



Eye-catchers

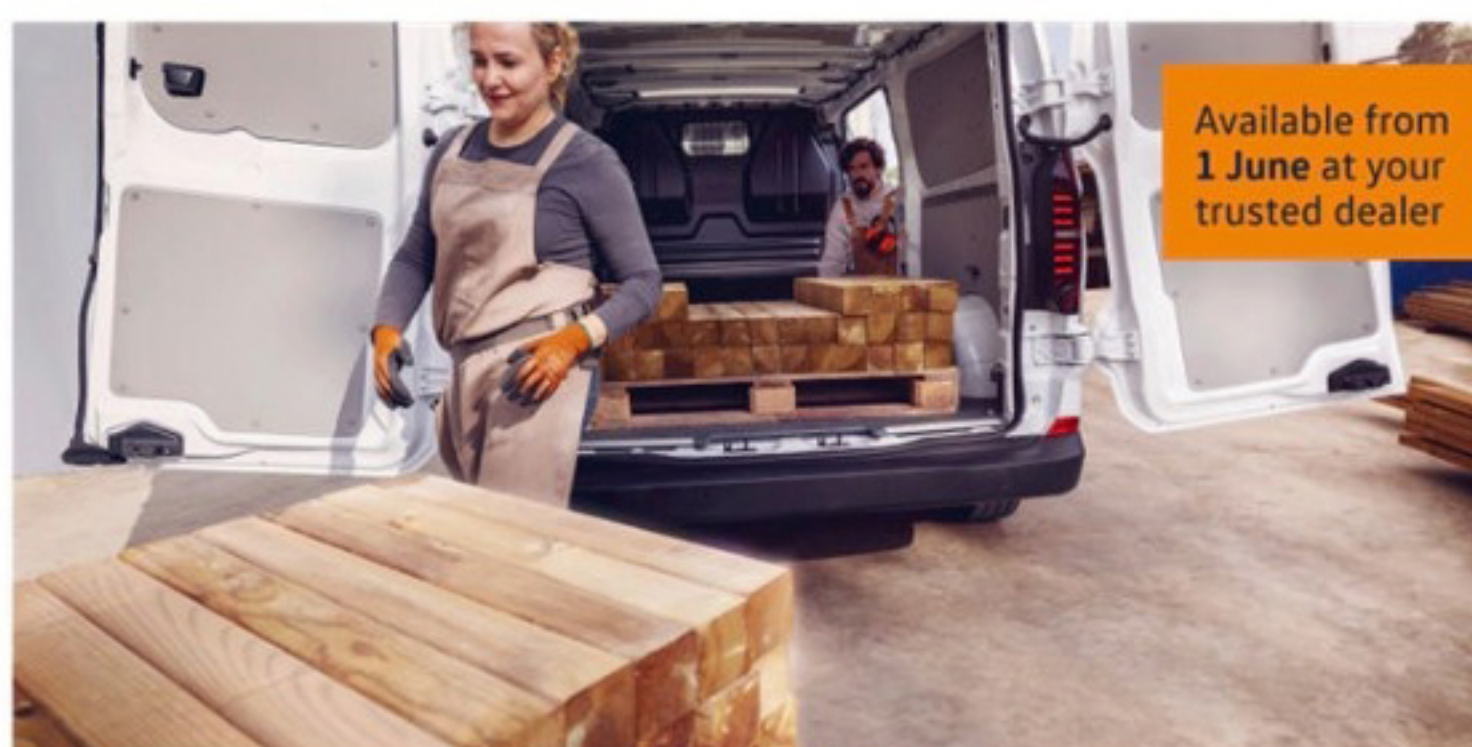
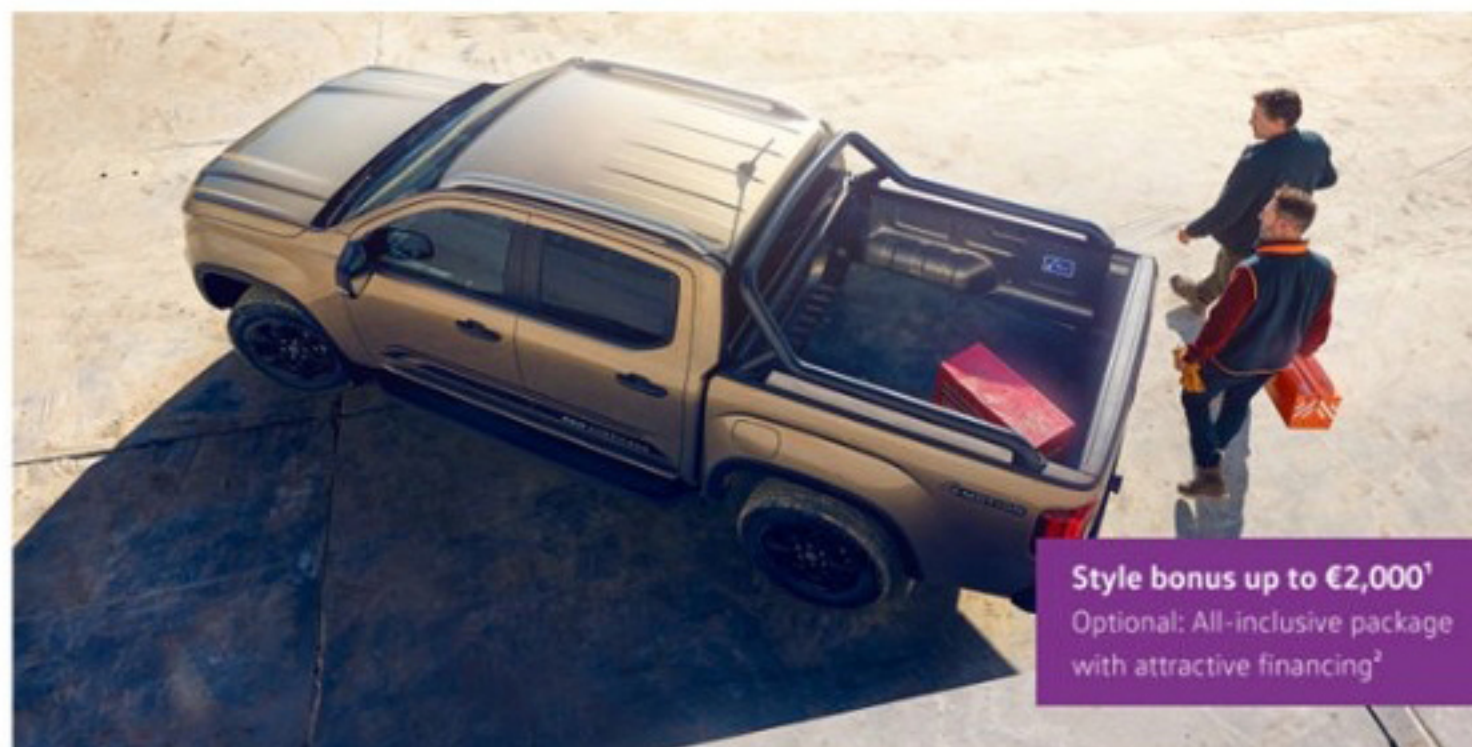
Eye-catchers are a frequently used design element in both digital and print media – for example, on web banners, ads, posters, in direct marketing, or presentations.



