



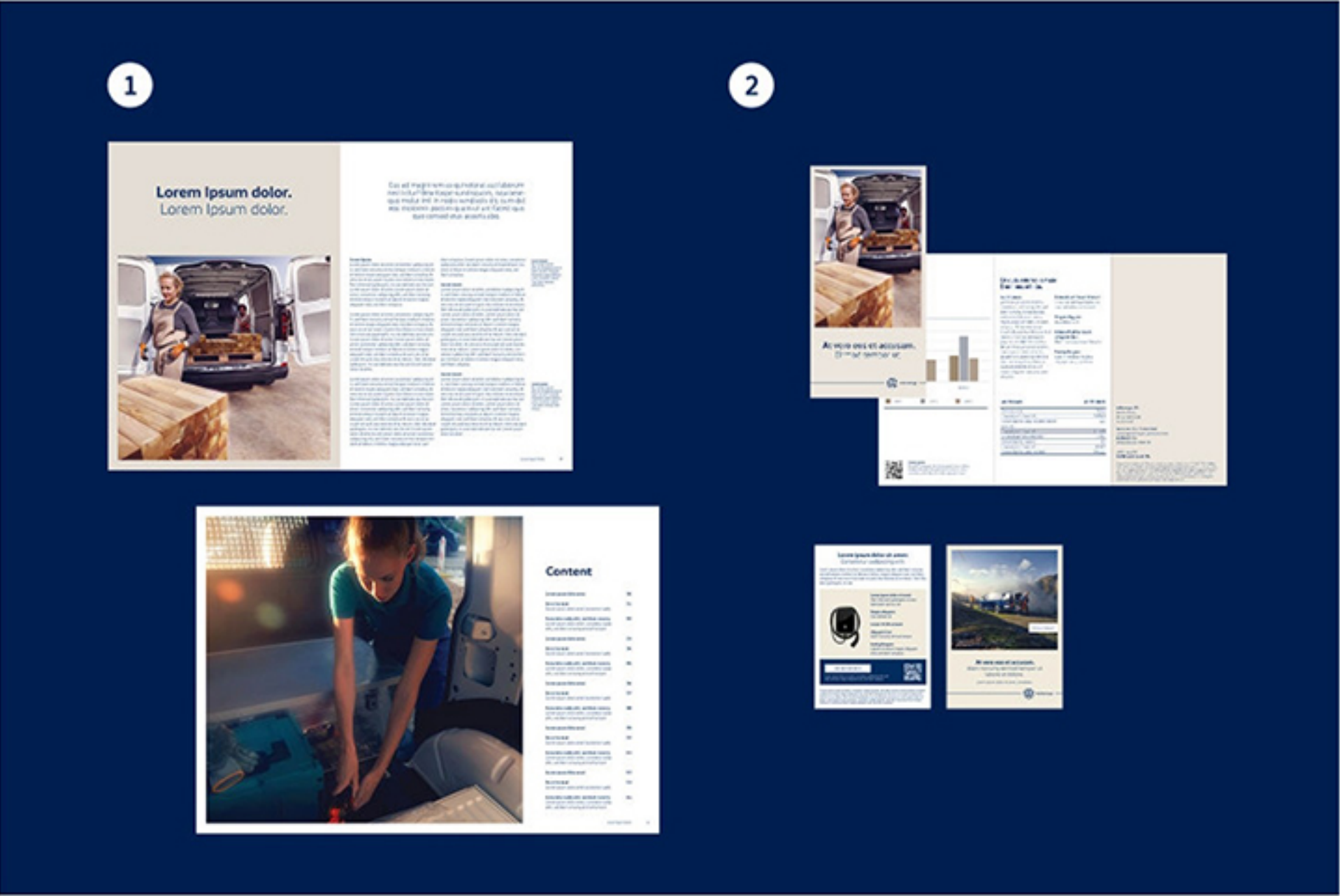
Brochures, Magazines and Flyers

When designing brochures, magazines, and flyers, the focus is on visual language, reducing elements, and bold typography – with high flexibility in the use of elements.

- 01 Front pages
- 02 Inside pages
- 03 Typography
- 04 Colour management



Overview



- 01 Magazines and Brochures
- 02 Flyers and One-Pagers

Front Pages

Front Pages

Our basic layout principle forms the basis for all applications - whether print or digital, striking or informative. This guideline is based on the [New Layout Principle](#) and shows how it is used for brochures, magazines and flyers.

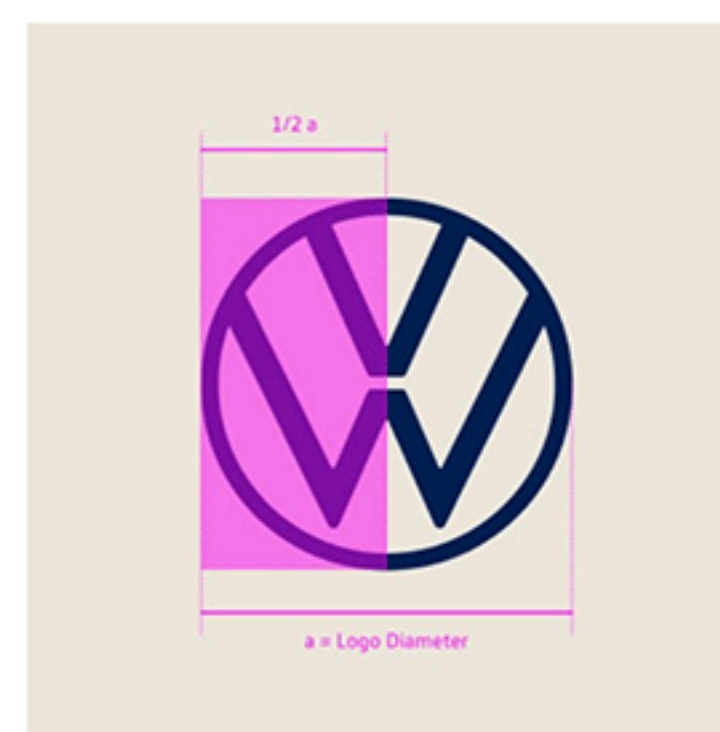
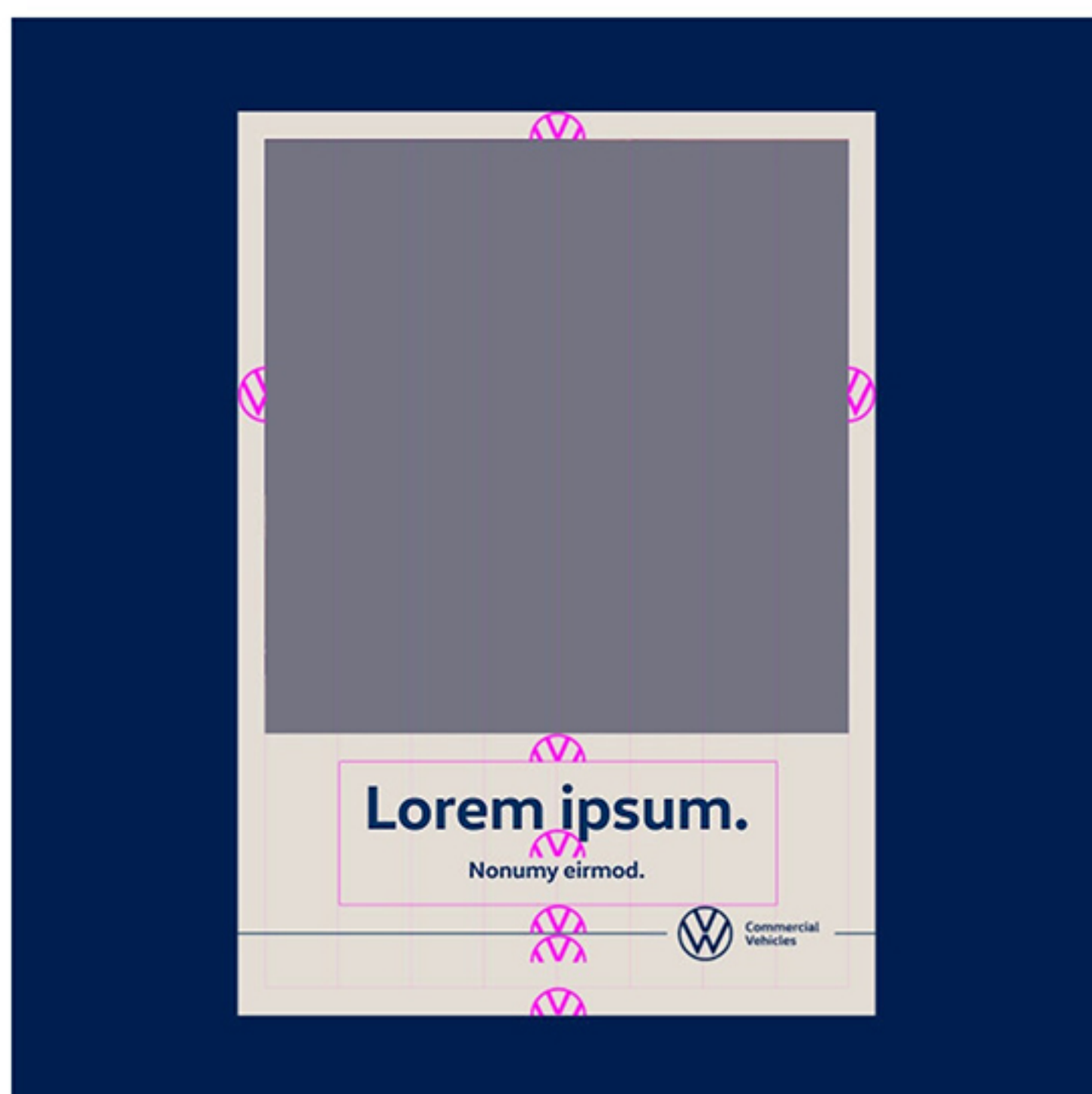
The layout consists of several levels: Media format, stage and type area, logo and moving line, message and additional elements. These are considered together as a common layout.

