ŠKODA AUTO
ADVERTISING DESIGN

AS OF MAY 20, 2003
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1. PREFACE

Škoda Auto has in recent years been able to gain a firm place among the world’s strong car brands.

Technical perfection combined with our engineers’ seemingly never-ending powers of imagination has contributed just as much toward this process as has the attractive independent design of Škoda cars.

After its success with the Škoda Octavia and Škoda Fabia models, Škoda Auto entered a new market segment in 2001 with the top-of-range model the Škoda Superb. And the future will bring more models that are typical of Škoda.

The Škoda brand is on the point of becoming one of Europe’s leading car brands.
2. THE IDEA

The idea for the new advertising design is based on the brand itself and, to be precise, on the product.

The basis of the design that is outlined in depth on the following pages is the front grille. It graces all three lines of cars and determines their distinctive appearance. That is why the front grille – in an abstract form – is to be the hallmark of our advertising...

What is it that makes the front grille so typical?
2.1 THE FRONT GRILLE

It is, of course, the wide edge that surrounds the front grille in an almost rectangular shape, with straight edges rounded at the corners. It is also the Škoda logo with its typical cap peak that juts down into the grille like a droplet. In the illustrations (right) you can see how the advertising design is adapted from the typical appearance of the front grille.

All advertising is surrounded by a white border that makes it extremely bold, simple and eye-catching, especially in smaller formats such as full-page ads. The Škoda logo occupies a prominent position in the top right of the format, with the brand claim above it.

Within this frame all the text and image elements are placed and can there be used quite flexibly and without a conventional grid system inside the frame.

Rules for the typography are specified further on in this manual.

Outside the frame the use of text or image elements is not permitted. This rule applies even to Internet addresses and telephone numbers!

The brand claim is the only exception to the rule.
3. THE FONT

Since 2002 a new font has been used instead of Formata, the font that was previously used.

SkodaSans was designed exclusively for Škoda Auto and is the only font used for communication of all kinds. Except electronic media.

SkodaSans must be used as the design basis even for price or promotional "reminders."

SkodaSans is a further component to ensure that the Škoda Auto brand has an unmistakable appearance. SkodaSans is an extremely clear and easy to read font.

To cater for all uses, SkodaSans can be used in different weights.

Rules for the use of these font weights will be found in the Rules of Typography chapter.
3.1 FONT WEIGHTS

SkodaSans CE
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890 $%&(.;""!?)

SkodaSans CE Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890 $%&(.;""!?)

SkodaSans CE Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890 $%&(.;""!?)

SkodaSans CE Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890 $%&(.;""!?)

SkodaSans Black CE
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890 $%&(.;""!?)

SkodaSans Black CE Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890 $%&(.;""!?)

4. THE COLOURS

The new advertising design reflects the Škoda brand values outlined in the introduction.

Colours play an important role here.

Be it in the choice of background colours in catalogues or the choice of lighting used for automobile photography.

The green that forms part of the logo cannot perform this task and is therefore reserved for corporate use.

A selection of new colours helps to lend more expression to the brand values “humanity” and “warmth.”

What follows is a selection of colours that illustrates both the basic colours of the brand and the three model ranges (Fabia, Octavia, Superb) and decorative colours for the brand and the model ranges in the form of a colour table.

The basic colours of the brand and individual model ranges are the actual bright colours that can be assigned to the brand or the model ranges.

And they can be assigned wherever a display colour relates directly to the brand or to the model range.

For the brand as, for example, a display element in print media. As an area of colour or as coloured type. For the model ranges in all the print media and on catalogue title pages as an area of colour or coloured type. In principle, wherever a distinction between model ranges is important.

Decorative colours serve the sole purpose of complementing the basic colours. They are used as coloured backgrounds or areas of colour behind text, as coloured frames or as coloured text elements, such as bullet points.

As the name indicates, decorative colours serve the sole purpose of adding decoration to an advertising medium.
4.1 BASIC BRAND COLOURS

For the Škoda brand

| SK 1 | 100% C | Pantone | 3425 C |
| 0% M | 90% Y | 50% K |

0% C  Paper White
0% M
0% Y
0% K

0% C  Pantone  Process Black C
0% M  Process Black U
0% Y
100% K
### 4.2 DECORATIVE BRAND COLOURS

For the Škoda brand

| Code | Description | Pantone
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
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<td>100% C 0% M 45% Y 80% K</td>
<td>SK 2 567 C, SK 2 3435 U</td>
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<tr>
<td>SK 3</td>
<td>70% C 0% M 85% Y 50% K</td>
<td>SK 3 362 C, SK 3 364 U</td>
</tr>
<tr>
<td>SK 4</td>
<td>15% C 0% M 20% Y 25% K</td>
<td>SK 4 5655 C, SK 4 5655 U</td>
</tr>
<tr>
<td>SK 5</td>
<td>5% C 0% M 20% Y 5% K</td>
<td>SK 5 7485 C, SK 5 7485 U</td>
</tr>
<tr>
<td>SK 6</td>
<td>20% C 15% M 20% Y 0% K</td>
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<td>SK 7</td>
<td>5% C 5% M 10% Y 0% K</td>
<td>SK 7 Warm Grey 1 C, SK 7 Warm Grey 1 U</td>
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### 4.3 FABIA COLOURS

