



Typography

Our typographic system conveys our brand attitude through its dynamic and high-contrast usage.



New Brand Design: The Most Important Typography Adjustments.

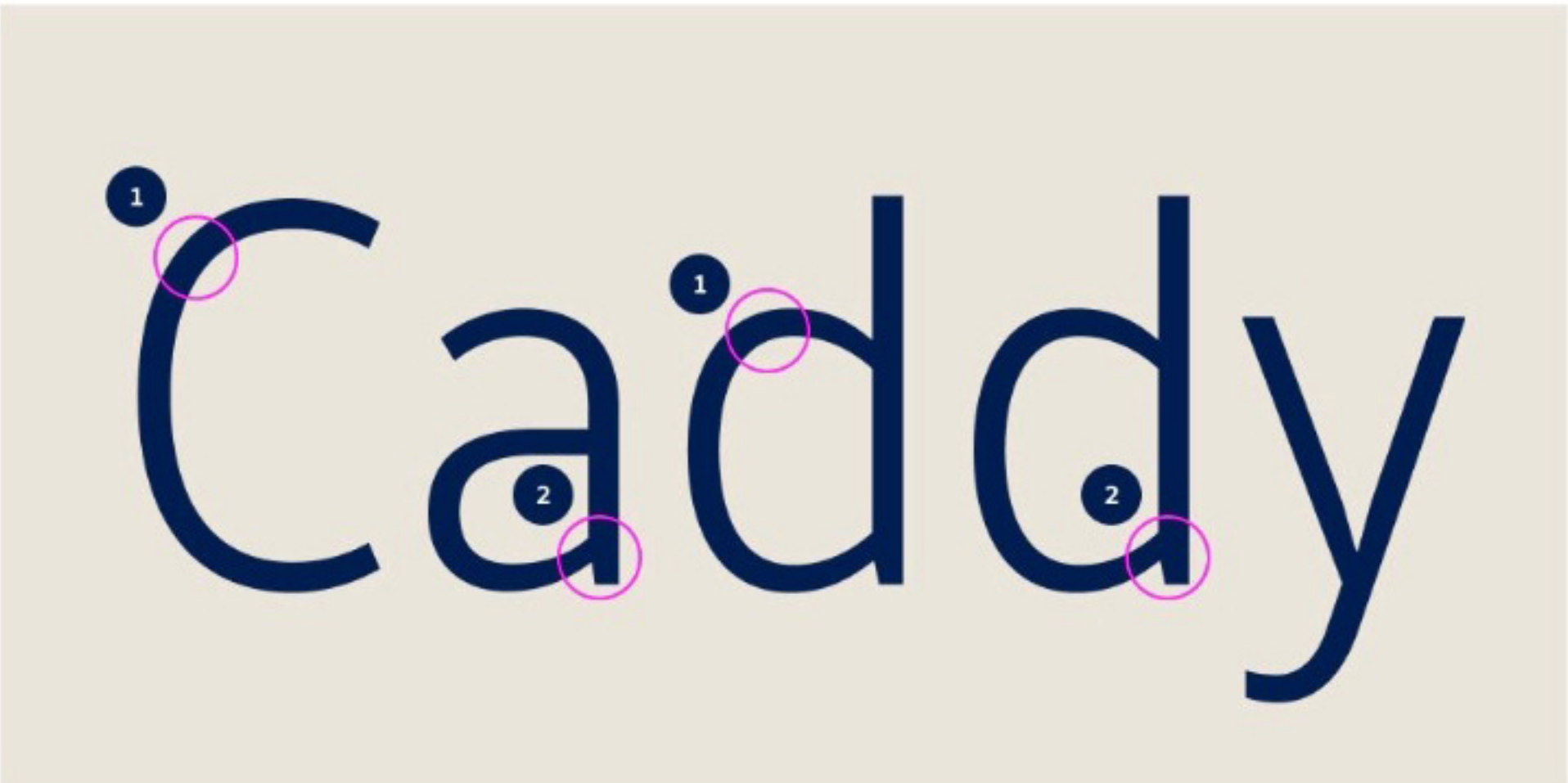
- The headline will be set exclusively in Head Bold, the subline in Head Light.
- Headlines and sublines that form a complete sentence or appear like a sentence end with a period. If a product name is at the end, the period is omitted.
- The headline, subline, and copy are always set centered.

All further details can be found in the respective chapters of this Guideline.

Fonts

Design Language

Our corporate font is the VW Head/VW Text Family, which has different variations (Web, Print, Office) with several font weights. VW Head and VW Text are highly legible even at small font sizes due to their large x-heights.

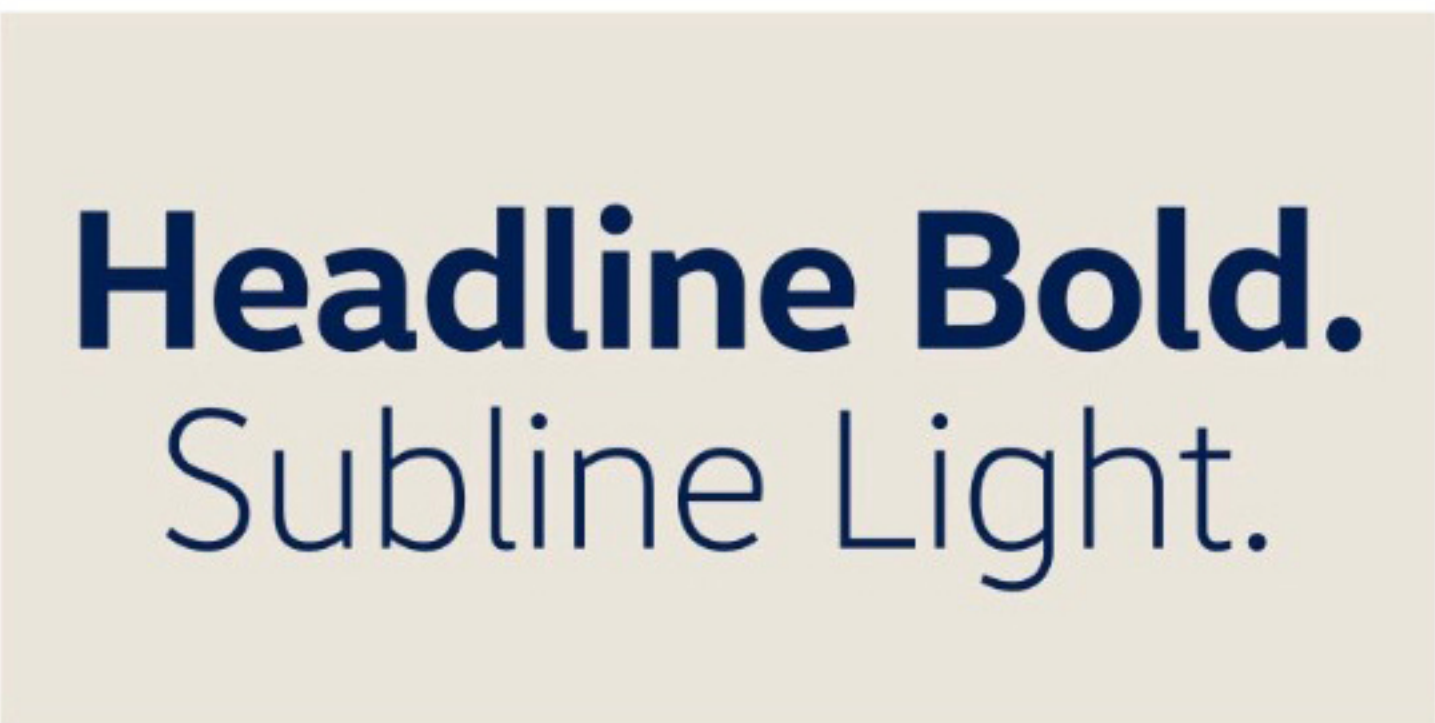


Our corporate font appears modern and at the same time playful due to:

- 01 the curve tension in the rounded shapes and
02 the subtle tapering at specific points.