On front pages, the amount of text should be reduced to ensure clear and effective communication - we recommend no more than three text boxes so that the layout remains clear and easy to read.



Construction

The construction of the cover pages is based on the fundamental [layout principle](#). Detailed information on text area, font sizes, and spacing for all formats can be found in the Layout Principle chapter.



Inside Pages

Design Diversity

The new layout offers flexible design possibilities, ranging from eye-catching to informative.



Table of Contents

The table of contents can be flexibly designed and adjusted depending on its purpose and the amount of information.



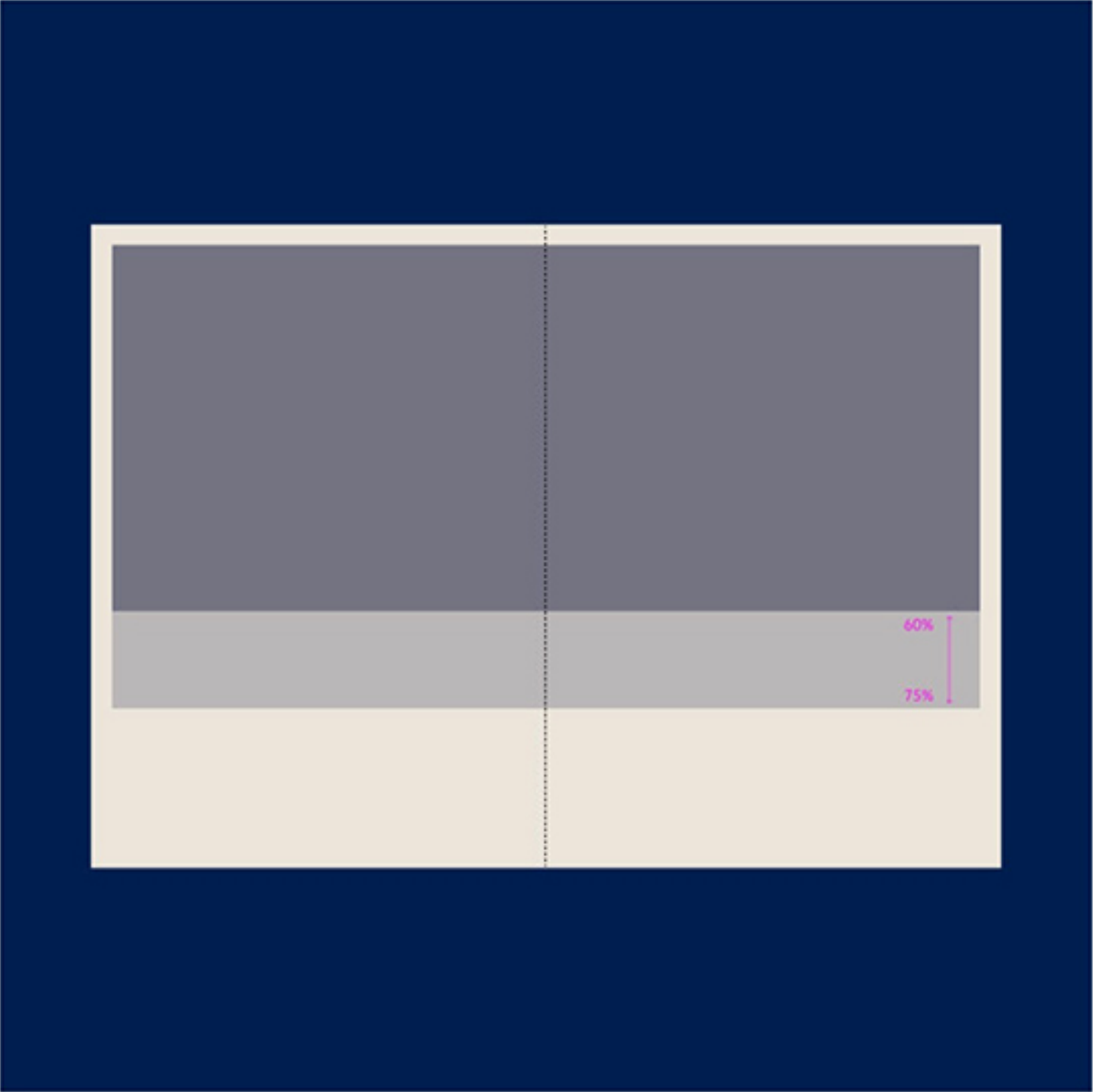
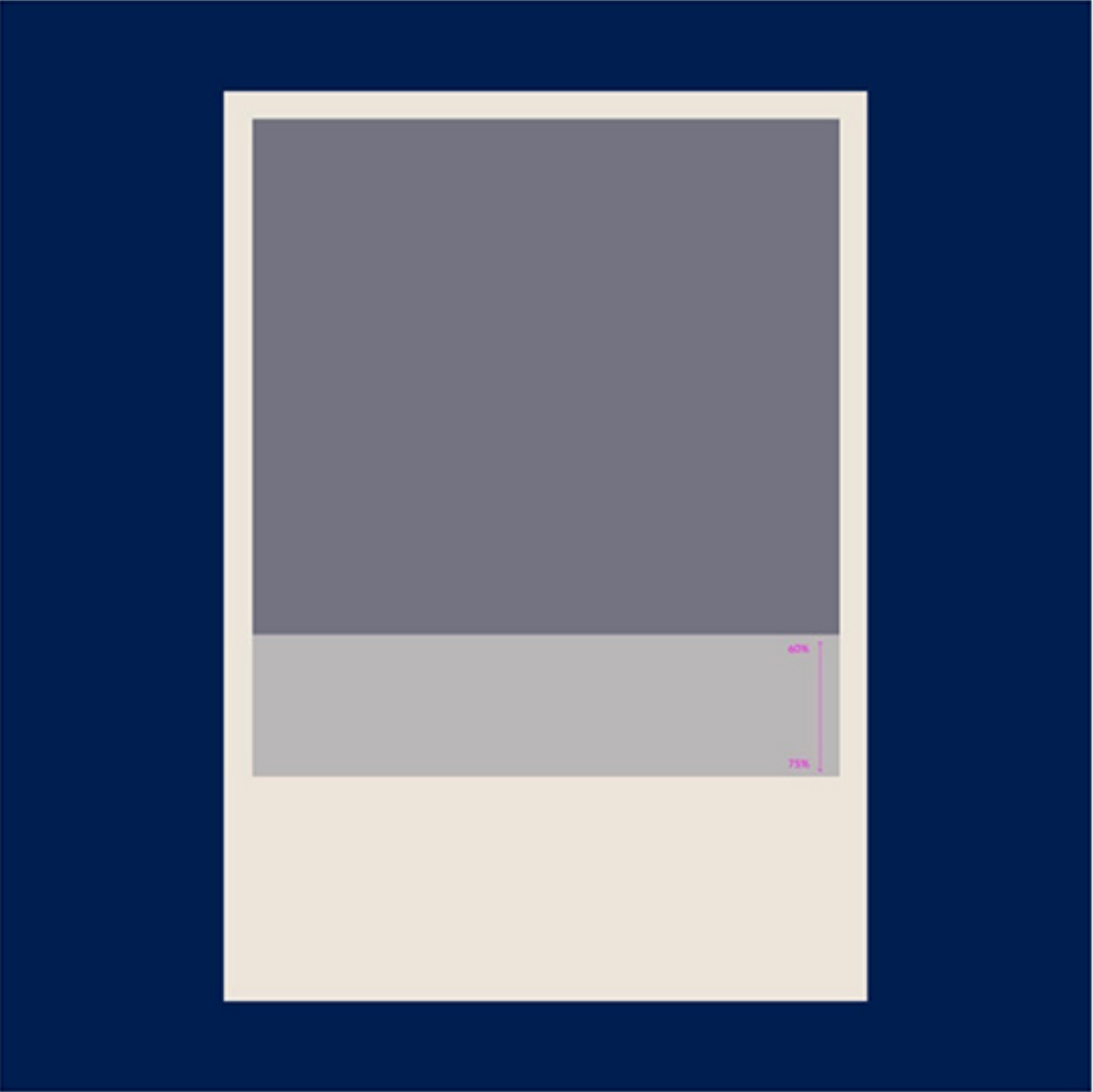
Chapter Separator