#### Basic colours

<table>
<thead>
<tr>
<th>FA 1</th>
<th>Pantone</th>
<th>FA 2</th>
<th>Pantone</th>
<th>FA 3</th>
<th>Pantone</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 % C</td>
<td>461 C</td>
<td>0 % C</td>
<td>143 C</td>
<td>15 % C</td>
<td>180 C</td>
</tr>
<tr>
<td>0 % M</td>
<td>461 U</td>
<td>45 % M</td>
<td>129 U</td>
<td>80 % M</td>
<td>110 U</td>
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<td>40 % Y</td>
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<td>100 % Y</td>
<td></td>
<td>90 % Y</td>
<td></td>
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#### Decorative colours

<table>
<thead>
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<th>FA 5</th>
<th>Pantone</th>
<th>FA 6</th>
<th>Pantone</th>
<th>FA 7</th>
<th>Pantone</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 % C</td>
<td>121 C</td>
<td>40 % C</td>
<td>557 C</td>
<td>25 % C</td>
<td>414 C</td>
<td>35 % C</td>
<td>7522 C</td>
</tr>
<tr>
<td>10 % M</td>
<td>127 U</td>
<td>0 % M</td>
<td>558 U</td>
<td>15 % M</td>
<td>415 U</td>
<td>70 % M</td>
<td>7515 U</td>
</tr>
<tr>
<td>65 % Y</td>
<td></td>
<td>30 % Y</td>
<td></td>
<td>30 % Y</td>
<td></td>
<td>80 % Y</td>
<td></td>
</tr>
<tr>
<td>0 % K</td>
<td></td>
<td>0 % K</td>
<td></td>
<td>0 % K</td>
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</table>

<table>
<thead>
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<th>FA 4</th>
<th>FA 5</th>
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<th>FA 7</th>
</tr>
</thead>
<tbody>
<tr>
<td>60 %</td>
<td>60 %</td>
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## 4.4 OCTAVIA COLOURS

### Basic colours

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<th>Main Colour</th>
<th>Pantone</th>
<th>Tint</th>
</tr>
</thead>
<tbody>
<tr>
<td>OC 1</td>
<td>0% C, 15% M, 20% Y</td>
<td>726 C, 726 U</td>
<td>60%</td>
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### Decorative colours

<table>
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<tr>
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<th>Main Colour</th>
<th>Pantone</th>
<th>Tint</th>
</tr>
</thead>
<tbody>
<tr>
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<td>720 C, 720 U</td>
<td>60%</td>
</tr>
<tr>
<td>OC 5</td>
<td>45% C, 5% M, 10% Y</td>
<td>385 C, 390 U</td>
<td>60%</td>
</tr>
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<td>OC 6</td>
<td>40% C, 40% M, 40% Y</td>
<td>405 C, 402 U</td>
<td>60%</td>
</tr>
<tr>
<td>OC 7</td>
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<td>4725 C, 480 U</td>
<td>60%</td>
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### 4.5 SUPERB COLOURS

#### Basic colours

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<tr>
<th>SU</th>
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<th>% M</th>
<th>% Y</th>
<th>% K</th>
<th>Pantone</th>
<th></th>
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<td>0</td>
<td>15% C 7401 U</td>
<td></td>
</tr>
<tr>
<td>SU 1</td>
<td>60</td>
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</table>

<table>
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<th>% M</th>
<th>% Y</th>
<th>% K</th>
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<th></th>
</tr>
</thead>
<tbody>
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<td>SU 2</td>
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<td>100</td>
<td>85</td>
<td>0</td>
<td>1817 C 1817 U</td>
<td></td>
</tr>
<tr>
<td>SU 2</td>
<td>60</td>
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<th>% Y</th>
<th>% K</th>
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<td>85</td>
<td>0</td>
<td>1817 C Black 5 C</td>
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#### Decorative colours

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<th>% Y</th>
<th>% K</th>
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<tbody>
<tr>
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<td>100</td>
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<td>1245 C 1245 U</td>
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<tr>
<td>SU 4</td>
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<tr>
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<td>60</td>
<td>0</td>
<td>1457 C Warm Grey 10 C</td>
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</tr>
<tr>
<td>SU 6</td>
<td>60</td>
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<table>
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<tbody>
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<td>85</td>
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<td>1457 C 7414 C</td>
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</tr>
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<table>
<thead>
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<tbody>
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<th>% K</th>
<th>Pantone</th>
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</thead>
<tbody>
<tr>
<td>SU 7</td>
<td>30</td>
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</tbody>
</table>
5. THE PHOTOGRAPHY

Škoda is a brand with a warm and human character.

This is shown not only in the colours but in the kind of car photography used.

A warm and natural light across all motifs forms a definite part of the brand image. Artificial light and/or an unnatural, artificially created world of images are not part of the Škoda world.

