



Imagery

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Ethical Guidelines

Communication and Advertising Principles

In addition to being in line with the brand tonality, all activities must comply with our communication and advertising principles. These include, among other things, absolute prohibitions on the depiction of::

- Violence
- Sexualisation and sexual objectification
- Child endangerment
- Cruelty to animals

or the expression of:

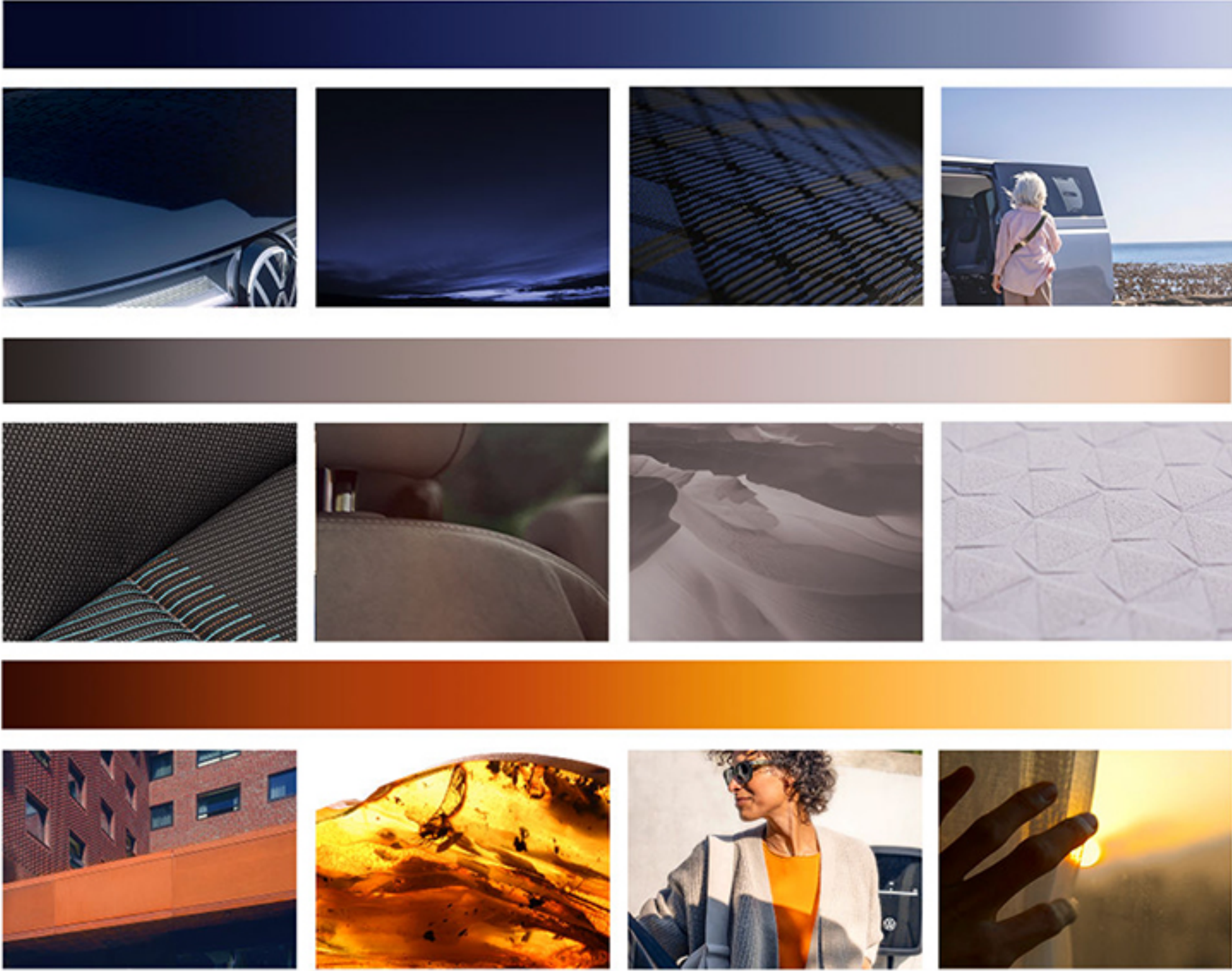
- Racism
- Sexism
- Political and religious extremism
- Discrimination based on sexual orientation and gender identity
- Any other forms of discrimination

It is also important to examine any content and potentially discriminatory objects (symbols etc.) in the context of current political situations/world-historical events/current media topics (e.g. in relation to the symbolism of the Ukraine conflict since 2014).

Please read the [communication and advertising principles](#) carefully before starting to design and/or implement an activity and actively familiarise yourself with the content.

Colours

Brand Colours



The new brand colours translate the brand values into a visual world:

Reliable
Caring
Inspiring

are represented by

Digital Cobalt

The precisely defined colour tone Digital Cobalt is just a guideline for the imagery. The blue colour scheme with a reddish hue ranges from very light to dark blue, almost black shades.

New Horizon

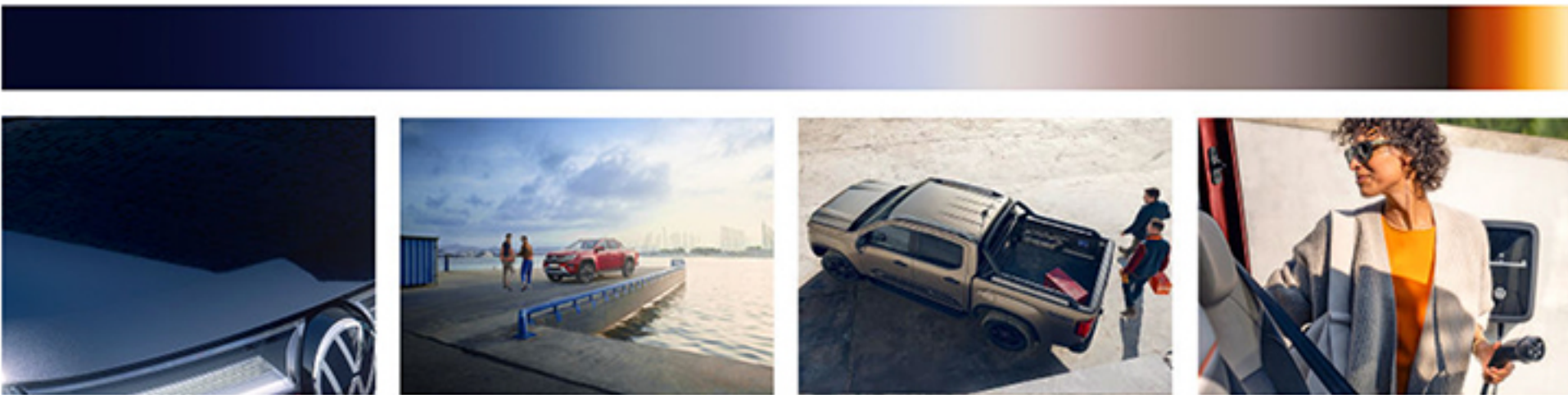
This colour scheme ranges from very light to warm anthracite. Almost neutral, slightly yellowish shades can be found in the colour scheme, as well as shades with a slight red tinge.