The chapter dividers not only serve to structure the content but also act as design elements to enhance brand identity in the new design. The stage can be used flexibly for eye-catching designs. For an informative layout, only the headline/subline or just the subline can be used as an intro text, providing recognition value.



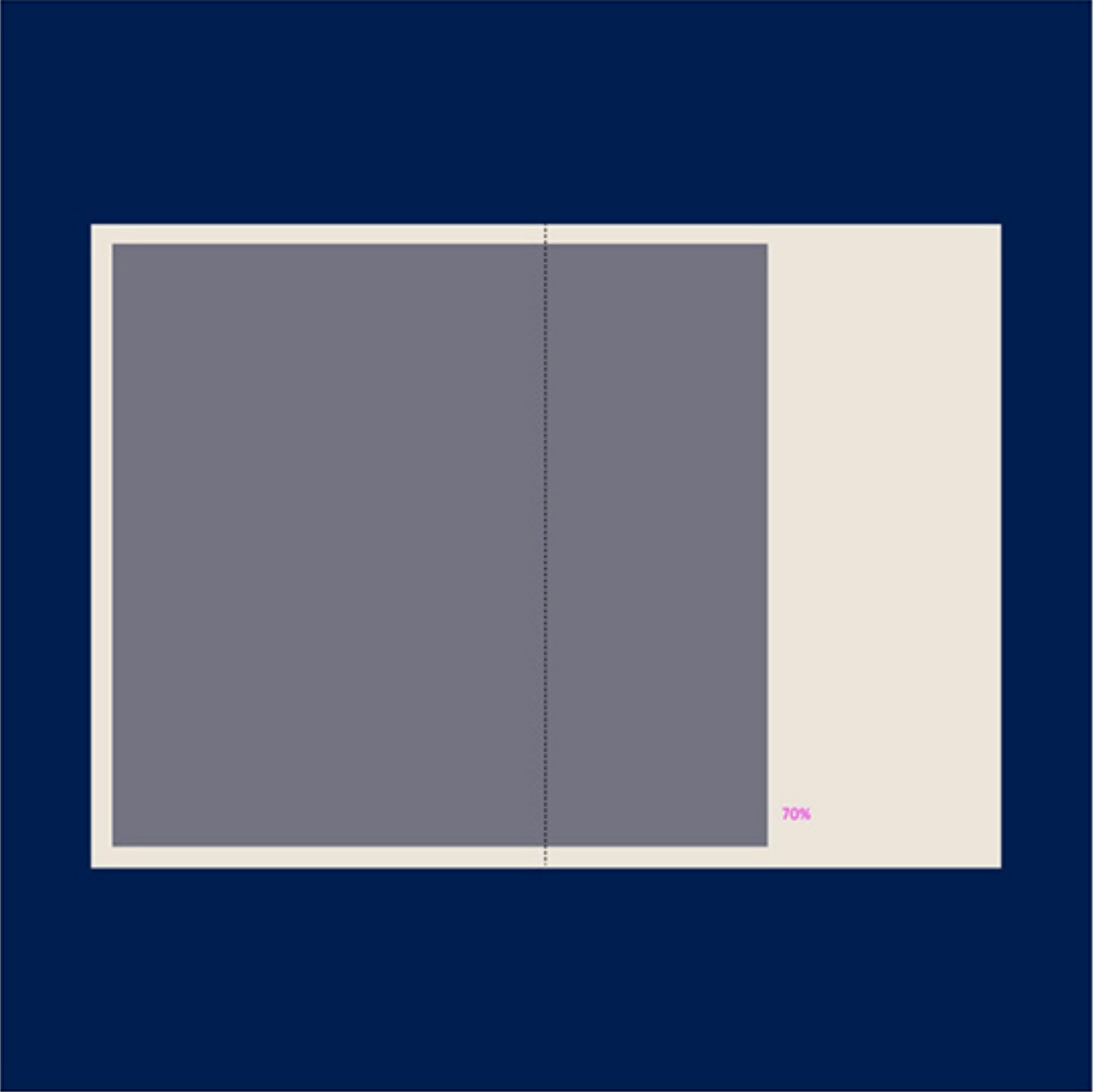
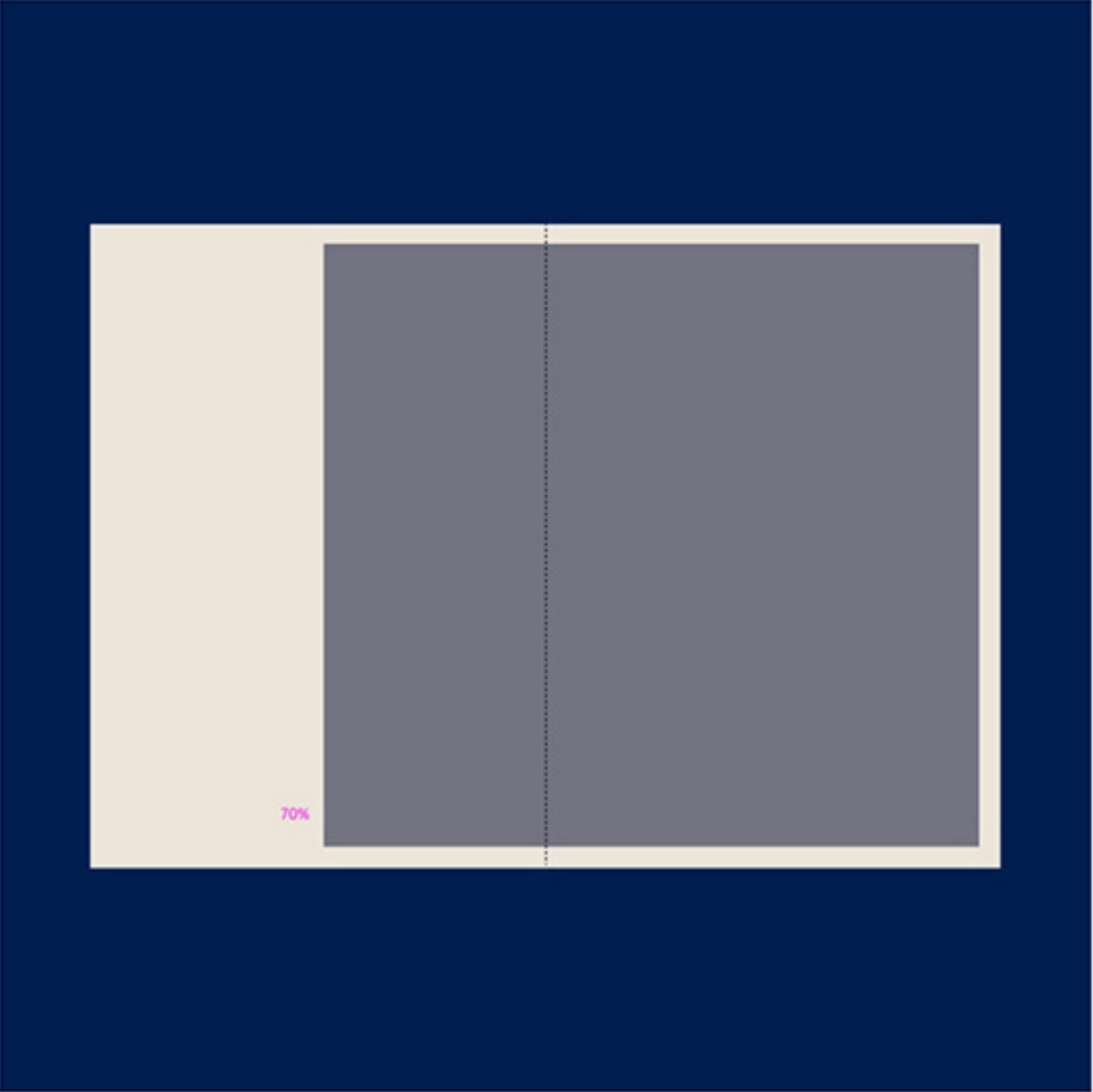
Using the Stage on Chapter Dividers

We focus on an asymmetric ratio, where the image portion ranges between 60% and 75%. The image is always used at its maximum size, filling the entire width or height of the format.