VW Head and VW Text

Our fonts, with their open and clear letterforms, align with our brand personality.



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

VW Head

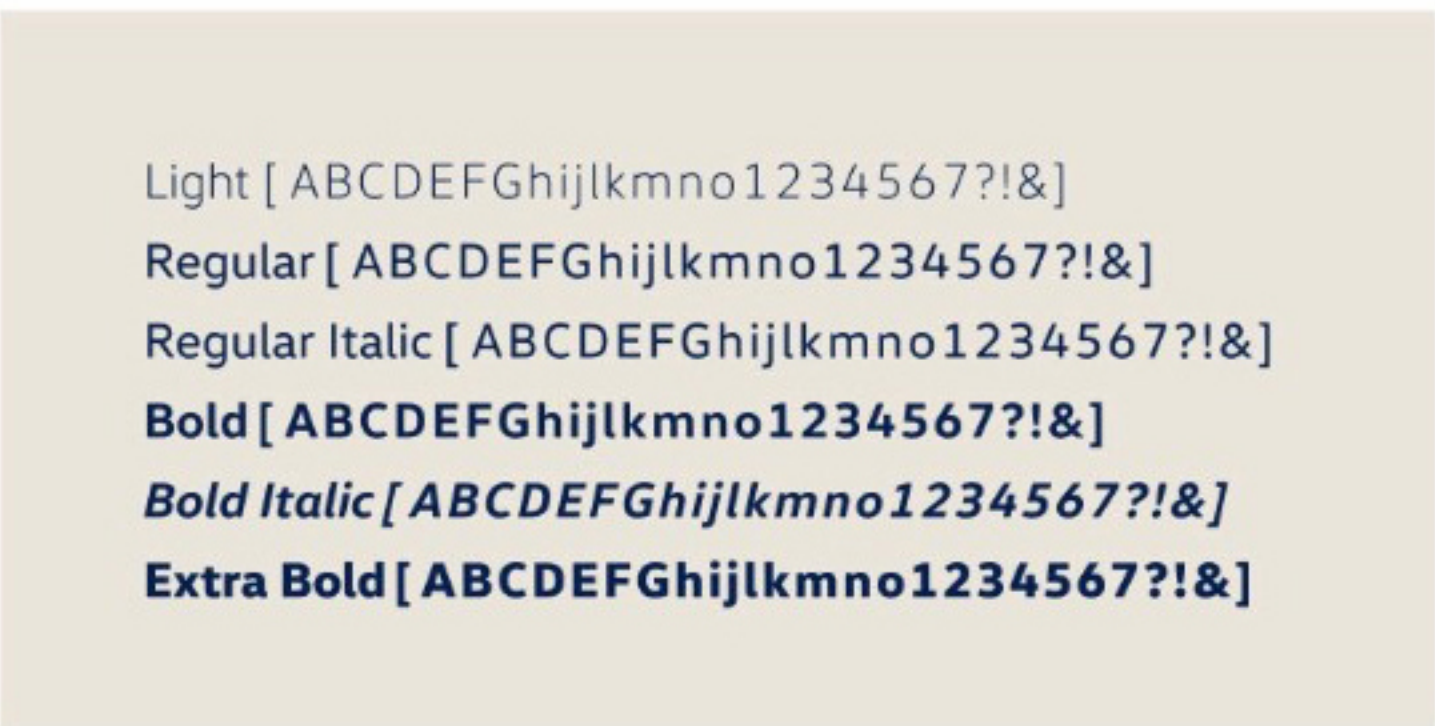
VW Head is our typeface for headlines and sublines. It was specifically developed for bold applications and is suitable for print formats like 18/1 posters as well as digital displays.

VW Text

We use VW Text for all types of copy, whether analogue or digital. Their particularly good readability is evident in small print such as footnotes and legal texts.

Web Font Styles

We combine typefaces with as much contrast as possible (e.g., Regular/Extrabold or Light/Bold). We only rarely use directly consecutive typefaces (e.g., Regular/Bold) together to ensure a balanced and harmonious typography.



VW Head Web

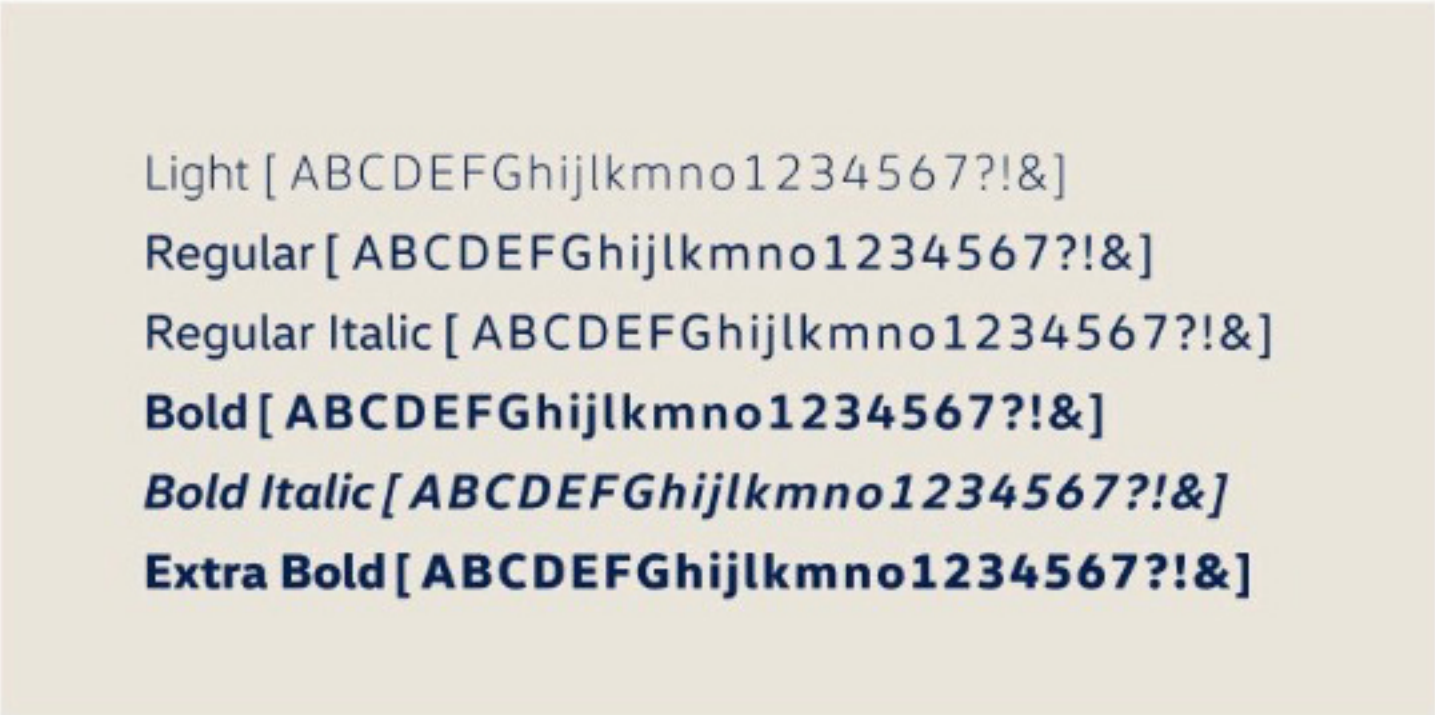
Currently includes six variations.