Amber

Amber is a dynamic, multidimensional colour, an effect derived from the material properties of amber that conveys emotional warmth or a "magic" moment. Colours ranging from champagne and glowing amber tones to a reddish dark brown can be used. Warm light is contrasted by blue tones in the shade.

The colour spectrum of the imagery ranges from blue to earth tones and accentuated amber.

Image Colours



The imagery is based on the spectrum of the new brand colours.

These colours combine imagery with our brand values.

The colour code is achieved through lighting, location, styling and subtle colour grading.

The ratio of the shades Digital Cobalt, New Horizon and Amber is flexible. It should always suit the situation, time of day and location.

The colour must always look natural.

Look and Feel

Content Pyramid

Commercial Use Motive

When producing content for communication, there are different requirements for the images.

Advertising that tells stories is more emotional; product communication, on the other hand, is more rational. In PR and sales, the focus is even more on pure product information.

The content pyramid shows these three communication levels as examples. The general image style remains consistent across the entire content pyramid.



1 Story: Emotional

- Focus: Cast or image idea
- People at the centre
- Vehicle can be covered or trimmed

2 Product: Emotional - Rational

- Focus: Product
- Vehicle long shot in clear angles
- Interiors in mostly complete, spacious view, people inside and outside
- Product details in the interior and exterior

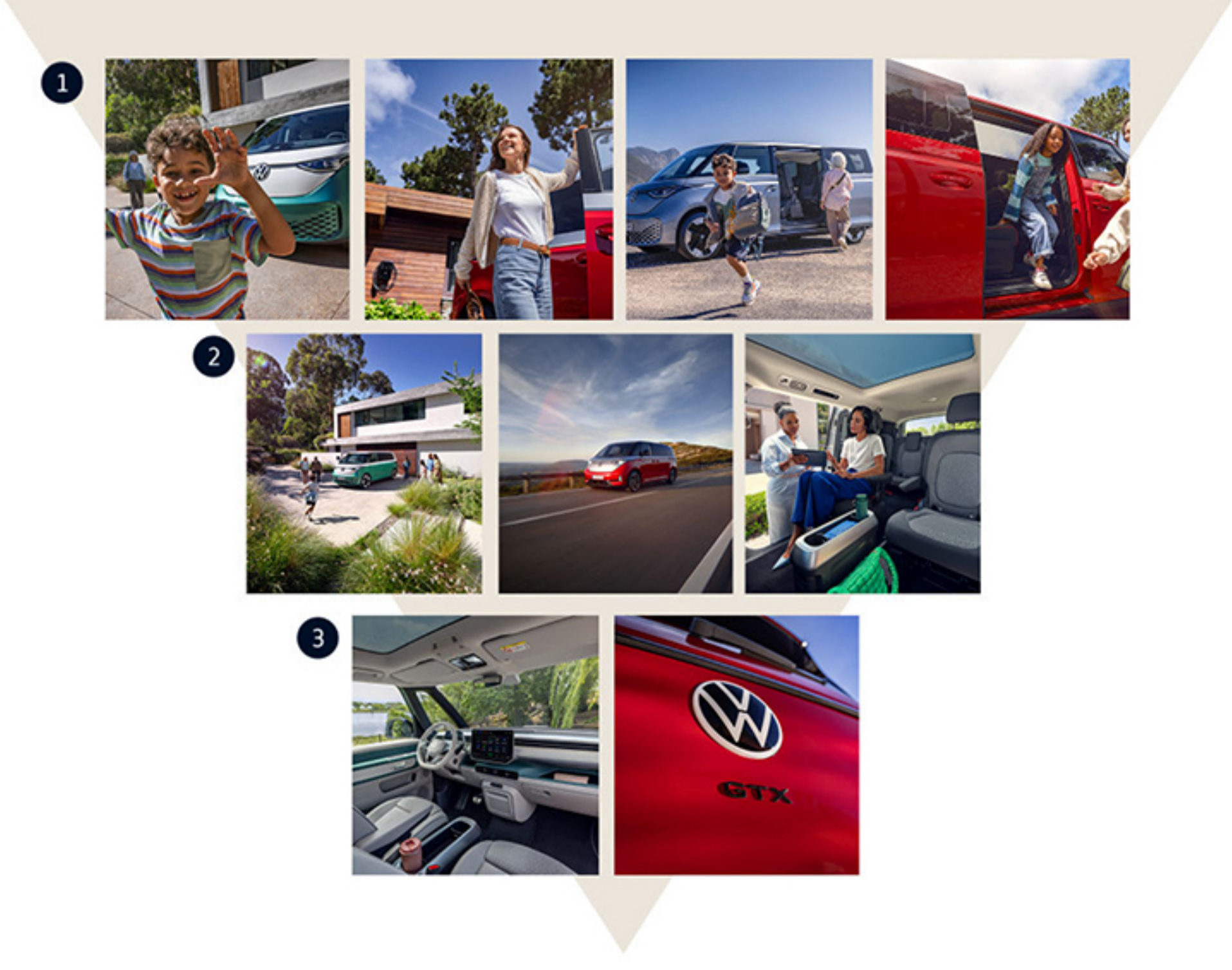
3 PR: Rational

- Focus on product, without cast
- Exterior wide shot, interior
- Details, Features



Content Pyramid

Dual Use Motive



1 Story: Emotional

- Focus: Cast or image idea
- People at the centre
- Vehicle can be covered or trimmed

2 Product: Emotional - Rational

- Focus: Product
- Vehicle long shot in clear angles
- Interiors in mostly complete, spacious view, people inside and outside
- Product details in the interior and exterior

3 PR: Rational

- Focus on product, without cast
- Exterior wide shot, interior
- Details, Features



General Image Style Criteria

Colour Grading



The colour spectrum of the imagery ranges from dark blue to earth tones and accentuated amber. Warm light is contrasted by blue tones in the shadows.

Ideally, the photographic style, location and styling support this colour scheme.

In colour grading, the image colours are further adjusted and perfected and colours are changed if necessary. Attention must be paid to organic, subtle colour processing so that the image does not appear unnatural. Colour differentiations are retained.

The proportion of the three brand colours varies depending on the image situation.

Example:
The three brand colours were worked out in the appropriate place.

Original

Examples: The three brand colours were worked out in a suitable place.



Processed



Colour Grading

The proportion of the three brand colours varies depending on the image situation. Dark blue tones naturally predominate in night shots. During the day, the ratio shifts towards more sandy tones, with blue tending to be found in the shadow areas.

Many shades from the New Horizon colour palette can also be found in urban scenes. Green tones can be added in nature. They should blend in harmoniously and not be too saturated. Amber is a recurring accent colour that naturally results from sunlight.

The colour spectrum can be complemented and supported by a targeted selection of colours in the location and styling.



