

Icons

Our icons and our font create a consistent image – both in our vehicles and at selected touchpoints.

Style

Consistent appearance

The style of the Volkswagen Commercial Vehicles icons is largely inspired by the style of the VW Head Light headline font. Icons and font thus form a unit within the Volkswagen Commercial Vehicles Corporate Design.

Please do not use icons as elements in advertisements and out-of-home media.



Rounded corners, tapered ends



01 Monolinear impression

02 Adaptation of typographic elements



03 Exciting inner shapes, dynamic curves

Pared-down style



Volkswagen Commercial Vehicles icons come in three sizes: L, M and S.

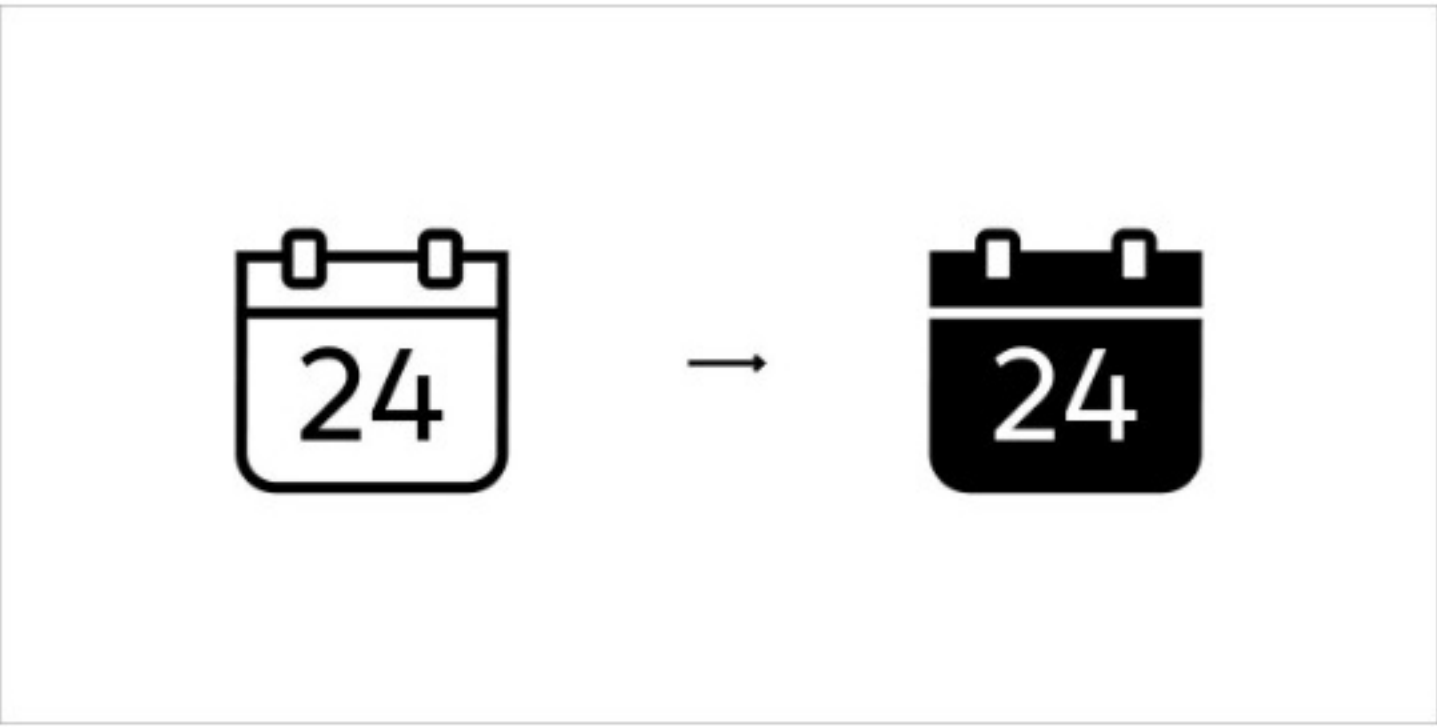
The style of the Volkswagen Commercial Vehicles icons should be as simple as possible. Some icons nevertheless have a higher degree of complexity. Size S icons in particular should be as uncomplicated as possible. For example, the number of repetitive elements can be reduced or places where elements converge can be optimised by removing strokes.

Active/inactive status display

The active version is used when an icon is in its active state, i. e. the function displayed by the icon. There are three types of implementation in this respect, which may also be combined if appropriate.

Good to know

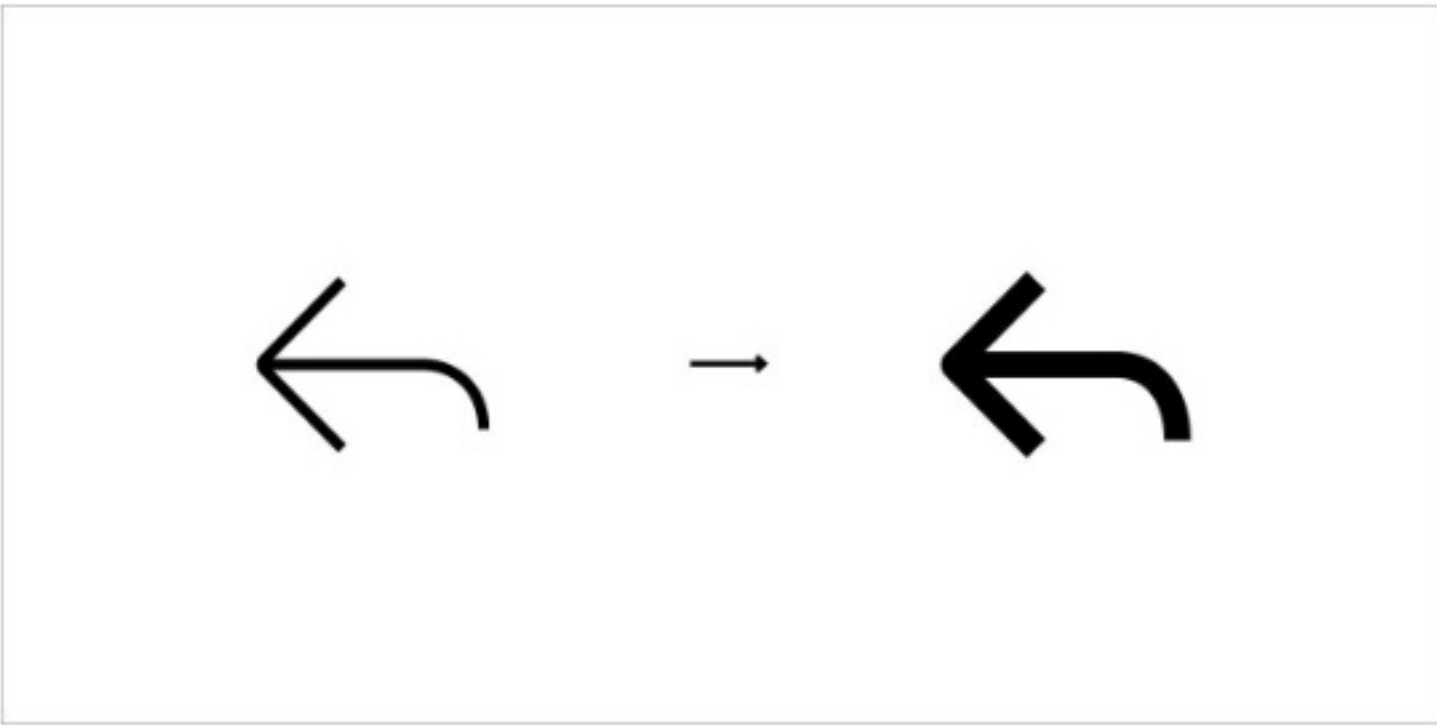
The icons are predominantly black or white. However, they can also assume other colours in-car or in digital applications, in both active and inactive states.



Filled contours

Closed contours are filled and interior elements are shown inversely so as to create a flat impression.