New brand design: The most important adjustments for eye-catchers

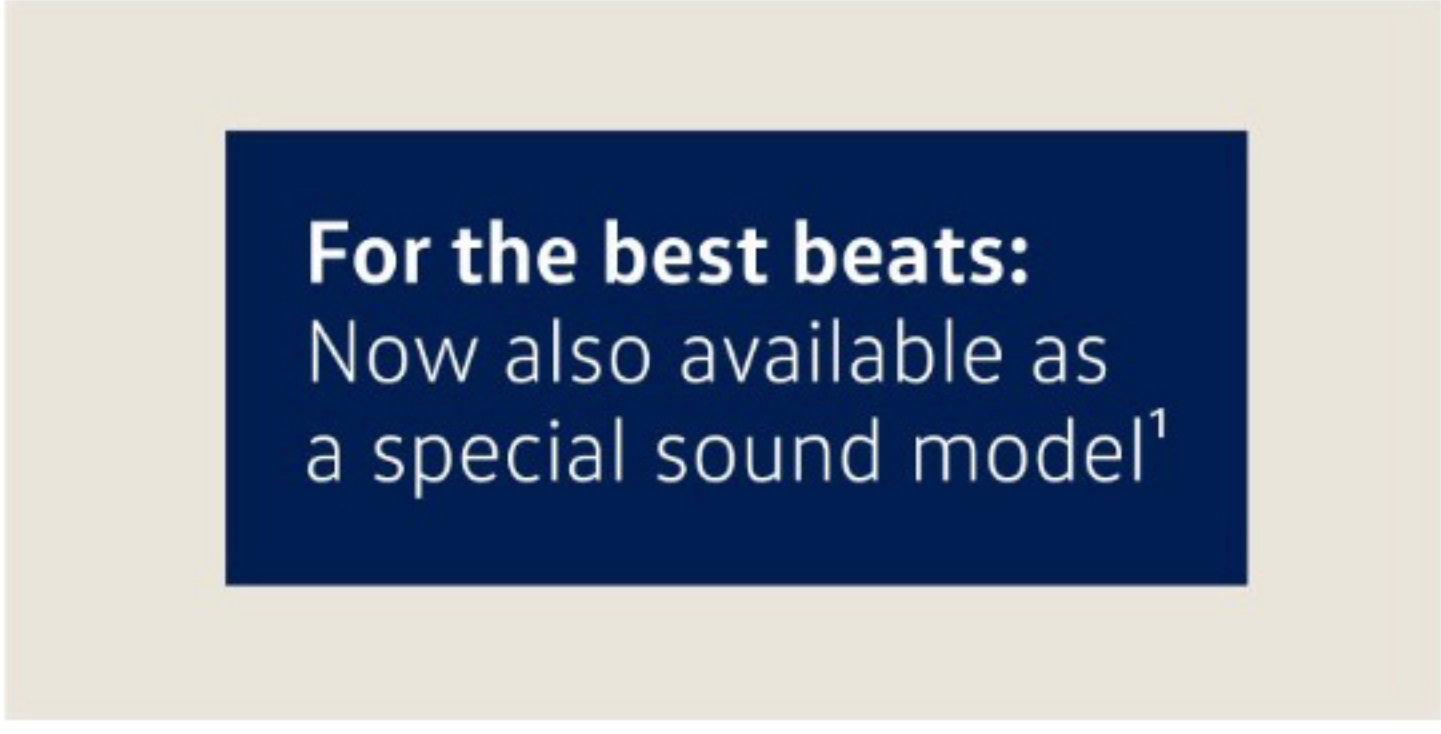
- The colours of the Eye-catchers were set to VW Dark Blue, White, VW Amber, VW Medium Purple and VW Mint Blue.
- The Eye-catchers can be positioned on the image area and monochrome background, and can be placed there in the image section or at a fixed distance from the edge of the image.
- The text colour of the Eye-catchers is limited to VW Dark Blue and white.