Example: Urban/shadowed



Example: Heavy Duty



Example: Light/shadow contrast



Example: Light-coloured motifs

Vehicle Presentation

Vehicle Design

Depending on the application, in accordance with the content pyramid, the focus is either on a realistic representation of the vehicle design or on integrating the vehicle into the overall scene. In any case, the vehicle should be presented in an attractive manner. Whether it is presented in full or in part depends on the content and intended use.

Particularly in the case of commercial and dual-use vehicles, it is also essential that both the build quality and the sense of space – both inside and outside – are conveyed in a visually convincing manner. This includes, among other things, the high-quality presentation of the materials, visible quality of the workmanship, and functional, user-orientated space solutions in the interior and in the load area.

Exterior shots should clearly highlight the characteristic dimensions and proportions in order to emphasise the functionality, spaciousness, and specific suitability of the vehicle for commercial or combined applications.

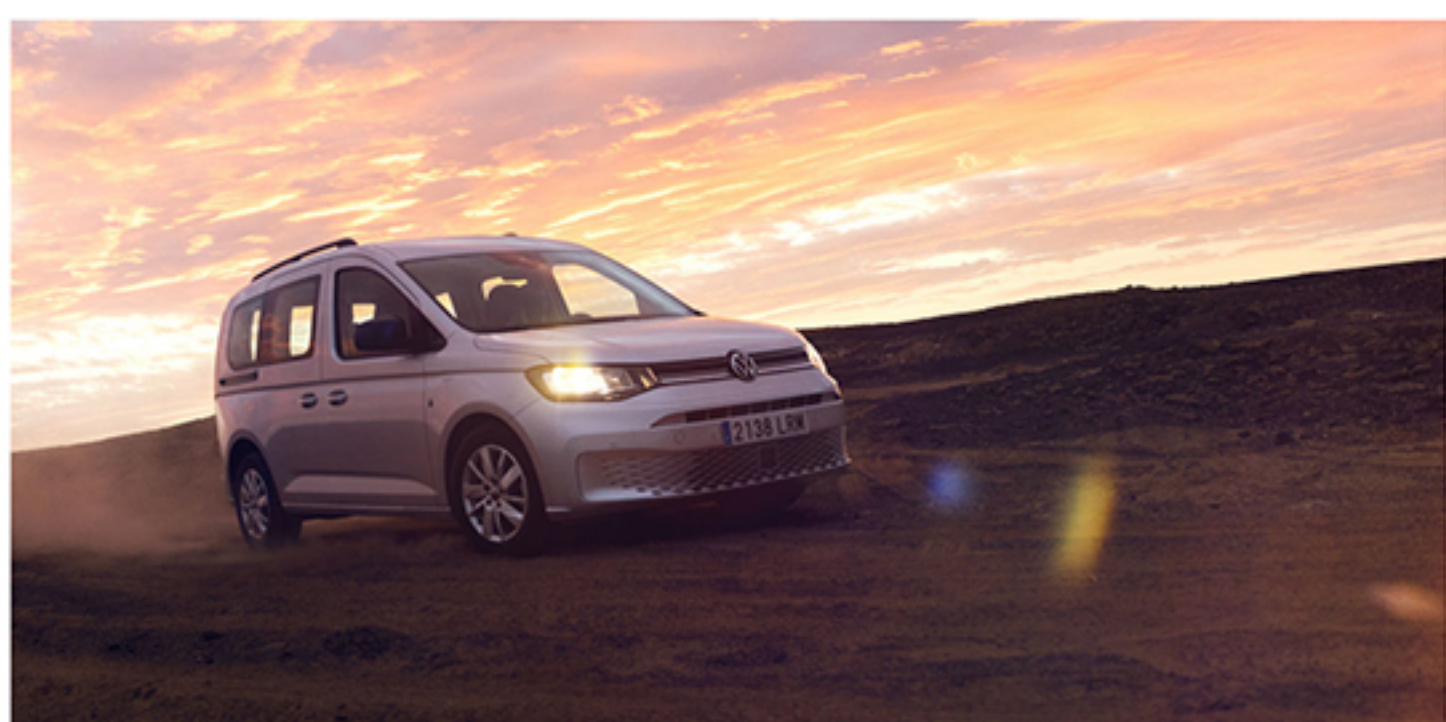
Design-typical lines, striking contours, and the individual character of the vehicle are accentuated by means of precise lighting and the choice of perspective. Turned front wheels can also support the overall impression in a dynamic and harmonious way.

Model-specific recommendations for ideal presentation are available from the design department upon request.