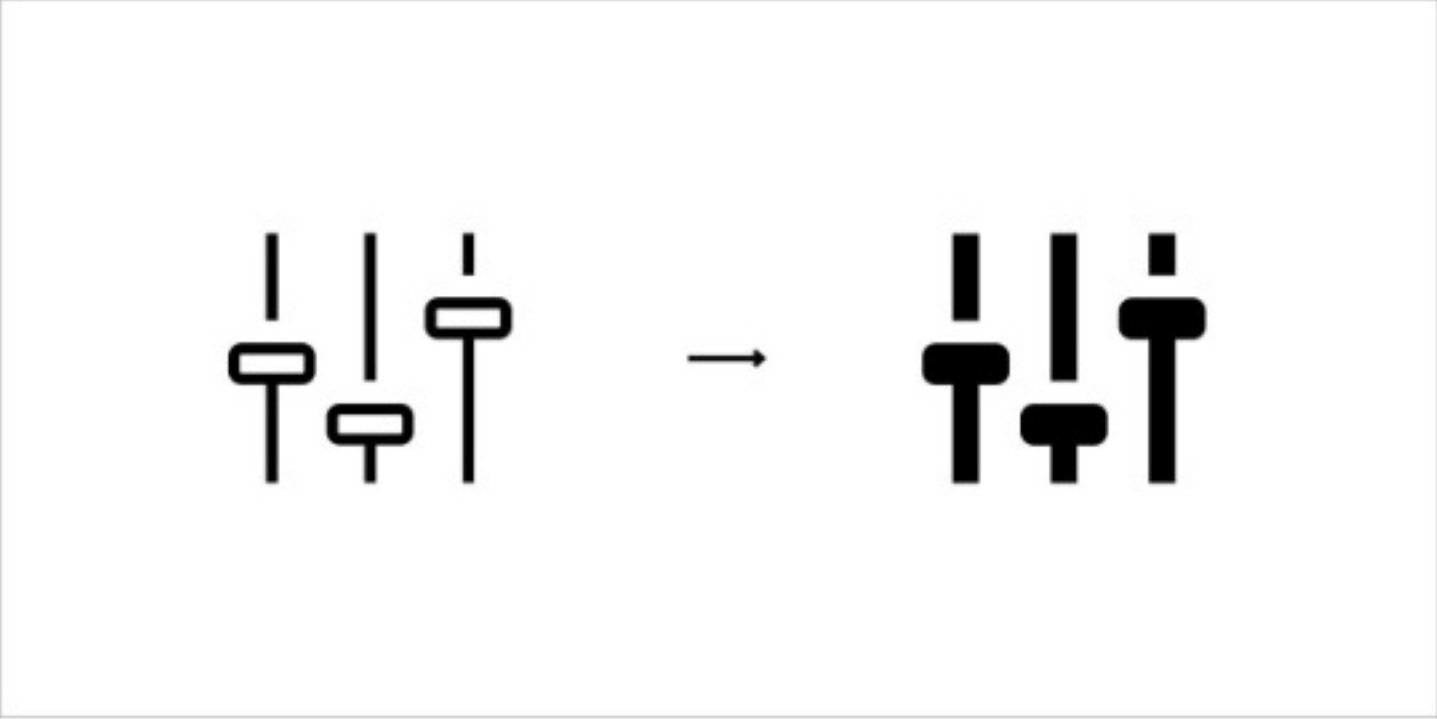
(left inactive – right active)



Bolded contours

Open contours that cannot be filled are bolded (line thickness of 7 px).

(left inactive – right active)



Combination of filled and bolded contours

Both implementation types can also be combined within an icon if appropriate.

(left inactive – right active)

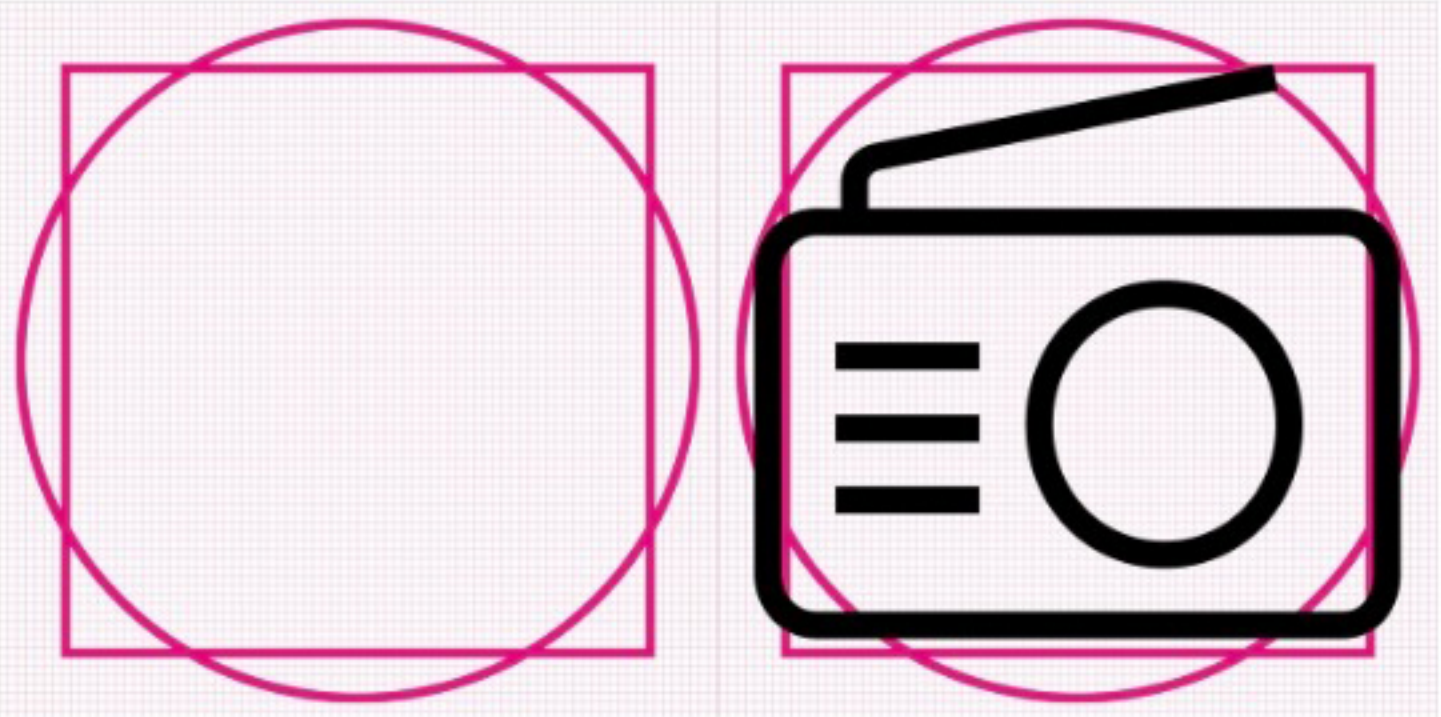
Design

Grid and icon sizes

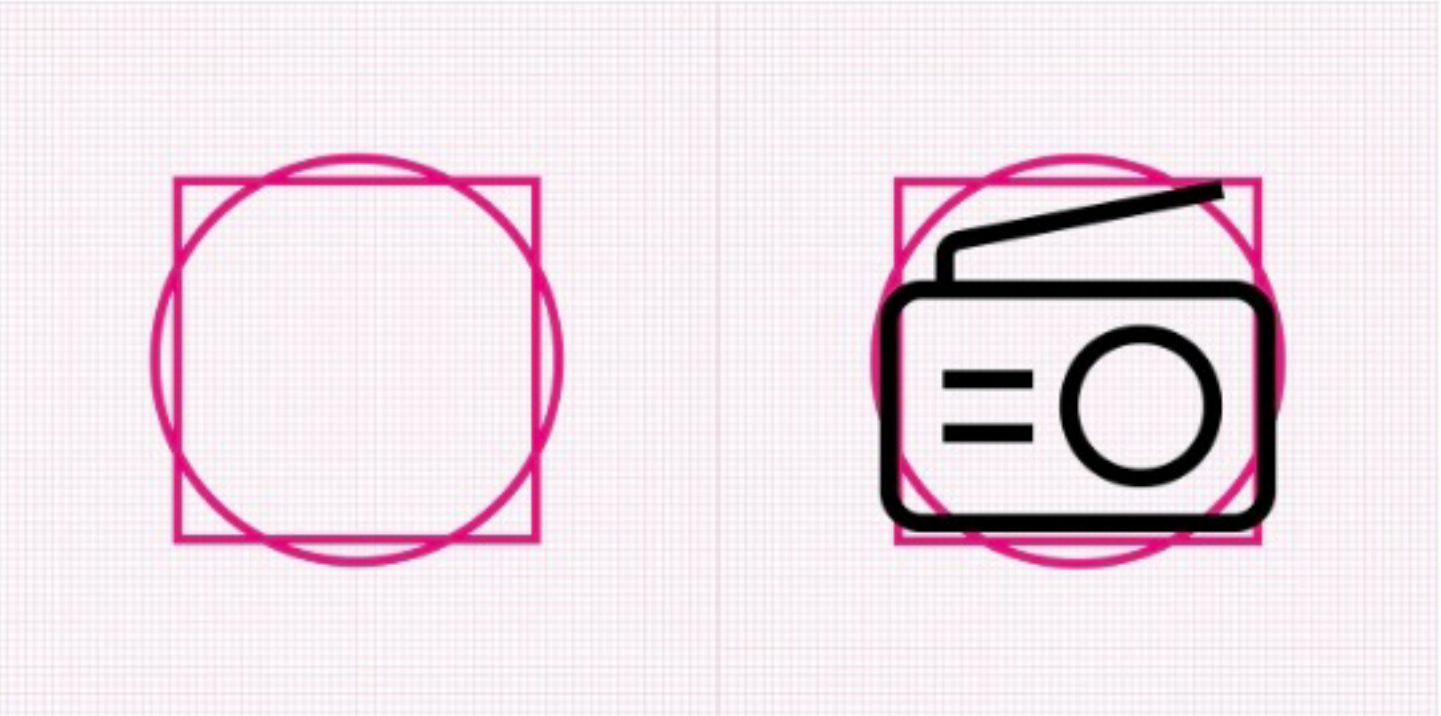
All icons are based on an 80 x 80 pixel grid. There are three different icon sizes: L, M and S.

Guide values are integrated in the grid for the respective sizes in order to create the icons correctly. They specify the recommended maximum sizes.