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



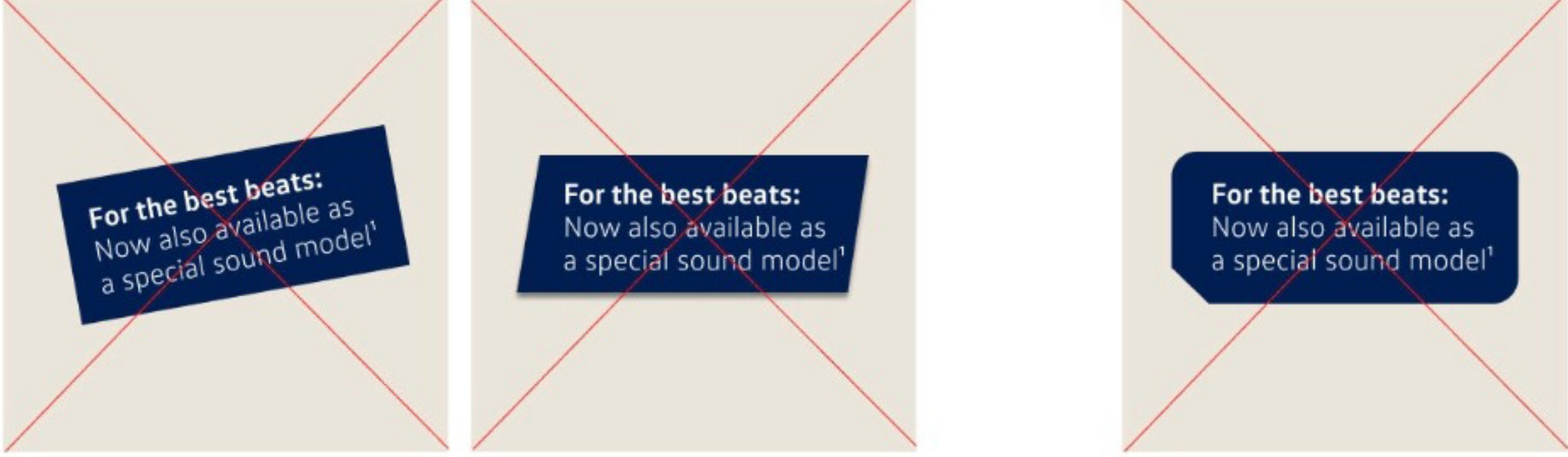
Design

Shape



Rectangular surface
The eye-catcher is a rectangular shape without a contour.

Don'ts

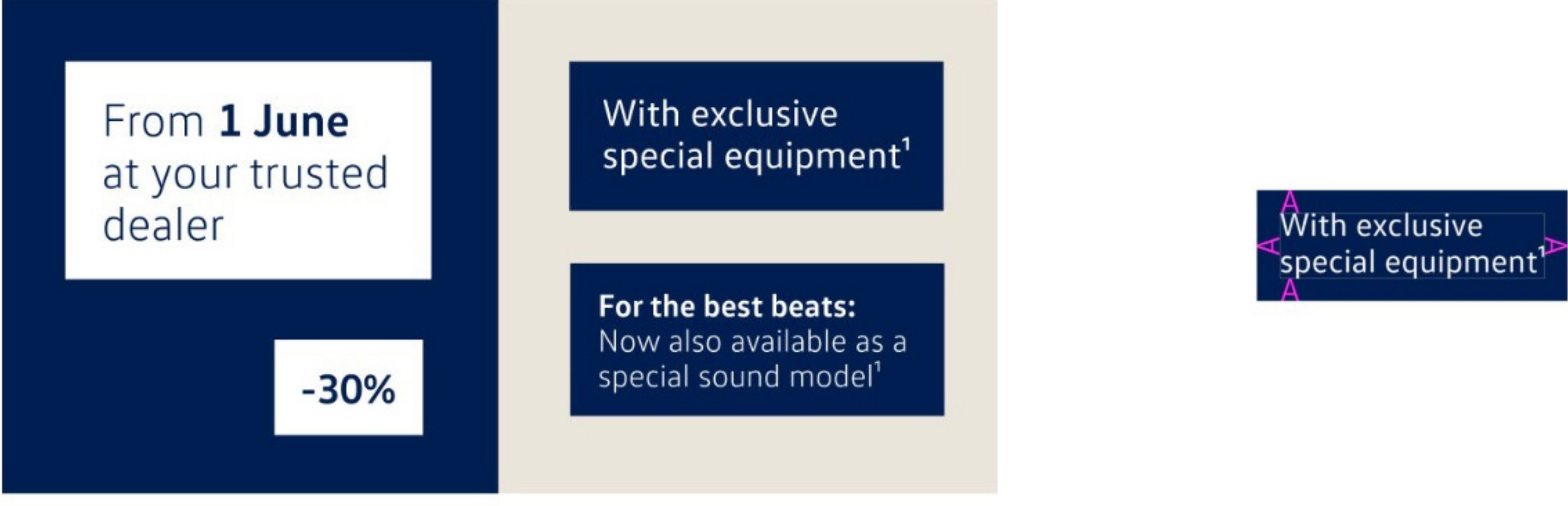


01 Rotations are not permitted.
02 The rectangular shape is not distorted or highlighted with a drop shadow.

03 Rounded or bevelled corners are not permitted.

Proportion and Size

The proportions of the sides can be freely selected depending on the application, the amount of information or the background motif, but should correspond to at least one verso height. The size is also freely selectable, depending on the background motif and whether the additional information should be bold or restrained.



Colours

We work with the corporate colours VW Dark Blue and white for eye-catchers. The chosen colour should stand out clearly from the background. A balanced ratio of the two colours should be ensured during use.



01 Corporate Colours

Additional colour

The additional colour VW Amber or VW Mint Blue can be used for Eye-catchers. VW Amber or VW Mint Blue is always the background colour and is only combined with VW Dark Blue as the text colour. VW Medium Purple is used exclusively in combination with white text.