Commercial Use



Dual Use

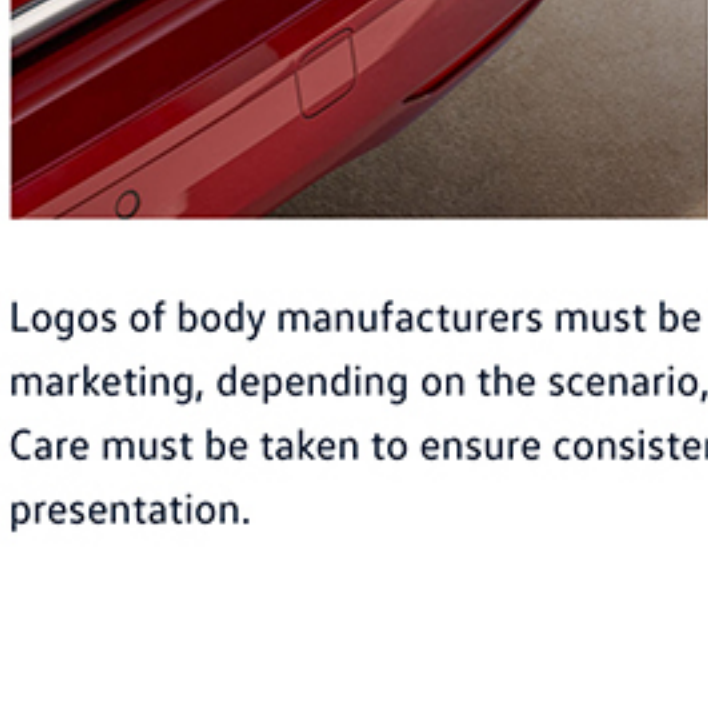
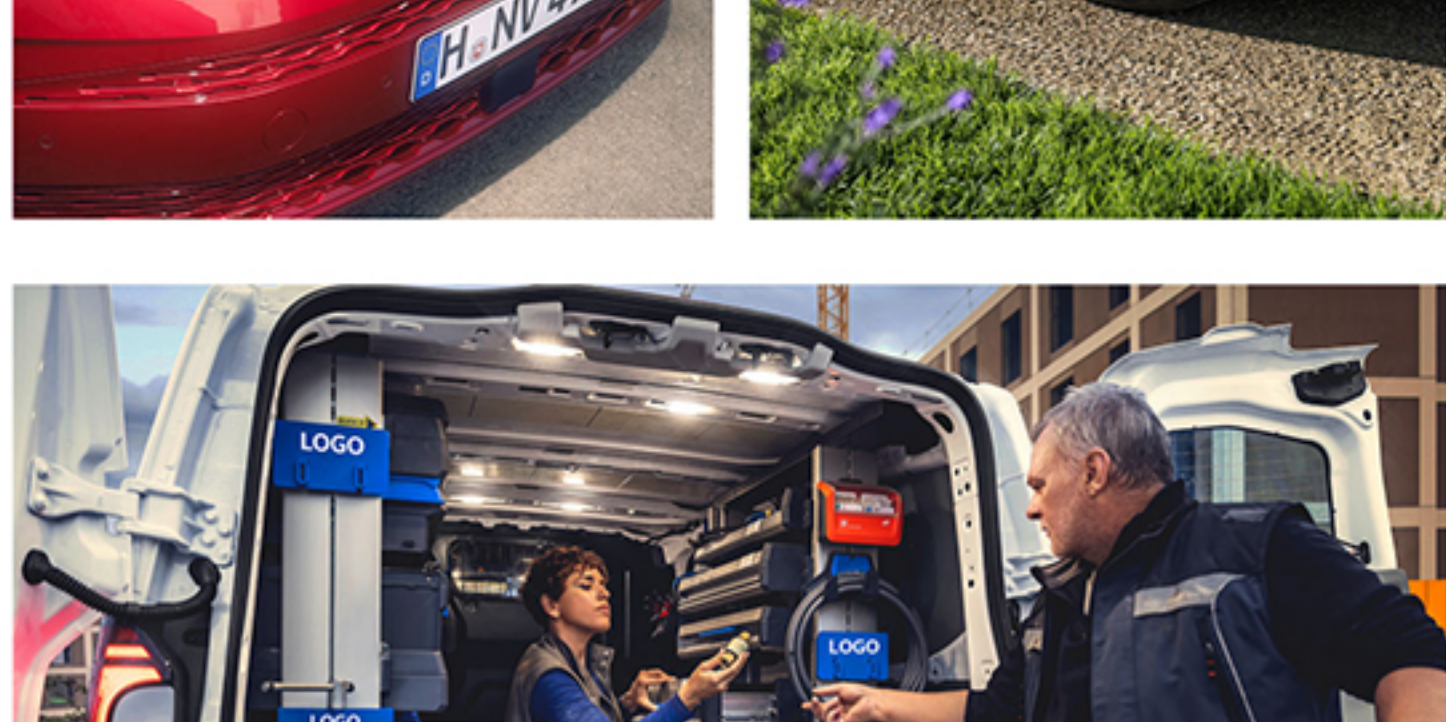
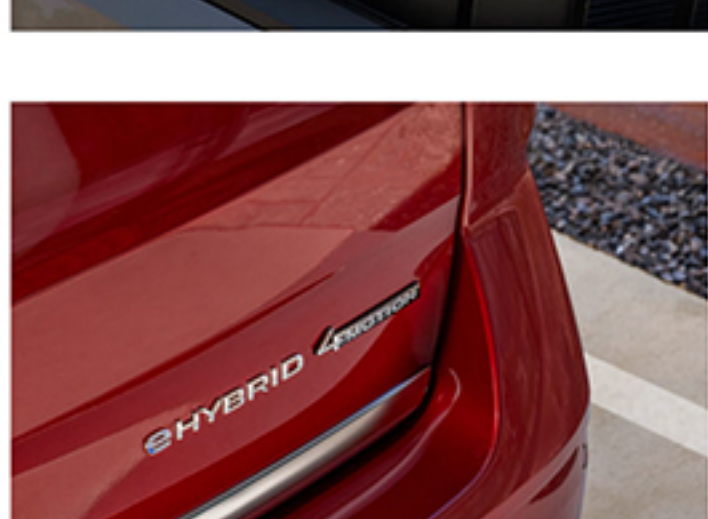
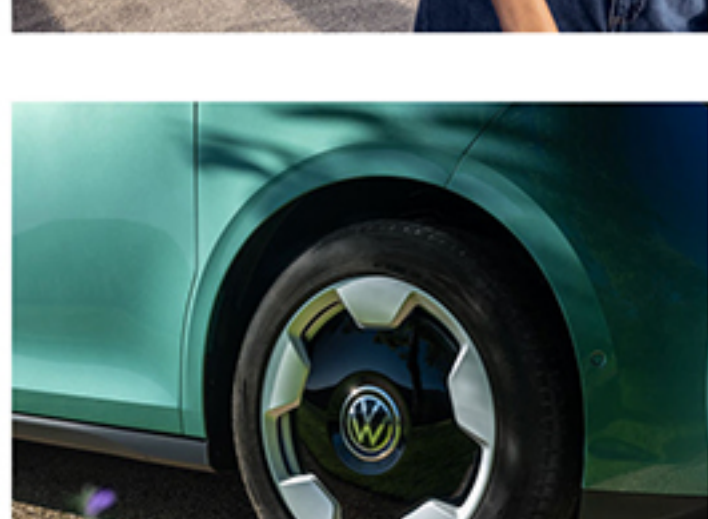


Logos and Nameplates

Brand logos and nameplates should be clearly recognisable and not cropped if they are included in the image. Reflections on the logo surfaces are welcome from a design perspective, but must not impair the legibility or contours of the logo.

Specific model or equipment identifiers, such as engraved nameplates (e.g. on the Amarok), feature stickers, or engine badges, should be illuminated in such a way as to appear vivid and high-quality. For vehicles with gull-wing doors, the following applies: if the nameplate is only located on one side of the door, this door should be closed if the identifier is intended to be visible.

The brand logo on wheel rims or in the steering wheel area should not be upside down. A slight rotation of up to 50° clockwise or anticlockwise contributes to a natural, unposed overall impression. Rigid alignment – exactly vertical or horizontal – is not necessary.



Logos of body manufacturers must be left visible in consultation with product marketing, depending on the scenario, or discreetly retouched afterwards. Care must be taken to ensure consistent, high-quality, and brand-compliant presentation.