VW Text Web

The web currently includes five type weights. We use the italic type weights exclusively for specific technical highlights. In all other cases, they are not part of the characteristic typography of our brand.

Print Font Styles

We combine type weights with as much contrast as possible (e.g., Regular/Extrabold or Light/Bold). We rarely use directly consecutive type weights (e.g., Regular/Bold) together to ensure a balanced and harmonious typographic appearance.



VW Head Print

Currently includes six variations.

VW Text Print

Our VW Text Print font currently includes five weights. We use the italic type weights exclusively for specific technical highlights. They are not part of the regular typography of our brand and should be used sparingly and purposefully.

Office Font Style

The following fonts are used in the Office area:



VW Head Office

Currently includes two variations.

VW Text Office

Currently includes two variations.

Download:
[VW_Office_ttf.zip \(527KB\)](#)

Language Versions

Language	Alternative typeface
Arabic	New Helvetica® Arabic font family
Chinese (simplified / traditional)	Hanyi Qihei (HanYi QiHei 80S, HanYi QiHei 60S, HanYi QiHei 40S)
Farsi (Iran)	IranYekan
Greek	– ¹
Hebrew	Narkis Tam
Indian	– ²
Japanese ³	Morisawa Gothic MB101 (primary), Hiragino square gothic (secondary)
Korean	Yoon Gothic/Yoon Myungjo (serif)
Cyrillic	– ¹
Thai	Mokkara
Vietnamese	VinaSans

^a contained in VW Head and VW Text

² English

^a for further information please contact local marketing department of Japan

We use VW Head and VW Text whenever Latin or Latin Extended characters, as well as Greek and Cyrillic characters, are used.

Other language areas with non-Latin alphabets, such as China, Japan, South Korea, or Arabic countries, for which replacement fonts have already been defined, will continue to use these.

Note

For purchasing local licenses and the administration of all font related processes lies all responsibility within the markets. The mentioned fonts are examples that have been selected by the markets. When local fonts are being developed, the CI/CD department has to be consulted for approval.