Grid: 80 × 80 px, Example: Size M



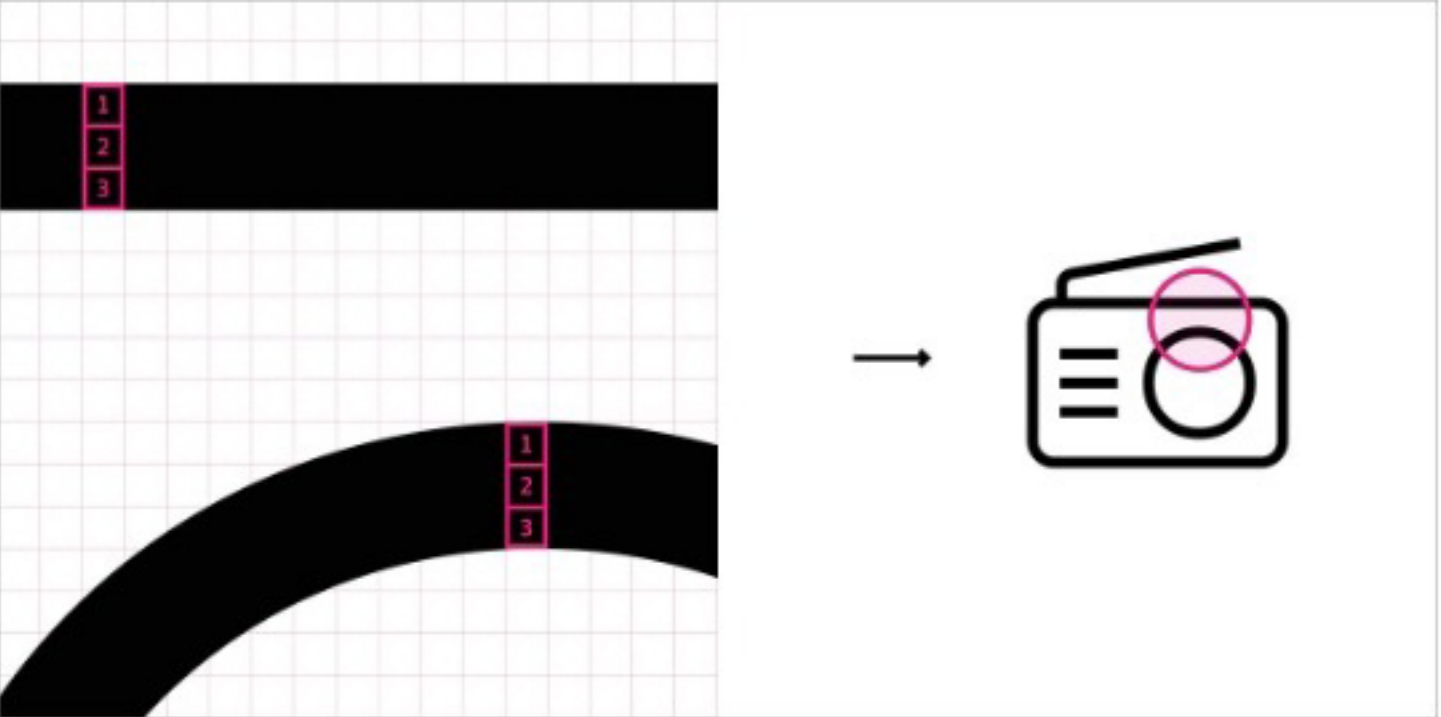
Guide value for size L: 76 × 76 px



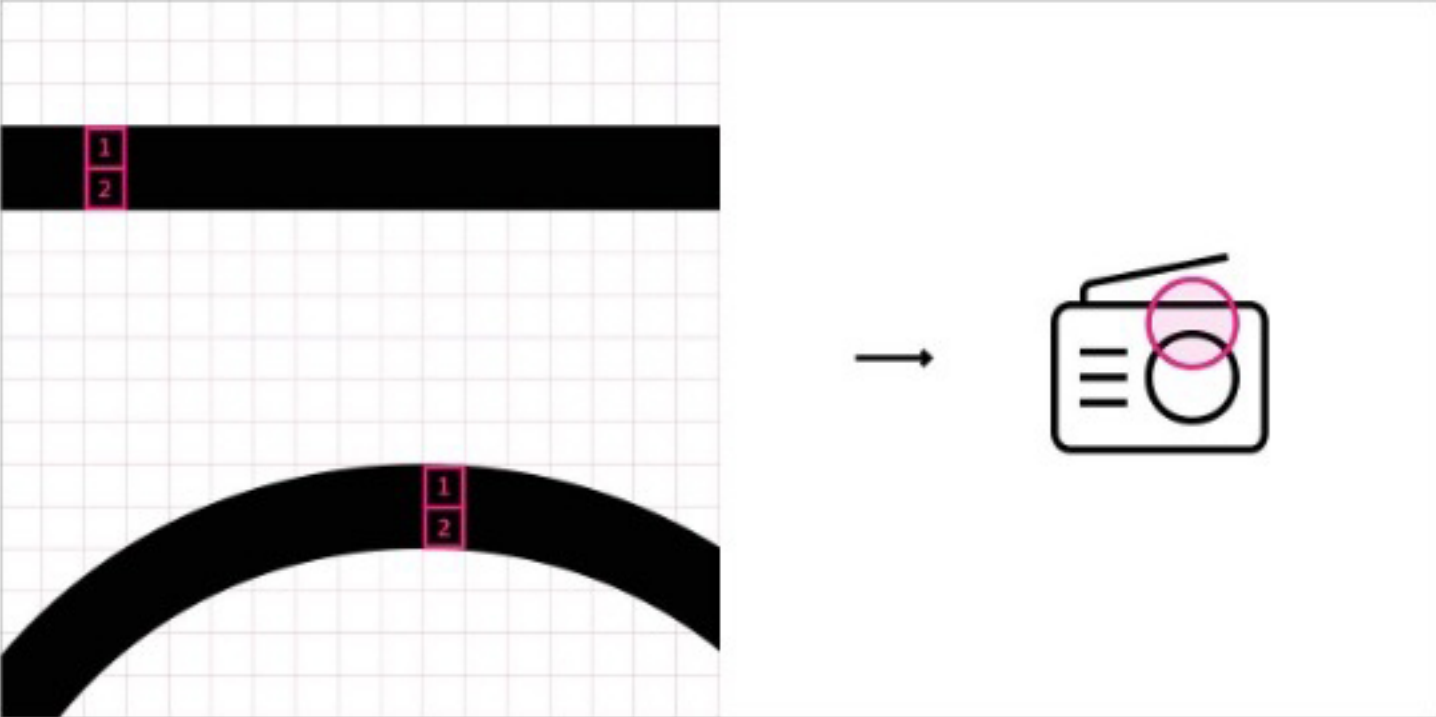
Guide value for size S: 46 × 46 px

Line thicknesses

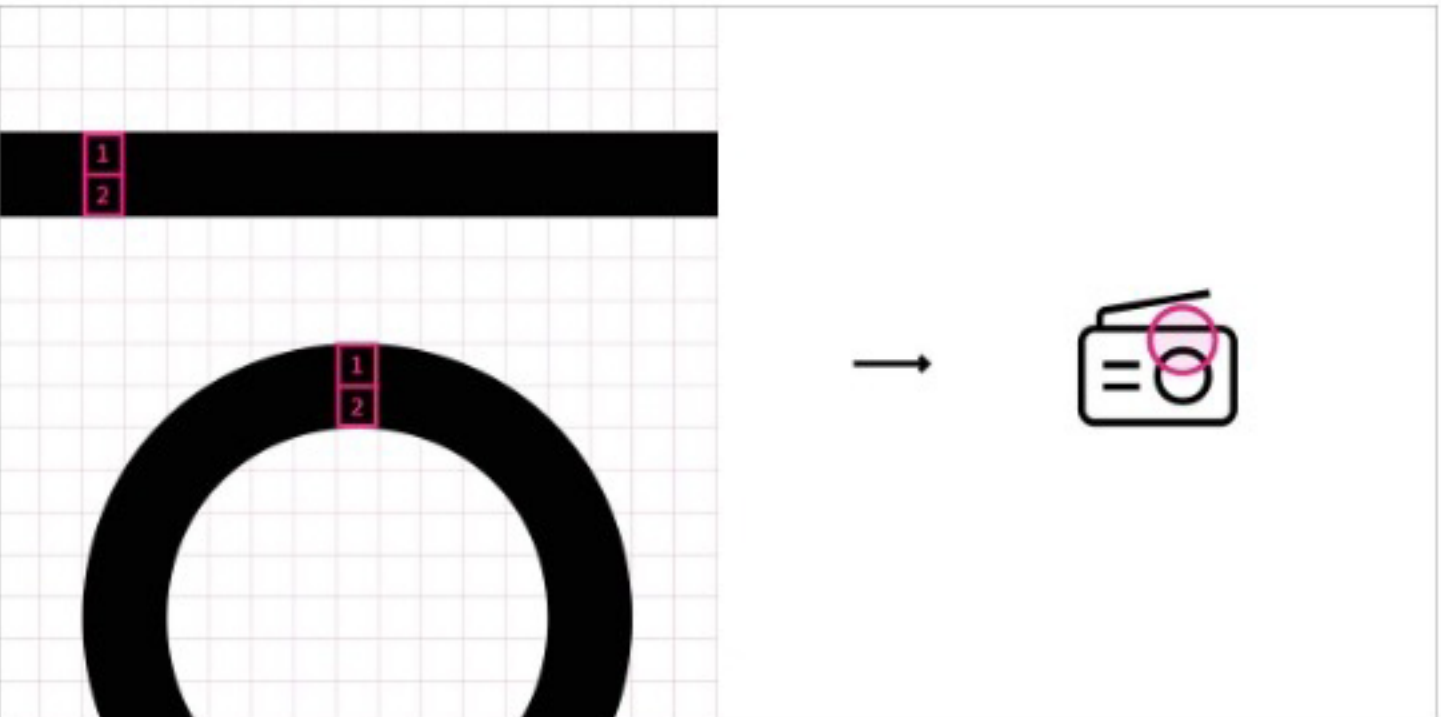
The Volkswagen Commercial Vehicles icons consist of lines in a uniform line thickness within an icon size. The path of the lines is based on the pixel grid. Fixed line thicknesses are defined for the three icon sizes. Size L has a line thickness of 3 px, M and S each have a line thickness of 2 px.