Vehicle Lights

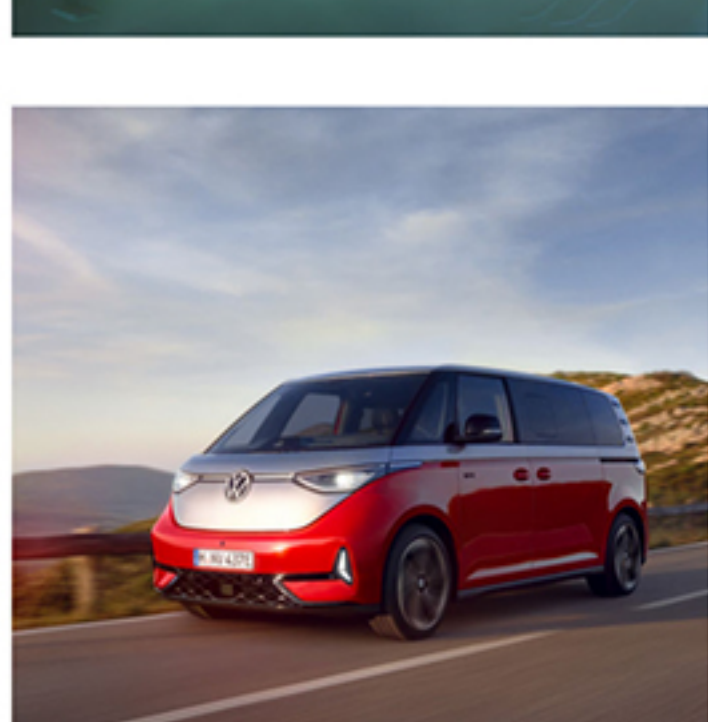
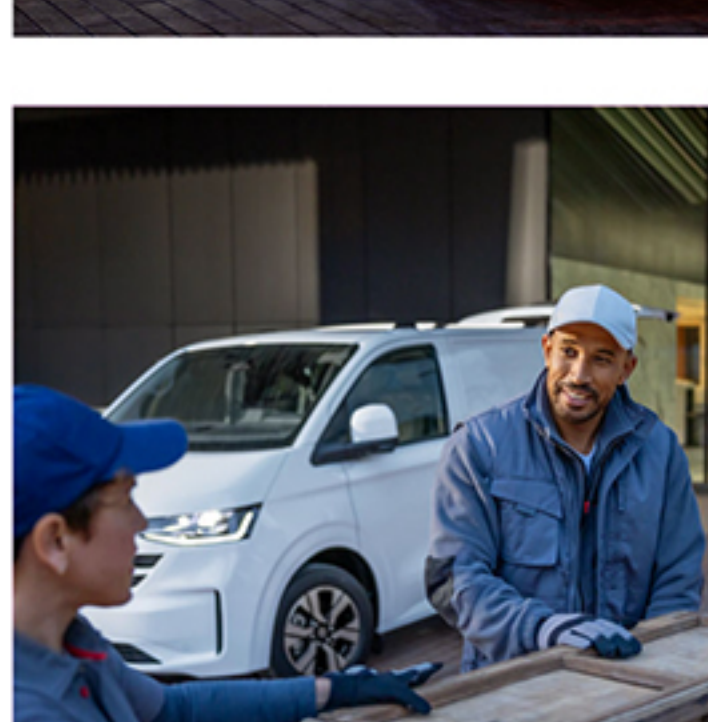
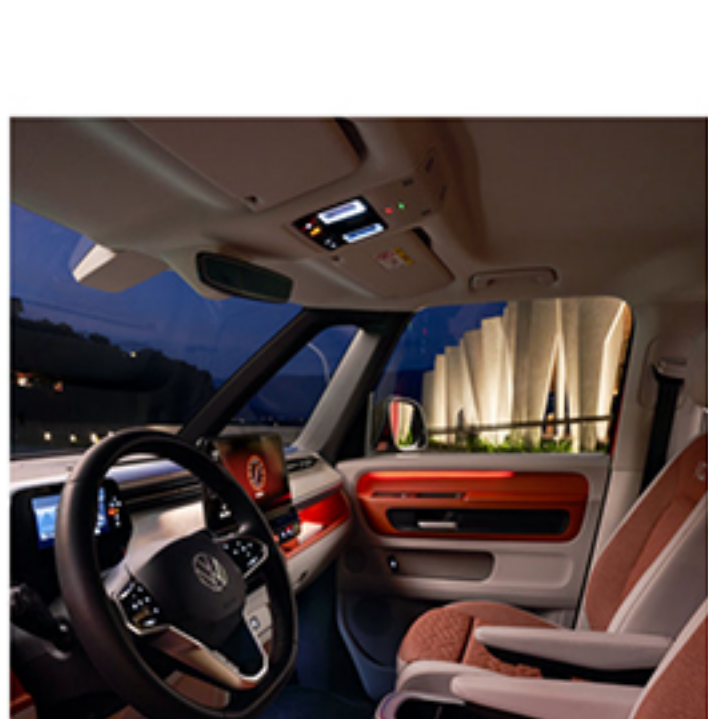
To emphasise the vehicle design, all models are always shown with the low beams on.

In justified exceptional cases – for example, if the lighting appears implausible in the narrative context – the vehicle may also be shown with the lights off.

In addition, it is recommended that vehicles are photographed with the light signature activated. This makes it easier to precisely highlight and visually emphasise the design elements of the headlights and their light architecture during post-processing.

For vehicles with integrated cargo space or workshop-specific fittings, the interior lighting should be activated if available. This not only aids visual orientation within the vehicle, but also helps to convey practical aspects such as space allocation, functionality, and accessibility. Targeted lighting can further emphasise the quality and practicality of the interior. In addition, switched-on displays show the current situation – “P” is visible on the display when the vehicle is being parked; the selected gear is visible on the display when the vehicle is being driven.

For interior lighting (including ambient lighting, if applicable) in dual-use models, the relevant passenger car guidelines apply.

