

# Guide to the Volvo Corporate typefaces

This guide is an introduction to the Volvo corporate typefaces used for external communication. It presents font formats, language coverage, font equivalents for non-latin languages, and also typographic usage dos and don'ts. The Volvo fonts are the property of Volvo and must not be used by others than Volvo companies.

# Corporate typefaces

The Volvo typefaces are unique and have been specially designed for their legibility and distinctiveness. They also complement the Volvo logotype in style and feel. The Volvo typefaces are unique to Volvo.

The Volvo typeface family offers the user variety – from open and friendly script to more serious technical type, all in a variety of weights and formats. The Volvo typefaces are to be used for all external communication and sales promotional material. When the corporate typefaces are used consistently by all Volvo businesses, their impact will increase and they will strengthen the Volvo brand's visual presence considerably. Remember never to use the Volvo logotype in running text. Instead it should be reproduced in capitals or upper-case and lower-case.

**NOTE:** Typefaces for office and in-house use are Arial/Helvetica and Times/Times New Roman. These support both Western, CE, Greek and Russian Cyrillic and comes among the standard set of fonts in most computers. For web usage, please refer to the respective Internet, extranet and intranet design manuals, available for download on the Volvo intranet.

# Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ;,.'V:”|<>\$!/?@~\$%^&\*()\_+==

## Volvo Sans Pro

Volvo Sans is a distinct sans serif typeface and its pure lines are ideal for representing the quality and integrity of the Volvo brand. Volvo Sans is a very legible typeface, making it particularly suitable for presenting technical information and specifications but also for headlines, subheadings, captions and descriptors. Volvo Sans is available in five weights.

| Type family    | Style   |
|----------------|---|
| Volvo Sans Pro | Light<br>Medium<br>Regular<br><b>Bold</b><br><b>Super</b> |

# Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ;,.'V:”|<>\$!/?@~\$%^&\*()\_+==

## Volvo Serif Pro

A friendly typeface, Volvo Serif is open and closely allied to script. Its proportions are elegant and very suitable for descriptive or narrative text. Volvo Serif is available in regular, bold, italic and bold italic.

| Type family     | Style  |
|-----------------|--|
| Volvo Serif Pro | Regular<br><i>Italic</i><br><b>Bold</b><br><b><i>Bold Italic</i></b> |

# BROAD

ABCDEFGHIJKLMNOPQRSTUVWXYZ ÅÄÅÄÅÄÆœÊËËË  
1234567890\$ £% !?@&”,””#\$/|)+= -°·.:,~≈

## Volvo Broad Pro

This typeface is a forceful upper-case typeface. Use it only for headlines in advertising and other external communications and sales promotional material. Not permitted for office use, text in letterhead or other stationery, on-screen presentations, etc

**Note:** Do not use Volvo Broad for Volvo Group communication.

| Type family                                       | Style              |
|---|--------------------|
| Volvo Broad Pro                                   | <b>VOLVO BROAD</b> |
| Volvo Broad Outline Pro<br>(Large, Medium, Small) | (Min. size 30 pt)  |

For Volvo **font formats** and **Inhouse/on-screen typefaces** please consult page 2 >>

For Volvo fonts **language versions** please consult page 3 >>

For **non-latin languages** font equivalents please check pages 4-6 >>

For **typographic usage** dos and don'ts please see pages 7-8 >>

# Volvo font formats

The Volvo typefaces are **OpenType** fonts. OpenType is a cross-platform font format for better language support and advanced typographic control. OpenType fonts may be installed and used alongside PostScript and TrueType fonts.

**Volvo Broad Pro**, **Volvo Sans Pro** and **Volvo Serif Pro** are all OpenType fonts. OpenType is adapted to the Unicode standard for text processing, a great advantage in multilingual typesetting and the Volvo OpenType fonts all support Western and Central European languages. Volvo Broad Pro also support Greek and Russian Cyrillic and Volvo Sans Pro has specially adopted numerals to match upper-case letters in e.g. range names (FH16 and the like). Volvo Broad Outline comes in three versions:

Broad Outline Large - For large print headlines (above 1000 pt)

Broad Outline Medium - For print headlines (30 pt to 1000 pt)

Broad Outline Small - For web headlines (minimum size 40 pt)

**NOTE:** Do not use Volvo Broad Outline headlines in other colors or tints than full black or white.

If an operating system or software application does not fully support Unicode, replace the Volvo fonts with the fonts advised for office and inhouse/on-screen usage.

**NOTE:** When installing new Volvo fonts it is important to first remove all old ones or they may cause conflict and mixage problems.

