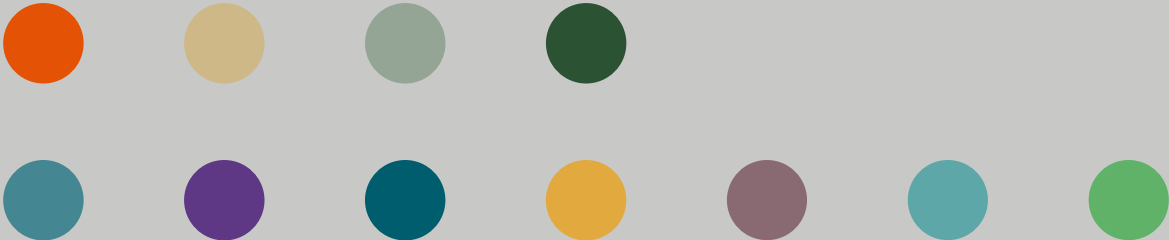
Splash screen Android (Landscape)

Splash screens

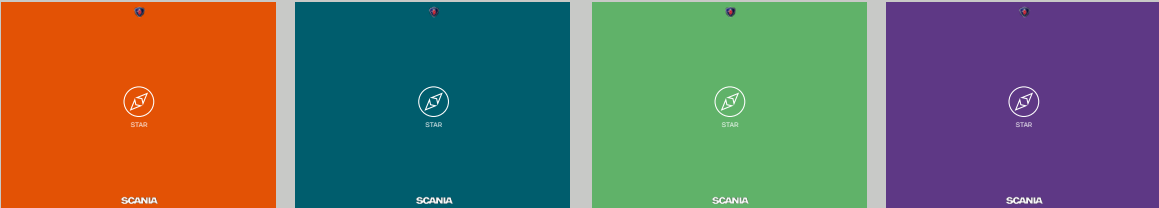


Colouring

The secondary and app colours are used to distinguish Scania's various apps and services. These colours are also to be applied to the splash screens.



Colouring examples

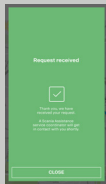
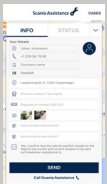
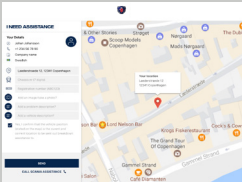


Examples

When creating a new digital unit for Scania, we start with a light visual base that leaves room for large imagery and bold headlines leading on to further content. Buttons and menus should be distinct and in a size which prioritizes interaction accessibility both for web and applications.



Assistance (iOS tablet app)

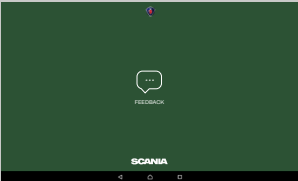


Assistance (Android mobile app)

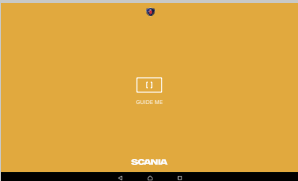
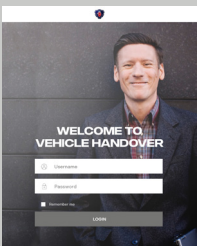
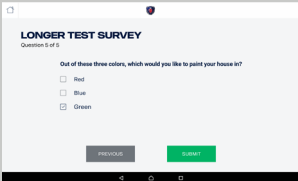
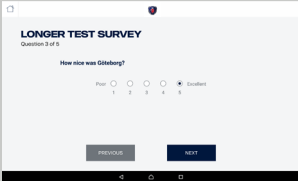
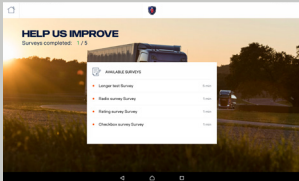


Web site (mobile)

