

PowerPoint-Presentation

Certainly the most commonly used tool in everyday office life.
Clear and friendly in design, following the new Volkswagen brand design.



New Brand Design: The Key Adjustments to the PowerPoint Presentations

- To strengthen the brand's recognition, the secondary colour VW New Horizon is prominently used as the background colour. Alternatively, VW Digital Cobalt and white can serve as background colours.
- Shades of the secondary colours are available and are particularly used for infographics to create a cohesive appearance.
- Despite the three optional background colours, care should be taken to maintain a consistent colour scheme within a presentation.
- The display of the confidentiality level is currently not guaranteed on some slide types. An update will follow.

[01 Overview](#)

[02 Colours](#)

[03 Colour scheme of the slides](#)

[04 PowerPoint download](#)

Overview

1 Title Slides



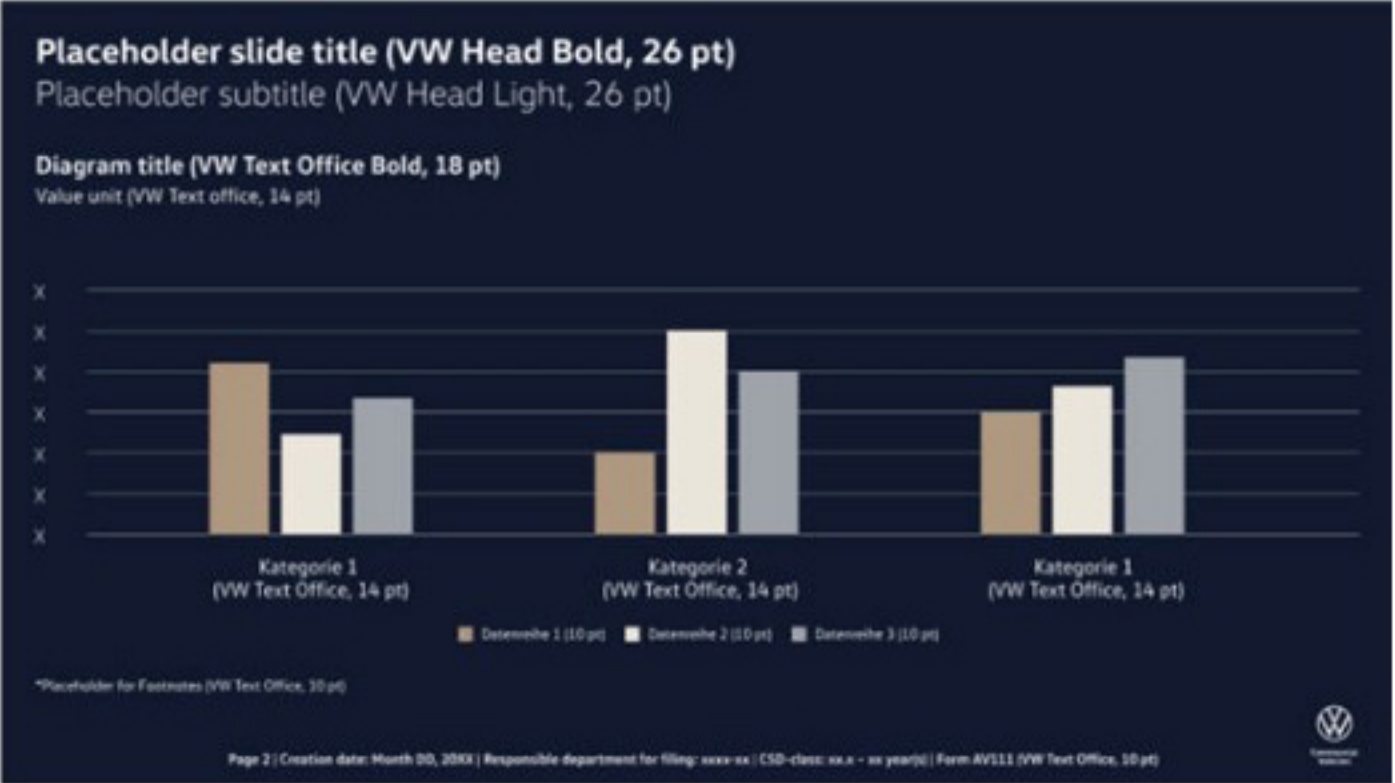
2 Chapter Slides



3 Content Slides



4 Chart Slides



Colours

The colour palette of the PowerPoint master includes the primary and secondary colours. The primary colours, VW Dark Blue and white, are consistently used as text colours. The central element of the new brand design, the shade VW New Horizon 20, is primarily used as the background colour. Alternatively, the slides can use the background colours VW Digital Cobalt 100 or white.