02 Additional colour VW Amber, VW Mint Blue and VW Medium Purple

Colour palette

Colour definition		VW Dark Blue	White	VW Amber	VW Mint Blue	VW Medium Purple
Digital						
RGB	sRGB	0 30 80	255 255 255	240 130 3	0 230 230	127 50 138
Hexadecimal		#001e50	#ffffff	#f08203	#00e6e6	#7f328a
Lab		12 8 -34	100 0 0	66,06 38,71 72,11	83 -47 -14	35 43 -34
Print						
CMYK coated	ISO coated v2 (Fogra 39)	100 65 0 55	0 0 0 0		60 0 15 0	60 90 0 0
	PSO coated v3 (Fogra S1)	100 65 0 55	0 0 0 0	0 51 100 0	60 0 15 0	55 90 0 0
CMYK uncoated	PSO Uncoated (Fogra 47)	100 65 0 45	0 0 0 0		60 0 15 0	60 100 0 0
	PSO Uncoated v3 (Fogra S2)	100 65 0 40	0 0 0 0	0 40 100 0	60 0 15 0	50 85 0 0
CMYK Newspaper	ISO Newspaper 26v4 (IFRA 26)	100 75 0 35	0 0 0 0	0 42 100 0	60 0 15 0	55 85 0 5

Dos



01 Eye-catchers are preferably designed in Dark Blue on White or White on Dark Blue.

02 Eye-catchers may appear in VW Dark Blue on VW Amber or VW Mint Blue, and in White on VW Medium Purple.

Don'ts

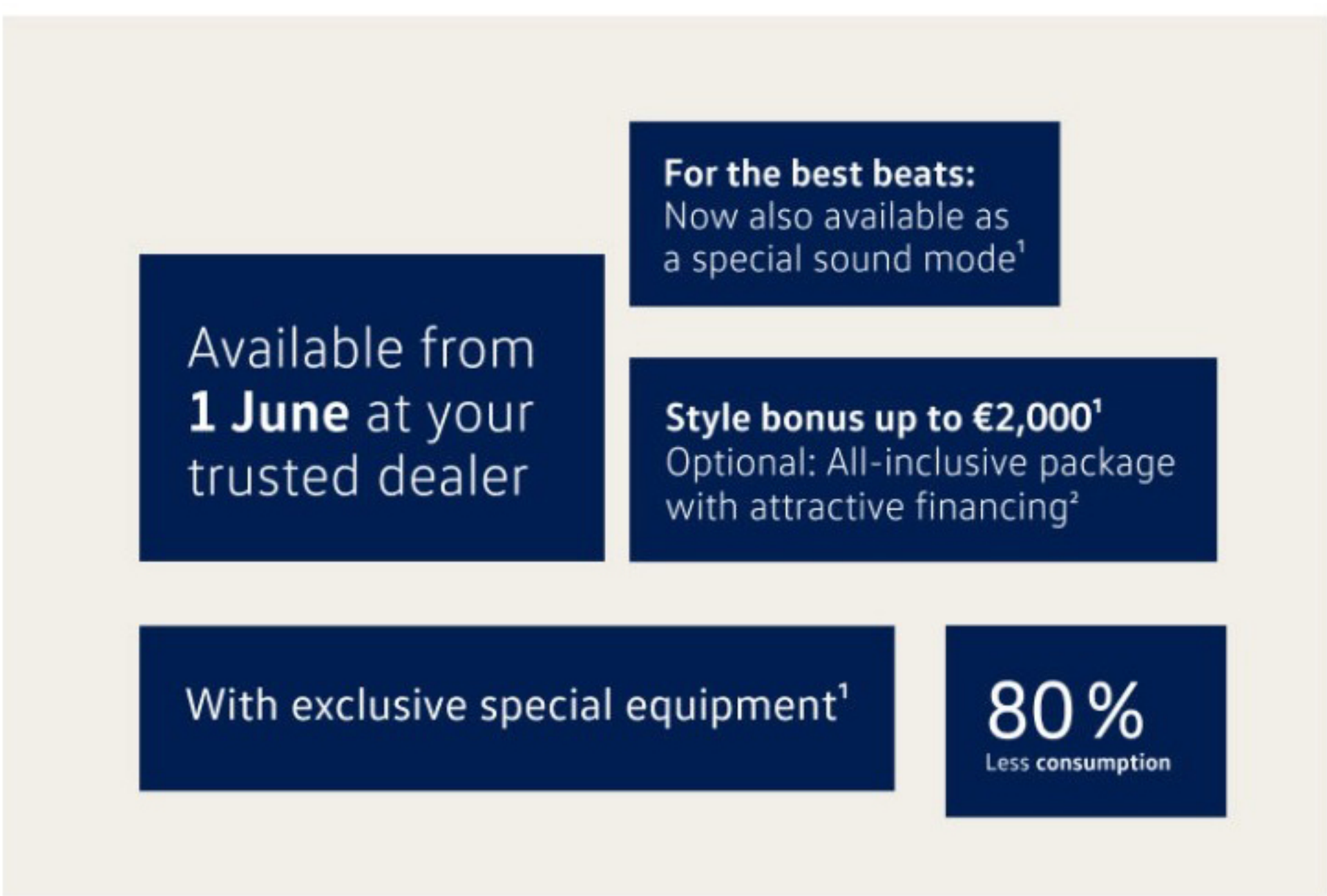


01 The background color of the eye-catcher may only be in White, VW Dark Blue, or VW Amber.
02 The text is only allowed to be in White or VW Dark Blue.

