



Das Auto.

Volkswagen Service Corporate Design Manual

Last revised: July 2012

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Introduction

To visually encapsulate what the Volkswagen Service Brand stands for and to give life to the Brand a Corporate Identity has been developed.

In order to ensure uniformity across the brand as well as facilitate accurate representation of the Brand to our Customers, a Corporate Identity guideline has been developed.

The Volkswagen Service Corporate Identity document is fully aligned with the overall Brand Concept and will distinguish the Brand's market offering from its market contenders.

Das Auto

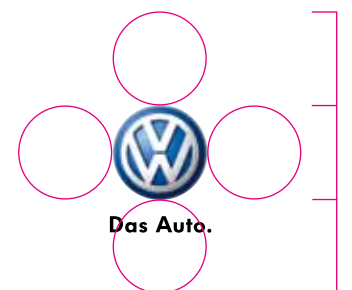
Logo and claim proportions

The claim always comprises of a single line and is positioned centrally below the logo. The logo and claim always have the same ratio to one another in every application. The spacing between the top edge of the claim and the bottom edge of the logo is $\frac{1}{6}$ of the logo diameter. The claim measures a fixed cap height of $\frac{1}{6}$ of the logo diameter.



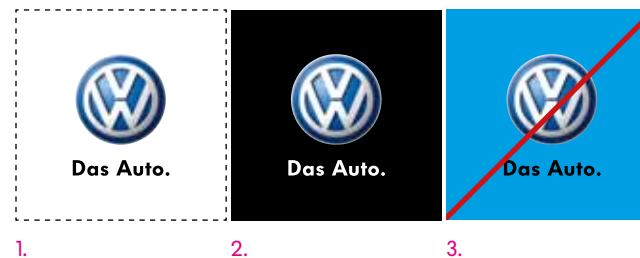
Logo and claim proportions

The protected zone around the Volkswagen logo measures x (x = diameter of the logo used). No other elements may be positioned within this protected zone.



Backgrounds

1. The choice of background determines the impact of the logo. In order to ensure a consistently high-quality effect, it is white or, in exceptional cases, silver/grey.
2. The TV ending is a special case: in this instance the logo with claim on a white or black background is used.
3. The logo may not be placed on a coloured background or on pictures.



Visual Elements

The following elements are graphic devices used to enforce the brand's promises in Volkswagen Service communication.

The Volkswagen Service icons plus the two service payoff line combine to form a strong brand image that can be effectively marketed to attract and retain Own Workshop Customers.

Visual Elements: Service Icons

As previously highlighted, the Own Workshop Brand execution will centre around the Brands reasons to believe. To ensure Customers become aware of these unique selling points five brand icons were developed to provide Customers with quick visual value cues. The five Brand icons are presented in the below image with reference to the applicable Brand reason to believe.

These icons visually represent the Brand's value pillars that speak directly to why a Customer should choose to service with a Volkswagen Dealership. These Icons will be present on all Own Workshop marketing material to consistently remind Customers of why Volkswagen Servicing is superior. The consistent presence of the icons will strengthen the Customer's association of these key value elements with the Volkswagen Service Brand and ultimately the Volkswagen Dealership.

The icons are simple yet powerful visual cues that Customer can easily recognise and understand.



Visual Elements: Service Icon application

Volkswagen Service payoff line typeset in VW Headline.

Volkswagen Service icons are standard on all Volkswagen Service communication.

The payoff line is aligned to the top of the Das Auto logo, and the service icons are aligned to the bottom of the Das Auto Logo.

Das Auto logo is standard on all Volkswagen Service communication.


Dealer details appear in centre bottom typeset in VW Headline.


Brand

The Volkswagen Service Brand is for all current and future Volkswagen Customers because when your customer buys a Volkswagen they become a part of the Volkswagen family. Customers find value in an After Sales offering that provides exceptional quality, uncompromised safety, outstanding Customer Care, the expert fitment of Genuine and Economy Parts and most importantly servicing that is done with surgical precision.

It is on these Brand values that the Volkswagen Service Brand is based and all Brand communication should communicate these values clearly.

Dealer ad without grid


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Headline.


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Nobody knows your Volkswagen better than we do.



Quality



Safety


Customer Care


Volkswagen Parts


Expertise


VOLKSWAGEN SERVICE


Das Auto.

HomeTown Motors
 123 Main Street, Hometown. (000) 123 4567
www.hometownvw.co.za

Website and social media information appear on all Volkswagen brand communication.

Headline typeset in Volkswagen Headline.

Body copy typeset in Volkswagen Utopia.