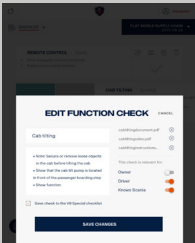
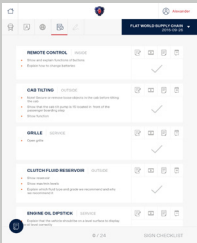
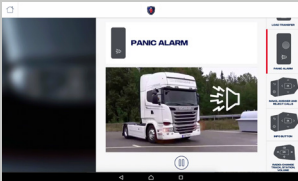
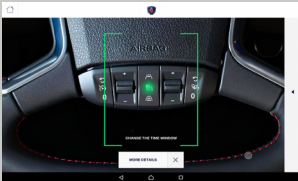
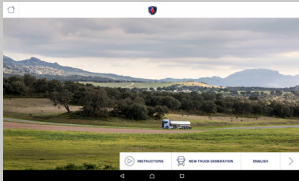
Examples



Feedback (Android tablet app)



Guide me (Android tablet app)

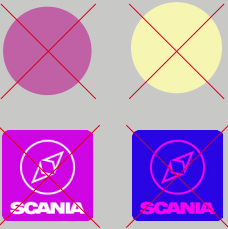


Vehicle Handover (Android tablet app)

Don'ts



Scania colours



Don't use unapproved colours

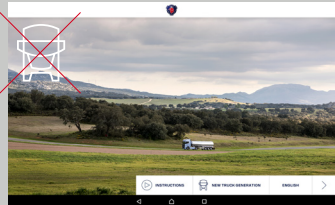
Scania logotype



Don't left/right align the Scania symbol.

Don't use the Scania word mark in the header. In applications with a lot of text and when scrollable views are required, the identity is complemented with the Scania symbol in the footer.

Scania Icons



Don't use the icons for decoration or as logotypes. Only use the icons for information.



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

Scania app icons

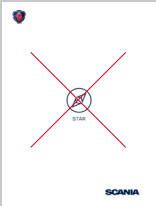


Don't reuse app icons. Each icon is unique for each app.



Don't reinvent the app icon templates or change the margins. Use the templates from Scania UX library.

Scania splash screens



Don't reinvent the splash screen templates. Use the templates from Scania UX library.

Additional information



Downloads

All artwork files mentioned in this document can be downloaded via the Scania UX library: <https://static.scania.com/ux-library> or be ordered from Scania CV AB Brand Communication at identity@scania.com

Images can be downloaded from the Scania Media Provider: <http://scania.media.com>

Scania Identity Manual

For detailed instructions on the application of all brand assets such as wordmark, symbol, lock-up logotype, colour and typography please refer to the respective section in the Scania Identity Manual.

More information

All information concerning Scania brand identity is available via the global intranet Reflex (<https://corporate-intranet.scania.com>) under Brand & Marketing / Brand and identity.

Scania App Factory

For information regarding the process for publishing mobile applications on Scania's accounts and mobile application development guidelines please contact appfactory@scania.com

Scania Identity Helpdesk

Questions regarding this manual and the Scania brand identity may be submitted to Scania CV AB through Scania Identity Helpdesk at: identity@scania.com



SCANIA IDENTITY MANUAL – APPENDIX

WEB APPLICATIONS AND DEALERSHIPS ONLINE

Table of contents

Introduction 2

Distributor and dealership websites:

- Distributors 3
- Captive dealers 4
- Non-captive dealers 5
- Multi branded independent dealers 6

External web applications 7

Domain name convention 8

The Scania trademark and name - don't's8

More information.....8

Support.....8

Introduction

This appendix is part of the Scania Identity Manual, part no. 16MC135.

The aim of this document is to unify the brand experience across Scania distributors and dealerships digital channels. The guideline outlines how external websites are to be designed and branded with varying degrees of co-branding using the Scania masterbrand. The guideline also describes how to safeguard the brand experience in other external web applications.

For the use and application of all brand assets, such as logotype, wordmark, symbol, colours and typography please refer to respective section in the Scania Identity Manual.