03 White copy may not be placed on Amber.
04 The font size must not be smaller than 18 pt/24 px.

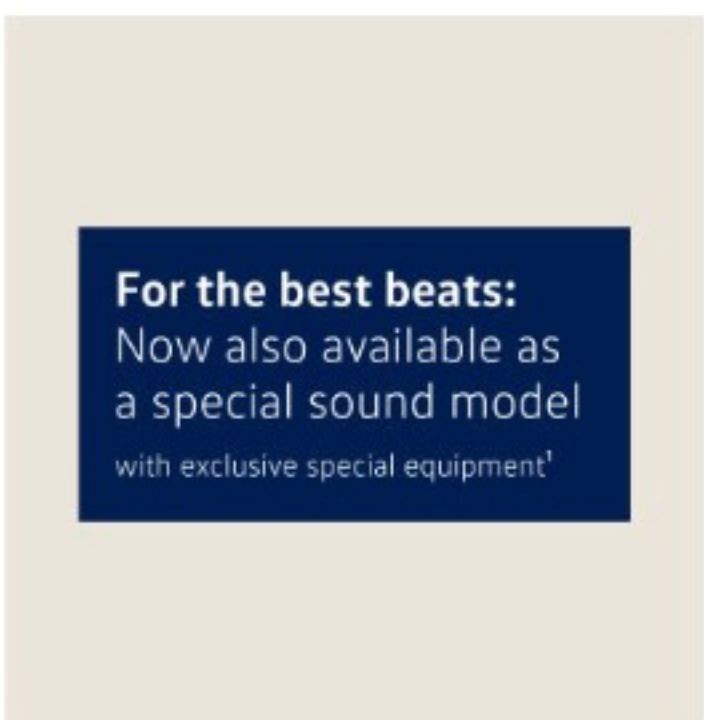
Typography

The eye-catcher text is left-aligned in VW Text Light, Regular or Bold. A font style change can be used to emphasise individual words and lines by highlighting words in Bold.



Information Transfer

Dos



01 Concise statement and differentiation through font style and font size changes.

Don'ts



02 Too much information within an eye-catcher is counterproductive.
03 No clear hierarchy due to different font styles makes it difficult to understand quickly.

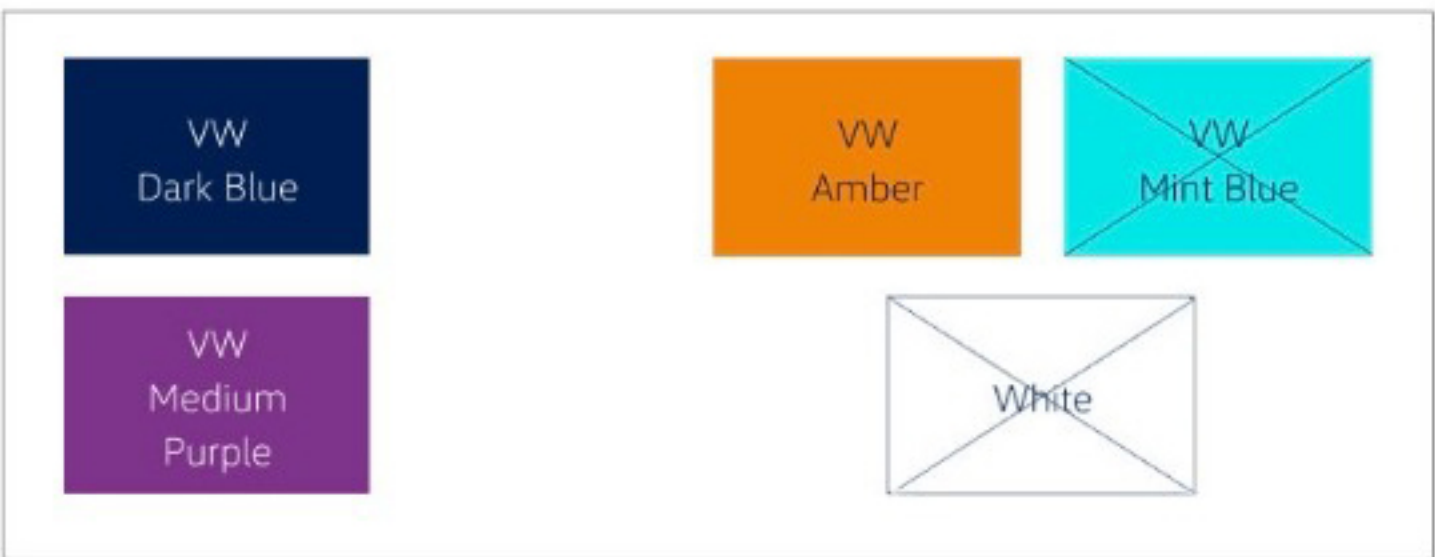
Placement

Placement on a monochrome background

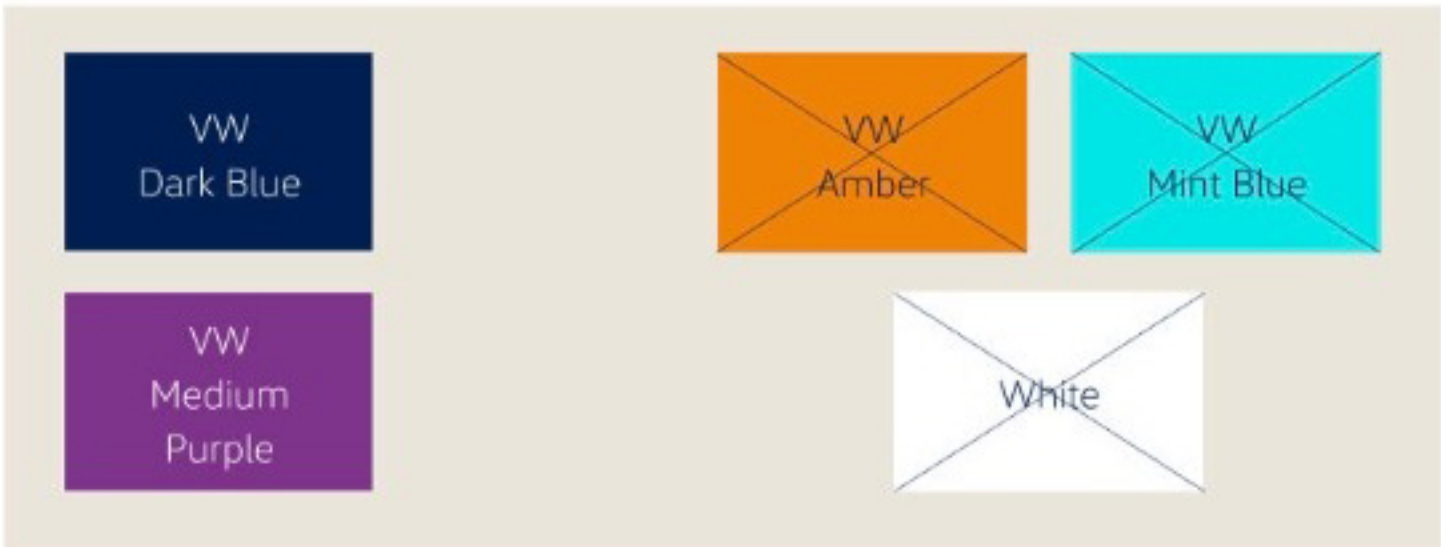
To ensure that there is sufficient contrast between the Eye-catcher, font and background colours, please use the distractor colours on monochrome backgrounds according to the scheme shown here.