Exception for Double Pages

When placing the stage on the left or right of a double page spread, we use a fixed image portion of 70% to the next column. This ensures that the message remains easily readable and the image is showcased optimally – without being interrupted by the fold.



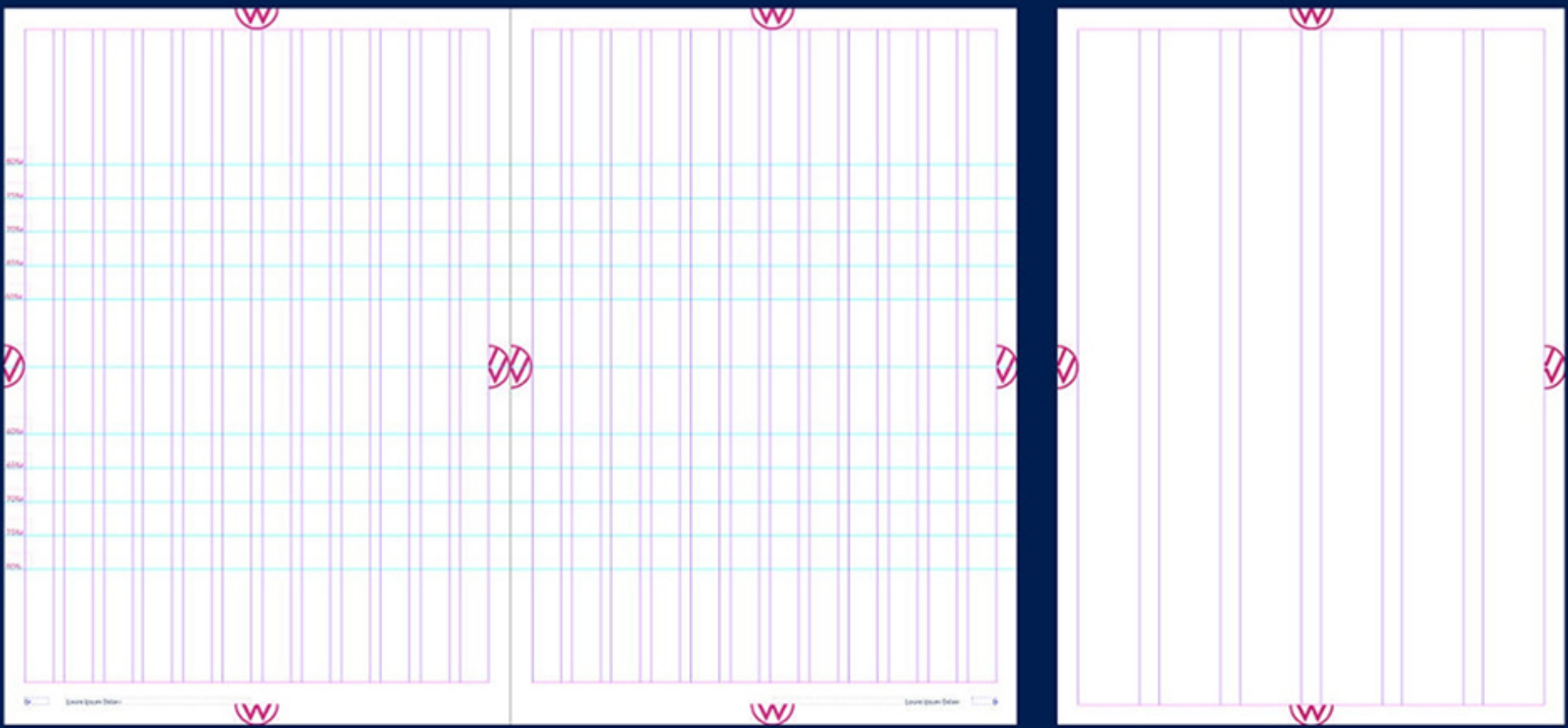
Layout of the Content Pages

The layout concept allows for great design flexibility across all formats, depending on the application and target audience.