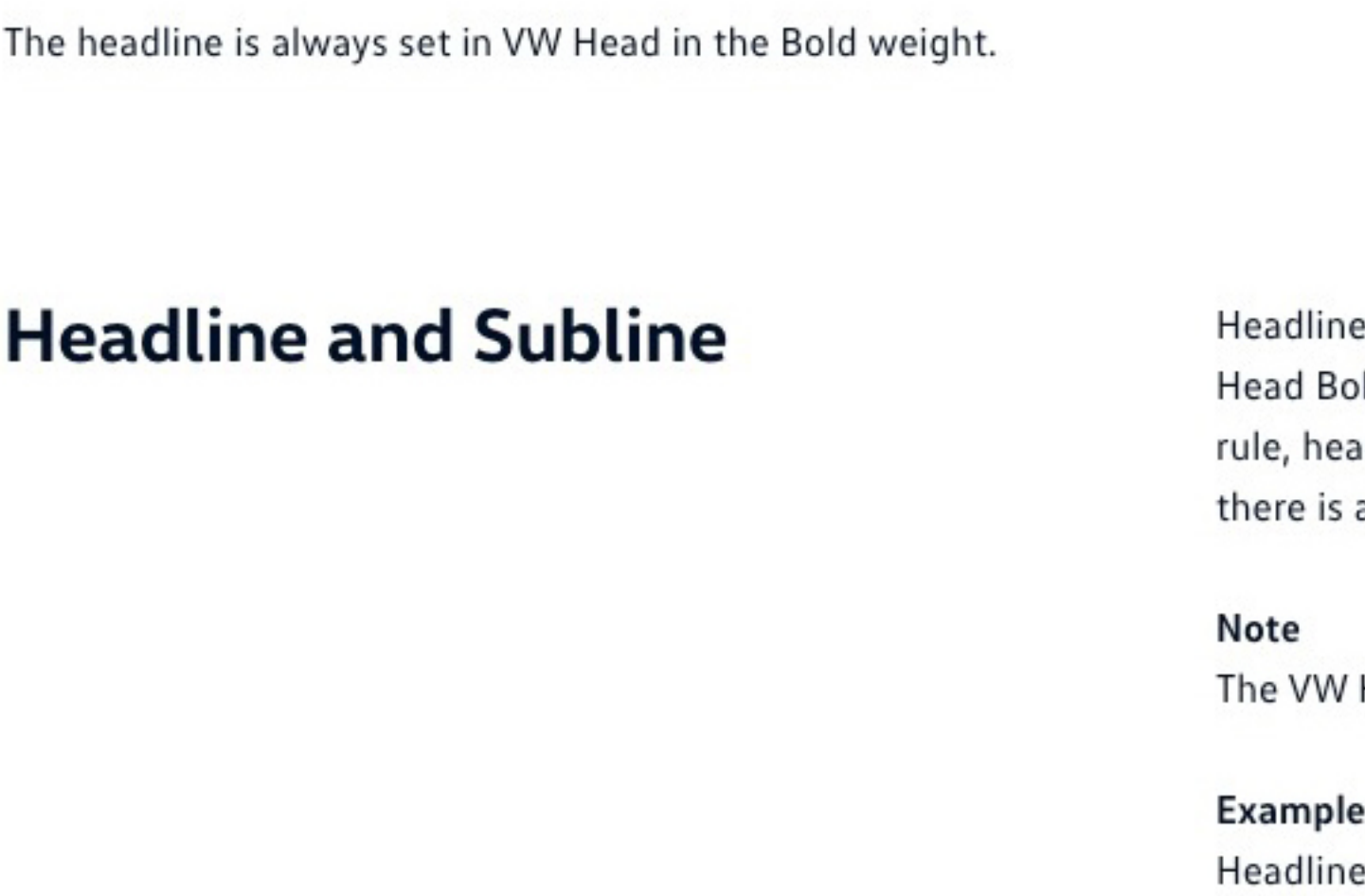
Application

Font Style Change Bold/Light

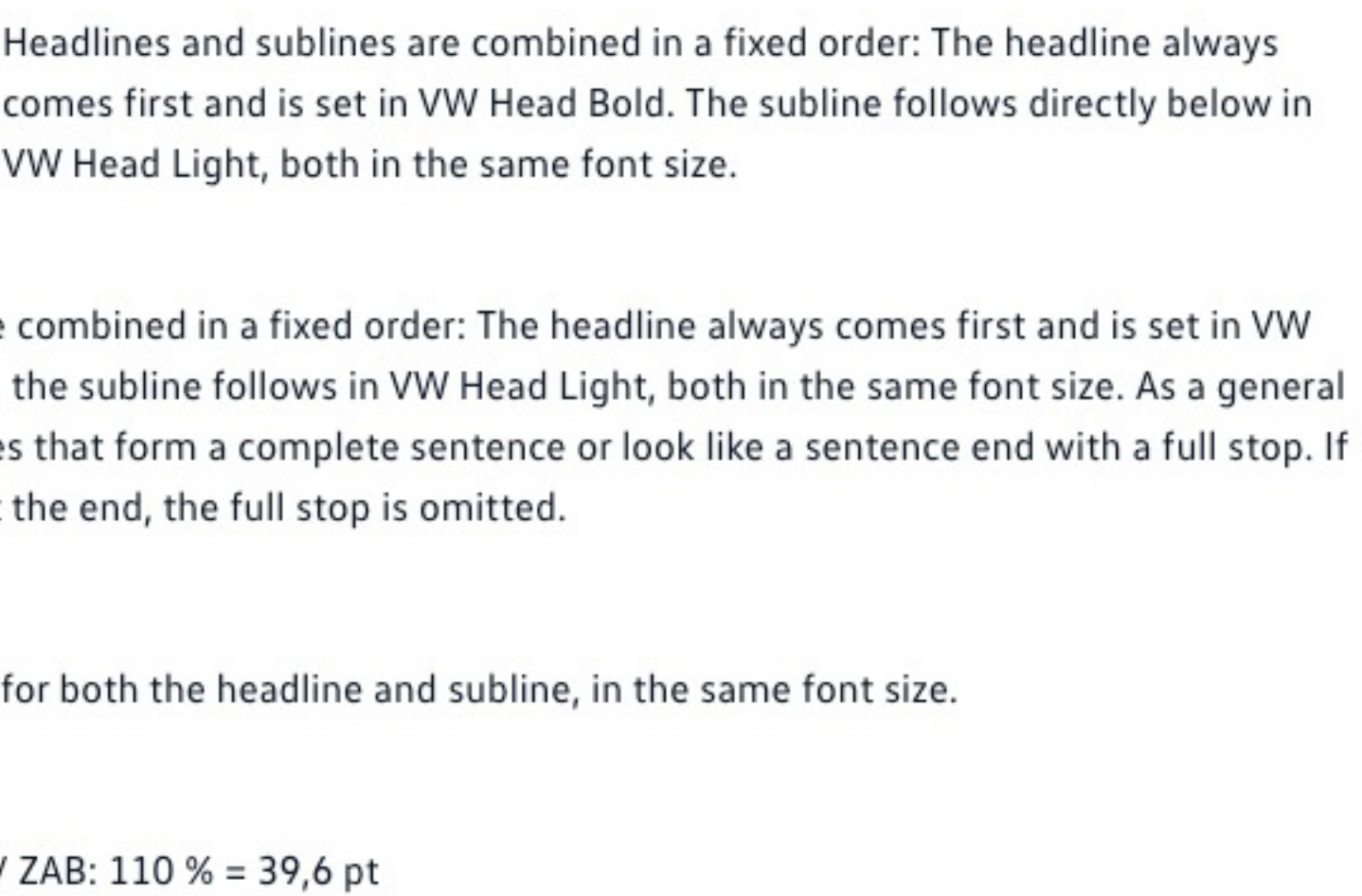


Brand-defining Stylistic Device
The high-contrast use of the two font styles, Bold and Light, is a distinctive feature of the brand design and a stylistic device that defines the brand.

Font Style Change Bold/Light: Headline and Subline



The headline is always set in VW Head in the Bold weight.



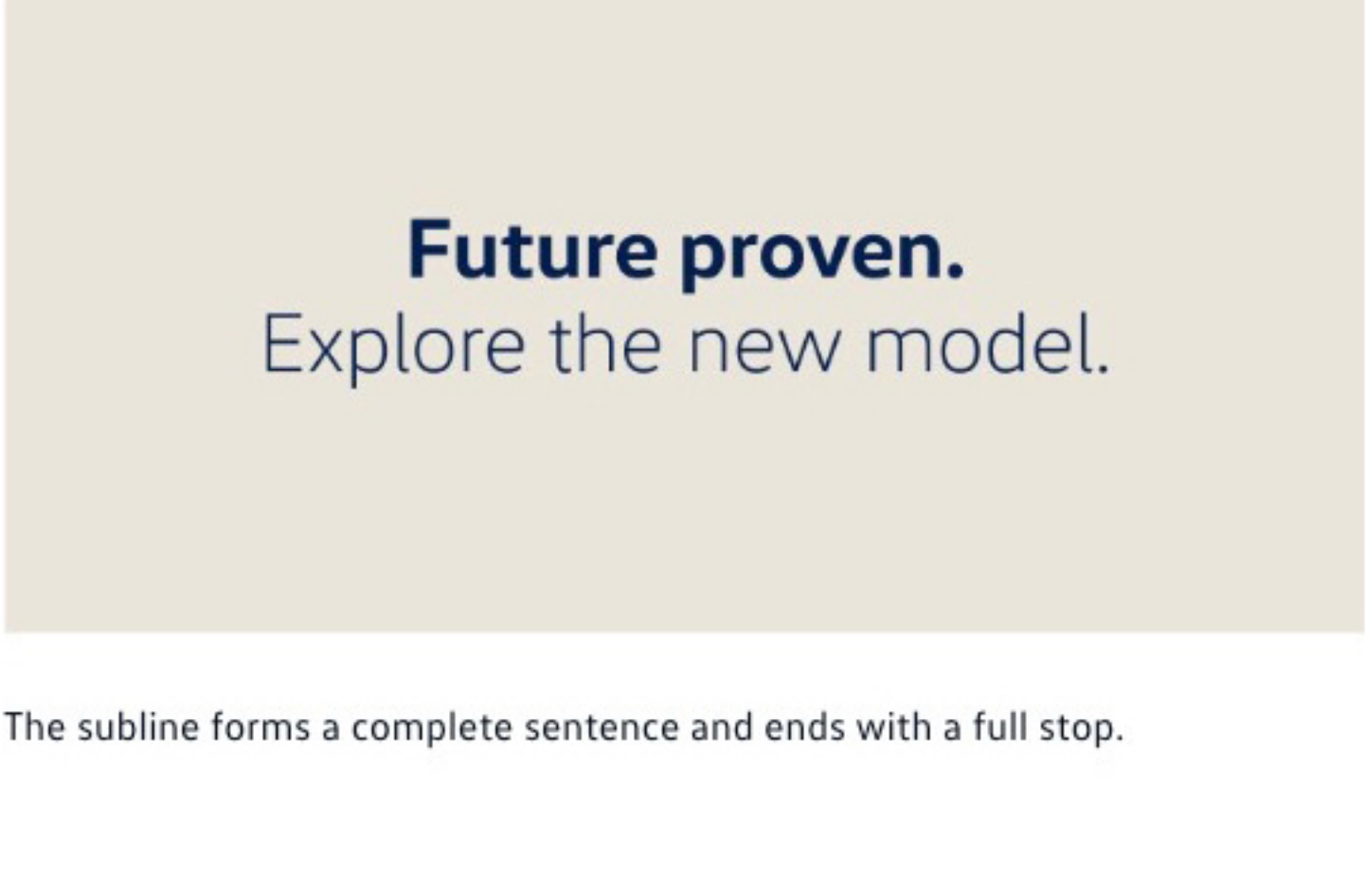
Headlines and sublines are combined in a fixed order: The headline always comes first and is set in VW Head Bold. Directly below, the subline follows in VW Head Light, both in the same font size.