01 Eye-catcher options on VW Dark Blue



02 Eye-catcher options on white

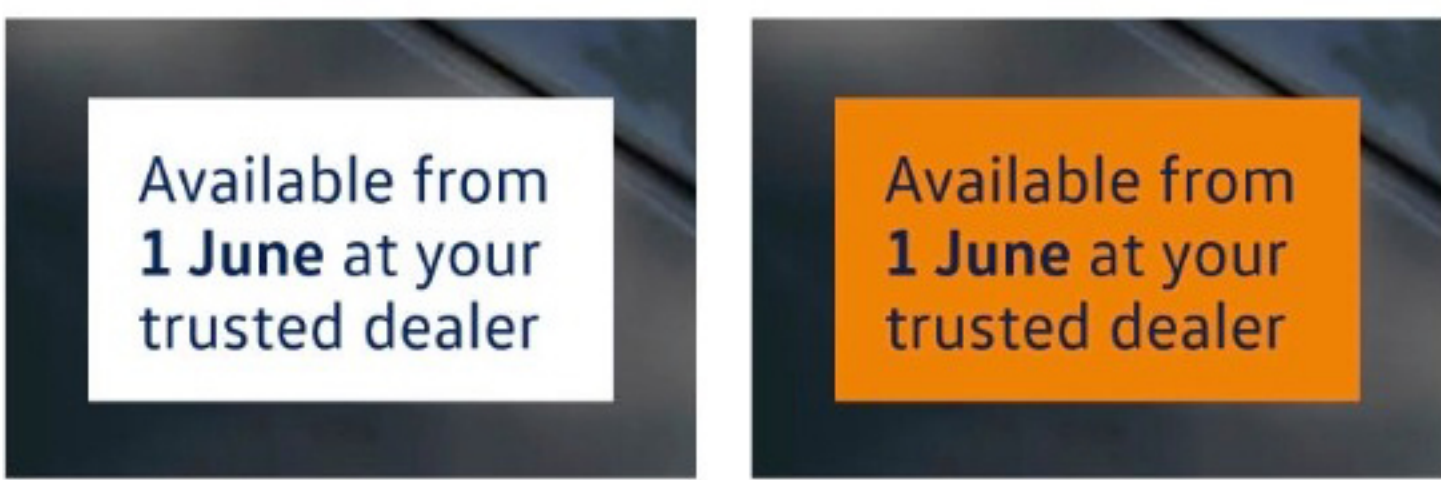


03 Eye-catcher options on VW New Horizon

Colour choice for eye-catchers

Colours
All colours in the Eye-catchers palette can be used on dark and light images. The choice of colour and the contrast with the image means that the Eye-catcher can be used boldly or discreetly. The examples below provide an overview and do not show all possible combinations.

