

Branding of vehicles



VW Crafter - front and back

For the silver grey vans, use the full color logo with the blue wordmark. Use the main (centered) version of the logo on areas such as on the bonnet and the back doors.

01

Make sure to respect the min. protective area when placing and fitting the logo to the car. Use the protective area as an indicator for the size of the logo as illustrated.



VW Crafter - sides

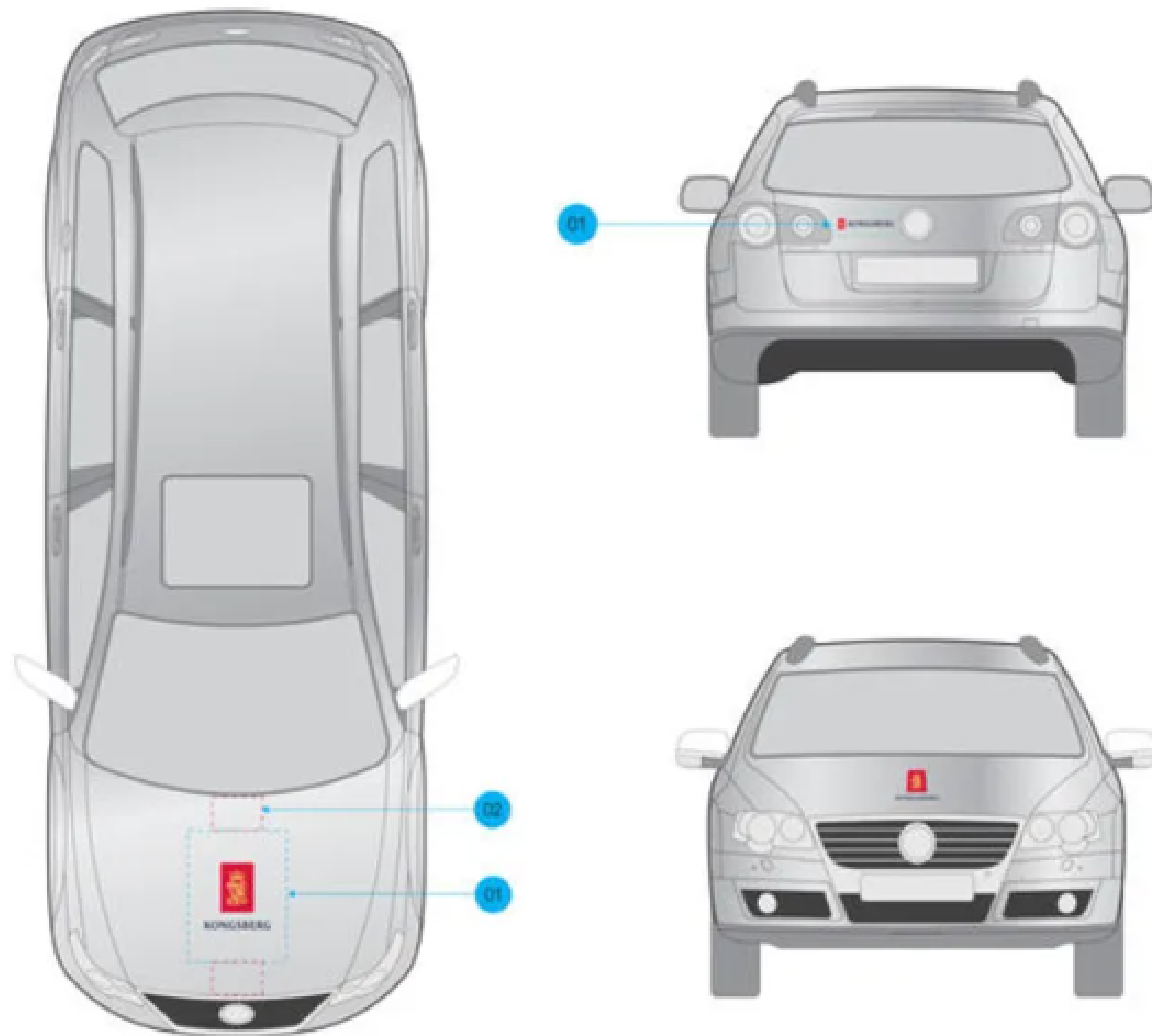
The horizontal version of the logo is best suited to be used on the sides of the van.

01

Make sure to respect the min. protective area when placing and fitting the logo to the car. Use the protective area as an indicator for the size of the logo as illustrated.

02

Position the logo in center of the back panel as indicated.



VW Passat - front and back

For the silver grey station wagons, use the full color logo with the blue wordmark. Use the main (centered) version of the logo on the bonnet, but on the rear hatch it is better to use the horizontal version in order for the wordmark to be legible.

01

Make sure to respect the min. protective area when placing and fitting the logo to the car.

02

Use the the same space equal to the width of the symbol to create space around the logo.



VW Passat - sides

The horizontal version of the logo is best suited to be used on the passenger and driver side of the car.



The width of the logo should be 3/5 of the total width of the door, centered in the area as illustrated.