Any questions should be directed to Scania CV AB, Brand Management and Marketing Communications at identity@scania.com





Distributors

All Scania distributors* must use the Scania ComOn concept (Scania's global Content Management System, CMS) when creating an external Scania website.

Distributor sites are 100% Scania branded. Only Scania brand assets are allowed and only Scania content (products and services) must be published.

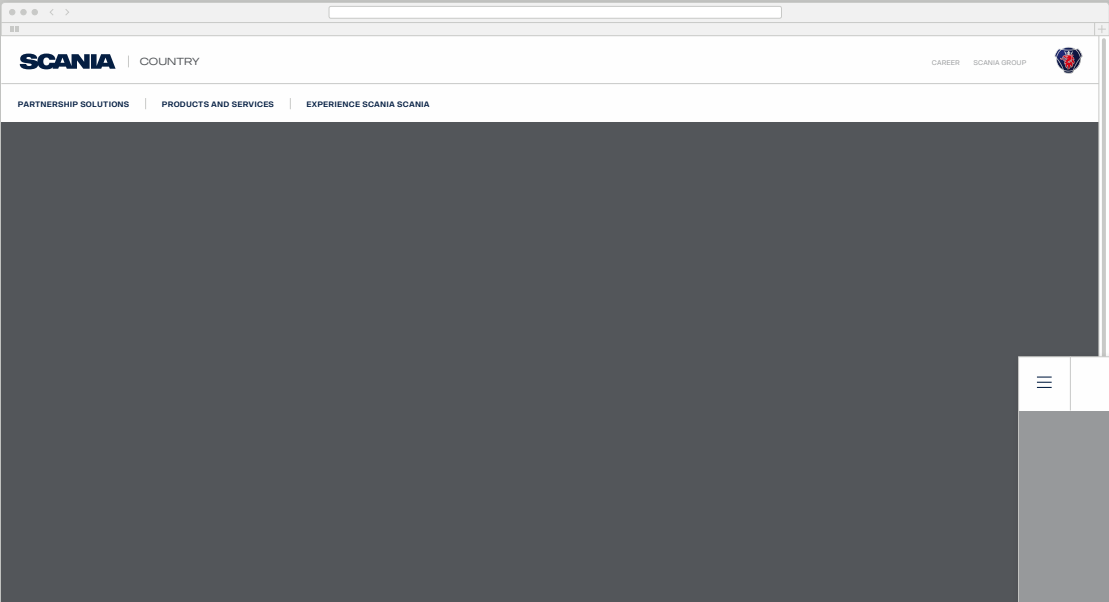
Separated wordmark and symbol are used as the primary source of communication. Scania wordmark is placed in the upper left corner and Scania symbol in the upper right corner.

When scrolling down, the Scania symbol remains in the upper right corner and the wordmark is replaced by the main navigation.

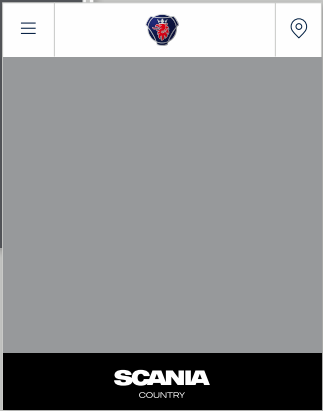
Country** is set in Scania Sans Headline Regular.

**) Multi branded distributors, see page 6.*

****) When there are two or more Scania distributors in a country, the country name is replaced by the distributor name.*



Mobile / tablet



These are illustrative examples of design principles, and not the actual design.

For mobile / tablet devices, the Scania symbol is placed top and center and Scania wordmark placed bottom center with country below (set in Scania Sans Headline Regular).



Captive dealers

All captive Scania dealers must use Scania ComOn (CMS) or the Corporate UI when creating an external Scania website.

