

# Guideline for Scania icons

The design of the modern and bespoke icon system is based on the symbol, the Scania Sans font family and the product DNA. It has been customised with the goal of unifying the Scania brand experience throughout all applications.

## The Scania icons

The icons enable clear and instantaneous communication for information graphics and sales support.

The icons should always be supported by text. Use the icons for information, never for decoration. Use the bespoke Scania icon system in all communication and applications. Avoid using icons of another design to ensure a coherent brand expression.

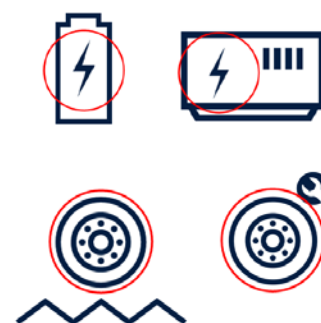
If you need an icon, please check if you could use any of the already existing icons in Scania Media Provider (<https://media.scania.com>) under Corporate identity/Icon, where all approved Scania icons are available.

Should the needed icon not exist, you may create a new icon following the steps under “Construction of new icons”.



Please note that already existing icon elements should be re-used as far as possible.

As an example, for “electricity/power”, the same element (flash) is used in both the battery icon and the Scania Gensets icon and the element “tyre” is used both in the icon for rough roads and tyre service.

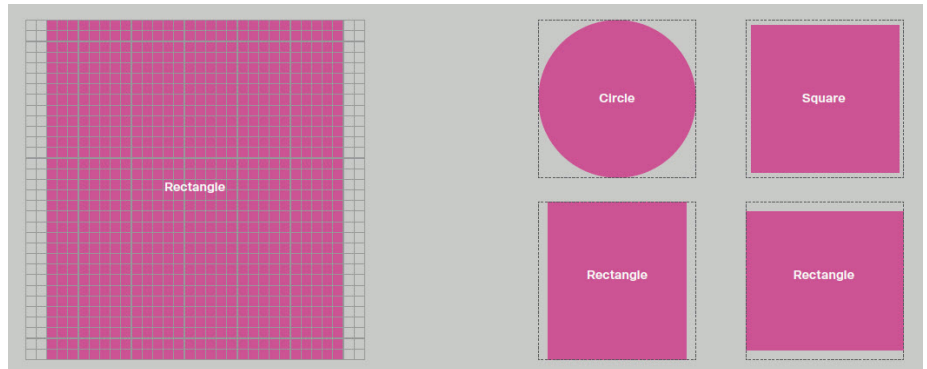


## Construction of new icons

This is how you build a custom icon, using Adobe Illustrator:

### Step 1 - Grid settings

A square shape pixel grid (size 256x256px) is used as a base. To match the optical volume sub-containers help to match the different format icons.

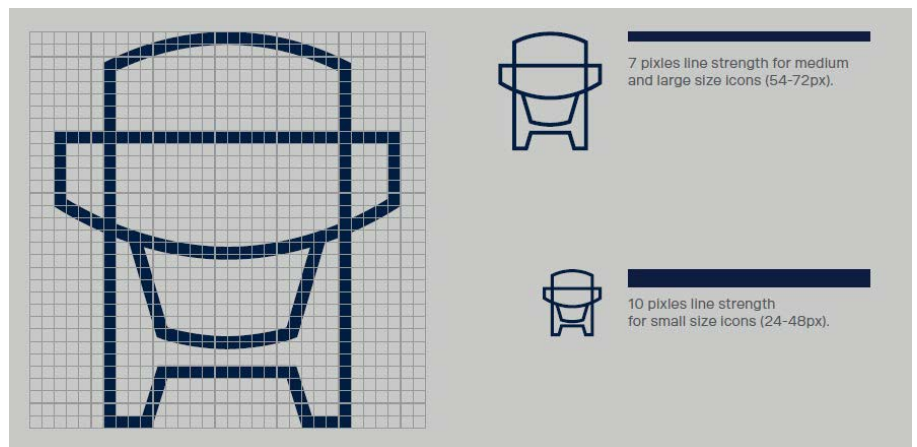


### Step 2 - Line width

For the same optical appearance of the icons in different sizes, the line width is adjusted. A smaller scale icon (up to 48px) requires thicker line width (10 pixels) than a larger one (line width: 7 pixels).

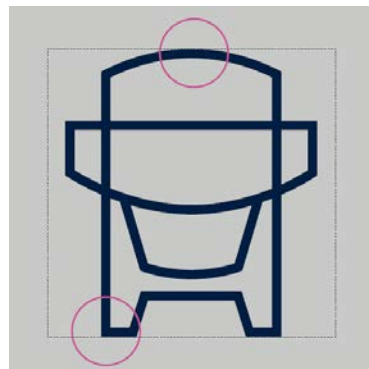
Small icon (24-48px): 10 pixels line width.