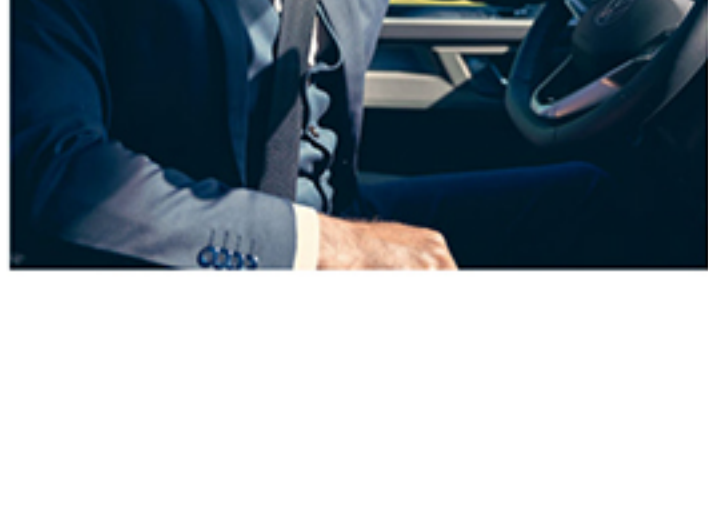
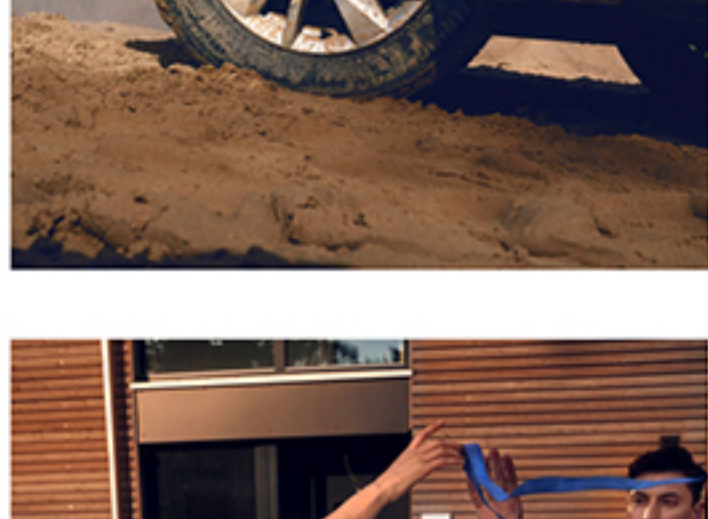
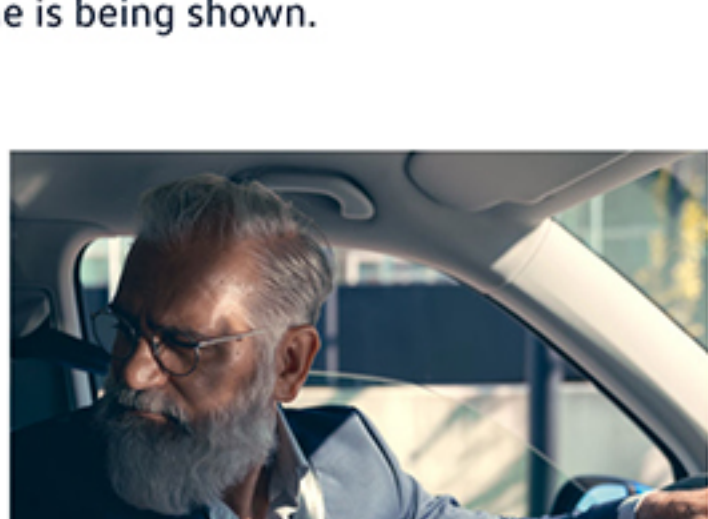
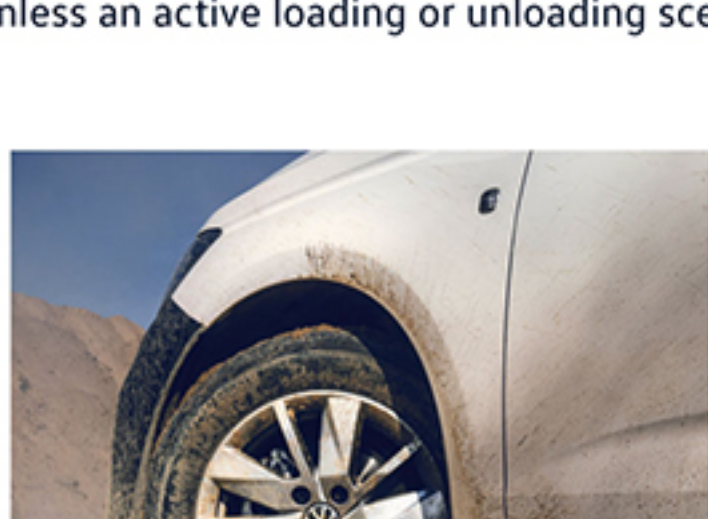


Vehicle Condition

The condition of the vehicle is always based on the scene and intended use. Vehicles are always staged in a high-quality and realistic manner – clean, but without appearing overly polished. Depending on the weather or environment, wet bodywork, snow residue, or leaves can also be authentically integrated into the scene. In off-road or construction site scenarios, dust, dirt, or visible loads can be used to emphasise the robust character of the vehicle. The focus always remains on the vehicle; visual distractions should be avoided.

Commercial Use

In the commercial use area, the visual communication of functionality and suitability for everyday use is paramount. Loads and interior fittings reflect typical fields of activity, such as the trades, construction, logistics, or service-orientated industries. Loads such as tools, boxes, or building materials are always secured and lashed down, unless an active loading or unloading scene is being shown.



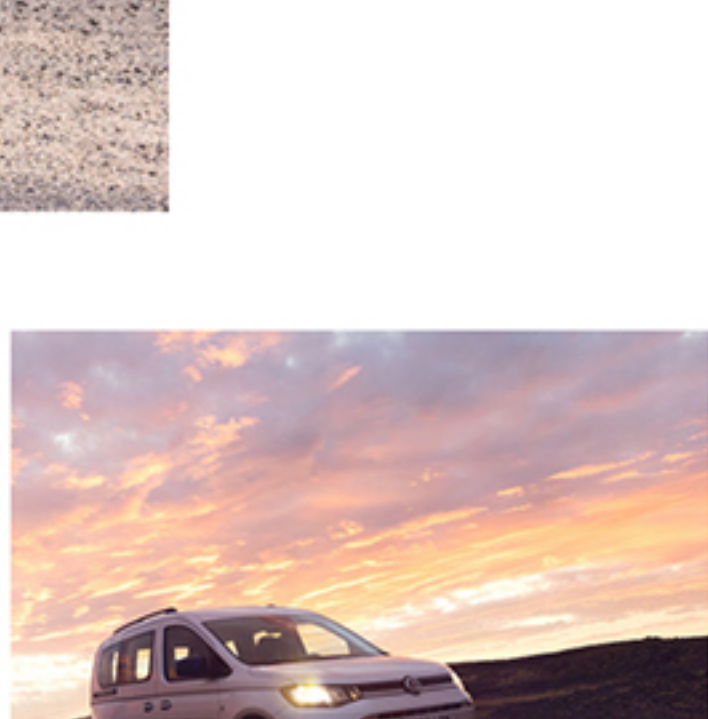
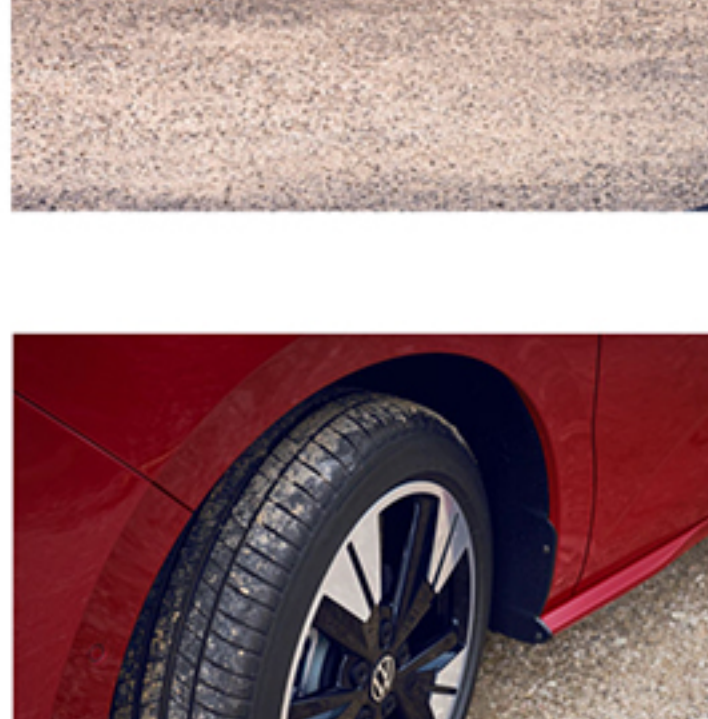
Interior shots can depict various variants – e.g. specific fully equipped versions as part of body-builder conversions. The focus here is on practicality, functional details, and high-quality workmanship. Personal or professional items in the cockpit are permitted, provided they are appropriate to the respective context of use and do not detract from the overall authentic and high-quality appearance of the image.