Headline and Subline

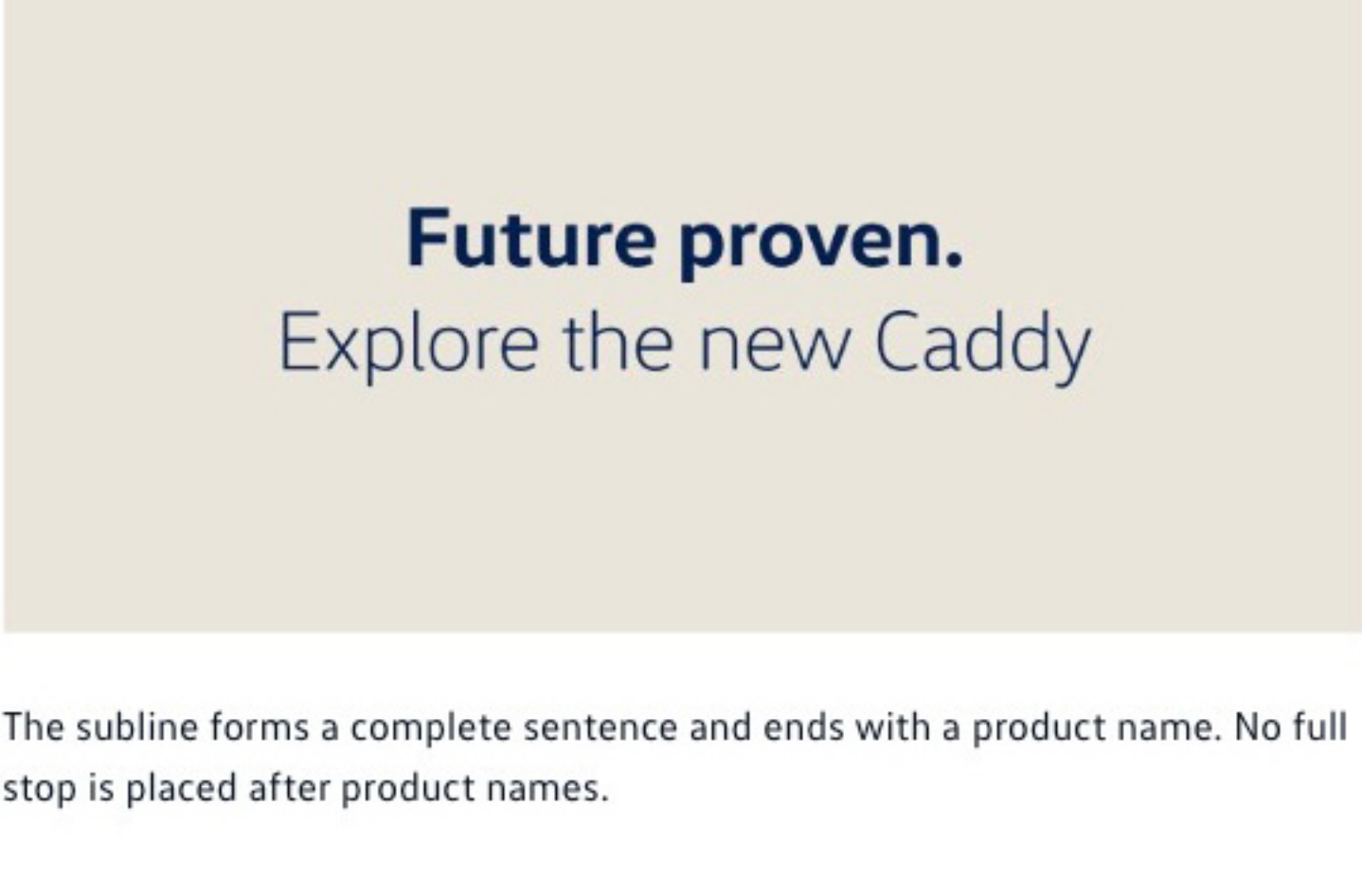
Headlines and sublines are combined in a fixed order: The headline always comes first and is set in VW Head Bold. Directly below, the subline follows in VW Head Light, both in the same font size. As a general rule, headlines and sublines that form a complete sentence or look like a sentence end with a full stop. If there is a product name at the end, the full stop is omitted.

Note
The VW Head font is used for both the headline and subline, in the same font size.

Example
Headline-Font size: 36 pt / ZAB: 110 % = 39,6 pt
Subline-Font size: 36 pt / ZAB: 110 % = 39,6 pt



The line spacing in the headline is 110 % of the font size.