Size L
Line thickness of 3 px



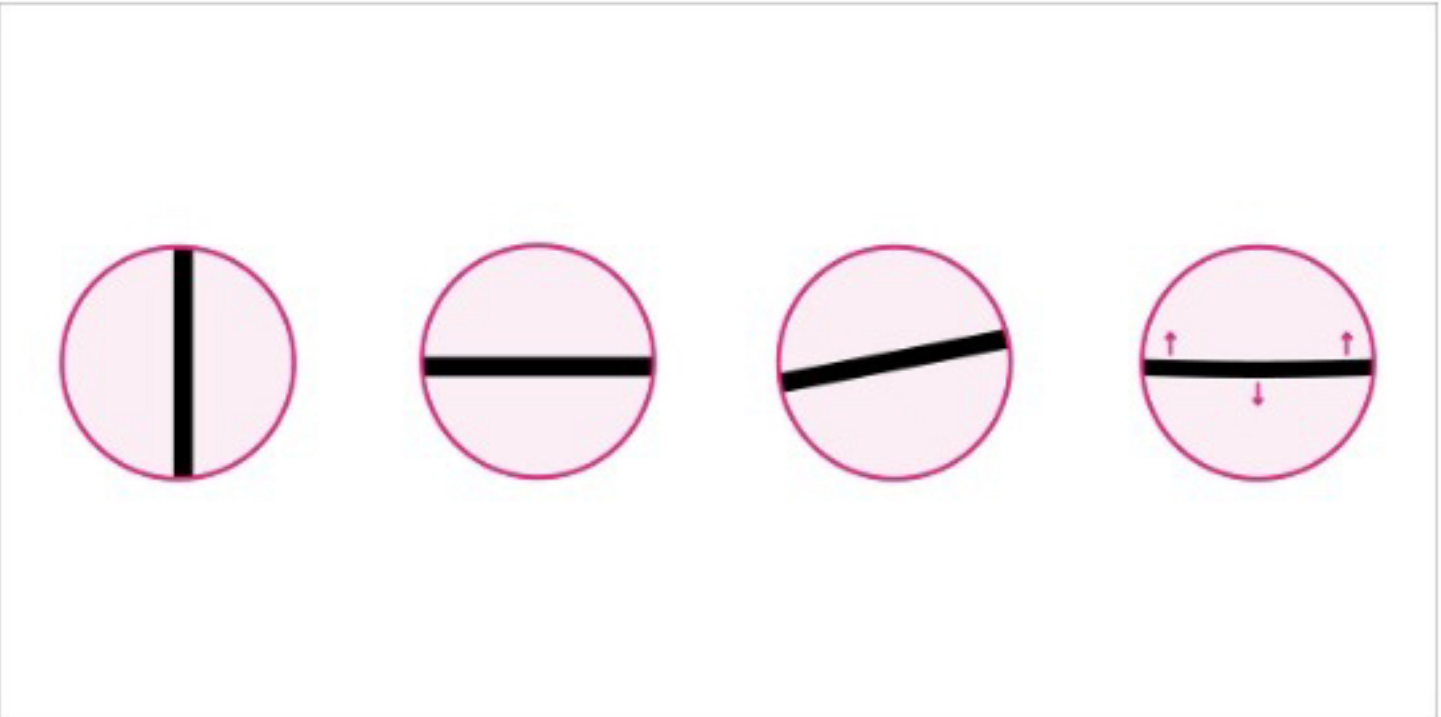
Size M
Line thickness of 2 px



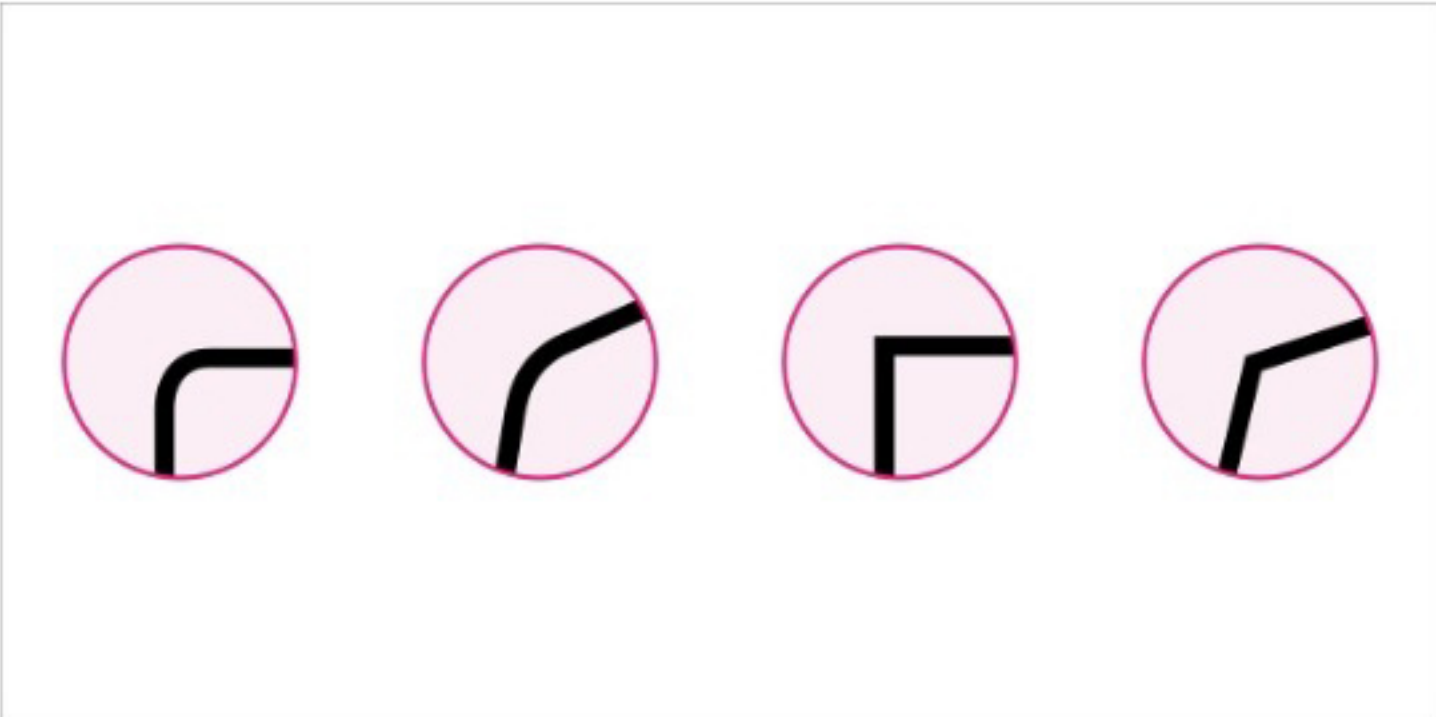
Size S
Line thickness of 2 px

Design elements

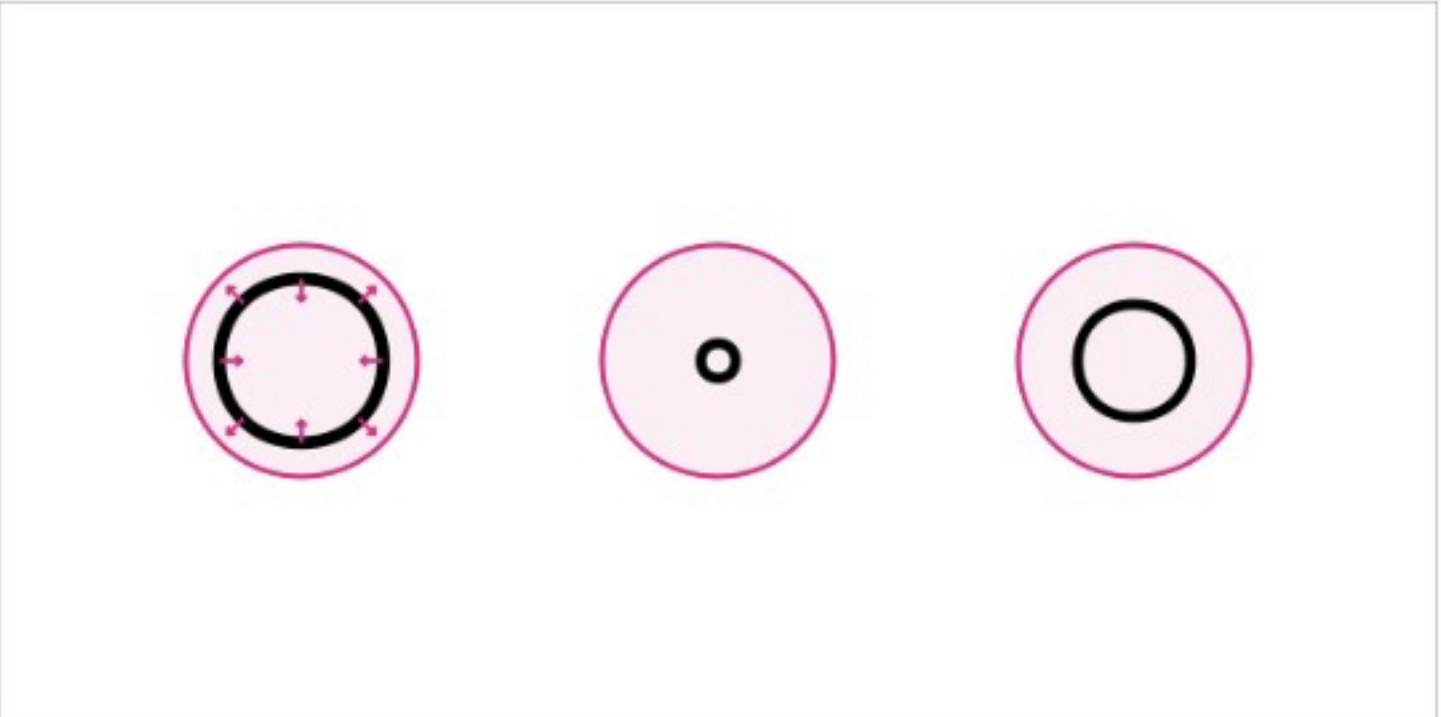
To enable the Volkswagen Commercial Vehicles icons to be easily recognised, there is a limited selection of design elements available for designing icons.



Straight lines
Straight lines are horizontal, vertical or oblique. Horizontal and vertical lines always fit into the grid to the exact pixel. The start and end points of oblique lines are likewise based on the grid. Straight lines with arc span are a