Dual Use

For dual-use vehicles, especially those used privately, the same presentation rules apply as for passenger cars: attractive, high-quality staging with additional emphasis on versatility and robust everyday suitability.

For commercial use as well as dual use, everything in interior shots must be adjusted to the driver and cast, such as the height of the headrests or the seating positions. If a driving or starting situation is shown, all occupants must be wearing seat belts.



Staging

Introduction

The Magic Everyday image world combines emotional storytelling with a credible, high-quality presentation of the vehicles in everyday life and in professional life. The actual benefits should also be presented in a credible and high-quality manner. A commercial vehicle must always represent a function and be designed and staged accordingly. In the commercial use sector in particular, people interact with commercial vehicles; this is where things get done and progress is made. In interaction with people, we see work steps, hands, manual activities. Here, the vehicle is not simply a companion, but a helper, a colleague, a mobile workplace.

In general, commercial vehicles are often used casually and as a matter of course – when stowing luggage or cargo, when driving, during stopovers or when arriving at their destination. Even in images without visible people, the situation remains tangible: the moment feels authentic and real.

The focus is on people, their activities, and their stories. Whether in skilled trades, service, on tour, in everyday working life, or on the road with friends and family, the vehicle is always a reliable companion.

We show real moments with human closeness – staged in a reduced manner, but with a clear narrative. This creates an image style that makes the relevance of the vehicles in the lives and work of our target groups visible. The parameters on the following pages create a consistent design basis for this.

Lighting Effects

Commercial Use

For commercial use scenes, the use of the “spark” has been deliberately reduced. Here, the focus is on authenticity and the functional effect of the vehicle in professional use. The visual design dispenses with stylised lighting moods and instead uses realistic, context-related light sources: dust particles in back-light situations, atmospheric haze, morning or evening light, and strategically placed artificial lighting such as construction spotlights or interior lighting.



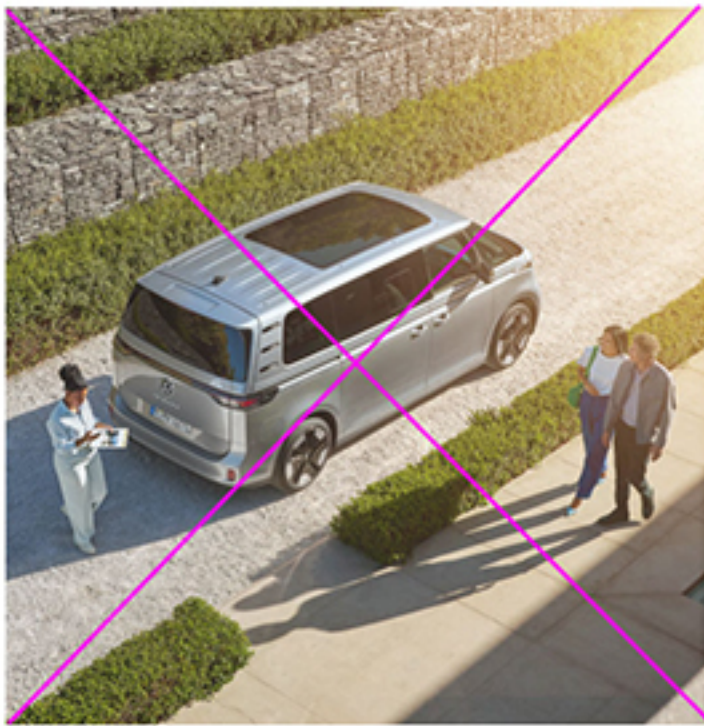
Dual Use

A characteristic design element of Magic Everyday is the so-called “spark” – a deliberately used visual effect that sets light accents, emphasises image content, and enhances the overall effect. Subtle lens flares, selective reflections, caustics, or targeted overexposure create a brilliant, high-quality lighting effect – always subdued, never dominant.

In a dual-use context, the “spark” is used to its full extent to underline an emotional, elegant visual language with clear brand aesthetics.



Don'ts



01 Do not use lens flares and glare in such a way that subjects appear cute or “dreamy” – the professional look for commercial use must be maintained.
02 Vehicles and backgrounds must not appear artificially enhanced by the “amber” light effect or “digital cobalt” grading.

03 Vehicle shapes must be preserved, even if there is intense light shining on the subject.
04 Luminous elements must not distract from the focus of the subject.

Perspective

The visual presentation aims to show the lines, surfaces, and materials of the vehicle in the best possible light. Light and shadow gradients accentuate specific design elements and emphasise the characteristic design language. Recommendations from the VWN design team are sought for this purpose.

Perspective and focal length are chosen to precisely highlight the character of the vehicle, whether dynamic, powerful, or elegant. The spatial effect always remains noticeable.

For commercial and dual-use models, the staging is based on real-life application situations. Uneven terrain, construction site environments, or unpaved roads emphasise authenticity and practical value. The camera position takes into account possible views of the interior, especially in functionally equipped vehicles.

The image composition follows the narrative intent: if the vehicle is the focus, it is staged clearly and prominently. If it is part of a scenario, it is integrated naturally into the action, but remains visually distinct and embedded in a high-quality setting.



Don'ts



01 Vehicle distorted by wide-angle camera lens
02 Too many distracting elements in the surroundings

03 No clear focus on the detail
04 Vehicle no longer identifiable due to object in the foreground

Vehicle Materials / Vehicle Surfaces

Vehicle materials visually convey quality, precision, and durability. In commercial use, functionality is paramount – robust, hard-wearing surfaces that can withstand even the most demanding conditions. At the same time, the high-quality overall impression remains central.

Lighting and illumination emphasise structure and workmanship: textures, seams, and functional details are clearly differentiated. Image sharpness supports precise, detailed visualisation. Controlled lighting is essential, especially for white vehicles, in order to clearly highlight materiality, contours, and contrasts. Reflections are specifically controlled without impairing legibility.

Higher-quality equipment lines in commercial and dual-use vehicles also follow this premise: value is created as a result of the choice of materials, functional design, and visually clear communication of durability.



Don'ts



01 Unnatural rendering
02 Dark without focus
03 Too many distracting reflections in the paintwork

Locations

The staging takes place where our vehicles are used – in everyday working life as well as in private settings. Whether in urban areas, industrial parks, rural regions, trade, service, or on construction sites – the environment is authentic, tangible, credible, and has an international feel – ideally, there are no references to regional characteristics.

