

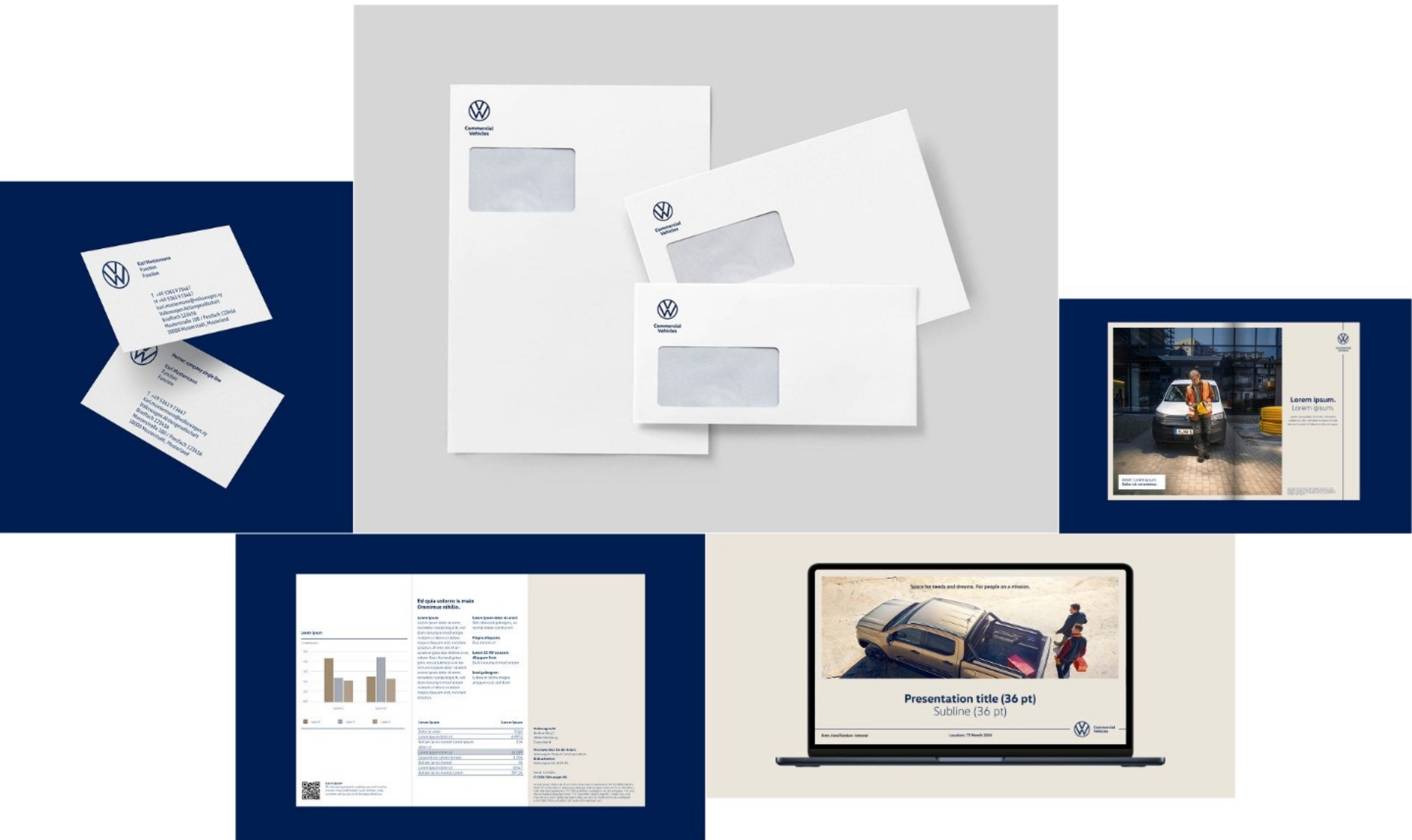


Colours

In order to give the Volkswagen brand a more accessible, modern and high-quality appearance, the existing colour system has been revised and expanded to include the new colours VW New Horizon, VW Digital Cobalt and VW Amber. VW New Horizon and VW Digital Cobalt are available in various gradations and replace the previous grey and blue tones. VW Amber replaces VW Orange in the additional colours and can be used as a marker colour in digital applications. VW Light Blue will remain part of the colour spectrum, but will be listed as an additional colour in future, as it will take up a smaller proportion of the overall design than before.