characteristic recognition feature of Volkswagen Commercial Vehicles icons. Their use is optional, and they can be used in combination with other straight lines.

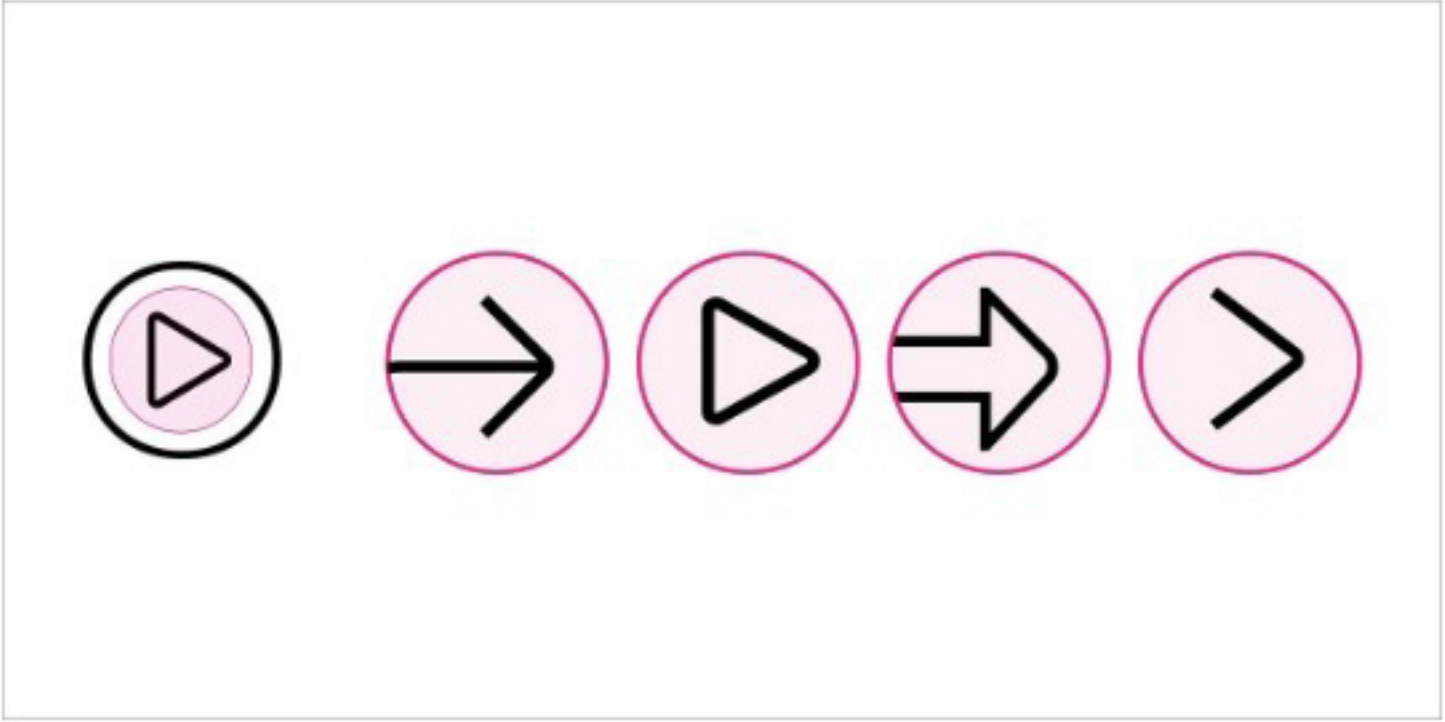


Corners and curves
Corners and curves are always rounded; their radii and angles can vary. Corners without rounding should only be used in combination with rounded corners. Curves fit into the grid at their start and end points.

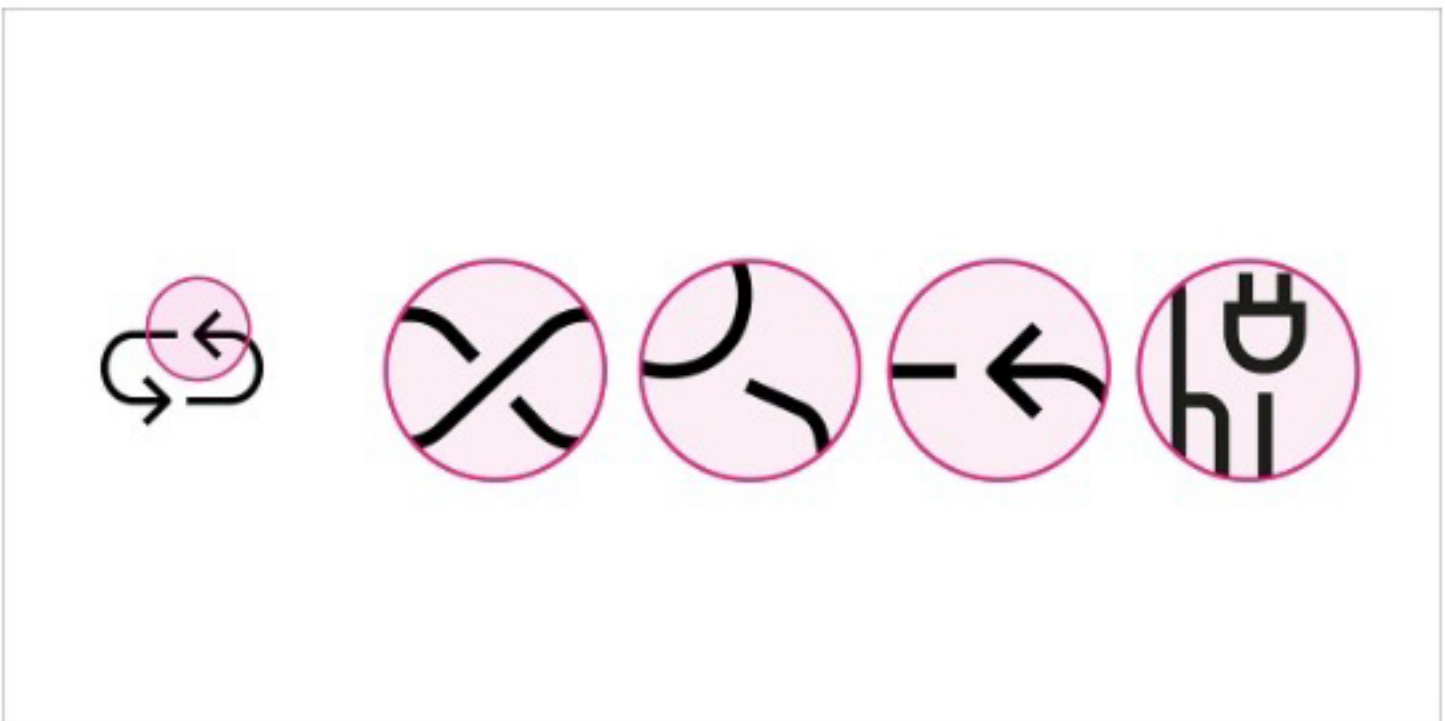


Circles
The central characteristic element of the Volkswagen Commercial Vehicles icons is the curve stress when designing circles. Templates for this are provided in the icon set.