Construction

The layout of the inner pages consists of the text area, the height lines for the percentage image portions, and a 12-column grid for DIN A4 formats and a 6-column grid for DIN A6 formats.

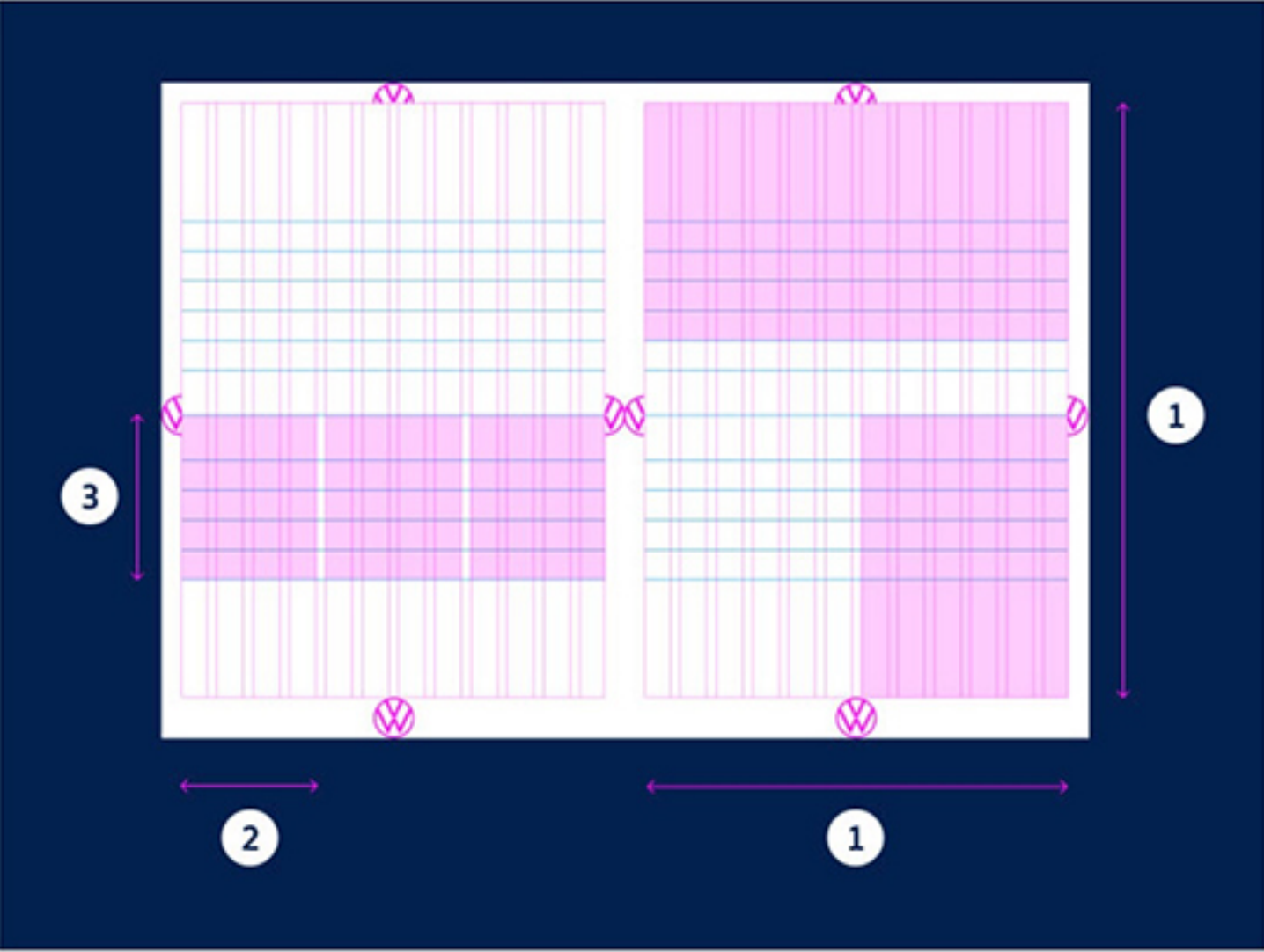


Magazine DIN A4 Double Page

Flyer DIN A6 Back Page

Alignment with the Grid

All design elements are aligned and positioned within the text area using the grid, along with the height lines and columns.