Our colour system is made up of two primary colours - White and VW Dark Blue - and a series of carefully coordinated secondary colours. These include VW Digital Cobalt, VW New Horizon and their gradations as well as the GTI colours, additional colours and signal colours. The harmonious interplay of these colours shapes the characteristic appearance of Volkswagen. All additional and signal colours are used in a targeted manner to create a colourful, but not randomly colourful impression.

Colour examples



Primary colours

Brand-defining colour duo



Colour definition



Digital

LSG		white000	blue600
RGB	sRGB	255 255 255	0 30 80
Hexadecimal		#ffffff	#001e50
Lab		100 0 0	12 8 -34

Print

PANTONE® coated		—	PANTONE 534
PANTONE® uncoated		—	PANTONE 289
CMYK coated	ISO Coated v2 (Fogra 39) ¹	0 0 0 0	100 65 0 55
	PSO Coated v3 (Fogra 51) ¹	0 0 0 0	100 65 0 55
CMYK uncoated	PSO Uncoated (Fogra 47) ¹	0 0 0 0	100 65 0 45
	PSO Uncoated v3 (Fogra 52) ¹	0 0 0 0	100 60 0 40
CMYK Newspaper	ISO Newspaper 26v4 (IFRA 26) ¹	0 0 0 0	100 75 0 35
CMYK Magazine	PSO LWC Improved	0 0 0 0	96 80 14 57

Paint

Oracal	Oracal 010 Weiß	Oracal 050 Dunkelblau
3M Scotchcal	3M Scotchcal 010 Weiß	3M Scotchcal 724 Saphirblau
RAL	RAL 9016, Verkehrsweiß	RAL Classic 5003 Saphirblau
NCS	NCS S 0300-N	NCS S 6030-R80B

Secondary colours

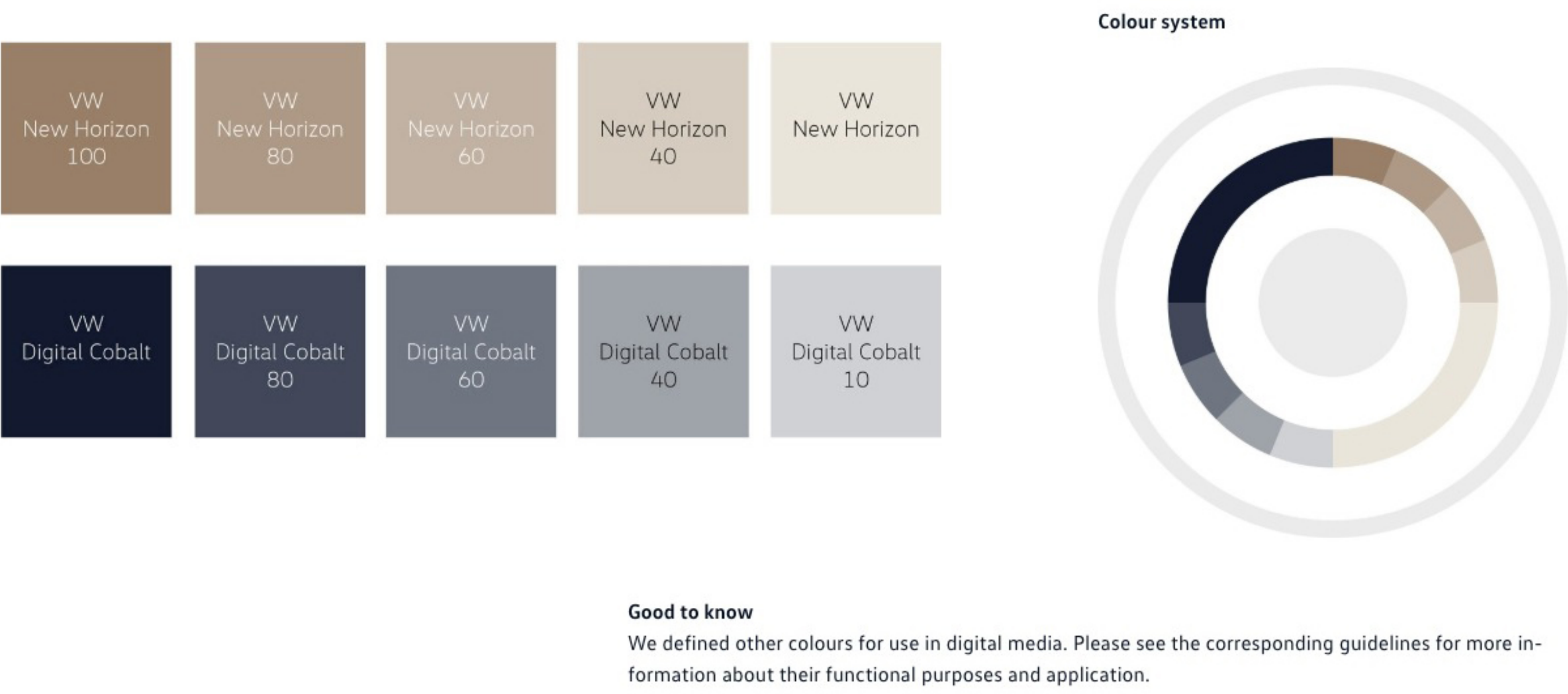
Supplementary colour palette VW Digital Cobalt, VW New Horizon and their gradations