Activities are presented in a clearly recognisable, realistic, and visually comprehensible manner.

Familiar places are given a fresh, realistic effect with new perspectives and genuine usage scenarios – without appearing overly staged. In indoor work situations, the clothing and equipment of the protagonists contribute to a clear narrative of the activity.

In construction site scenes in particular, the vehicle type, equipment, trades, number of people involved, and construction phase must all fit together harmoniously. The location supports the story – it is intuitively understandable without additional explanatory information.

For dual-use scenarios, we choose locations that reflect private use and the versatile character of the vehicle: excursions, weekend trips, group activities. The surroundings always remain realistic, relatable, and appropriate for the target group. Whether commercial or dual use, the location is subordinate to the story. It provides the necessary context, but never takes centre stage: the focus remains on the vehicle and the activity.

Commercial Use



Dual Use



Don'ts



01 Artificial platforms and unclear location / positioning
02 Studio setting looks

03 Coloured backgrounds. Environments should be scouted and used "as is".
04 Signs and elements that clearly indicate a specific region.

Casting Commercial Use

Real individuals are cast for commercial use – people who embody their professional roles credibly, naturally, and without clichéd exaggeration. They represent real professions and reflect an authentic working environment, regardless of age, gender, or origin. The diversity of the cast is based on the diversity of the market and the actual working world.

Ideally, the people depicted have practical experience or expertise in working with commercial vehicles. This creates credible scenes – confident handling of tools, materials, and vehicles, as well as natural body language, make all the difference. The staging remains subdued: people are in motion, working or talking – always embedded in their professional context. Even in motifs without visible people, the image remains narratively strong: it credibly conveys a moment from everyday professional life.



Don'ts



- 01 "Presenter-style" poses on the part of the cast (brand ambassadors are excluded)
- 02 Staged moments

- 03 Unnatural posture and interaction with the vehicle

Casting Dual Use

In the dual-use context, we show people in everyday and leisure-orientated situations – on weekend trips, during group activities or in everyday family life. The cast comes across as likeable, credible, and approachable, without exaggeration or staging.

The selection of protagonists reflects realistic diversity: circles of friends, families, couples, or colleagues – in short, people who are as different as their lifestyles. Stereotypical role models are deliberately avoided. The focus is on genuine connection, shared experiences, and natural interaction.

The vehicle is used casually and naturally – it is shown during loading, on the road, making stops, or arriving at the destination. Even in images without visible people, the situation remains tangible: the moment feels authentic and real.



Don'ts



- 01 Obvious posing (brand ambassadors are exempt)
- 02 Staged photo studio moments

- 03 Unnatural posing

Styling Commercial Use

The styling reflects the personality and reality of our protagonists. It is authentic, looks genuine and is credible in the context in which the vehicle is used.

In commercial use, the focus is on functional workwear – tailored to the respective trade or field of application. The clothing shows signs of real use and conveys quality, durability, and practicality – in line with the character of the vehicle. Personal nuances in the outfit – an accessory, an individual colour accent – create recognisability without stylising the look.

The colours are based on real job profiles. Signal colours such as orange, blue or neon yellow are retained, but are subtly toned down in the image look to create a harmonious, authentic overall picture.

The selected styling, especially the clothing, meets occupational safety requirements. Hair and make-up remain understated. Well-groomed but functional – tailored to everyday working life. Not fashionable, but realistic: the style conveys competence, naturalness, and suitability for everyday use.



Don'ts



- 01 No styling which mimics or uses the brand colours too obviously, e.g. colour blocking or colour coordinated styling
02 Use of clichés and costumes



- 03 Styling and props appear new and unused
04 Brand labels visible

Styling Dual Use

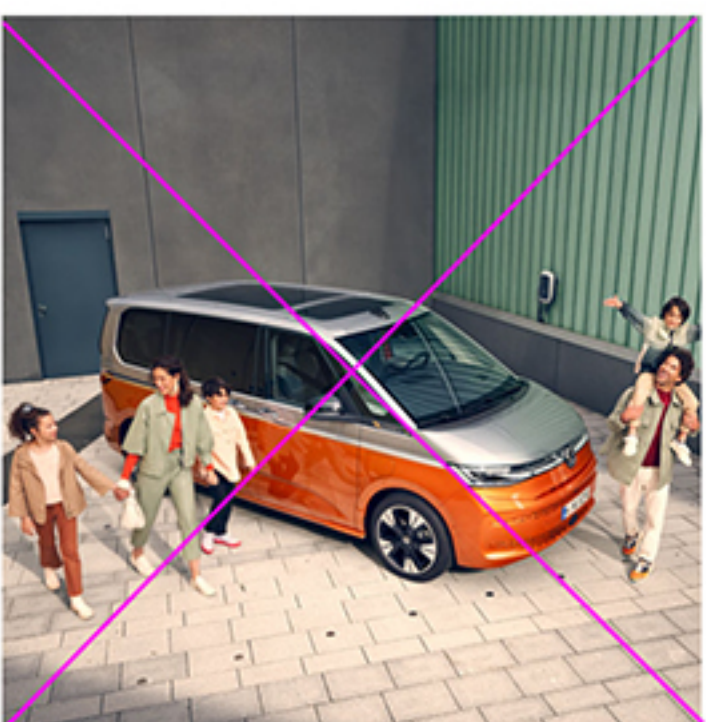
In a dual-use context, the styling is based on the activity depicted – whether it's a weekend trip, an outing, or a shared everyday experience. The clothing is functional, comfortable, and authentic, with an outdoor or casual character and no exaggerated fashion elements.

The look stands for diversity and everyday practicality. Natural materials, understated colours and situation-appropriate layering create a realistic overall picture – always tailored to the weather, location, and activity.

Detailed specifications can be found in the car style guide. The focus here is also on naturalness, authenticity, and an effortless, high-quality appearance that does justice to the vehicle and its usage situation.



Don'ts



- 01 No styling which mimics or uses the brand colours too obviously, e.g. colour blocking or colour coordinated styling
02 Styling that is too harmoniously coordinated



- 03 Glaring, aggressively mixed colours
04 Brand labels visible

Visual Guidelines for Moving Images

The films show life in all its facets in a credible and human way.
To ensure a consistent brand image, the visual language of the films follows the same guidelines as the stills.



Lighting effects
The 'Spark' aesthetic effect described in section 'Staging 6.2 Lighting effects' guides the eye, emphasises relevant image elements and creates a subtle energy and liveliness that enhances the emotionality.
It has the same function in moving images and is achieved with the same means.
The spark should not be visible in every scene, but should be deliberately used in selected scenes to draw attention to certain image elements.



Packshot
The packshot is integrated into the storyline in an authentic way and the vehicle does not feel separated from the story. Its staging is part or the end point of the story and fits in visually harmoniously.

Guidelines for Adaptations

The visual language matches the overall brand identity and can be adapted to all products and services. It can be used in different ways to adapt to the requirements and the degree of emotionality.