- 01 Type Area
- 02 Columns
- 03 Contour Lines

Use of Images

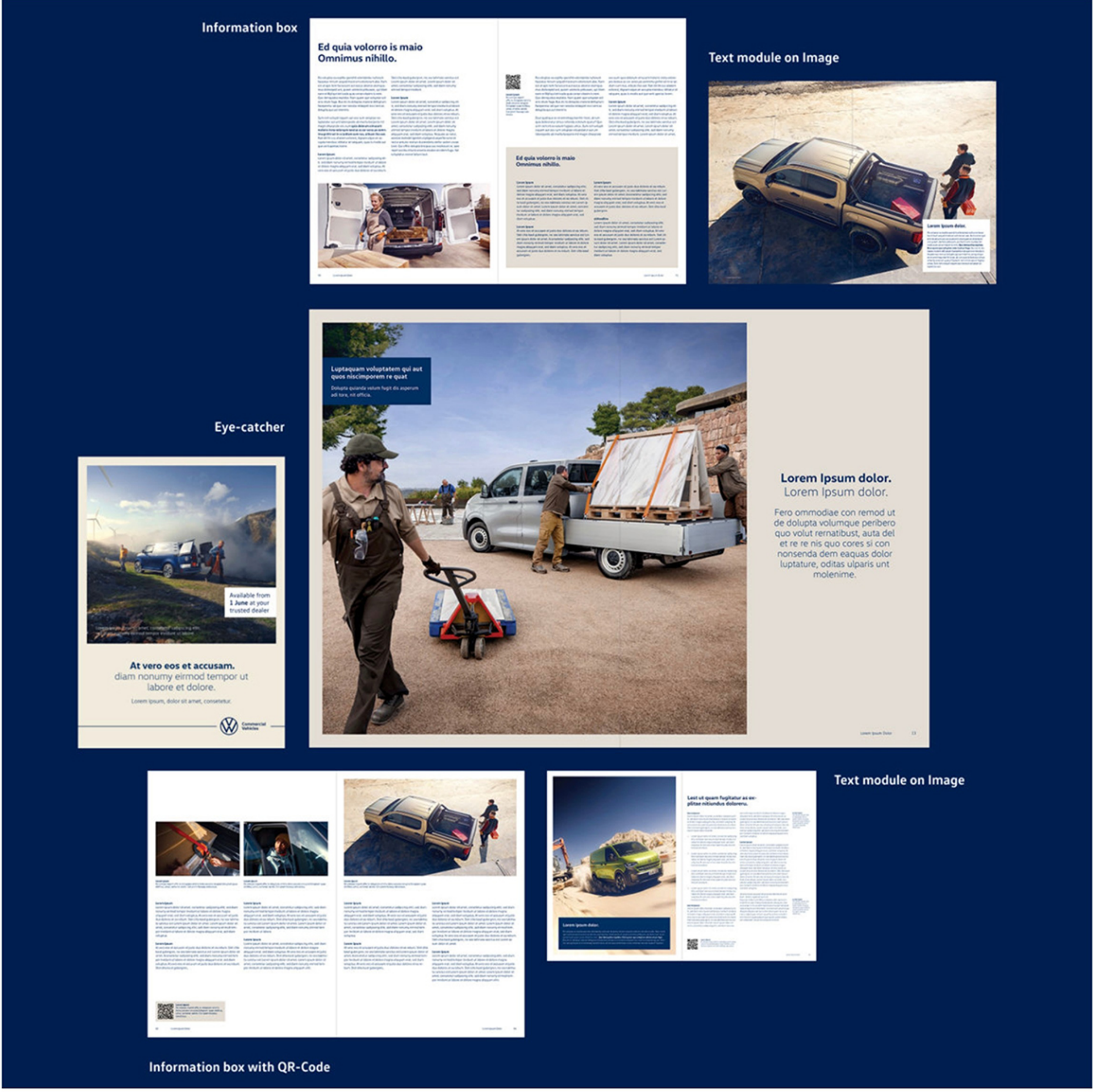


Der Einsatz von Bildern ist sehr variabel. Sie müssen innerhalb des Satzspiegels platziert werden. Wir bevorzugen Motive, die Fahrzeuge und Menschen zeigen. Ein reines Fahrzeugmotiv ist möglich, wenn es fotografisch besonders ausdrucksstark ist. Fahrzeuge dürfen angeschnitten sein, solange markante Linien und charakteristische Details des Modells klar erkennbar bleiben.

Der Einsatz von Freistellern ist ebenfalls möglich.

Flexible Use of Eye-Catchers

Eye-catchers can be used flexibly and, depending on the purpose, as content boxes, text boxes on images, or disruptors. Different colours and sizes are defined depending on the usage and purpose.



Information Box

Information boxes can be used in sizes L to S. They are used for labelling special content and are placed within the type area using the grid. They are only used in the colour New Horizon 20. The distance to the edge is at least the height of the verso. When using size L, the spacing can alternatively be aligned with the column grid. The use of larger subheadlines is also permitted in this size.

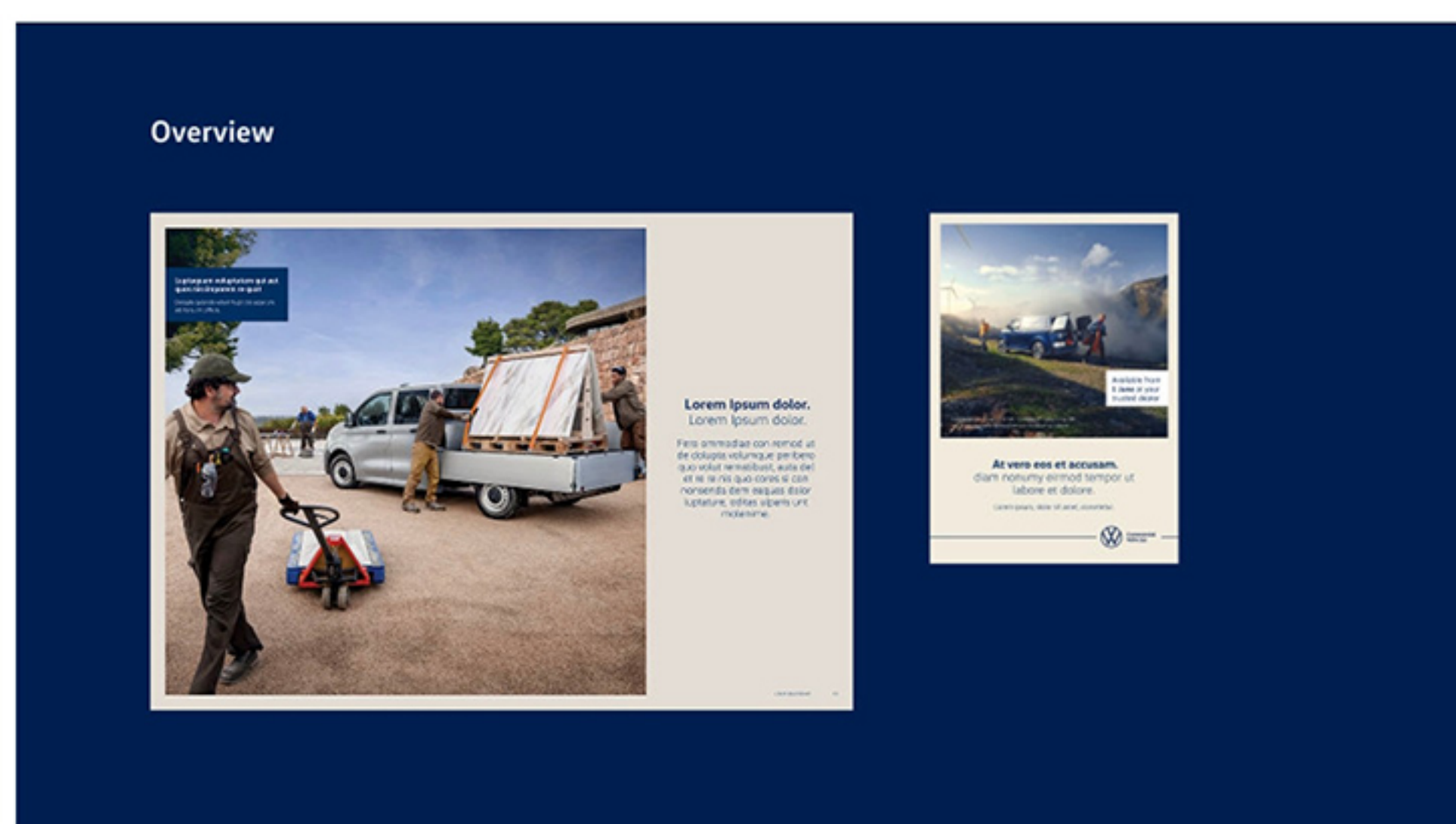


Text Module on Image

The text module is used on photos in the colours VW Dark Blue and white. The size of the module should not exceed 1/4 of the image. The text module is placed at a distance of 1/2 the logo from the edge of the image. In the case of full-surface images with sloping edges, it is aligned with the type area.