The new secondary colours offer a wide range of possible applications.

Digital applications account for a significant proportion of the area of use. In addition, the secondary colours continue to be used to clearly distinguish different information in infographics. Combinations with high contrast are particularly suitable so that the colours remain clearly distinguishable even in monochrome printouts.

VW New Horizon also plays a central role within the new brand design, as the lightest gradation is used as a large-scale background colour in advertisements and other touchpoints.

Please note: VW Digital Cobalt **does not replace** VW Dark Blue. Typography and logo will continue to be displayed in the primary colour.



Digital Cobalt colour definitions

		VW Digital Cobalt	VW Digital Cobalt 80	VW Digital Cobalt 60	VW Digital Cobalt 40	VW Digital Cobalt 10
Digital						
RGB	sRGB	17 25 46	64 71 89	112 117 130	161 163 171	208 209 213
Hexadecimal		#11192e	#404759	#707582	#a1a3ab	#d0d1d5
Print						
PANTONE® coated		PANTONE 4146	PANTONE 432	PANTONE 431	PANTONE 429	PANTONE 427
PANTONE® uncoated		PANTONE 4144	PANTONE 7546	PANTONE 7545	PANTONE 428	PANTONE 427
CMYK coated	PSO Coated v3 (Fogra 51) ¹	76 54 8 86	46 31 6 71	29 20 9 51	13 9 6 35	11 8 10 9
CMYK uncoated	PSO Uncoated v3 (Fogra 52) ¹	89 50 8 85	52 31 4 64	27 15 6 45	14 7 7 24	7 4 6 9
CMYK Newspaper	ISO Newspaper 26v5 (IFRA 26) ¹	73 44 0 72	50 25 0 49	32 17 0 33	20 11 0 19	11 5 0 8
CMYK Magazine	PSO LWC Improved	72 49 2 85	42 25 3 66	26 18 4 48	18 12 7 31	14 9 6 12
Paint						
NCS ²		NCS S 8010-R70B	NCS S 7010-R70B	NCS S 5010-R70B	NCS S 3010-R70B	NCS S 1010-R70B

¹ For more information and to download colour profiles, please see:
www.eci.org
www.fogra.org

² The colour specifications of the NCS system are used instead of the RAL specifications, as they allow for the best possible approximation of the original colours. NCS is a global standard that is used primarily in architecture and furniture manufacturing, but also in the production and coating of products.