Dos

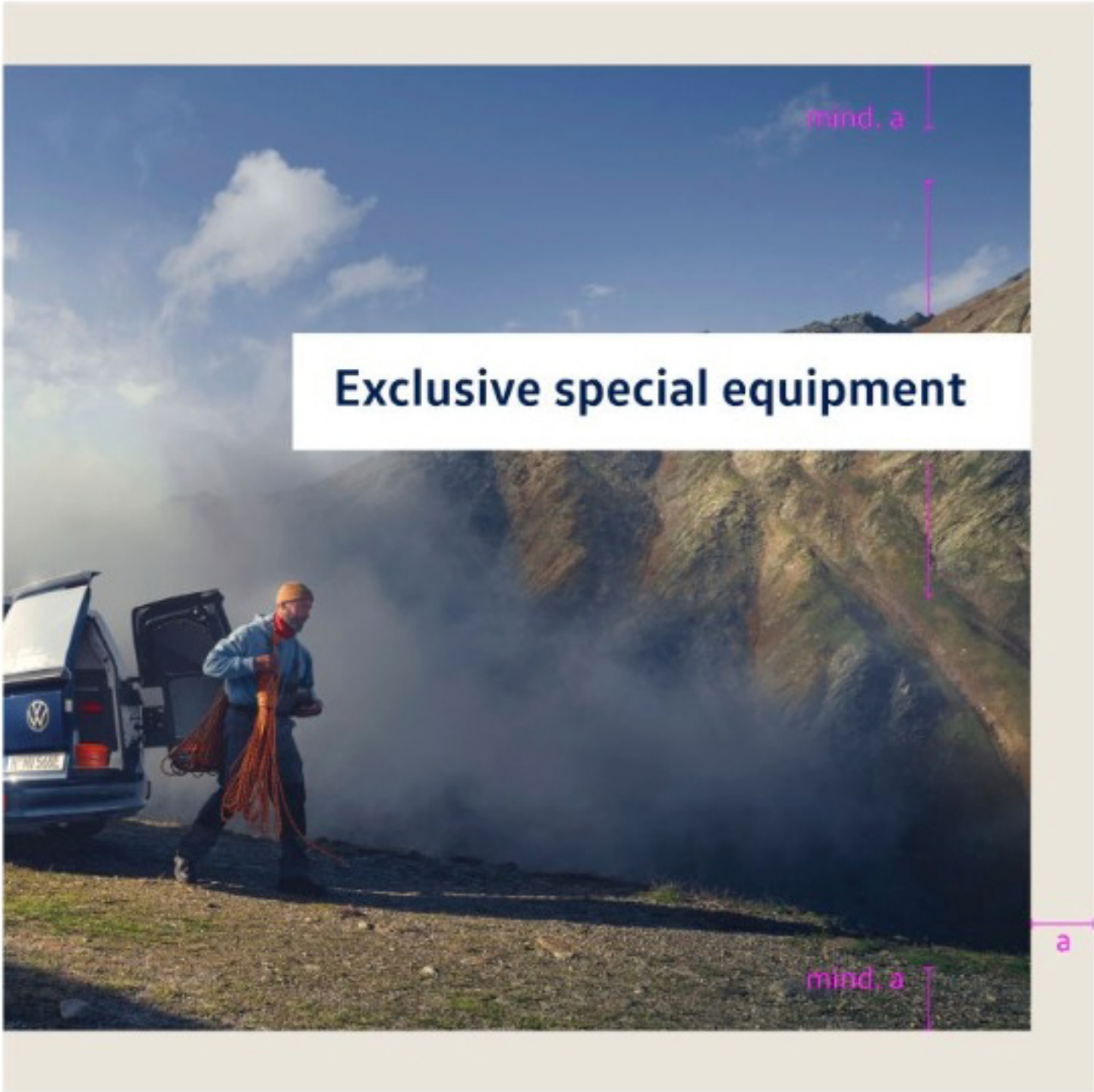


Dos

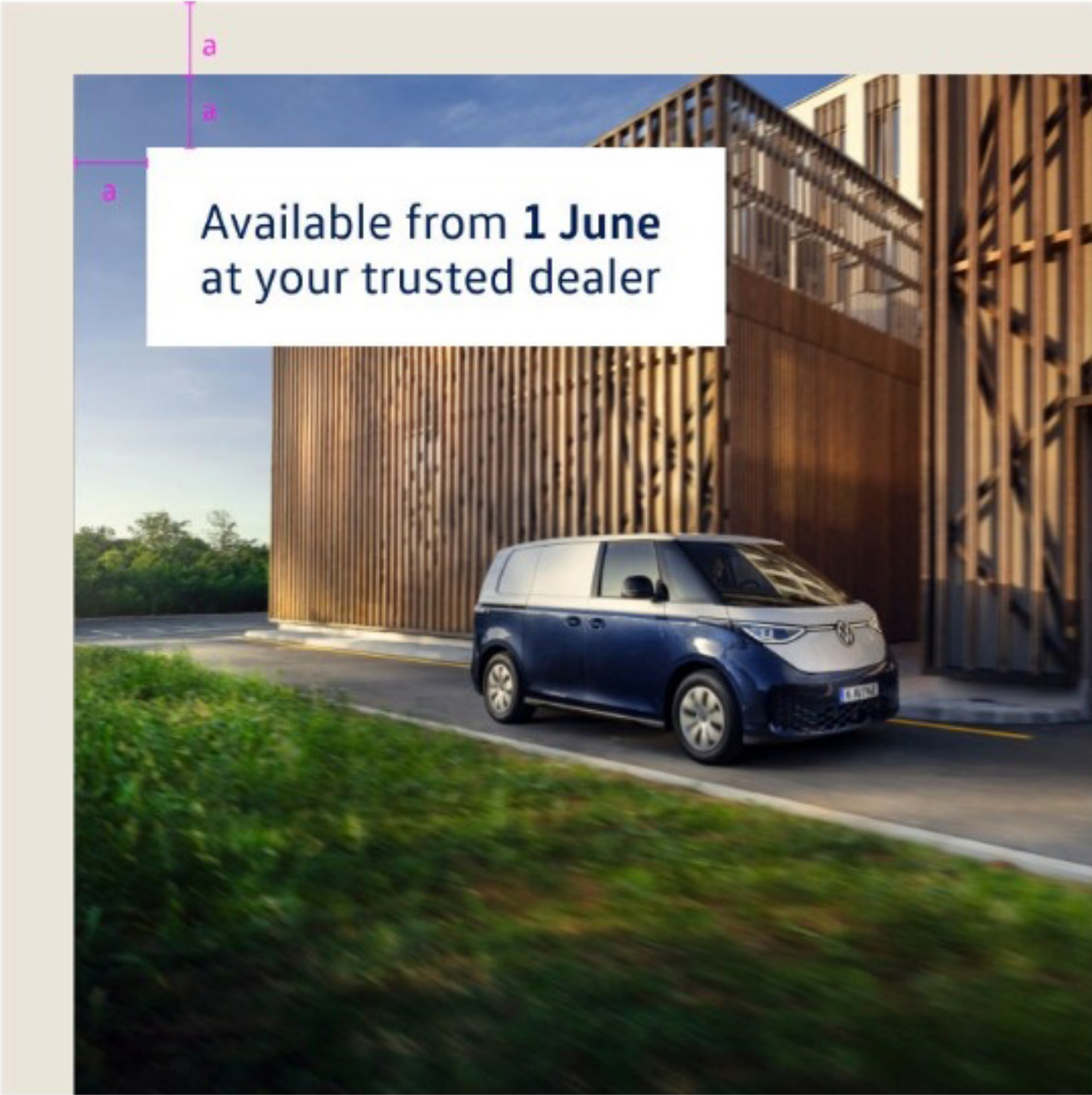


Alignment with Type Area

The eye-catcher is placed using the dimension of the respective type area margin (a). There are two placement options (see below).