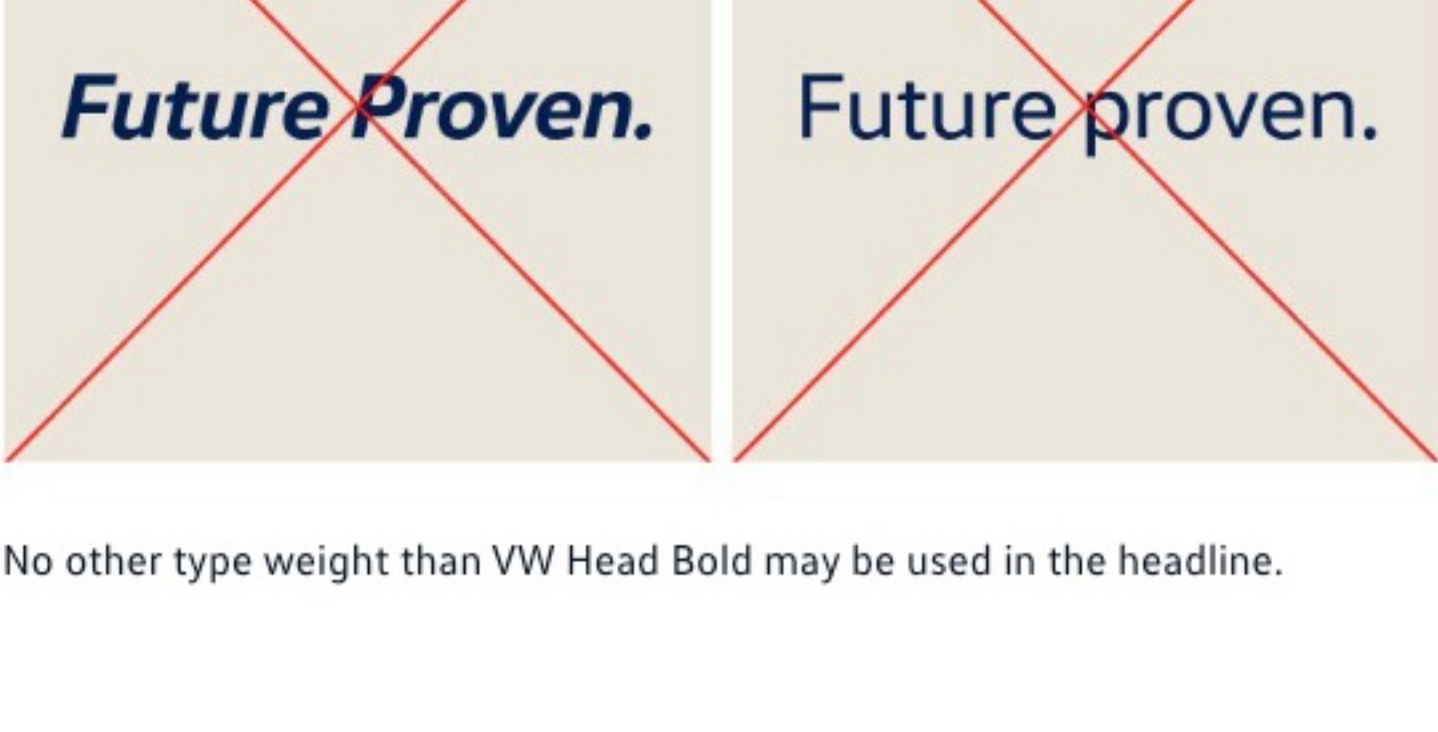


The line spacing in the headline and subline is 110% of the font size.

Don'ts



The headline must not consist of two different type weights.



No other type weight than VW Head Bold may be used in the headline.



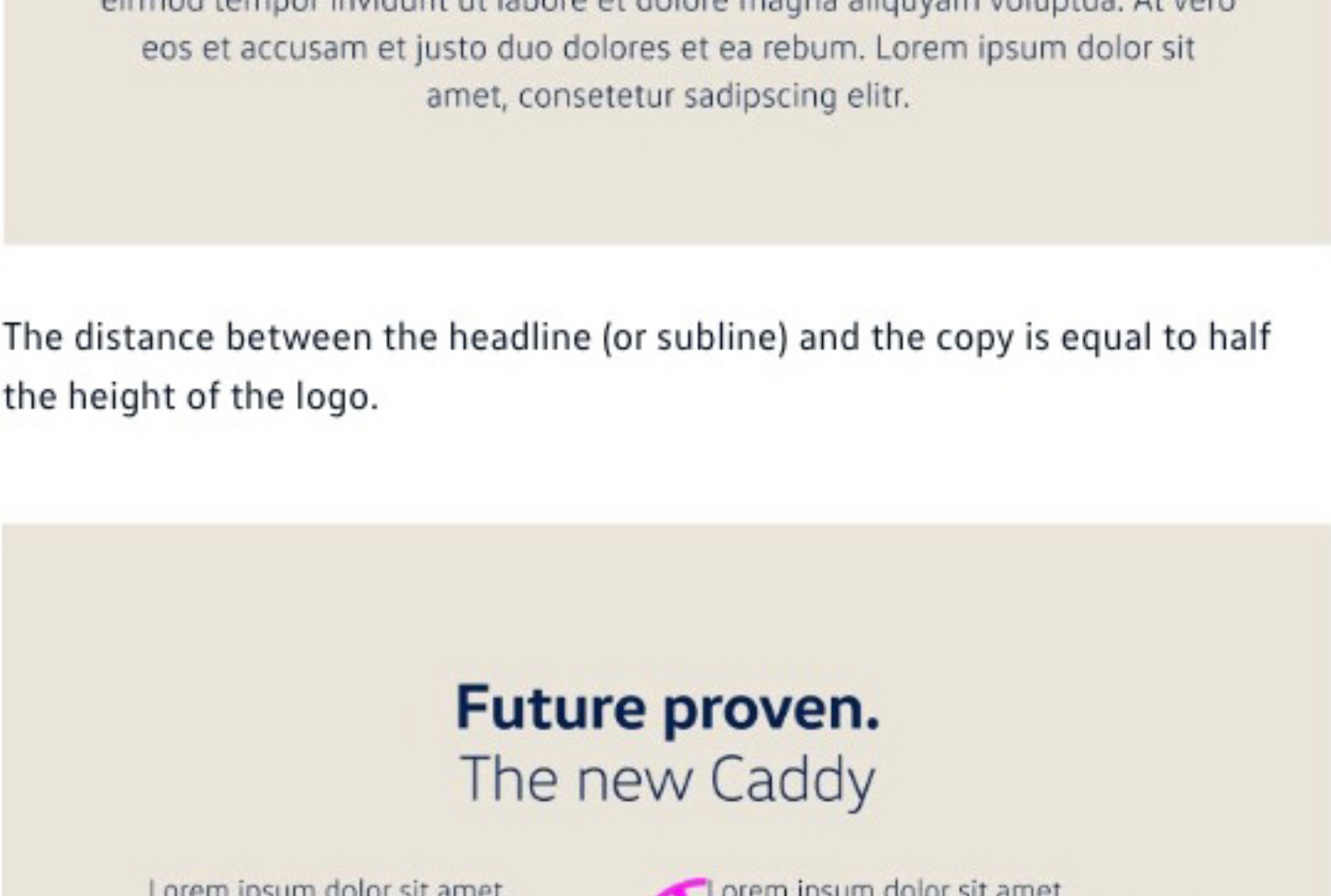
The headline and subline must not swap type weights.

Copy

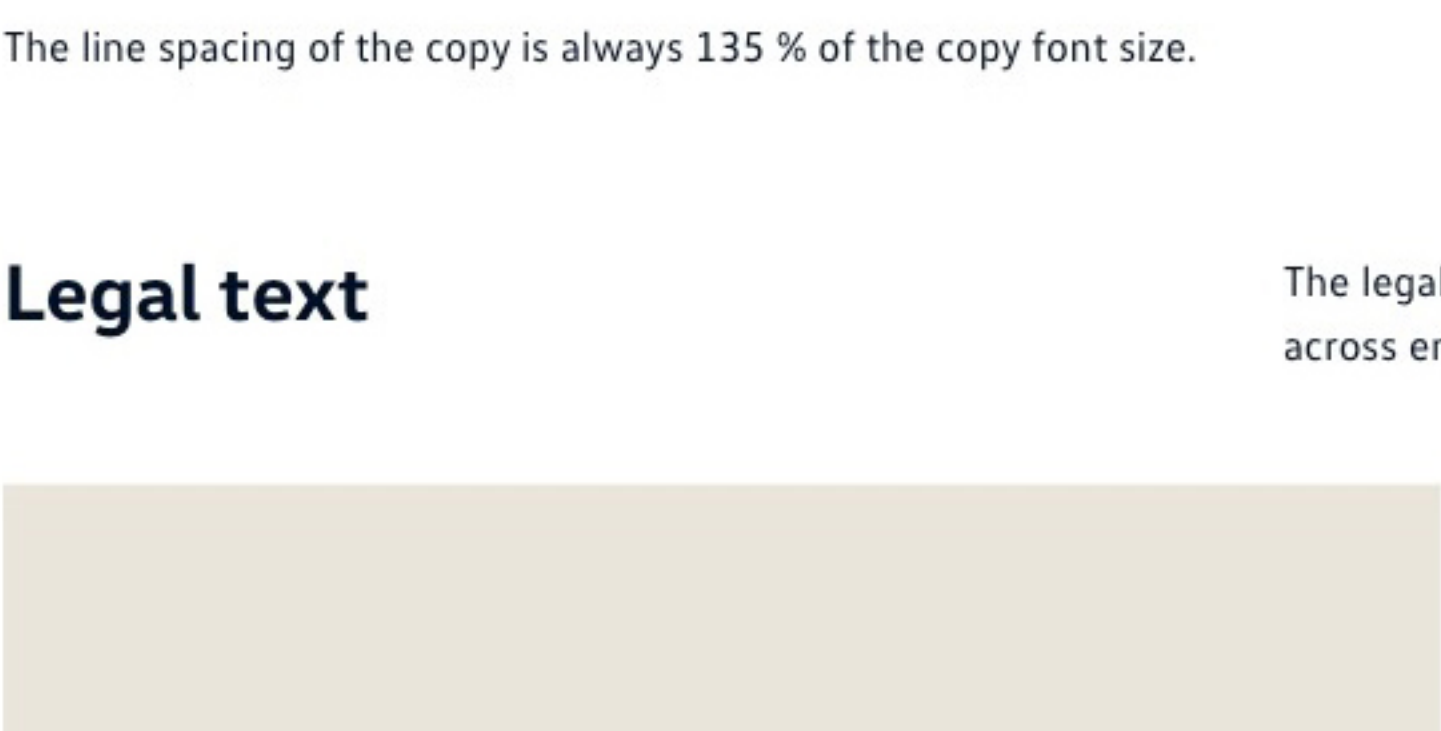
The copy is primarily set in VW Text Light. Bold highlights are only used sparingly and do not extend across entire paragraphs.