New Hoizont colour definitions

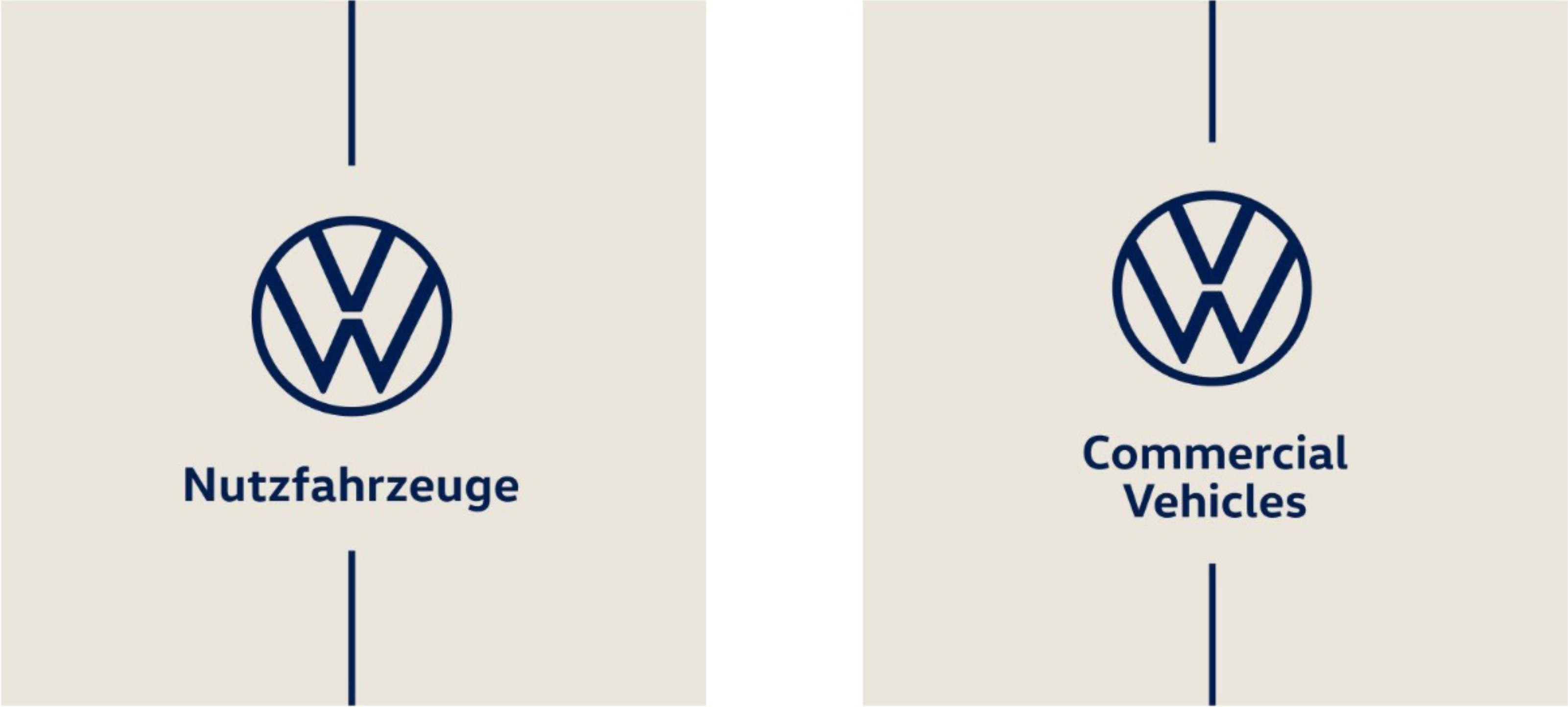
		VW New Horizon 100	VW New Horizon 80	VW New Horizon 60	VW New Horizon 40	VW New Horizon
Digital						
RGB	sRGB	153 127 103	173 153 133	194 178 163	214 204 191	235 229 220
Hexadecimal		#997f67	#ad9985	#c2b2a3	#d6ccbf	#ebe5dc
Print						
PANTONE® coated		PANTONE 4049	PANTONE 4268	PANTONE 7528	PANTONE Warm Gray 2	PANTONE Warm Gray 1
PANTONE® uncoated		PANTONE 4256	PANTONE 4268	PANTONE 7528	PANTONE Warm Gray 2	PANTONE Warm Gray 1
CMYK coated	PSO Coated v3 (Fogra 51) ¹	6 24 40 44	6 18 31 33	6 13 24 22	6 9 19 11	3 5 12 4
CMYK uncoated	PSO Uncoated v3 (Fogra 52) ¹	3 20 39 37	9 17 35 22	4 8 21 18	3 5 15 9	2 3 11 2
CMYK Newspaper	ISO Newspaper 26v5 (IFRA 26) ¹	3 12 18 42	4 9 12 32	6 6 8 22	5 5 6 13	3 3 5 5
CMYK Magazine	PSO LWC Improved	5 22 37 44	5 17 28 36	7 13 20 26	9 10 17 14	6 8 11 3
Paint						
NCS ²		NCS S 5010-Y30R	NCS S 4010-Y30R	NCS S 3005-Y80R	NCS S 2005-Y80R	NCS S 1002-Y80R