Supplementary design elements



Arrows
Arrows are rounded at their tips. Depending on their function, they can be simple or with an open or closed outline.



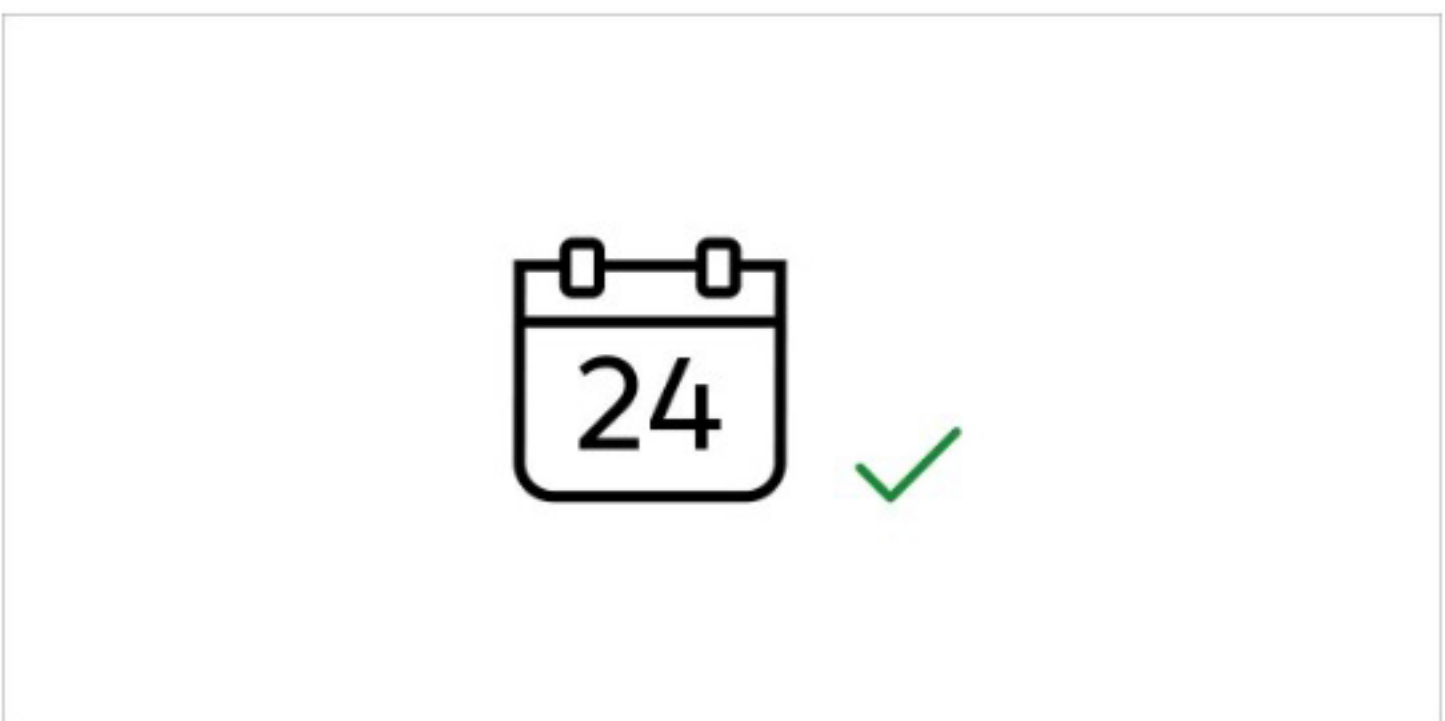
Gaps
Lines can be broken to create spatiality where they cross or converge with other lines.



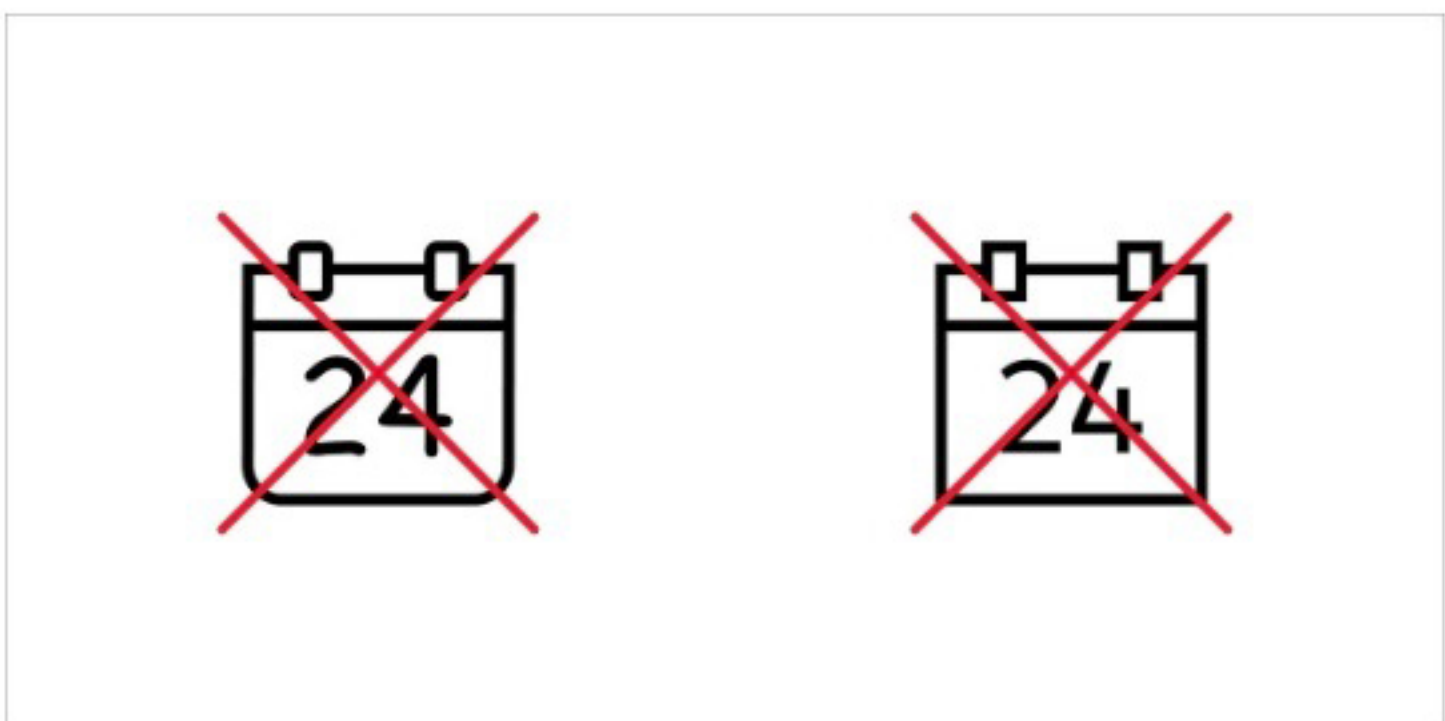
Tapering
Tapering can be used selectively to highlight special features.

Examples and Don'ts

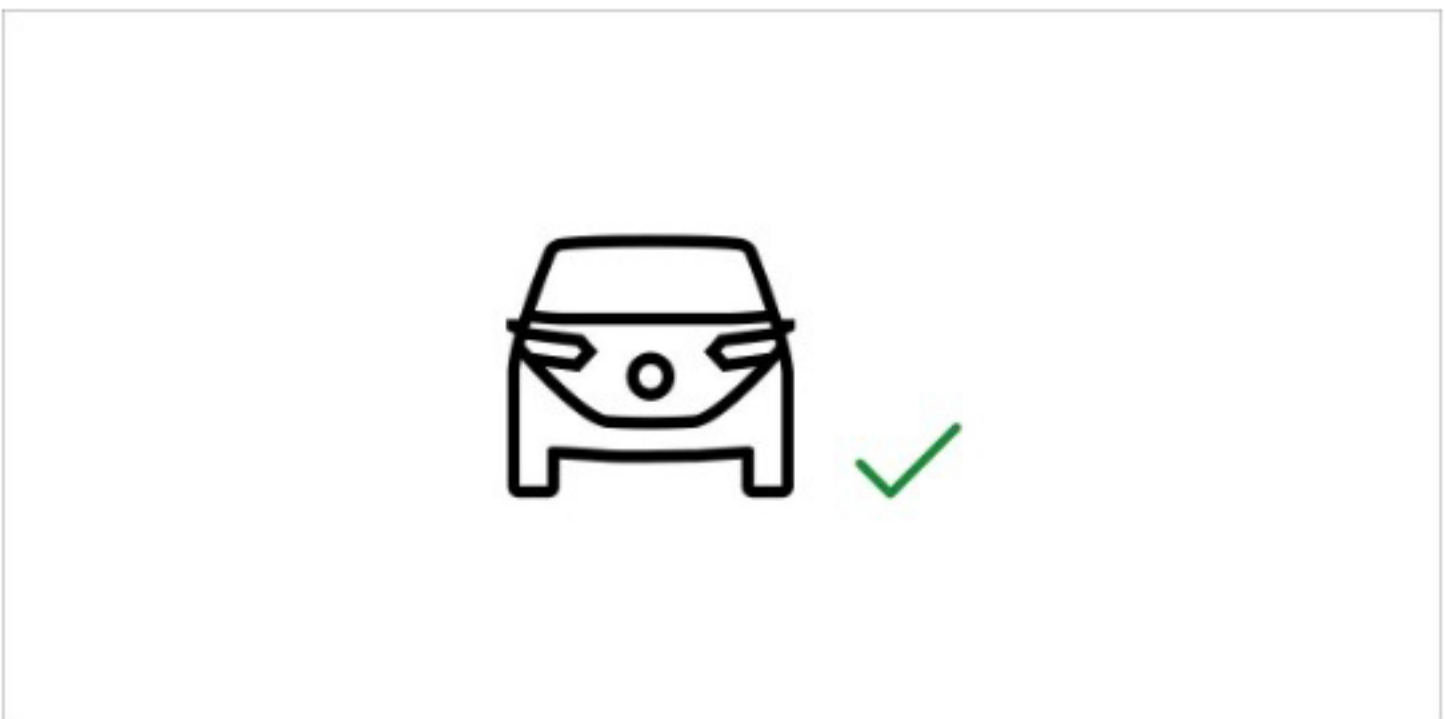
To ensure visual consistency in style across platforms, observe the examples shown here.