The font size of the copy is defined and set independently of the font size of the subline and headline.



The distance between the headline (or subline) and the copy is equal to half the height of the logo.



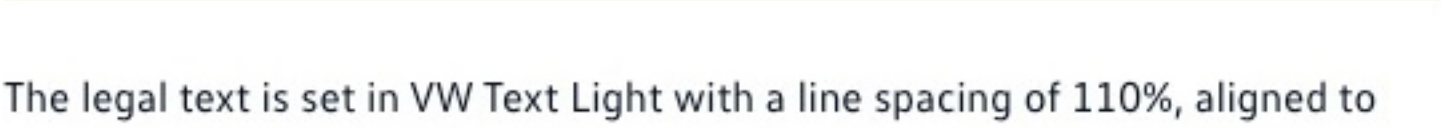
The line spacing of the copy is always 135 % of the copy font size.



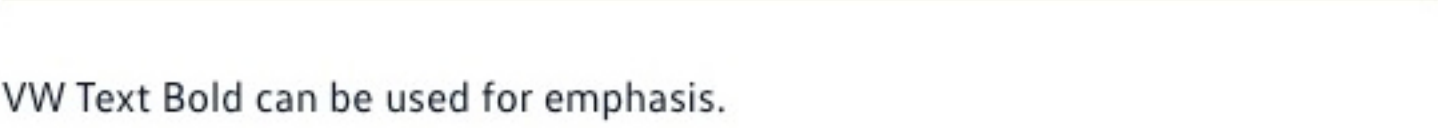
For long copy, the text block can be split, and the text will be aligned to the left. The space between the text blocks is half the height of the logo.

Legal text

The legal text is primarily set in VW Text Light. Bold highlights are only used sparingly and do not extend across entire paragraphs. The line spacing is 110%.

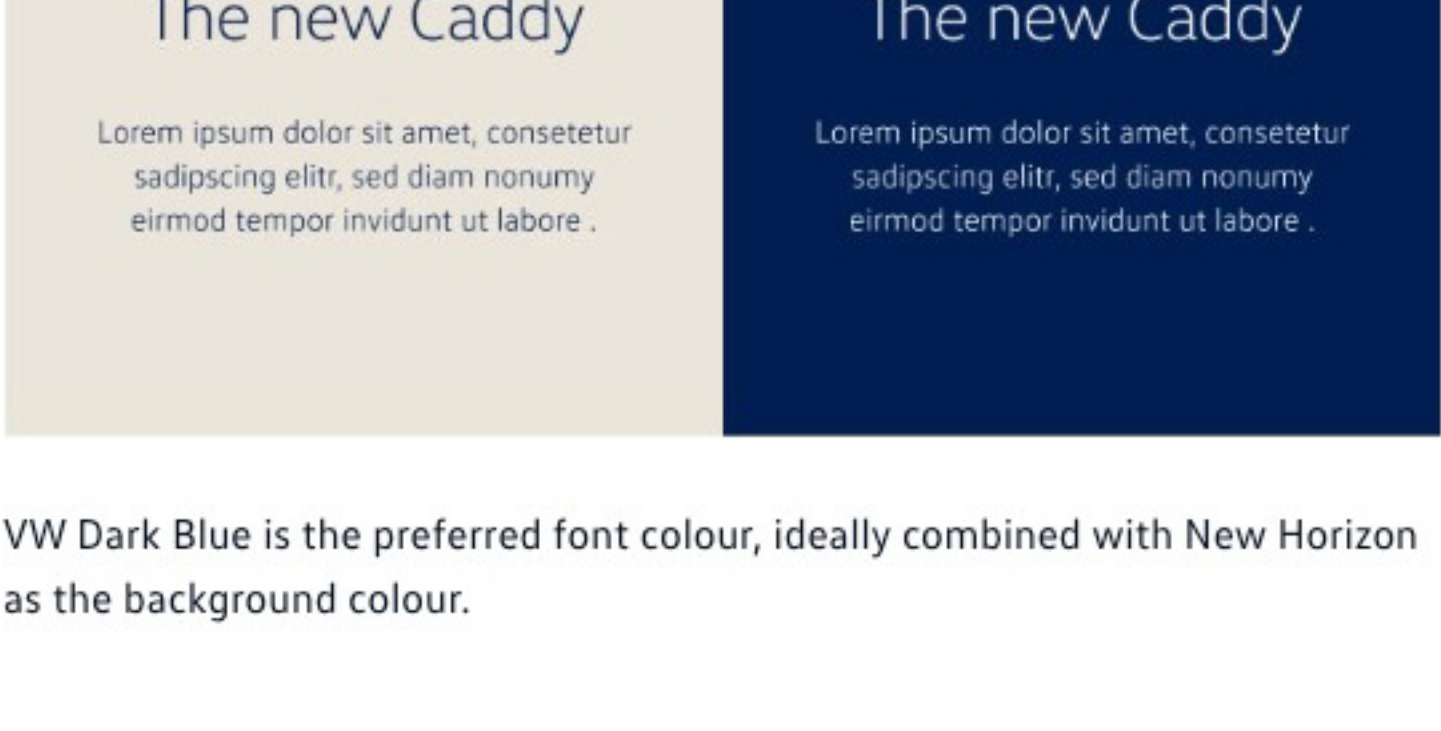


The legal text is set in VW Text Light with a line spacing of 110%, aligned to the left.



VW Text Bold can be used for emphasis.

Font Colour



VW Dark Blue is the preferred font colour, ideally combined with New Horizon as the background colour.

Print Font Size

The headline size is variable between three sizes and can be freely selected depending on the text size.