This requirement applies both to open-air city or countryside shooting and to studio photography.
5.1 FABIA WORLD OF IMAGES

The Škoda Fabia is young and full of life. This characteristic of the car should be apparent from the photography. Taking into account, of course, the independent, warm photography and the world of colours allocated to the Fabia.

Care must be taken to ensure that pictures are not too monochromatic. Pictures for the Škoda Fabia should, in contrast, incorporate several bright colours and thereby create a vivid and cheerful impression.
5.2 OCTAVIA WORLD OF IMAGES

The Škoda Octavia is a sound and technically mature automobile that stands for good design, value retention and authenticity.

These are values to be incorporated in the photographic implementation, adapted to a colour scheme allocated to the Octavia.

Images for the Škoda Octavia should seem neither too monochromatic nor too colourful. The best idea is to combine harmoniously coordinated and not too strongly contrasting colours.
5.3 SUPERB WORLD OF IMAGES

The Škoda Superb is the flagship of the Škoda brand. It stands for quality, self-assurance, spaciousness, elegance and richness of detail.

These are values that should be reflected in the photography, always matching the colour schemes allocated to the Škoda Superb, of course.

For the Superb, a monochromatic choice of colours in a similar colour range or climate makes sense.
The distinctive appearance of vehicles made by Škoda Auto requires a special approach to photographic implementation.

In principle, the camera’s should never be positioned lower than the car’s shoulder line (see illustration). The cars are best portrayed from shoulder level and higher.

Three-quarter perspectives from front or rear are similarly best suited to stage the various models’ specific proportions.

What is more, we advise against using wide-angle lenses because they destroy the cars’ typical lines.

All vehicles should be lowered by weights.

Care must also always be taken to ensure that all mirrors are lined up straight and that the front seats are at the same height to stay parallel, optically speaking, with the car’s B column. Headrests to be straightened and aligned too, and equidistant from the arms.

Windows are never, as a matter of principle, to be darkened by being clad in special foil.

The only exception to these rules are pictures taken to create the right impression of the Fabia RS or the Octavia RS. In their case, all optical stylistic devices may be used to help underscore the aspect of dynamic driving and performance.
6. THE LOGO

In all print media whose quality makes it possible to do so, the Škoda logo is to be used in its three-dimensional badge form and in four colours.

For all other titles the logo also has to be in its three-dimensional badge form, but may be used in two colours and/or black and white.

The logo must always be depicted complete, undeformed, fixed, with no shadows, in full colour and with no further changes.

The logo must never be smaller in size than 12 mm.

The group address Škoda Auto must always be used in the brand logo. Use of the logo with a laurel wreath, as on the vehicles themselves, is not permitted.

The only permissible addition to the logo is the brand claim in capitals.

Model range names, addresses and other typographical or image illustrations are not permitted.

The logo must always be positioned at a specified distance from and in the top right of the format.
6.1 THE LOGO

3D CMYK (4c)

3D Pantone 3425 C (2c)

3D Grey (1c)
6.2 THE LOGO AND BRAND CLAIM

Above the brand logo, as the sole exception to the rule that everything must be inside the white frame, the brand claim is to be positioned in capital letters.

Font and weight SkodaSans CE.

The distance between claim and logo results from the size of the logo (see screen).

The brand claim is to be centred above the logo and typeset without punctuation.

The font size results from the size of half a screen element.
6.3 MODEL RANGES

Every model range and the group designation Škoda Auto has its own lettering and special typographic treatment.

The word Škoda is always set in SkodaSans Black CE. The words Fabia, Octavia, Superb and Auto are always to be set in SkodaSans CE.

The brand and model range or the name Auto are always to be placed next to each other without letterspacing. Other attributes such as Sedan, Combi or RS are set as separate words and interspaced.

Rules governing the use of the resulting Škoda-typical model range or brand names will be found on the following pages.

As a matter of principle the letter Š in the word Škoda is always written with a Czech háček accent.
6.3 MODEL RANGES

Not like this, please:
6.4 NAMES OF MODEL RANGES IN USE

Brand and model range are only typeset bold and as described above in header or claims or in the introductory copy and address lines.

In headlines, sublines, tables and within the copy and address lines, brand and model range are only to be set in the appropriate font and with normal spaces between words.

**Headline:**

LOREM IPSUM DOLORES SIT AMET, CONSEC ŠKODA FABIA TEADIPÍ ELIT.

**Header:**

The Škoda Fabia.

LOREM IPSUM DOLORES SIT AMET, CONSEC ŠKODA FABIA TEADIPÍ ELIT.

**Copy:**

Škoda Fabia. Ipsum latem more intraneto ha Torum naawertzsb like I gerl. Torum naspí iltra napso Škoda Fabia fastrapo Ipsum latem more intraneto Torum naawertzsb like Ingrl.

**Subline:**

LOREM ŠKODA FABIA SIT AMET, CONSECTETUE ADIPISCING ELIT, SED DIAM NONUMMY NIBH EUISMODM TINCIDUNT UT LAOREET DOLORESE MAGNA ALIRQUAM ERAT VOLUTPAT.

More room for ideas.