## Inhouse/on-screen fonts

Inhouse and office communication means Word documents, e.g. letters and other forms, (internal) PowerPoint presentations etc. For most purposes, templates are available. Since a majority of the Volvo Group employees do not have the Volvo Corporate typefaces installed, fonts that come as standard in most computers must be used.

**Arial (or Helvetica)** is the replacement to Volvo Sans Pro and as a substitute to Volvo Serif Pro, **Times (or Times New Roman)** is the preferred choice.

Please note that Volvo Sans Pro does not have any italic fonts. As a consequence, the italic versions of Arial and Helvetica must be avoided.

For information on the fonts used in intranet, extranet and Internet applications, please consult the respective manuals or usage guidelines.

# Volvo fonts – language versions

## Volvo Broad Pro

**Volvo Broad Pro** is an OpenType font that covers all Western and Central European languages (incl. Turkish and Icelandic), and also Greek and Russian Cyrillic. The Volvo Broad Pro font contains all available language version letters, numerals and signs created for Volvo Broad and may be installed and used alongside PostScript or TrueType fonts.

**Volvo Broad Pro languages:**

All Western, Icelandic, Polish, Czech, Slovak, Hungarian, Bulgarian, Romanian, Albanian, Slovene, Croatian, Serbian and other Balcan, Estonian, Latvian, Lithuanian, Turkish, Greek and Russian.

## Volvo Sans Pro and Volvo Serif Pro

**Volvo Sans Pro** and **Volvo Serif Pro** are OpenType fonts that cover all Western and Central European languages (incl. Turkish), but **not** Greek and Russian Cyrillic. For the latter languages, use Arial as a substitute for Volvo Sans and Times as a substitute for Volvo Serif.

**Volvo Sans Pro and Volvo Serif Pro languages:**

All Western, Icelandic, Polish, Czech, Slovak, Hungarian, Bulgarian, Romanian, Albanian, Slovene, Croatian, Serbian and other Balcan, Estonian, Latvian, Lithuanian, and Turkish.

**NOTE:** All Volvo fonts are downloadable at the Volvo Corporate Identity website.

# Non-Latin equivalents and samples

For non-latin languages Volvo does **not** provide any corporate fonts – cost or copyright reasons limit the possibilities to develop Volvo-owned fonts for many non-latin languages. For the most frequent of those languages however, Volvo has developed tables with some recommended equivalents to the Volvo fonts. In order to be consistent, different Volvo companies operating in the same markets should use the same equivalents to the Volvo fonts (see tables below). These tables are also found as PDFs at the Volvo Corporate Identity website, PDF Library.

**NOTE:** All non-latin fonts are to be acquired from an external font supplier.

## Arabic

| English                 | Sample English       | Arabic Typeface   | Sample Arabic       |
|-------------------------|----------------------|---|---------------------|
| Volvo Broad             | <b>VOLVO COMPANY</b> | Ahmed LT Regular/أحمد عادي  | شركة فولفو للشاحنات |
| Volvo Sans Light        | Volvo Company        | Insan Thin/إنسان رفيع   | شركة فولفو للشاحنات |
| Volvo Sans              | Volvo Company        | Insan/إنسان   | شركة فولفو للشاحنات |
| Volvo Sans Medium       | <b>Volvo Company</b> | Insan Bold/إنسان أسود   | شركة فولفو للشاحنات |
| Volvo Sans Bold         |                      |   |                     |
| Volvo Sans Super        |                      |   |                     |
| Volvo Serif             | Volvo Company        | Arial/أريال<br>Arial Bold/أريال أسود<br><br>For body copy and general, in-house and locally produced communication, OpenType fonts <b>Arial</b> for Arabic or <b>CG Simplified</b> are recommended.<br><br>A few close equivalents as <b>Al Bayan</b> or <b>AXtManal</b> (for Mac) are also suitable, but for each of them there may be possible software compatibility problems. | شركة فولفو للشاحنات |
| Volvo Serif Bold        | <b>Volvo Company</b> |   | شركة فولفو للشاحنات |
| Volvo Serif Bold Italic |                      |   |                     |
| Volvo Serif Italic      |                      |   |                     |
| Arial                   | Volvo Company        |   |                     |