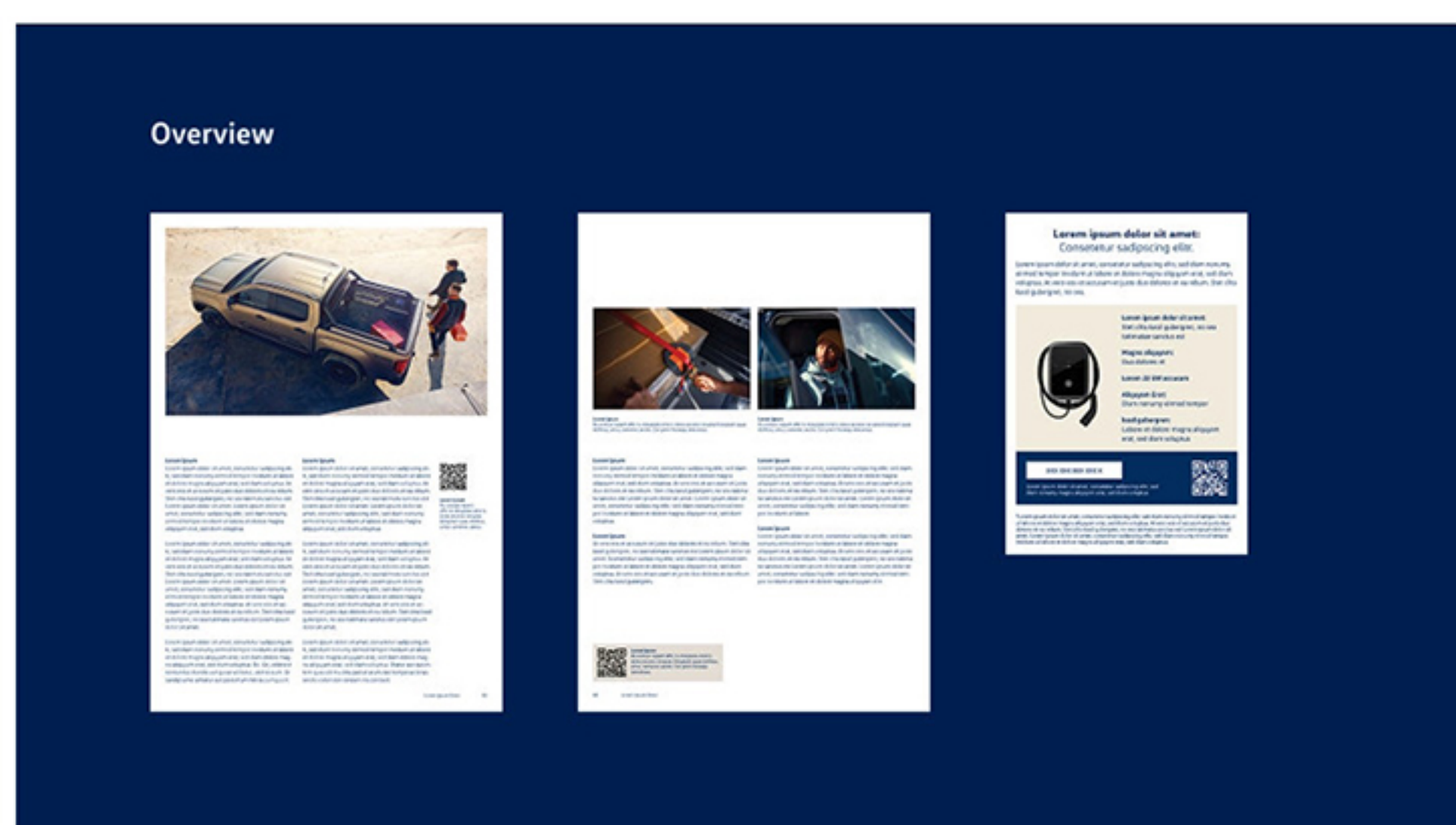


Eye-Catcher



Eye-catchers can be used in VW Dark Blue and white and placed on pictures.

QR-Code



QR codes can be placed within the grid or using the eye-catcher.

Tables

Tables can be flexibly used within the grid in sizes L to S. The following secondary colors can be used as optional highlight colors: New Horizon 20 and Digital Cobalt 20.



Headline Tables 9,5pt	Lozem ipsum	Lozem ipsum	Lozem ipsum	Lozem ipsum
Coppy Tables	9.5pt	9.5pt	9.5pt	9.5pt
Suspendisse rutrum tempor	86	86	86	86
Nullam lacina laoreet	168	168	168	168
Lozem ipsum dolor sit	6.4973	6.4973	6.4973	6.4973
Suspendisse rutrum tempor	36	36	36	36
Nullam lacina laoreet Lorem ipsum dolor sit	126	126	126	126
Lozem ipsum dolor sit	21.589	21.589	21.589	21.589
Suspendisse rutrum tempor	1.256	1.256	1.256	1.256
Nullam lacina laoreet	35	35	35	35
Lozem ipsum dolor sit	0.547	0.547	0.547	0.547
Suspendisse rutrum tempor	156	156	156	156
Lozem ipsum dolor sit				
Nullam lacina laoreet	136.864	136.864	136.864	136.864
Nullam lacina laoreet Lorem ipsum dolor sit	658	658	658	658
Lozem ipsum dolor sit	36.985	36.985	36.985	36.985
Suspendisse rutrum tempor	0.415	0.415	0.415	0.415
Nullam lacina laoreet Lorem	597.26	597.26	597.26	597.26
Suspendisse rutrum tempor	1.256	1.256	1.256	1.256
Nullam lacina laoreet	35	35	35	35
Lozem ipsum dolor sit	0.547	0.547	0.547	0.547
Suspendisse rutrum tempor	156	156	156	156
Lozem ipsum dolor sit				
Nullam lacina laoreet	136.864	136.864	136.864	136.864
Nullam lacina laoreet Lorem ipsum dolor sit	658	658	658	658
Lozem ipsum dolor sit	36.985	36.985	36.985	36.985
Suspendisse rutrum tempor	0.415	0.415	0.415	0.415
Lozem ipsum dolor sit	21.589	21.589	21.589	21.589
Suspendisse rutrum Lorem ipsum	364	364	364	364
Lozem ipsum dolor sit	21.589	21.589	21.589	21.589
Suspendisse rutrum tempor	1.256	1.256	1.256	1.256
Nullam lacina laoreet	35	35	35	35
Lozem ipsum dolor sit	0.547	0.547	0.547	0.547
Suspendisse rutrum tempor	156	156	156	156
Lozem ipsum dolor sit				
Nullam lacina laoreet	136.864	136.864	136.864	136.864
Nullam lacina laoreet Lorem ipsum dolor sit	658	658	658	658
Lozem ipsum dolor sit	36.985	36.985	36.985	36.985
Suspendisse rutrum Lorem ipsum	364	364	364	364

A multi-column table with column spacing and Digital Cobalt 20 as the accent colour.

Headline Tables 9,5pt	Lorem Ipsum
Copy Tables	9.5pt
Suspendisse rutrum tempor	8
Nullam lacinia laoreet	16
Lorem ipsum dolor sit	6.497
Suspendisse rutrum tempor	3
Nullam lacinia laoreet Lorem ipsum dolor sit	12
Lorem ipsum dolor sit	21.58
Suspendisse rutrum tempor	1.25
Nullam lacinia laoreet	3
Lorem ipsum dolor sit	0.54
Suspendisse rutrum tempor	15
Lorem ipsum dolor sit	
Nullam lacinia laoreet	136.86
Nullam lacinia laoreet Lorem ipsum dolor sit	65
Lorem ipsum dolor sit	36.98
Suspendisse rutrum tempor	0.41
Nullam lacinia laoreet Lorem	597.2
Suspendisse rutrum tempor	1.25
Nullam lacinia laoreet	3
Lorem ipsum dolor sit	0.54
Suspendisse rutrum tempor	15
Lorem ipsum dolor sit	
Nullam lacinia laoreet	136.86
Nullam lacinia laoreet Lorem ipsum dolor sit	65
Lorem ipsum dolor sit	36.98
Suspendisse rutrum tempor	0.41
Suspendisse rutrum tempor	1.25
Lorem ipsum dolor sit	21.58
Suspendisse rutrum Lorem ipsum	36
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A two-column table without column spacing, using New Horizon 20 as the accent colour.