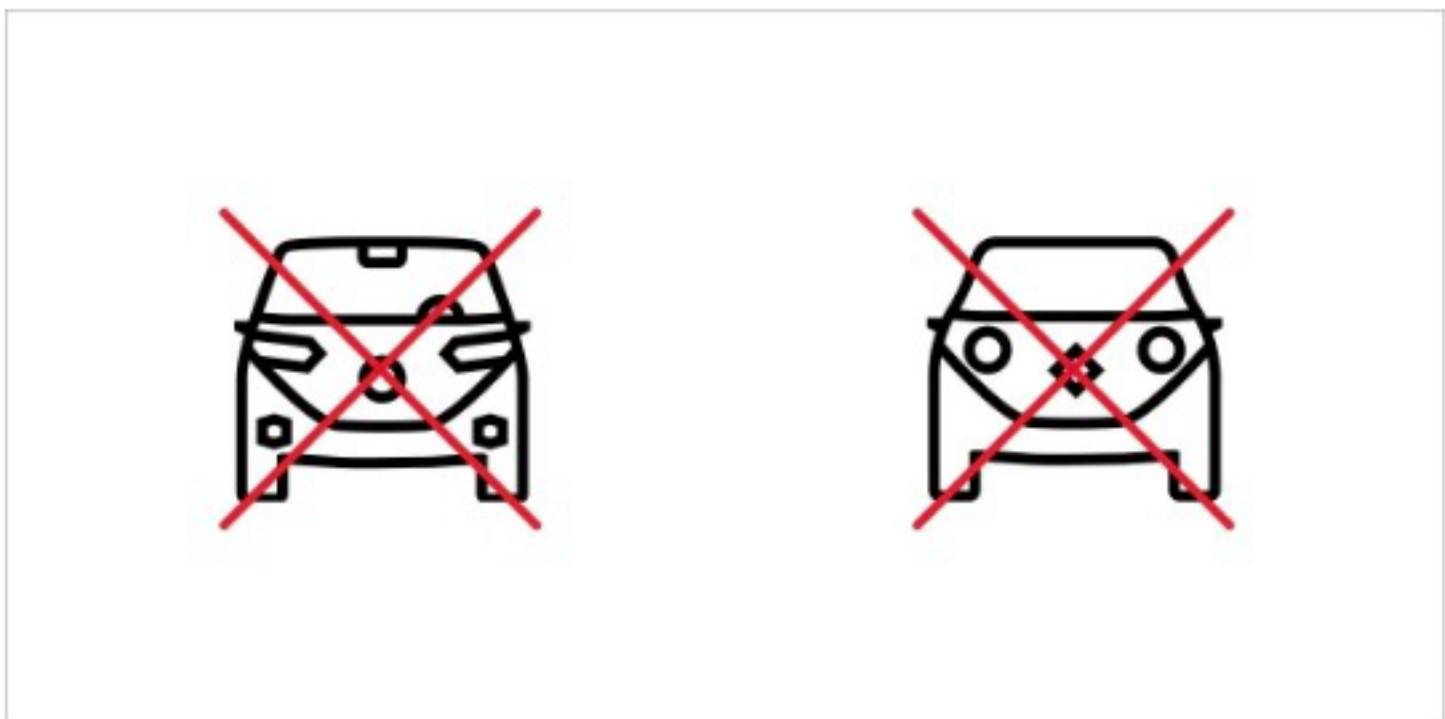
Example



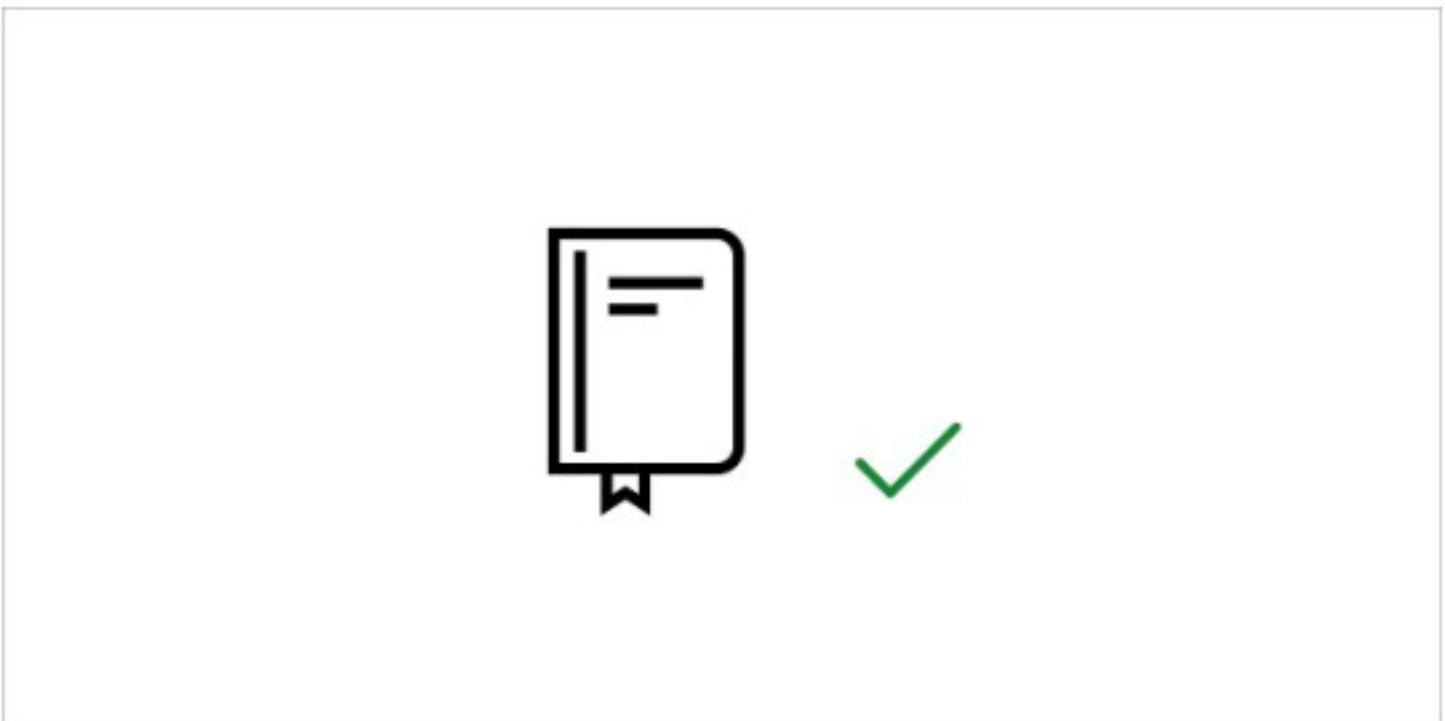
01 Do not use other fonts for typographic elements within an icon.
02 Do not use unrounded corners without combining them with rounded corners.