## Chinese

| English                 | Sample English       | Chinese Typeface Pinyin/Chinese | Sample Chinese |
|-------------------------|----------------------|---------------------------------|----------------|
| Volvo Broad             | <b>VOLVO COMPANY</b> | Hanyi Daheijian/汉仪大黑简           | 沃尔沃公司          |
| Volvo Sans Light        | Volvo Company        | Hanyi Xidengxianjian/汉仪细等线简     | 沃尔沃公司          |
| Volvo Sans              | Volvo Company        | Hanyi Xidengxianjian/汉仪细等线简     | 沃尔沃公司          |
| Volvo Sans Medium       | <b>Volvo Company</b> | Hanyi Zhongheijian/汉仪中黑简        | 沃尔沃公司          |
| Volvo Sans Bold         | <b>Volvo Company</b> | Hanyi Daheijian/汉仪大黑简           | 沃尔沃公司          |
| Volvo Sans Super        | <b>Volvo Company</b> | Hanyi Cuheijian/汉仪粗黑简           | 沃尔沃公司          |
| Volvo Serif             | Volvo Company        | Hanyi Zhongsongjian/汉仪中宋简       | 沃尔沃公司          |
| Volvo Serif Bold        | <b>Volvo Company</b> | Hanyi Dasongjian/汉仪大宋简          | 沃尔沃公司          |
| Volvo Serif Bold Italic | <b>Volvo Company</b> | Hanyi Weibaijian/汉仪魏碑简          | 沃尔沃公司          |
| Volvo Serif Italic      | <i>Volvo Company</i> | Hanyi Kaitijian/汉仪楷体简           | 沃尔沃公司          |
| Arial                   | Volvo Company        | Heiti/黑体                        | 沃尔沃公司          |

# Non-Latin contd.

## Japanese

| English                 | Sample English       | Japanese Typeface          | Sample Japanese |
|-------------------------|----------------------|----------------------------|-----------------|
| Volvo Broad             | <b>VOLVO COMPANY</b> | Gothic MB101B/ ゴシック MB101B | <b>ボルボ社</b>     |
| Volvo Sans Light        | Volvo Company        | Chu-Gothic BBB/ 中ゴシック BBB  | ボルボ社            |
| Volvo Sans              | Volvo Company        | Ryumin R-KL/ リュウミン R-KL    | ボルボ社            |
| Volvo Sans Medium       | <b>Volvo Company</b> | Midashi Go MB31/ 見出しゴ MB31 | <b>ボルボ社</b>     |
| Volvo Sans Bold         | <b>Volvo Company</b> | Gothic MB101B/ ゴシック MB101B | <b>ボルボ社</b>     |
| Volvo Sans Super        | <b>Volvo Company</b> | Gothic MB101B/ ゴシック MB101B | <b>ボルボ社</b>     |
| Volvo Serif             | Volvo Company        | Ryumin R/ リュウミン R          | ボルボ社            |
| Volvo Serif Bold        | <b>Volvo Company</b> | Ryumin B/ リュウミン B          | ボルボ社            |
| Volvo Serif Bold Italic | <i>Volvo Company</i> | Ryumin B/ リュウミン B          | ボルボ社            |
| Volvo Serif Italic      | <i>Volvo Company</i> | Ryumin R/ リュウミン R          | ボルボ社            |
| Arial                   | Volvo Company        | MSP Gothic/ MSP ゴシック       | ボルボ社            |

## Korean

| English                 | Sample English       | Korean Typeface         | Sample Korean |
|-------------------------|----------------------|-------------------------|---------------|
| Volvo Broad             | <b>VOLVO COMPANY</b> | HYGothicExtra/HY견고딕     | <b>가나다라마</b>  |
| Volvo Sans Light        | Volvo Company        | HYGothicMedium/HY중고딕    | 가나다라마         |
| Volvo Sans              | Volvo Company        | HYGothicExtra/HY견고딕     | <b>가나다라마</b>  |
| Volvo Sans Medium       | <b>Volvo Company</b> | HYGothicMedium/HY중고딕    | 가나다라마         |
| Volvo Sans Bold         | <b>Volvo Company</b> | HYGothicBold/HY태고딕      | 가나다라마         |
| Volvo Sans Super        | <b>Volvo Company</b> | HYHeadLineBold/HY헤드라인B  | <b>가나다라마</b>  |
| Volvo Serif             | Volvo Company        | HYMyeongjoMedium/HY신명조  | 가나다라마         |
| Volvo Serif Bold        | <b>Volvo Company</b> | HYMyeongjoExtra/HY견명조   | <b>가나다라마</b>  |
| Volvo Serif Bold Italic | <i>Volvo Company</i> | HYMyeongjoExtra/HY견명조   | <b>가나다라마</b>  |
| Volvo Serif Italic      | <i>Volvo Company</i> | HYMyeongjoMedium/HY신명조  | 가나다라마         |
| Arial                   | Volvo Company        | HYWoolungdoLight/HY울릉도L | 가나다라마         |