Typography

Text Hierarchy

A clear text hierarchy helps us structure information and guide the reader's attention. To simplify the design, various paragraph formats have been defined, allowing for a flexible layout.



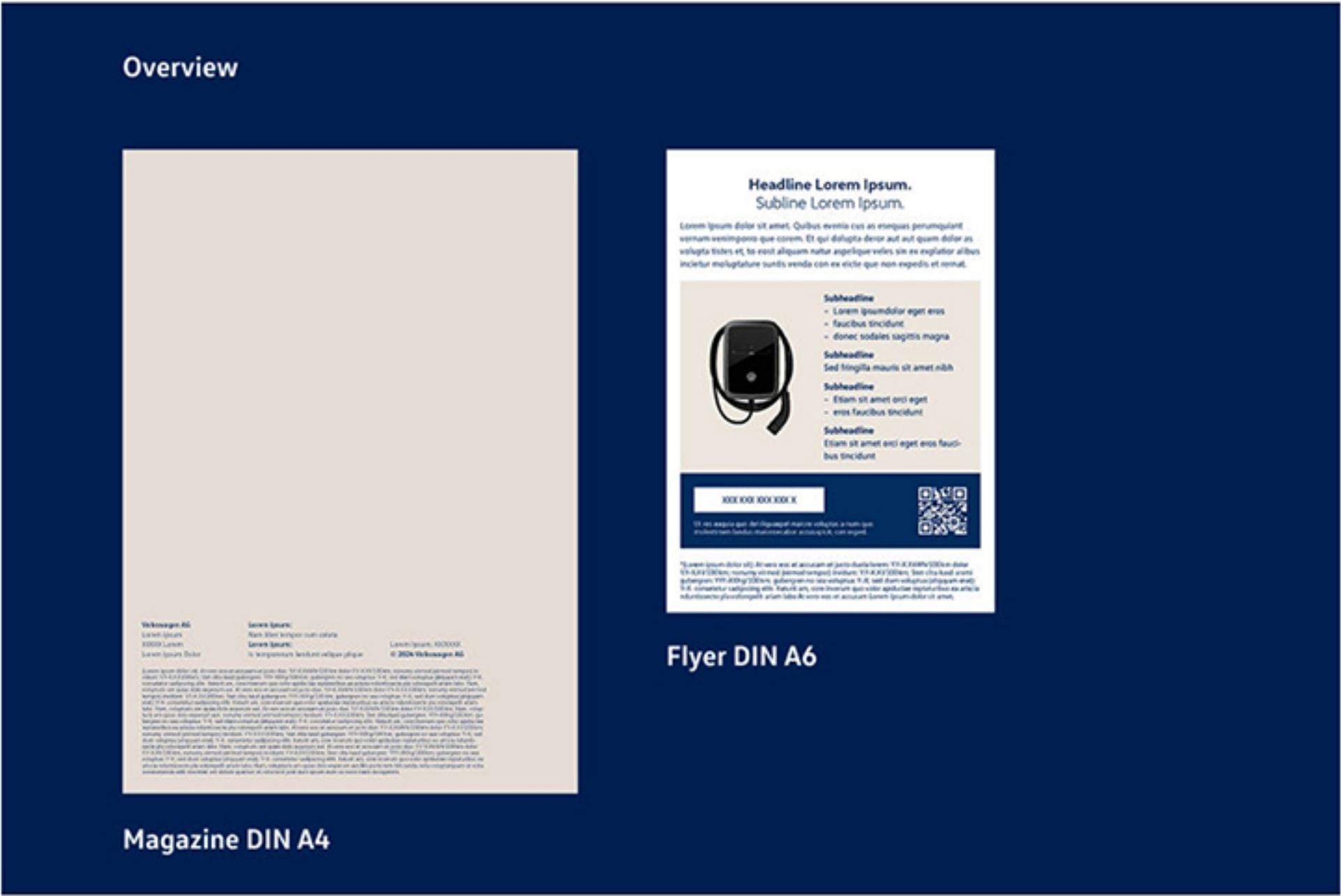
- 01 Headline / Subline
- 02 Intro
- 03 Quote / Highlight
- 04 Subheadline Medium
- 05 Copy
- 06 Marginal notes / caption / footer
- 07 Infographics

Variable Use of the Headline and Subline

To enhance brand identity, the combination of headline and subline is also used on content pages. With three different sizes, flexible use is possible – for both eye-catching and informative designs.



Legal Text



Use of the legal text
If a disclaimer is required, the placement should be based on the examples shown.

Important
Irrespective of these requirements, the applicable legal provisions of the respective country must always be complied with. The responsibility for this lies with the individual markets. The legal text must be at least 6.5pt in size. If this is not possible, but a legal text is required, the publication cannot be published. Alternatively, a design without a product can be used.

Recommended font sizes for brochures, magazines, and flyers

DIN formats	Format	Headline & Subline	Highlight	Intro	Subheadline	Copy	Disclaimer
DIN A6 vertical	105 x 148 mm	22 pt / 18 pt / 14 pt	-	-	8,5 pt	8,5 pt	6,5 pt
DIN A4 vertical	210 x 297 mm	40 pt / 32 pt / 24 pt	56 pt	23 pt / 18 pt / 13 pt	23 pt / 18 pt / 13 pt	9,5 pt	7,5 pt
DIN lang vertical	105 x 210 mm	28 pt / 24 pt / 20 pt	56 pt	23 pt / 18 pt / 13 pt	23 pt / 18 pt / 13 pt	9,5 pt	7,5 pt

Colour Management

The profile in which the print data is submitted is specified by the advertisers or printers. In the case of magazines, this is usually specified in the media data. The appropriate profile is selected depending on the printing process and substrate of the advertising medium.

The current standard for offset printing is PS0coatedv3 (F51) or PS0uncoatedv3 (F52). The F39 profile is obsolete and is rarely, if ever, used in digital printing.

LWC Improved (Lightweight Coated) is for glossy coated, improved paper (paper type 3) and is often used in web offset or gravure printing, especially for magazines with large print runs.

The “Newspaper” profile is intended exclusively for newsprint.

	White	VW Dark Blue
Digital		
LSG	white000	blue000
RGB	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 v3 (Fogra 39) ¹	100 65 0 55
	PSO Coated v3 (Fogra 32) ²	100 65 0 55
CMYK uncoated	PSO Uncoated v3 (Fogra 32) ²	100 65 0 45
	ISO Uncoated v3 (Fogra 32) ²	100 60 0 40
CMYK Newspaper	ISO Newspaper 28v4 (FRA 24) ³	100 75 0 35
Paint		
Oracal	Oracal 010 Wei0	Oracal 050 Dunkelblau
3M Scotchcal	3M Scotchcal 010 Wei0	3M Scotchcal 724 Saphirblau
RAL	RAL 9016, Verkehrsweiß	RAL Classic 5003 Saphirblau
NCS	NCS S 0300-N	NCS S 6030-R08