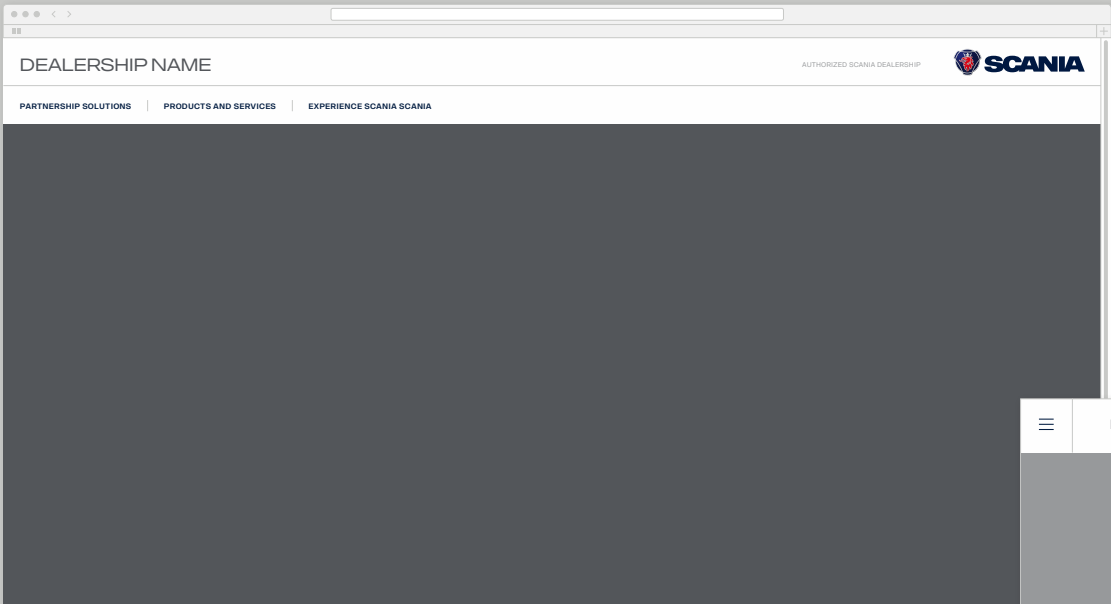
Captive dealer sites are 100% Scania branded. Only Scania brand assets are allowed and only Scania content (products and services) must be published.

The dealership name (normally “Scania” followed by the district or city name) is used as the primary source of communication in the upper left corner.

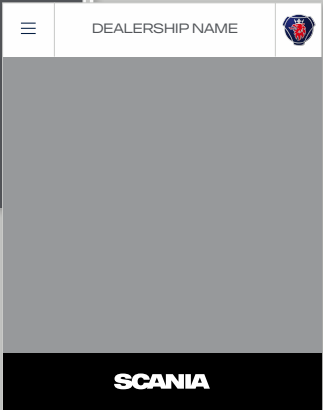
Scania’s horizontal lock-up logotype is placed in the upper right corner as the secondary sender. The lock-up logotype is used here to signalise dealer site and harmonise with websites for non-captive dealers.

Upon scrolling down the Scania horizontal logotype is replaced by the Scania symbol in the upper right corner and the dealer name is replaced by the main navigation.

The name is set in Scania Sans Headline Regular.



Mobile / tablet



These are illustrative examples of design principles, and not the actual design.

For mobile / tablet devices, the dealer name is placed top center and the Scania symbol in the upper right corner. Scania wordmark is placed bottom center. In case of long dealer names, enable responsive resizing of text to fit the box.



Non-captive dealers

All non-captive Scania dealers must use Scania ComOn (CMS) or the Corporate UI when creating an external Scania website.