# Non-Latin contd.

## Thai

| English                 | Sample English       | Thai Typeface  | Sample Thai    |
|-------------------------|----------------------|--|----------------|
| Volvo Broad             | <b>VOLVO COMPANY</b> | PSL-Imperial / ฟิวเอสแอล-อิมพีเรียล                                    | วอลโว่ คัมพานี |
| Volvo Sans Light        | Volvo Company        | PSL-KandaModern Regular / ฟิวเอสแอล-กานดา โมเดิร์น ธรรมดา              | วอลโว่ คัมพานี |
| Volvo Sans              | Volvo Company        | PSL-KandaModern Bold / ฟิวเอสแอล-กานดา โมเดิร์น หนา                    | วอลโว่ คัมพานี |
| Volvo Sans Medium       | <b>Volvo Company</b> | PSL-KandaModernExtra Regular / ฟิวเอสแอล-กานดาโมเดิร์นเอ็กซ์ตรา ธรรมดา | วอลโว่ คัมพานี |
| Volvo Sans Bold         | <b>Volvo Company</b> | PSL-KandaModernExtra Regular +2 / ฟิวเอสแอล-กานดาเอ็กซ์โมเดิร์นตรา     | วอลโว่ คัมพานี |
| Volvo Sans Super        |                      |  |                |
| Volvo Serif             | Volvo Company        | PSL-Bundit Regular / ฟิวเอสแอล-บันดิต ธรรมดา                           | วอลโว่ คัมพานี |
| Volvo Serif Bold        | <b>Volvo Company</b> | PSL-Bundit Bold / ฟิวเอสแอล-บันดิต หนา                                 | วอลโว่ คัมพานี |
| Volvo Serif Bold Italic |                      |  |                |
| Volvo Serif Italic      |                      |  |                |
| Arial                   |                      |  |                |

# The Volvo fonts usage

The Volvo fonts **Volvo Broad Pro**, **Volvo Sans Pro** and **Volvo Serif Pro** are intended for external communication. Together with the Volvo logotype and iron mark they are an important part of our graphical identity. The purpose with all usage of corporate fonts for text is a maximum of clarity and readability. It is strictly forbidden to change or distort the fonts to create other weights or letter-shapes:

- Do not alter the vector outline of the characters
- Do not create a new typographic font (that may be used in a computer's font handling system/software) with any version of the original Volvo fonts
- Do not alter any of the Volvo Sans fonts to italic (within Volvo, the usage of italics is excluded for this sans typeface)

**NOTE:** AB Volvo has only given permission to one\* extra version of Volvo Broad, the Volvo Ocean Race headline font (Distressed Volvo Broad). The one single usage allowed is in the official Volvo Ocean Race communication.

## Normal use

Normal use means the use of typography in all everyday communication, mainly by the use of templates. Texts appear as plain, filled characters in corporate, profile or accent color\*. Spacing, kerning and other necessities for good typographic use, as well as positioning text on image or colored backgrounds etc. are within the fields of this usage.

## Extraordinary use

For non-template communication, under special circumstances, i.e. unique, high-profile or prestige productions, special effects in type reproduction may be considered:

- Embossing or debossing
- (Hot) foil techniques or high-gloss text on a matte background or the opposite
- Tone-in-tone print or stitching
- (Overlapping) transparent letters or type collages
- Drop shadows or mirroring effects
- Outline
- Images within letters
- Circular settings or angled letters

These techniques may be used only as long as readability, quality and clarity are not jeopardized. Especially for Volvo Broad, which is closely connected to Volvo values, utmost care must be taken when using any of those effects. The usage in digital and mobile media may also put further demands on type visuals, technically as well as aesthetically.

For questions, please consult the respective Volvo companies brand or communication departments or contact Volvo Group Brand Management Department.

\*Please note that Volvo Broad Outline is to be used in black or white only until further notice.



# The Volvo fonts don'ts

The Volvo fonts are to be used in the same way as all other fonts. There are however a few typographic effects or applications that should be avoided in order to maintain clarity, readability and protect the specific characteristics of the Volvo typefaces.

*Abc*

Do not make italics out of upright letters.

Abc

Do not stretch/extend (or condense) to change the width of the characters.

Abc

Do not change outlines to dotted or stitched lines.

Abc

Do not fill or adjust parts of the characters.

Abc

Do not affect the appearance of the characters by removing parts, apply in pattern grids or the like.

Abc

Do not jeopardise readability and clarity e.g. by positioning thin outline letters on a scattered image background.

ABC

Do not manually change outline information to create other weights or letter shapes.

ABC

Do not overdo visual effect combinations like 3D extrusion, outline, drop shadows etc.