¹ For more information and to download colour profiles, please see:
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² The colour specifications of the NCS system are used instead of the RAL specifications, as they allow for the best possible approximation of the original colours. NCS is a global standard that is used primarily in architecture and furniture manufacturing, but also in the production and coating of products.

Colour Unity

The logo and moving line always form a single unit and have the same color. In print and digital applications, they are always placed exclusively in VW Dark Blue on a background in the color New Horizon.



Additional colours

Overview



Signal colours | Colour definitions

The traffic light colours are additional colours and are only used as signal generators. They do not determine the look & feel of the brand. We use these colours to represent emission classes, for example, or for control and alarm lights in the vehicle.



Digital				
LSG		red200	yellow000	green200
RGB	sRGB	228 0 44	255 209 0	2 150 64
Hexadecimal		#e4002c	#ffd100	#029640
Lab		49 75 46	86 6 86	54 -50 35

Print				
CMYK coated	ISO Coated v2 (Fogra 39) ¹	0 100 80 15	0 15 90 0	90 0 90 0
	PSO Coated v3 (Fogra 51) ¹	0 100 80 15	0 15 90 0	90 0 90 0
CMYK uncoated	PSO Uncoated (Fogra 47) ¹	10 100 80 0	0 15 90 0	90 0 90 0
	PSO Uncoated v3 (Fogra 52) ¹	10 100 80 0	0 15 90 0	90 0 90 0
CMYK Newspaper	ISO Newspaper 26v4 (FRA 26) ¹	0 100 64 0	0 10 100 0	75 0 92 17

Print				
Oracal		Oracal 031	Oracal 022	Oracal 068
3M Scotchcal		3M Scotchcal 720	3M Scotchcal 2432/5	3M Scotchcal 722
RAL		Classic 3020	Classic 1003	Design 1605060
NCS		NCS S 1080-R	NCS S 0580-Y	NCS S 2070-G10Y

¹ For more information and to download colour profiles, please see:

www.eci.org
www.fogra.org

Additional colours | Colour definitions



Digital					
LSG		yellow000			
RGB	sRGB	255 209 0	248 172 0	240 130 3	234 79 95
Hexadecimal		#ffd100	#f8ac00	#f08203	#ea4f5f
Lab		86 6 86	76 21 79	66,06 38,71 72,11	57 61 26

Print					
PANTONE® coated		PANTONE 129	PANTONE 130	PANTONE 2428	PANTONE 709
PANTONE® uncoated		PANTONE 128	PANTONE 7406	PANTONE 4009	PANTONE 710
CMYK coated	ISO Coated v2 (Fogra 39) ¹	0 15 90 0	0 35 100 0	0 51 100 0	0 80 50 0
	PSO Coated v3 (Fogra 51) ¹	0 15 90 0	0 25 100 0	0 40 100 0	0 75 50 0
CMYK uncoated	PSO Uncoated (Fogra 47) ¹	0 100 100 0	0 25 100 0	0 42 100 0	0 82 40 0
CMYK Newspaper	ISO Newspaper 26v4 (FRA 26) ¹	0 100 100 0	0 25 100 0	0 42 100 0	0 82 40 0
CMYK Magazine	PSO LWC Improved	–	–	0 53 97 0	–