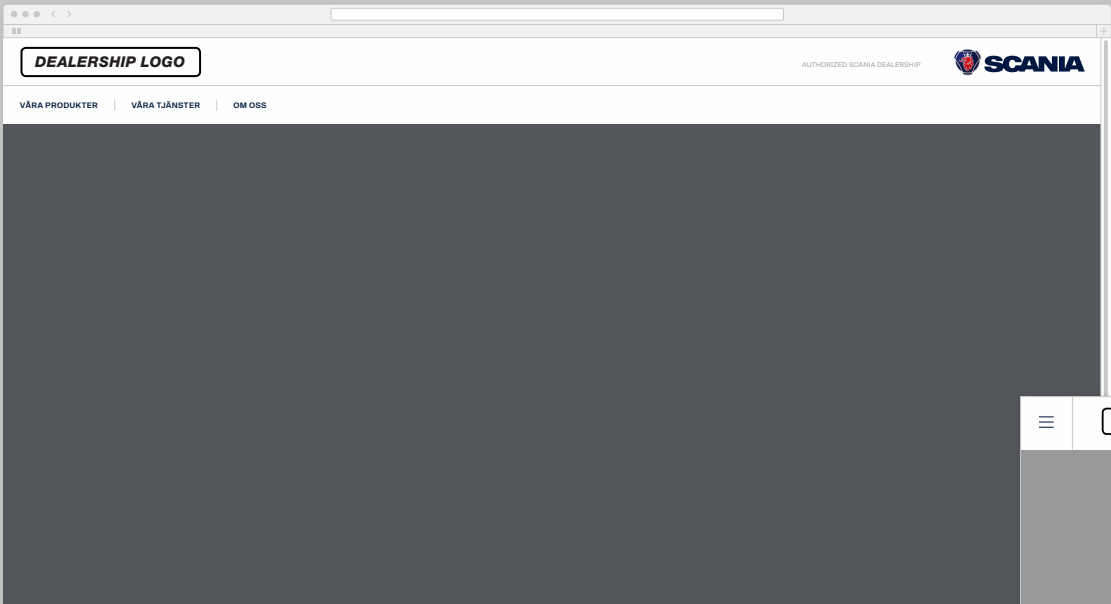
The dealer logotype is used as the primary source of communication, in the upper left corner.

Scania's horizontal lock-up logotype is placed in the upper right corner as the secondary sender. The lock-up logotype is used here to signalise dealer site.

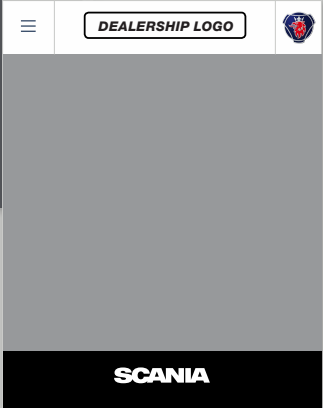
Except for the dealer logotype (in the upper left corner), all other visual elements are Scania brand assets and only Scania-related content must be published.

Upon scrolling down the Scania horizontal logotype is replaced by the Scania symbol in the upper right corner and the dealer logotype is replaced by the main navigation.

If the dealer does not have or want to promote its own logotype, it is replaced by the dealer name set in Scania Sans Headline Regular.



Mobile / tablet



These are illustrative examples of design principles, and not the actual design.

For mobile / tablet devices, the dealership logotype is the primary sender, placed top and center. The Scania symbol is placed in the upper right corner and the Scania wordmark is placed bottom center as the final sender.