**Address line:**


**Claim:**

Škoda Fabia. More room for ideas.
6.4.1 The use of bolder brand and model range names is only permitted in connection with the claim or in the header or at the beginning of the copy.

6.4.2 Model range claim and name must not be used as a unit at the end of the copy.

They could conceivably be used separately, as in the combination:

Model range name in the header and model range claim at the end of the copy

or

Model range name at the start and model range claim at the end of the copy.
6.4 MODEL RANGE NAMES IN USE

Not like this, please:

**Headline:**

"How not to" 1.

LOREM IPSUM DOLORES SIT AMET, CONSEC **ŠKODA** Superb TEADIPI ELIT.

"How not to" 2.

LOREM IPSUM DOLORES SIT AMET, CONSEC **ŠKODA** Superb TEADIPI ELIT.

"How not to" 3.

LOREM IPSUM DOLORES SIT AMET, CONSEC **ŠKODA** Superb TEADIPI ELIT.

**Claim:**

"How not to" 1.

**ŠKODA** Superb. Even big in details.

"How not to" 2.

**ŠKODA** Superb. Even big in details.

"How not to" 3.

**ŠKODA** Superb. Even big in details.

**Copy:**

"How not to" 1.

**Škoda** Superb. Ipsos latem more intraneto **Škoda** Superb hawertzub like 1 gerl. Torum naspi iltra latem more napso **Škoda** Superb limilia ade sli Infos: XX XX / XXX XX XX-XX, www.skoda-auto.com.

"How not to" 2.


"How not to" 3.

Since Škoda sees itself as a human and authentic brand, all cars that are not photographed in the studio or are shown in the showroom must have proper numberplates.

Signs with the brand or product or name of a special model are not permitted in pictures, not even on the road.

For legal reasons, care must be taken to ensure that numberplates have not already been issued to outside private individuals or companies that might then, after publication, confront Škoda Auto with claims for damages.
In advertisements, logos of special models are always placed in the upper left-hand corner on an optical level with the Škoda logo.

Care must be taken to ensure that the logo is optically flush with the text elements beneath it.

The special model logo must always be in a size that appears to be smaller than that of the brand logo.

Special model logos never form part of a text and there never replace or add to a model range name.
7. RULES OF TYPOGRAPHY

Based on the SkodaSans font in its various weights, the rules outlined on the following pages apply to typography in all advertising media.

The illustration on the right shows which part of the text is meant by the following, recurring terms:

Brand claim
Header
Headline
Subline
Copy
Address line
Model range name
Model range claim.
7.1 RULES OF TYPOGRAPHY IN USE

7.1.1 All headlines are typeset in SkodaSans CE and in capitals. For posters, the use of SkodaSans CE Bold is permitted. All headlines are set flush left, ragged right.

7.1.2 Given a basic format of 210 x 280 mm, the font size of the headline ought not to be smaller than 24 pt. Headlines should also not be longer than around 100 characters. They can be spread over a maximum of four lines and can vary in length or be set in two text blocks as wished.

7.1.3 Headline size should not exceed 60 pt. For single-word headlines the font size must not be larger than 90 pt.
7.1 RULES OF TYPOGRAPHY IN USE

7.1.5 All sublines are set in capitals. The font weight should in all cases be the same as the one that is used in the headline. Sublines are to be flush left, minimum 11 pt, maximum 20 pt, and ragged right.

7.1.6 In size the subline should be recognisably smaller than the headline and larger than or equal in size to the copy. All body text or non-display text to be in upper and lower case. Copy must be typeset either justified or flush left and ragged right. The font size should never be smaller than 9 pt and, within a basic format of 210 x 280 mm, should be 11 pt.
7.1 RULES OF TYPOGRAPHY IN USE

7.1.7 The model range claim should be set in the same font size as the copy or the subline, in upper and lower case and in SkodaSans Black CE. It should never come straight after the previous text but be set apart from it by a preceding line of empty space.

The model range claim is always set flush left, aligned to the preceding text, and ragged right. And it should be at the end of the ad.

7.1.8 Along with the word Skoda, only the model range claim may be set in a bold weight (SkodaSans Black CE). Other rules governing use of the model range claim are listed under 6.4.
7.1 RULES OF TYPOGRAPHY IN USE

7.1.9 A maximum of two font weights are to be used in any one advertising medium. For the classic print media, the combination of CE and CE bold is recommended. For larger media, such as poster, a combination of CE bold and Black CE is permitted. The model range name, in contrast, is to be treated in all advertising media as a logo and may only be set, as specified in 6.3 and 6.4, in Black CE and CE.

The model range name and model range claim must in all advertising media never be longer than two lines.

7.1.10 The size of the header above the headline or in the upper part of advertisement should not be smaller than the font size of the copy and should never be larger than the font size of the subline.

Where there is no subline, the header should not be larger than twice the font size of the copy.

That means it too ought not, in a basic format of 210 x 280 mm, to be smaller than 11 pt.

The header must always be set in upper and lower and can include the Škoda-typical model range name as defined above.
7.1 RULES OF TYPOGRAPHY IN USE

7.1.11 In advertisements that do not feature a single model range but deal with the Škoda brand or a service provided by Škoda Auto, the rules at 6.4 for model range claims will apply.