Paint					
Oracal		Oracal 022	Oracal 255	–	Oracal 347
3M Scotchcal		3M Scotchcal 2432/5	*	–	*
RAL		1003	–	–	205050
NCS		NCS S 0580-Y	NCS S 0570-Y20R	NCS S 1080-Y40R	NCS S 0565-R



Digital					
LSG			red200		red100
RGB	sRGB	250 0 50	228 0 44	178 32 32	255 51 92
Hexadecimal		#fa0032	#e4002c	#b22020	#ff335c
Lab		53 80 49	49 75 46	40 57 40	57 76 30

Print					
PANTONE® coated		PANTONE 185	PANTONE 186	PANTONE 1807	PANTONE 2040
PANTONE® uncoated		PANTONE 185	PANTONE 186	PANTONE 187	PANTONE 2040
CMYK coated	ISO Coated v2 (Fogra 39) ¹	0 100 80 0	0 100 80 15	0 95 85 25	5 100 45 0
	PSO Coated v3 (Fogra 51) ¹	0 100 85 0	0 100 80 15	0 95 85 25	5 100 45 0
CMYK uncoated	PSO Uncoated (Fogra 47) ¹	0 100 80 0	10 100 80 0	0 100 80 25	5 100 45 0
CMYK Newspaper	PSO Uncoated v3 (Fogra 52) ¹	0 95 85 0	0 90 100 5	0 95 80 15	5 100 45 0
	ISO Newspaper 26v4 (FRA 26) ¹	0 100 65 0	0 100 64 0	0 95 70 20	5 100 45 0

Paint					
Oracal		Oracal 028	Oracal 031	Oracal 030	*
3M Scotchcal		*	3M Scotchcal 720	*	9859-09
RAL		3018	3020	304050	3027
NCS		NCS S 0580-Y90R	NCS S 1080-R	NCS S 2070-R	NCS S 1070-R10B



Digital					
LSG				purple100	blue900
RGB	sRGB	220 50 138	184 37 133	127 50 138	91 8 164
Hexadecimal		#dc328a	#b02585	#7f328a	#5b08a4
Lab		52 69 -7	43 63 -17	35 43 -34	26 54 -65

Print					
PANTONE® coated		PANTONE 240	PANTONE 2405	PANTONE 259	PANTONE 268
PANTONE® uncoated		PANTONE 674	PANTONE 2415	PANTONE 526	PANTONE 2685
CMYK coated	ISO Coated v2 (Fogra 39) ¹	10 90 0 0	30 95 0 0	60 90 0 0	80 100 0 0
	PSO Coated v3 (Fogra 51) ¹	10 90 0 0	30 95 0 0	55 90 0 0	75 100 0 0
CMYK uncoated	PSO Uncoated (Fogra 47) ¹	10 90 0 0	30 100 0 0	60 100 0 0	75 100 0 5
CMYK Newspaper	PSO Uncoated v3 (Fogra 52) ¹	8 90 0 0	20 90 0 0	50 85 0 0	75 100 0 5
	ISO Newspaper 26v4 (FRA 26) ¹	10 85 0 0	25 90 0 0	55 85 0 5	75 95 0 0

Paint					
Oracal		Oracal 044	Oracal 402	Oracal 415	*
3M Scotchcal		*	*	*	9839-38
RAL		4010	3504050	3204040	3103040
NCS		NCS S 2060-R30B	NCS S 3050-R30B	NCS S 3055-R50B	NCS S 4050-R50B



Digital					
LSG		green200			green200
RGB	sRGB	173 229 161	139 196 129	72 173 62	18 136 54
Hexadecimal		#ade5a1	#8bc481	#48ad3e	#128836
Lab		86 -28 27	74 -29 28	63 -47 46	50 -45 34

Print					
PANTONE® coated		PANTONE 2260	PANTONE 2261	PANTONE 362	PANTONE 7740
PANTONE® uncoated		PANTONE 2260	PANTONE 2261	PANTONE 369	PANTONE 2685
CMYK coated	ISO Coated v2 (Fogra 39) ¹	38 0 48 0	52 0 60 0	72 0 95 0	80 0 95 25
	PSO Coated v3 (Fogra 51) ¹	35 0 47 0	50 0 60 0	69 0 94 0	80 0 95 25
CMYK uncoated	PSO Uncoated (Fogra 47) ¹	35 0 45 0	50 0 60 0	65 0 100 0	80 0 100 15
CMYK Newspaper	PSO Uncoated v3 (Fogra 52) ¹	30 0 45 0	45 0 55 0	60 0 100 0	75 0 95 20
	ISO Newspaper 26v4 (FRA 26) ¹	27 0 33 0	45 0 50 0	60 0 90 0	80 0 95 15