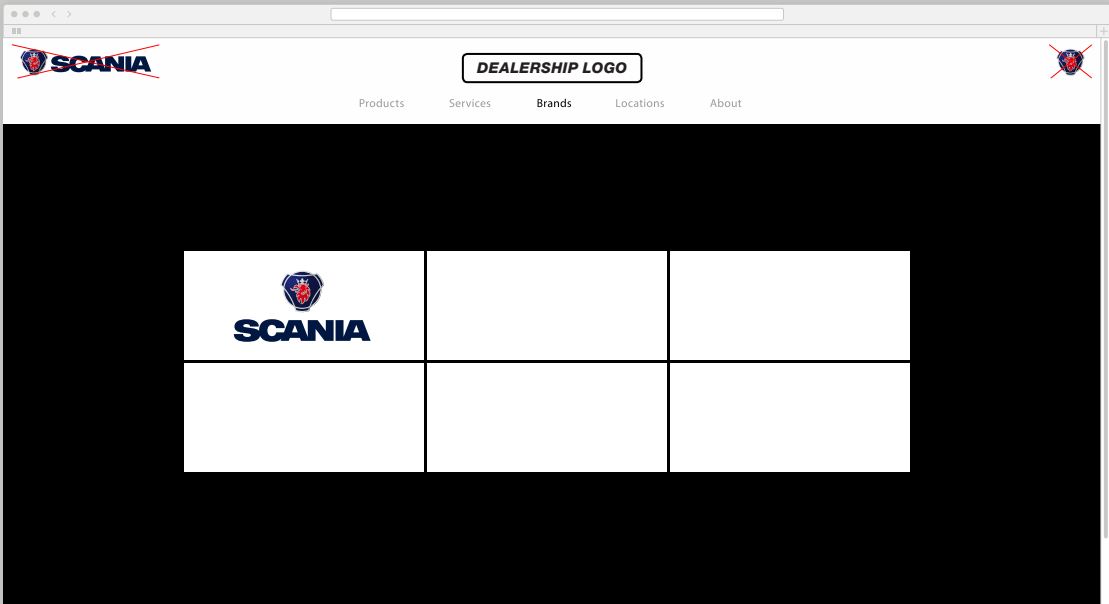


Multi branded independent distributors and dealers

Multi branded independent dealers and distributors may use their own website concept.* In this case the following principles apply:

1. Do not simulate a Scania branded website, instead use own website solution, design and brand assets.
2. Do not use Scania logotype (or the Scania wordmark or symbol) as the source of communication on the website. Do not place the Scania logotype, wordmark or symbol in upper left or right corners. Maintain independent/stand alone branding using the own brand assets.
3. Only use the Scania logotype as part of the website content - to show that Scania is represented by the distributor or dealer. Here the vertical lock-up logotype is the primary version to use.
4. For more information about Scania products and services it is advisable to use a link to the national Scania distributor or the global Scania website. Information about Scania products and services may only be published on the dealer site if there is a well-functioning routine to keep the information updated.

Please note!
When linking to a national distributor or the global website, this website must be opened in a new window or tab.



This is an illustrative example of design principles, and not the actual design.

**) Multi branded independent distributors and dealers may also use the Scania ComOn concept or the Corporate UI to create an external website with correct Scania branding.*

In this case the site must be 100% Scania branded and only Scania content (products and services) must be published. See distributors and non-captive dealers respectively for more information.