In brand advertisements the model range claim will not occur.

Services or other Škoda Auto offerings may have a claim of their own. This claim will then take the form that is typical of the model range claim.

The brand claim must never appear twice in a motif. That is why it must never be used below the copy.
7.1 RULES OF TYPOGRAPHY IN USE

7.1.12 All text must be either black, white or grey. Coloured wording is only conceivable for sublines and/or display copy such as price offers. As for the choice of colours, the colours specified above for the model range or brand will apply.

The use of coloured text elements in daily newspapers should be dispensed with in view of the unsatisfactory print quality.

7.1.13 Addresses (postal, e-mail, Internet) and phone numbers must never be smaller than 9 pt (in basic 210 x 280 mm format). They must also be in the same weight as the copy so as to be inserted into it.

7.1.14 As a matter of principle, legibility must enjoy top priority in the use of white wording on a coloured background or in a picture. That is why colours that are too light or very busy backgrounds must seriously be avoided. It is also why, when pictures are made up, care must be taken to ensure that enough space is left for any text.
The outstanding characteristic of every advertisement is the frame that is typical of Škoda.

Within this frame the structure of the advertisement is as variable as is necessary for use with the various advertising media and model ranges.

Image elements and text building blocks can be moved around freely within the frame.
8.2 THE FRAME

The width of the typical Škoda frame is determined by the logo.

The frame surrounds every advertising medium.

It can be made up of a picture or colour area or of a fine line.

The radius of the rounded corners at the outer edges is based on the width of the margin. So is the radius of the rounded corners to the left and right of the logo.

For the outer corners the equation is: radius = 1/2 the margin width.

For the logo corners the equation is: radius = 1/4 of the margin width.

The typical droplet shape is based on the radius of the logo plus the height of the word ŠKODA in the logo as a white frame.

This circular shape juts out at an angle of 13.5 degrees toward the upper outer edge and ends in the rounded corners described above.

These dimensions are based on an advertisement format of 210 x 280 mm.
8.3 FRAMES AND LINES

Wherever the frame is not filled out by a picture or a coloured area, a fine black line delineates the format.

In exceptional cases a combination of surface area and line is conceivable. In such a case the line ends at the surface area or the picture.

The corners of the surface or the picture that adjoin the frame are not round but extend straight to the edge.

Pictures and areas of colour are not delimited by a line.

Similarly, there are no further lines to underscore edges within the framework in pictures or areas of colour.
8.3 FRAMES AND LINES

When pictures and areas of colour are combined within the frame, the main motif and supplementary motifs are separated by a fine white flash.

The height of the flash is always 1/10 of the width of the logo.

Separation by means of a flash is always to be undertaken between the main motif and decorative pictures.

All additional pictures, backgrounds or picture sequences must adjoin each other without a white flash, care being taken to ensure that there is a sufficient optical separation between images and backgrounds.
The dimensions listed hereunder are based on standard formats.

In the event of a deviation from these formats, all sizes must be adjusted proportionately.

The position of the logo is always calculated on the basis of the width of the advertising medium in question.

Portrait formats are all divided by seven and the logo is centred on the fifth line (see example).

Landscape and square formats are all divided by ten and the logo is centred on the eighth line.

The only exceptions are double-page spreads that are separated by a gutter (see 9.3) and large 24/1 posters that are subject to an eight-sheet division (see 9.21).
9.1 STRUCTURE OF A FULL-PAGE AD (example format: 210 x 280 mm)

- Brand claim: SkodaSans CE Caps
  - 10.5 pt
  - Spacing: 10
  - Centred over logo.
9.2 MODEL IMPLEMENTATION OF A FULL-PAGE AD (example format: 210 x 280 mm)
9.3 MODEL STRUCTURE OF A DOUBLE-PAGE SPREAD
(example format: 420 x 280 mm)

Brand claim:
SkodaSans CE Caps
12 pt
Spacing 5
Central above logo

The corner radius of a double-page spread motif is 4 mm and is based on the width of the margin, with 8 mm = 4 mm radius.

To position the logo, the width of a double-page spread is always divided by 14 and centred on the 12th line. The white space around the logo forms a fixed part of the logo.
9.4 MODEL IMPLEMENTATION OF A DOUBLE-PAGE SPREAD
(example format: 420 x 280 mm)
9.5 STRUCTURE OF A FULL-PAGE DAILY NEWSPAPER AD
(example format: 374 x 528 mm)

Brand claim:
SkodaSans CECaps
19 pt
Spacing: 10
Centred over logo

Corner radius of the motif for a full-page ad in a daily newspaper is 6.5 mm and is based on the width of the logo:

\[ \frac{3}{3} = 15 = \text{radius of 6.5 mm} \]

To position the logo, the width of a full-page ad in a daily newspaper is always divided by 7 and centred on the 5th line. The white space around the logo forms a fixed part of the logo.
9.6 MODEL IMPLEMENTATION OF A FULL-PAGE DAILY NEWSPAPER AD (example format: 374 x 528 mm)