01 As a first option, a Eye-catcher can be docked to the right or left edge of the picture. The Eye-catcher can be placed anywhere on this edge with a minimum distance (a) to the top and bottom edges of the picture.



02 As a second option, a Eye-catcher can be placed at a fixed distance from the edge of the image. For this, the same dimension of the type area margin is taken and used as a spacer for the Eye-catcher to the image edge.

Dos



01 The eye-catcher is positioned at the correct distance in the picture area and has a high contrast to the background colour.
02 The eye-catcher does not cover any important image content and docks onto the right or left edge of the image.

Don'ts



01 The eye-catcher must not stand freely on the picture surface without maintaining a distance from the edge of the picture.
02 The eye-catcher cannot be docked to both edges of the picture.

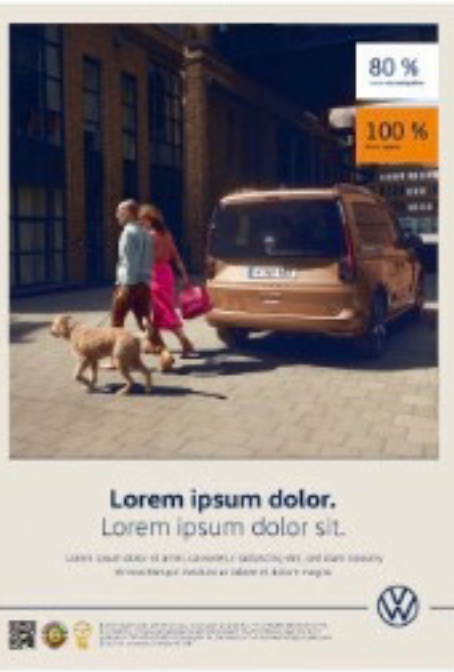


01 The eye-catcher must not obscure any important image content.
02 The eye-catcher must not be docked to the top and bottom edges of the picture.

Combination

Combination of two Eye-catchers

- It is possible to combine two Eye-catchers. It is important that the hierarchy of information remains clear.
- A maximum of two colors may be used for eye-catchers – and only one text color in total. If two different callout colors are used, the first must always be VW Dark Blue or white.
- Even with two Eye-catchers, a maximum of two font sizes may be used. The font size on Eye-catcher must never exceed the point size of the advert headline.

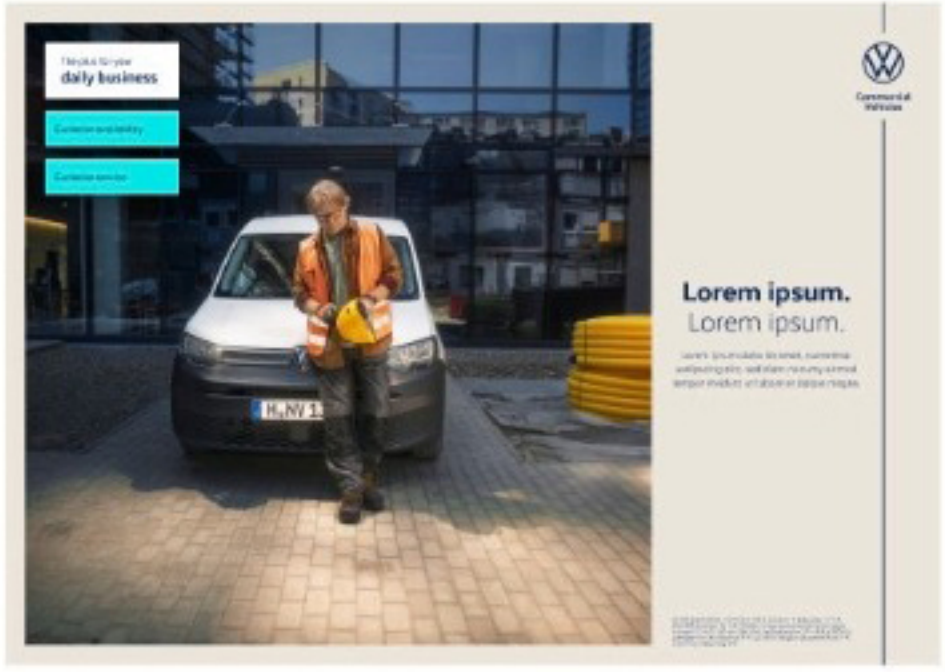


01 Two Eye-catchers can be used with equal weighting in size and colour if two pieces of information are compared directly or are strongly related to each other.

02 The distance between the Eye-catchers is always a quarter of the VW logo diameter used (1/4 a), regardless of their dimensions.

Combination of several Eye-catchers

- In exceptional cases, especially when listing features, it may also make sense to use more than two Eye-catchers. The maximum number of Eye-catchers is limited to three. The more Eye-catchers are used, the clearer the information structure and direction must be.
- In addition, no more than two Eye-catcher colours may be used. If two different colours are used, the first in sequence is always VW Dark Blue or white.
- A maximum of two font sizes may be used in total, even with several Eye-catchers. The font size on Eye-catchers must never exceed the point size of the advert headline.



01 The Eye-catcher group should form a unit in terms of content. The Eye-catchers are always aligned vertically in the layout.

02 The distance between the Eye-catchers is always a quarter of the VW logo diameter used (1/4 a), regardless of their dimensions.

Don'ts



01 Do not arrange more than two Eye-catchers horizontally next to each other.
02 Do not use two Eye-catchers separately.

03 Do not use only additional colours.
04 Do not use more than two Eye-catcher colours.

Application Examples



- In principle**
Both a single and multiple Eye-catchers can be used. The Eye-catcher(s) should disrupt the overall impression but not 'destroy' it, i.e. be concise but not dominant.
- If several Eye-catchers are used, they should always form a unit. Please refer to the **Combination** section above.
- Important product features or faces must not be covered up. The Eye-catcher is not intended as a carrier for continuous text.

- No long sentences
- Only one piece of highlight information