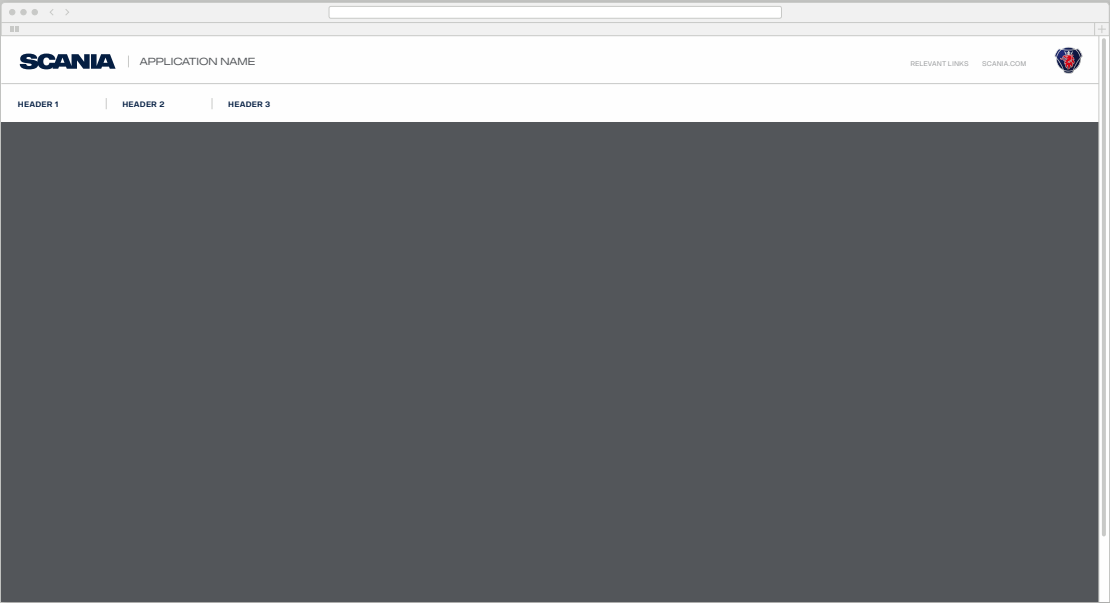


External web
applications

To unify the brand experience across all Scania web applications, the Corporate UI must be utilized. The UX library describes how to implement and use design elements like logotype, fonts, icons and web components in web and mobile applications.

The solutions might differ somewhat depending on application and specific needs, but the basic principle is to use the separated wordmark and symbol as primary sender. The Scania wordmark is placed in the upper left corner and the Scania symbol in the upper right corner. To the right of the Scania wordmark, separated by a hyphen, the application name is set in Scania Sans Headline Regular.

Please visit the Scania UX library for more information at:
<https://scania.com/ux-library>



This is an illustrative example of design principles, and not the actual design.



Web applications and dealerships online

Domain name convention

A consistent domain convention helps Scania protect its brand identity and provides clarity about the relationship between Scania and other entities using our logotype or brand identity.

Domains are organised by country and language sub-catalogues from top-level-domain.

Example

<https://www.scania.com/se/sv>
for Swedish-Swedish

Example

<https://www.scania.com/fi/sv>
for Finland-Swedish

Example

<https://www.scania.com/fi/fi>
for Finland-Finnish

Captive dealers and workshops may use "Scania" in their domains. Where this is the case, these domains must be owned by Scania and hosted on Scania's DNS servers as per the decision in Domain Management above.

Example

The domain www.norsk-scania.no redirects to www.scania.com/no/nb/norsk-scania.html

Independent dealers and workshops may not use Scania in their domains but may apply for an exception according to the following principles.

1. Independent dealers/workshops are not allowed to use "Scania" in their domain. Exceptions can be made, *but only after approval from Brand Management.*
2. After approval, independent distributors may choose to use www.scania-distributor.xx or www.distributor-scania.xx

The Scania trademark and name - don'ts

An independent dealer must not use the Scania trademark as part of its own corporate name or identity. Neither should the name Scania be used as part of the e-mail address, web address or link to the independent dealer's own website, social media or similar.

More information

Mobile applications

For more information about mobile applications, see Scania Identity Manual appendix for "Mobile applications", part no. 17MC159.

Partner companies

For more details on independent/non-captive dealers and distributors, see Scania Identity Manual for "Partner companies", part no. 16MC194.

Corporate UI/UX library

More information about Scania Corporate UI and the UX library is found at <https://scania.com/ux-library>.

Social media

More information about Scania's online presence and social media is found on the corporate intranet Reflex at <https://internal.scania.com/corporate/online.html>.

Support

Scania online

For any questions regarding Scania online presence and websites, please do not hesitate to contact the Scania ComOn support at scaniacomon@scania.com.

Scania Corporate UI

For any questions or support regarding Scania Corporate UI, UX library or Bootstrap, please do not hesitate to contact the Scania Corporate UI support at corporate-ui@scania.com.

Scania brand and identity

Questions regarding this manual and the Scania brand identity may be submitted to Scania identity helpdesk at identity@scania.com.