LOREM IPSUM DOLORES SIT AMET, CONSECTETU EADIPISCING ELIT, SED DIAM NO

HEADLINE:
SkodaSans CE
CAPS
Spacing: 10
Negative/White
Size: (here) 73 pt
(min. 45 pt, max. 80 pt)

SUBLINE:
SkodaSans CE
Spacing: 5
Negative/White
Size: (here) 14 pt
(min. 11 pt, max. 16 pt)

MODEL RANGE CLAIM:
SkodaSans Black CE
Spacing: 5
Negative/White
Size: (here) 14 pt
(min. 11 pt, max. 16 pt)

The Škoda brand at the beginning of the text is always set in SkodaSans Black CE.
9.7 STRUCTURE OF A CORNER AD
(example format: three-column, 135 x 118 mm)

**BRAND CLAIM**

Brand claim:
SkodaSans CECAPS 7.5 pt
Spacing: 10
Centred over logo

**Borderline**
daily/newspaper format
**Borderline**
logo area

---

The corner radius of the motif of a corner ad is 2.5 mm and is based on the width of the logo:

\[ \frac{15}{3} = 5 \text{ mm} \]

To position the logo the width of a corner ad is always divided by 10 and centred on the eighth line. The white space around the logo forms a fixed part of the logo.

---

Example of a right-hand page

**Standard width for 2- and 3-column ads**

15 mm

5 mm

1/3 of the width of the logo

2/3 of the width of the logo

110 mm

Motif height

10 mm

Borderline type area

---

5 mm

1/3 of the width of the logo

Example of a right-hand page

15 mm

Standard width for 2- and 3-column ads

---

15 mm

1/3 of the width of the logo

Example of a right-hand page

---

The corner radius of the motif of a corner ad is 2.5 mm and is based on the width of the logo:

\[ \frac{15}{3} = 5 \text{ mm} \]

To position the logo the width of a corner ad is always divided by 10 and centred on the eighth line. The white space around the logo forms a fixed part of the logo.
9.8 MODEL IMPLEMENTATION OF A CORNER AD
(example format: three-column, 135 x 118 mm)

In their advents, models are used to explore the possibilities of different approaches to a problem. This can be seen in the context of the Škoda design team's work on the new Škoda Superb. The team has been working on the redesign of the car for several years, with the objective of creating a more efficient and pleasant driving experience.

The Škoda Superb is a car that is known for its elegance and spacious interior. It is designed to provide a high level of comfort and enjoyment for its passengers. The car is equipped with advanced technology, including a range of safety features and a powerful engine.

The design of the Škoda Superb is based on a combination of aesthetic and functional considerations. The car's exterior is designed to be sleek and aerodynamic, while its interior is designed to be spacious and comfortable. The car's features are designed to be easy to use and accessible, allowing passengers to enjoy their journey in comfort.

The Škoda design team has worked closely with engineers and other experts to ensure that the car meets the highest standards of quality and performance. The car has undergone extensive testing and evaluation to ensure that it meets the needs of its intended users.

The Škoda Superb is a car that is designed to provide a high level of satisfaction and enjoyment for its passengers. Its combination of aesthetic and functional elements makes it a car that is both visually appealing and practical to use. The car's design is an example of the Škoda brand's commitment to creating vehicles that are both stylish and functional.
9.9 STRUCTURE OF A STRIP AD IN DAILY NEWSPAPER
(examples format: 374 x 176 mm)

Brand claim:
SkodaSans CE
CAPS
10.5 pt
Spacing: 10
Centred over logo.

Borderline
Daily newspaper format
Borderline
type-area

The corner radius of the motif for a strip ad in a daily newspaper is 3.5 mm and is based on the width of the logo:

\[ \frac{21 \text{ mm}}{3} = 7 = \text{radius of 3.5 mm.} \]

To position the logo the width of a strip ad in a daily newspaper is always divided by 10 and centred on the eighth line. The white space around the logo forms a fixed part of the logo.
9.10 MODEL IMPLEMENTATION OF A STRIP AD IN A DAILY NEWSPAPER (example format: 374 x 176 mm)

Even big in details.
9.11 STRUCTURE OF POS POSTER (example format: 500 x 360 mm)

- Margin width: 20 mm x 2.5
- Corner radius of the poster motif is 10 mm and is based on margin width. 20 mm = radius of 10 mm.

The brand claim is SkodaSans CE Caps, 30 pt, spacing 10, centered over the logo.
9.12 MODEL IMPLEMENTATION OF A POS POSTER  (example format: 500 x 360 mm)

HEADLINE:
SkodaSans CE
CAPS
SemiBold: 10
Negative/White
Size: [from] 32 pt
(min. 60 pt, max. 150 pt)

MODEL RANGE NAME:
SkodaSans Black CE
and SkodaSans CE
Negative/White
Size: [from] 14 pt
(min. 70 pt, max. 110 pt)
9.13 STRUCTURE OF A CEILING POSTER (example format: 700 x 500 mm)

- Brand claim: SkodaSans CECaps
  - Size: 36 pt
  - Spacing: 10
  - Centred over the logo.