In the custom colours of the PowerPoint presentation, both the VW additional colours and the shades of the secondary colours can be found. The shades of the secondary colours are used in infographics to clearly differentiate information. The VW additional colours should be used very sparingly, to create specific highlights.

Text Colours



Background Colours

Chart Colours



The design colours are automatically used for the background, text, and charts

Do not use. These colours appear automatically in PowerPoint.

Volkswagen Additional Colours

Shades of the Volkswagen Secondary Colours.

Do not use. These colours appear automatically in PowerPoint.

Note on the Use of the PowerPoint Colour Table

The design colours are a programmed selection of the Volkswagen primary and secondary colours. Their position in the colour range automatically determines the background, text, and chart colours, which is why no changes should be made at this point.

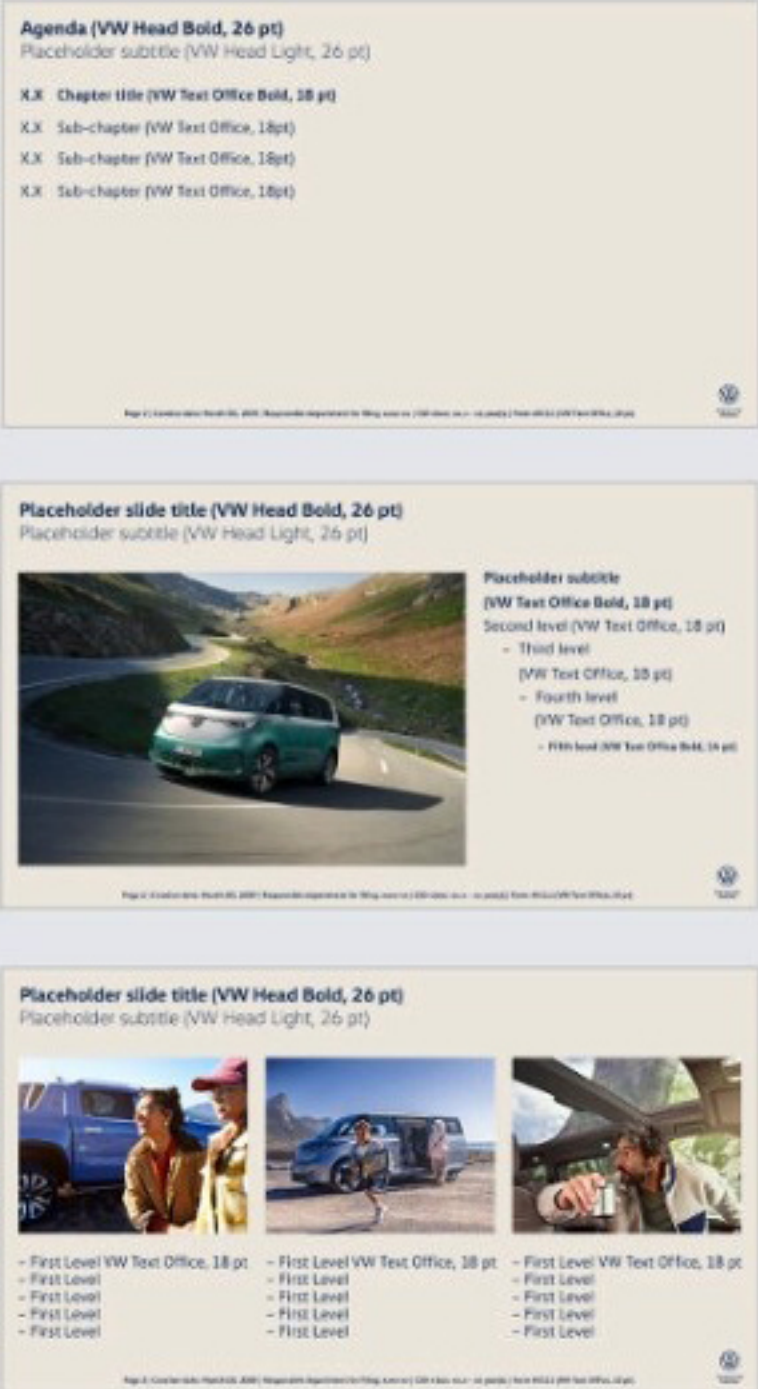
Below the design colours, shades of the design colours are automatically displayed; however, these are not official colour shades and therefore should not be used.

The custom colours include both the Volkswagen additional colours and the official shades of the secondary colours VW Digital Cobalt and VW New Horizon. These colours ensure brand consistency and can be used for highlights, accents, or specific design elements.

Colour Scheme of the Slides

Note In general, attention should be paid to a consistent colour scheme within a presentation, and therefore, one colour variant should be used primarily.

1 Primary Colour Scheme of the Content Pages: VW New Horizon 20



2 Secondary Colour Scheme of the Content Pages: VW Digital Cobalt 100



3 Secondary Colour Scheme of the Content Pages: White