Large icon (54-72px): 7 pixels line width.



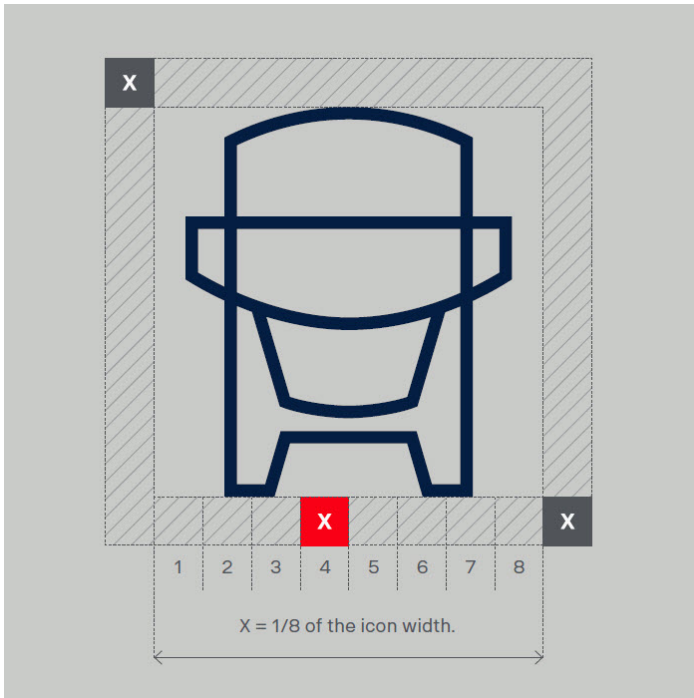
### Step 3 - Geometry

The icon shape is based on the bespoke font Scania Sans, industrial design elements, - a mix of straight lines and curvatures. For letters and numbers in icons use the Scania Sans typeface. Please note that already existing icon elements must be re-used when possible.



### Clear space

The minimum clear space of the icon is a square with the same size as 1/8 of the width of the icon.



### Examples

Below are some examples of icons that already exist.



## Approval

Before finalising the icon, the icon design including name and description/restrictions, must be approved by the Marketing Communications department in Södertälje or Scania Identity Helpdesk at [identity@scania.com](mailto:identity@scania.com).

## File versions and formats

All new icons must always be saved in two versions (positive and negative), two sizes (small and large) and two file formats (.ai and .png) - in total 8 files for each icon:

- Positive version: Scania Blue  
PNG files: RGB 40\_30\_66  
AI files: CMYK 100\_90\_13\_62
- Negative version: Scania White  
PNG files: RGB 250\_250\_250  
AI files: CMYK 0\_0\_0\_0
- Small: line width 10px (for sizes 24-48px)
- Large: line width 7px (for sizes 54-72px)
- AI file format: for use in print
- PNG file format: for digital use

The icon file name should begin with "ICON" and end with the size for which the icon is optimised and "neg" if it is the negative version. So, file names for e.g. "Truck service" would be:

ICON\_Truck\_service\_24-48px.ai  
 ICON\_Truck\_service\_24-48px.png  
 ICON\_Truck\_service\_24-48px\_neg.ai  
 ICON\_Truck\_service\_24-48px\_neg.png  
 ICON\_Truck\_service\_54-72px.ai  
 ICON\_Truck\_service\_54-72px.png  
 ICON\_Truck\_service\_54-72px\_neg.ai  
 ICON\_Truck\_service\_54-72px\_neg.png

## Delivery

All icon files are to be sent together with a PDF file ("carrier") to department Image Desk at [imagedesk@scania.com](mailto:imagedesk@scania.com) in order to be published (as well as archived) in the "icon library" in Scania Media Provider. A separated PDF file needs to be created for each new icon. Use the "Scania icon

PDF template" and include the following information:

- Name of the icon (max. three words)
- Description of the icon
- Restrictions for use of the icon (if any)
- An image/illustration of the new icon



The PDF file name should be an ID number (please contact your contact person at the Marketing Communications department or [identity@scania.com](mailto:identity@scania.com)).

Please note that when the icon is used in e.g. a brochure, the icon name must not be changed (but must be the same as the icon file included in the PDF file).

Delivering icon files to Image Desk also means that it is approved to be published as well as archived in Scania Media Provider. The icon may also be used by other users, for its intended purpose and as long as the restrictions (if any) are respected.

## Support

Should you have any questions, please do not hesitate to contact Scania Identity Helpdesk at [identity@scania.com](mailto:identity@scania.com).

**Attachment: Scania icon PDF template**