Example Din A4:
VW Head Bold 40 pt,
VW Head Bold 36 pt,
VW Head Bold 32 pt

DIN-Formats	Format	Headline & Subline	Copy	Legal text
DIN A4 landscape	105 x 148 mm	22 pt / 18 pt / 14 pt	8,5 pt	6,5 pt
DIN A6 portrait	148 x 210 mm	28 pt / 24 pt / 20 pt	9,5 pt	6,5 pt
DIN A5 landscape	210 x 297 mm	40 pt / 36 pt / 32 pt	13 pt / 9,5 pt	7,5 pt
DIN A6 portrait	297 x 420 mm	54 pt / 50 pt / 46 pt	17 pt / 13,5 pt	9 pt
DIN A5 landscape / 2-pager	420 x 594 mm	76 pt / 72 pt / 68 pt	24 pt / 20,5 pt	12 pt
DIN A2 portrait	594 x 841 mm	110 pt / 102 pt / 94 pt	32 pt / 28 pt	18 pt
DIN A1 landscape	841 x 1 189 mm	148 pt / 132 pt / 118 pt	42 pt / 38 pt	24 pt
DIN A2 portrait		140 pt / 126 pt / 108 pt		

The size of the headline is defined by a minimum and maximum size, depending on the format. Within this range, increments of 4 pixels are used.

The size can be adjusted based on the length of the text, while always ensuring the most striking presentation of the message.



Recommended Font Sizes for Digital Applications

Formats	Format	Headline & Subline / ZAB	Legal text
Billboard International	970 x 250 px	Max. 56 px / 110 % Min. 32 px / 110 %	12 px
Billboard Deutschland	800 x 250 px	Max. 56 px / 110 % Min. 32 px / 110 %	-
Leaderboard / Super Banner	728 x 90 px	Max. 40 px / 110 % Min. 24 px / 110 %	-
Large Leaderboard	970 x 90 px	Max. 40 px / 110 % Min. 24 px / 110 %	-
Medium Rectangle / Content Ad	300 x 250 px	Max. 40 px / 110 % Min. 24 px / 110 %	-
Large Medium Rectangle	336 x 280 px	Max. 40 px / 110 % Min. 32 px / 110 %	-
Skyscraper	120 x 600 px	Max. 32 px / 110 % Min. 24 px / 110 %	-
Wide Skyscraper	160 x 600 px	Max. 40 px / 110 % Min. 24 px / 110 %	-
Halfpage Ad	300 x 600 px	Max. 56 px / 110 % Min. 40 px / 110 %	12 px
Portrait	300 x 1050 px	Max. 64 px / 110 % Min. 40 px / 110 %	12 px
Fullsize Banner	468 x 60 px	24 px / 110 %	-
Maxi Board	580 x 400 px	Max. 56 px / 110 % Min. 40 px / 110 %	12 px
Vollbild mobile	320 x 480 px	Max. 48 px / 110 % Min. 32 px / 110 %	12 px
Mobile Leaderboard	320 x 50 px	24 px / 110 %	-

Headline-Position: Centered on the Stage



Standards

Text Alignment



Headline, subline, and copy are centered.

Don'ts



Do not use indents, right- or left-aligned ragged text.



Other text alignments and placements than the defined ones are not allowed.

Letter Spacing and Kerning

Font	Size	Character spacing
VW Head	Smaller than 40 pt	0
	40 pt and larger	- 10
VW Text	5.5 to 6 pt	+ 15
	6.5 to 7 pt	+ 10
	7.5 to 19 pt	0
	20 to 39 pt	- 10
	40 pt and larger	- 15

To optimise legibility, the widths of the VW Head and VW Text brand fonts are defined as a function of the font size. The kerning is always metric.

Don'ts



Running widths other than those specified are not permitted.

Hint

In Office applications, no manual settings are made for the run widths.

Font Size Ratio and Line Spacing



Utilisation	Line Spacing
Headline and Subline	110 %
Copy	135 %

Example DIN A4 vertical
Headline: 40/44 pt
Copy: 13/17,5 pt

Don'ts



Smaller and larger line spacing is not permitted.

Typesetting guidelines (1)

Enumerations

Bullet points are always marked with indents in the font colour. These are typographically identical to the dash (but not hyphens). Lists can also be indented, but not necessarily. The space between the indent and the text should not be too large or too small.

Point size divided by 3 in millimetres, e.g. at 12 pt font size: 4 mm spacing).

- First bullet point
- Next bullet point
- Next bullet point

Period at the End of Headlines

Headlines and sublines that form a complete sentence or appear to be a sentence end with a period. If a product name is at the end, the period is omitted. Other punctuation marks, especially question marks, are not affected by this rule. We strongly advise against using exclamation marks – except in interruptive elements, direct calls to action, and warnings.

Telephone numbers

All telephone numbers should include the country code preceded by a + sign. The following area and mobile codes are separated by a space (a hair space in print publications, a blank space in Office programs) and do not include the first zero. The telephone number itself is also separated by a space, and you can group the digits together to make it easier to read. Extension numbers are also separated by a space, not a hyphen. In summary: no brackets, slashes, hyphens or zeros at the start of country, area or mobile codes. Telephone numbers are always on one line.

Example: +49 123 456 789 00

Typesetting guidelines (2)

Quotation marks

For English-language texts, we use the English-style quotation marks (opening quotation mark and closing quotation mark are above – often described as “66–99”). For a quote in a quote, simple quotation marks are used. Straight quotation marks (") don't conform with our brand style (they stand for minutes, degrees or inches).

“word”
‘word’

Physical, currency and other units

Units are written out (euro, metre, kilometres per hour, etc.) in copy. We use the appropriate symbols or abbreviations (€, m, km/h, etc.) in lists, tables, taglines, boxes, etc., as well as in headlines. Always include a space between the number and unit (a hair space for print, a blank space in online and Office programs). Please ensure that the number and unit are on one line.

With a range of 300 kilometres per battery charge, the e-Golf gives you peace of mind.

- Maximum speed: 220 km/h

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Only one backup copy may be made when the fonts are handed over. No further copies are allowed. The documents, including the backup copy, must be returned to Volkswagen AG upon the termination of the contractual relationship between Volkswagen AG and the respective service provider.

Web addresses

Web addresses are written without the “http://:” or “https://” and without “www.”. If they are at the end of a paragraph or a standalone line, no full stop is used at the end of the sentence. Web addresses should stay on one line wherever possible.

Visit our website at
volkswagen.de

Adding emphasis within texts

This should be done as little as possible. Purely in terms of communication, key content should stand out in the form of headlines, subheadlines and lists.

Two brief notes

While some of the guidelines here may appear to concern minor details, adhering to them plays a key role in creating a consistent and effective brand identity. Other rules may apply in specific contexts. This must be clearly stated in such cases.

Numbers

As usual, numbers from one to twelve are written out in copy. The comma is used to separate groups of thousands. Please note that decimal values are indicated with a full stop, not a comma.

one to twelve
13 to 15
127.8
9,550.5
100,000.0
1,000,000.0

Other languages

Please remember that typographical elements also need to be “translated” when creating translations into other languages. Guidelines for this can be found in the relevant language version.

Examples of style in German texts

Quotation marks:
„Wort” not “word”
Units:
500 € not €500
Decimal place:
9.550,5 not 9,550.5

VW Head und VW Text

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