- Standard width for ceiling posters:
  - 51 mm

- Margin width:
  - 17 mm (1/3 of the width of the logo)

- The corner radius of the ceiling poster motif is 8.5 mm and is based on the width of the margins: 17 mm = radius of 8.5 mm.

- To position the logo, the width of the ceiling poster is always divided by ten and centred on the eighth line. The white space around the logo forms a fixed part of the logo.
9.14 MODEL IMPLEMENTATION OF A CEILING POSTER
(example format: 700 x 500 mm)

BRAND CLAIM
Škoda Superb
9.15 STRUCTURE OF A DEALER POSTER (example format: A1 - 840 x 594 mm)

Brand claim:

- **SkodaSans CECaps 30 pt**
- Caps
- 50 pt
- Spacing: 60
- Centred over the logo.

To position the logo the width of the ceiling poster is always divided by ten and centred on the eighth line. The white space around the logo forms a fixed part of the logo.

The corner radius of the ceiling poster motif is 10 mm and is based on the width of the margins: 20 mm = radius of 10 mm.

Brand claim:

- **SkodaSans CECaps 30 pt**
- Caps
- 50 pt
- Spacing: 60
- Centred over the logo.

The corner radius of the ceiling poster motif is 10 mm and is based on the width of the margins: 20 mm = radius of 10 mm.
9.16 MODEL IMPLEMENTATION OF A DEALER POSTER

(example format: A1 - 840 x 594 mm)
9.17 STRUCTURE OF A LARGE BILLBOARD POSTER (example format: 5100 x 2400 mm)

Brand claim:
SkodaSans CECaps
170 pt
Spacing: 1.0
Centred over the logo.

The corner radius of the ceiling poster motif is 55 mm and is based on the width of the margin 110 mm = radius of 55 mm.

To position the logo the width of the ceiling poster is always divided by ten and centred on the eighth line. The white space around the logo forms a fixed part of the logo.
9.18 MODEL IMPLEMENTATION OF A LARGE BILLBOARD POSTER
(example format: 5100 x 2400 mm)

HEADLINE:
ŠkodaSans CE
CAPS
Spacing: 10
Negative/White
Size: (here) 900
(min. 700 pt, max. 1500 pt)

MODEL RANGE NAME:
ŠkodaSans Black CE and ŠkodaSans CE
Negative/White
Size: (here) 600 pt
(min. 300 pt, max. 600 pt)

LOREM IPSUM
DOLORES.

Škoda Superb

BRAND CLAIM
9.19 STRUCTURE OF A LARGE 18/1 POSTER

(example format: 3560 x 2520 mm/four-sheet division)

- Margin width 80 mm x 2,5
- Standard width for 18/1 posters 240 mm
- 1/5 of the width of the logo
- Brand claim: Skoda Sans CE Caps, 120 pt, Spacing: 10, Centred over the logo.

The corner radius of the 18/1 poster motif is 40 mm and is based on the margin width 80 mm = a radius of 40 mm.

To position the logo, the width of the poster is always divided by 10 and centred on the eighth line. The white space around the logo forms a fixed part of the logo.
9.20 MODEL IMPLEMENTATION OF A LARGE 18/1 POSTER
(example format: 3560 x 2520 mm/four-sheet division)

HEADLINE: ŠkodaSans CE
CAPS
Spacing: 10
Negative/White
Size: (here) 1250 pt
(min. 600 pt, max. 1250 pt)

MODEL RANGE NAME: ŠkodaSans Black CE and ŠkodaSans CE
CAPS
Spacing: 10
Negative/White
Size: (here) 420 pt
(min. 300 pt, max. 500 pt)
9.21 STRUCTURE OF A LARGE 24/1 POSTER

(example format: 5260 x 3720 mm/eight-sheet division)

Brand claim:
SkodaSans CE
Caps
180 pt
Spacing: 10
Centred over logo.

The corner radius of the 24/1 poster is 60 mm and is based on the margin width: 120 mm = a radius of 60 mm.

To position the logo the width of the 24/1 poster is always divided by 11 and centred on the ninth line. The white space around the logo forms a fixed part of the logo.
9.22 MODEL IMPLEMENTATION OF A LARGE 24/1 POSTER
(example format: 5260 x 3720 mm/eight-sheet division)

HEADLINE:
SkodaSans CE
CAPS
Spacing: 10
Negative/White
Size: (here) 860 pt
(min. 800 pt, max. 2000 pt)

MODEL RANGE NAME:
ŠkodaSans Black CE
and SkodaSans CE
Negative/White
Size: (here) 660 pt
(min. 500 pt, max. 2000 pt)

LOREM IPSUM DOLORES.
Škoda Superb
9.23 STRUCTURE OF A BIGBOARD POSTER

(example format: 9600 x 3600 mm)

**Brand Claim:**

SkodaSans CE
Caps: 270 pt
Spacing: 12
Centred over the logo.

The corner radius of a bigboard motif is 90 mm and is based on the margin width 180 mm — a radius of 90 mm.