Paint					
Oracal		*	Oracal 601	Oracal 602	Oracal 619
3M Scotchcal		9849-32	*	*	*
RAL		1307030	1307040	1306060	1404060
NCS		NCS S 1020-G30Y	NCS S 2040-G20Y	NCS S 1070-G30Y	NCS S 3560-G20Y



Digital					
LSG		blue200		mint100	
RGB	sRGB	0 176 240	0 202 202	0 230 230	0 168 198
Hexadecimal		#00b0f0	#00caca	#00e6e6	#00a8c6
Lab		67 -21 -43	73 -42 -13	83 -47 -14	63 -29 -26

Print					
PANTONE® coated		PANTONE 299	PANTONE 7709	PANTONE 630	PANTONE 7459
PANTONE® uncoated		PANTONE 2995	PANTONE 7709	PANTONE 630	PANTONE 2200
CMYK coated	ISO Coated v2 (Fogra 39) ¹	85 10 0 0	70 0 30 0	60 0 15 0	73 3 15 9
	PSO Coated v3 (Fogra 51) ¹	85 10 0 0	70 0 30 0	60 0 15 0	70 0 13 10
CMYK uncoated	PSO Uncoated (Fogra 47) ¹	90 0 0 0	65 0 28 0	60 0 15 0	75 0 15 5
CMYK Newspaper	PSO Uncoated v3 (Fogra 52) ¹	90 0 0 0	60 0 25 0	60 0 15 0	65 0 15 5
	ISO Newspaper 26v4 (FRA 26) ¹	90 0 0 0	65 0 20 0	60 0 15 0	70 0 15 5

Paint					
Oracal		Oracal 053 Hellblau	Oracal 502	Oracal 501	Oracal 553
3M Scotchcal		3M Scotchcal 123 Hellblau	*	*	*
RAL		RAL Design 240 60 40	1907035	1907025	2206035
NCS		NCS S 1060-B	NCS S 2040-B30G	NCS S 1040-B10G	NCS S 2050-B10G

¹ For more information and to download colour profiles, please see:

www.eci.org
www.fogra.org

* no corresponding colour

Colour system

Basics

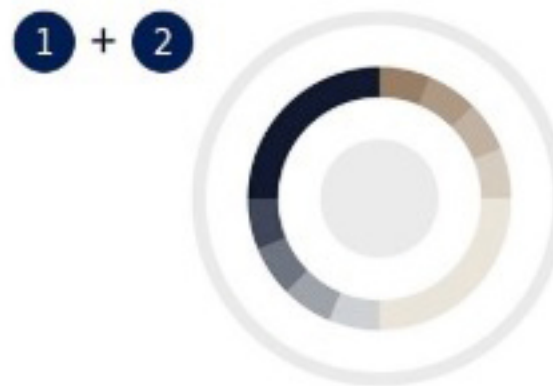
The entire colour system consists of three colour circles. The primary colours always form the core. These can be combined with colours from the secondary and/or additional colours.

For more complex themes, such as trade fair presentations or product launches, the entire colour system can be used. However, blue remains the basic colour.



01 Primary colours

The primary colours, which appear in every application, form the basis of the colour system. The characteristic two-tone colour alone can be found in applications such as letterheads, flags, advertising material, etc.



02 Secondary colours

The defined gradations of VW New Horizon and VW Digital Cobalt can be used to extend the primary colours. These are mainly used in the digital sector, in advertisements and in infographics.



03 Additional colours

The primary and secondary colours can also be combined with a selection of additional colours: e.g. for promotions, illustrations, digital applications, etc. VW Amber can also be used as a marker colour in digital applications.

Good to know

For digital applications there is an additional range of colours. More information on their functionalities as well as their usage you will find within the respective guideline.