Volkswagen Service icons are standard on all Volkswagen Service communication.

Das Auto logo is standard on all Volkswagen Service communication.



Dealer details appear in centre bottom typeset in VW Headline.

Retail Offers

Specific retail executions have been developed to educate customers on the value of servicing with Volkswagen Service. These executions address servicing and maintenance specials or discounts as well as have a strong call to action for the participating Dealerships.

Volkswagen Service has two product lines to offer it's Customers: Genuine Parts and Economy Parts. To ensure the right product is marketed to the right audience, we have developed two retail sub brands namely, Genuine Deals and Economy Packages.

Retail Offers: Sub-brand Overview

	Market Offering	Visual Cue	Target Market	Synergies
	Deals with Volkswagen Genuine Parts that are inclusive of labour.	Retail colour is blue.	All Volkswagen Vehicles.	Same ribbon shape is used for both retail sub brands.
	Deals with Volkswagen Economy Parts that are inclusive of labour.	Retail colour is orange.	Volkswagen Vehicles five years and older.	The text within both retail ribbons consistently says '100% Volkswagen Service'

Retail Offers: Genuine Deals

Advertisements that offer specials or discounts on Genuine Volkswagen Parts will be marketed under the Genuine Deals retail ribbon. The presence of this Genuine Deals retail ribbon notifies Customers that the offer is applicable to Genuine Parts only. The term Genuine Deals was selected as it speaks to the package offering of Volkswagen labour and Genuine Volkswagen Parts. This is further strengthened by the text in the ribbon which states '100% Volkswagen Service'. The name also reiterates that the Customer will receive a great deal with no hidden clauses or exceptions, a true Genuine Volkswagen deal.

The Genuine Deals offering is represented by the colour blue.

Genuine Deals

Dealer ad without grid

A thin white border line separates the headline from the body copy.

Headline typeset in Volkswagen Headline.

Body copy typeset in Volkswagen Utopia.

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Headline.

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Nobody knows your Volkswagen better than we do.

 Quality
  Safety
  Customer Care
  Volkswagen Parts
  Expertise
  VOLKSWAGEN SERVICE
  Das Auto.

HomeTown Motors
 123 Main Street, Hometown. (000) 123 4567
www.hometownvw.co.za

Website and social media information appear on all Volkswagen retail communication.

Image.

Genuine Deals ribbon device is standard on all Genuine Deals retail communication.

Blue block is standard.

Das Auto logo is standard on all Volkswagen Service communication.

Dealer details appear in centre bottom typeset in VW Headline.

Genuine Deals

Dealer ad with grid

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Headline.

100% Volkswagen Service

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Lorem	R	R	R	R	R
Ipsum	R	R	R	R	R
Dolor	R	R	R	R	R

Nobody knows your Volkswagen better than we do.

Quality Safety Customer Care Volkswagen Parts Expertise

VOLKSWAGEN SERVICE



Das Auto.

HomeTown Motors
123 Main Street, Hometown. (000) 123 4567
www.hometownvw.co.za

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Blue block is standard.


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Genuine Deals Dealer mailer

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Headline.



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Genuine Deals Dealer mailer

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Headline.

100% Volkswagen Service

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Ipsum	R	R	R	R	R
Dolor	R	R	R	R	R

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Quality Safety Customer Care Volkswagen Parts Expertise VOLKSWAGEN SERVICE



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Retail Offers: Economy Packages

Advertisements that advertise Economy Parts will be marketed under the Economy Packages retail ribbon. The presence of this Economy Packages retail ribbon notifies Customers that the offer is applicable to Economy Parts which are exclusive to Volkswagens five years and older. The term Economy Packages was selected as it highlights the use of Economy Parts combined with Volkswagen labour. Again this combination of labour and parts is strengthened by the text in the ribbon which states '100% Volkswagen service'. The name notifies Customers instantly that the offer is applicable to Economy Parts and either is or isn't applicable to them based on their vehicles age.

The Economy Packages offering is represented by the colour orange.

Economy Packages Dealer ad without grid

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Headline.

100% Volkswagen Service

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Quality Safety Customer Care Volkswagen Parts Expertise

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Image.

Economy Packages ribbon device is standard on all Economy Packages retail communication.

Orange block is standard.

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Dealer details appear in centre bottom typeset in VW Headline.

Economy Packages

Dealer ad with grid

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100% Volkswagen Service

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Economy Packages

Dealer mailer

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Economy Packages
Dealer mailer

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Lorem	R	R	R	R	R
Ipsum	R	R	R	R	R
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