To position the logo the width of a bigboard is always divided by ten and centred on the eighth line. The white space around the logos forms a fixed part of the logos.
9.24 MODEL IMPLEMENTATION OF A BIGBOARD POSTER

(example format: 9600 x 3600 mm)

HEADLINE:
ŠkodaSans CECAPs
Spacing: 10
Negative/White
Size: (here) 1420 pt
(min. 1200 pt, max. 2000 pt)

MODEL RANGE NAME:
ŠkodaBlack CECAPs
and ŠkodaSans CE
Spacing: 10
Negative/White
Size: (here) 1080 pt
(min. 700 pt, max. 1,300 pt)

LOREM IPSUM
DOLOR.

ŠkodaSuperb
9.25 STRUCTURE OF BANNER (example format: 4000 x 1000 mm)

Brand claim:
SkodaSans CE
Caps
90 pt
Spacing: 10
Centred over logo.

To position the logo, the width of a ribbon poster is always divided by 10 and centred on the eighth line. The white space around the logos forms a fixed part of the logo.

The corner radius of a ribbon poster motif is 30 mm and is based on the margin width: 60 mm = a radius of 30 mm.
9.26 MODEL IMPLEMENTATION OF BANNER
(example format: 4000 x 1000 mm)
9.27 STRUCTURE OF A DEALER AD (example format: three-column, 135 x 135 mm)

**BRAND CLAIM**

Ihre freundlichen Škoda-Partner:

Martin Mustermann
Musterstr. 177, 12345 Musterstadt  Telefon: 000/123 560

**HEADING:**

SkodaSans CE
Caps
Spacing: 10
Size: (here) 17 pt
(min. 11 pt, max. 40 pt)

**COPY:**

SkodaSans CE
Spacing: 5
Size: (here) 9 pt
(min. 8 pt, max. 14 pt)

**DEALER’S ADDRESS:**

SkodaSans CE Bold
Spacing: 5
Black
Size: (here) 7.5 pt
(min. 7 pt, max. 12 pt)

**OFFER AND MODEL RANGE NAME:**

SkodaSans CE and SkodaSans Black CE
Spacing: 5
Size: (here) 17 pt
(min. 11 pt, max. 20 pt)

**MODEL RANGE CLAIM:**

SkodaSans Black CE
Spacing: 5
Size: (here) 9 pt
(min. 8 pt, max. 14 pt)

**135 mm (3-column)**

**TOREM IPSU DOLO SIT AMET, CONSEC TUEADIPISCING**

The Škoda Superb X.X lab EUR XX. XXXXX

Even big in details.

The Škoda Superb X.X lab EUR XX. XXXXX

Hasb like i gel. Torum naspi iltra napso quoroum nlp in sasatlipfas int Torum naspi iltra
napso quoroum nlorum naspi spi iltra napso quoroum ips kam oikzumze zeplo Tspi iltra
napso quokam oikzumze zeplo Torum naspi iltra nao quio pi iltra napso quoroum ips kam.

Even big in details.
9.28 MODEL IMPLEMENTATION OF DEALER ADS
(example format: three-column, 135 x 135 mm)

Like all other advertisements, dealer ads can be implemented on a white or coloured background.

Whatever happens, the at times unsatisfactory print quality of various daily newspapers must be taken into account.

That is why the wording in the dealer's text field should always be black or line and the background never darker than 25%.

In addition, the format should never be smaller than three-column, which also benefits the illustration of the car.

Dealer ads can also be bordered by a line.

Backgrounds, in contrast, should never have line borders.
10. TV ENDING AND SOUND DESIGN

The TV ending also reflects the central idea of the advertising design.

It features the Škoda-typical front grille and the drop-shaped logo surround using film means.

The Škoda logo ends in black.
Škoda is an authentic and human brand. It is neither technical nor artificial. That is why we stage the logo and the typical shape of the chrome on the front grille as a genuine film using a genuine car.

The car is standing in a dark hall or garage and, at the very moment the imaginary door is opened, a flash of warm light runs quickly across the chrome of the front grille and the logo.

The logo is then left on its own and the brand claim appears.

In principle, two variations are possible, one with only the brand claim and the other with both the brand claim and the model range claim.

For the use of the model range claim the dimensions listed earlier are to apply.
10.2 SOUND LOGO

The sound logo is another typical link for Škoda advertising in all electronic media.

As a warm and human brand, Škoda uses a sound that is strictly acoustic in origin.

This acoustic logo is, moreover, designed for use as a purely acoustic link in radio advertising.

The sound logo is accompanied by a speaker who says the brand name and announces the model range claim.

The speaker's tonality is binding for all language adaptations.
10.3 TYPOGRAPHY ON TV

In principle the rules that apply to TV are the same as are listed above.

This means that the brand claim above the logo must be shown in capital letters and the SkodaSans CE font. It must also be the prescribed distance from the logo.

That is why the following applies to use of the model range and model range claim. The word Škoda and the model range are shown intercapped without a space between the words, Škoda in SkodaSans Black CE and the model range in SkodaSans CE. The model claim is also to be in SkodaSans Black CE.

Other text messages in connection with the Škoda logo are not permitted on TV.