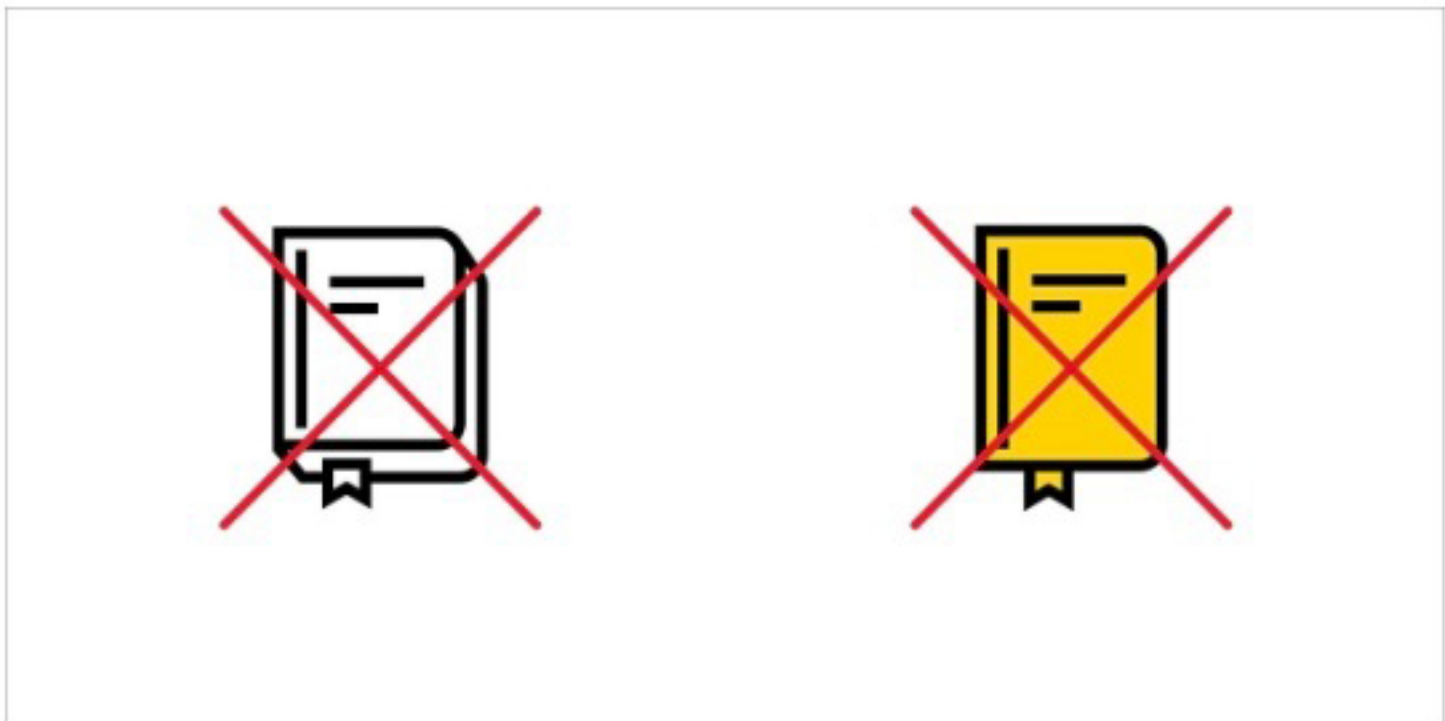
Example



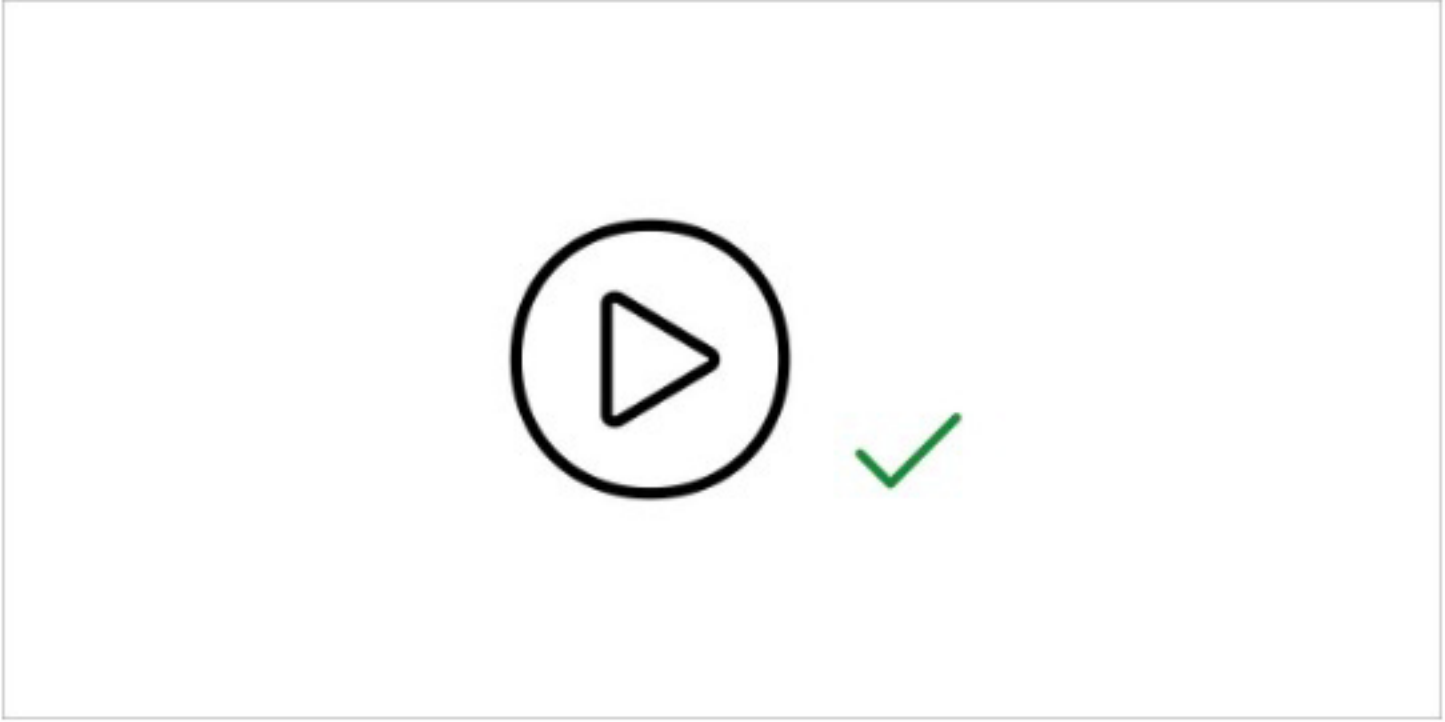
01 Do not enhance designs by adding dispensable elements.
02 Icons that symbolise Volkswagen Commercial Vehicles products must also be identifiable as such.



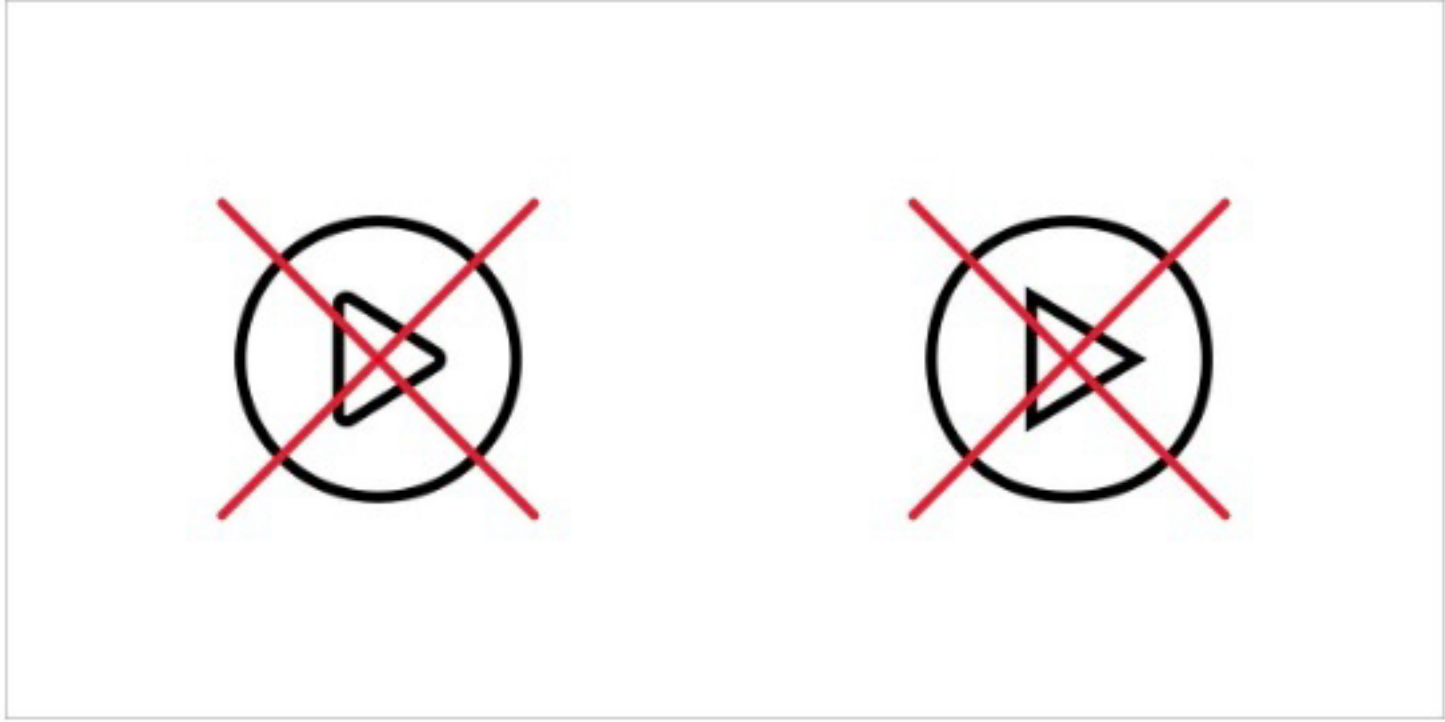
Example



01 Three-dimensional perspectives should not be used.
02 Fills with non-brand colours are not envisaged.



Example



01 Do not create circles without curve stress.
02 Do not create arrows without rounding.

Overview

