



V O L V O

VRE Graphics

Retail Facility Graphics Catalog - 2023

UPDATED JULY 2023

INTRODUCTION

Communications in the showroom is the finishing touch to the Volvo Retail Experience. While the entire architecture communicates the Volvo brand experience, the graphics create a strong emotional connection.

By following these general guidelines you will find room for creative expression while maintaining the consistency of Volvo's global experience.

GRAPHIC PROCESS

- 1 Select Themed Image and Size
- 2 Fill out order form and contact Ideal Image

GUIDELINES - APPROVED IMAGES

In these guidelines you will find a selection of images approved for use in Volvo retail and internal environments. You will also find instructions on how these images should be used.

These images have been chosen as they create a feeling of spacious, understated Scandinavian luxury and design that successfully communicates and enhances the essence of the Volvo brand.

The headings are as follows: **Scandinavian Roads, Scandinavian Elements, Scandinavian Houses, Heritage, Ambient, People, Scenic Drive, Leaders in Safety, Designed Around You** and **Performance**. Each collection of images are designed to mirror and strengthen the values of the Volvo Brand.

The images taken from **Scandinavian Roads, Scandinavian Elements, Scandinavian Houses, People, Scenic Drive,** and **Ambient** should always be displayed to the rear of display cars **located in the showroom**. They can also be displayed in reception areas where there is a display car. This is intended to inspire potential customers to take a car for a test drive.

The images taken from **Heritage, Leaders in Safety** and **Designed Around You** collection should only be displayed in the **facility's offices**.

Performance images are to be displayed in the **service areas**.

GUIDELINES - MODERN AND NATURAL FORM

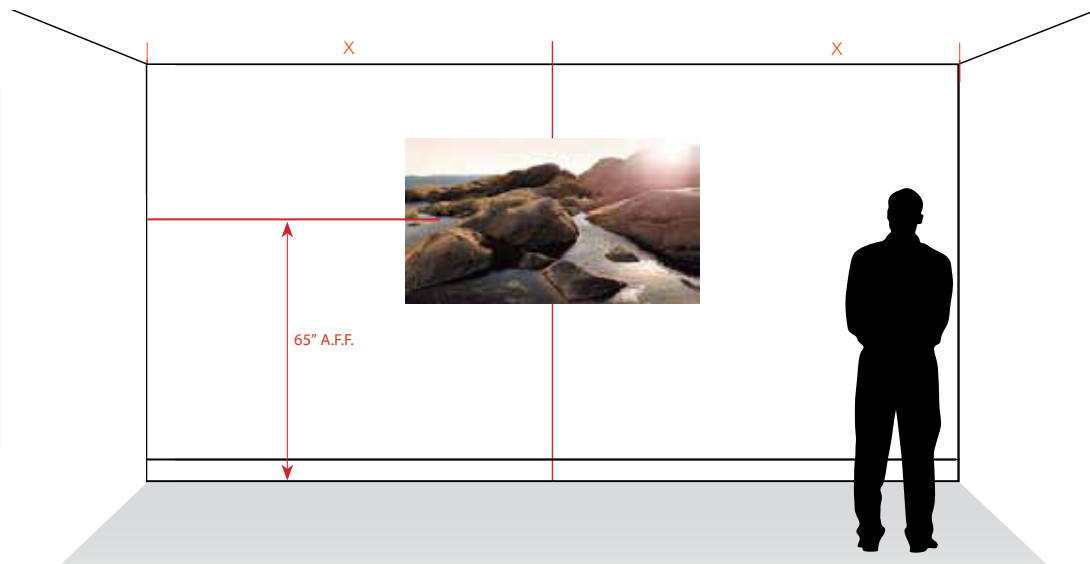
All images are displayed in widescreen format (16:9 ratio). Widescreen is a modern and natural format that is effective and works in a number of different channels.

We recommend that only one image be used on each wall. The images should be placed centrally at an optical midpoint on the wall and 65" above finish floor, see illustration below for mounting reference.

An exception can be made when a wall is unusually high e.g. the walls in a factory or service drive area. The image can then be hung to suit the surrounding environment.

NOTES:

- No graphic to be hung on wood walls
- Offices with wood back wall must hang graphic on side return wall
- Hang centerline at 65" A.F.F.



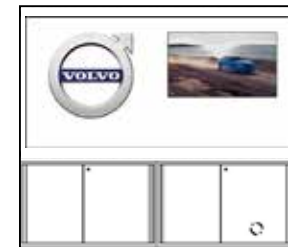
GUIDELINES - DEALER ENVIRONMENT

All images chosen for use in a Volvo Dealerships should create a welcoming feeling of spacious, Scandinavian luxury and design. All images should help communicate the essence and origins of the Volvo Brand to our customers.

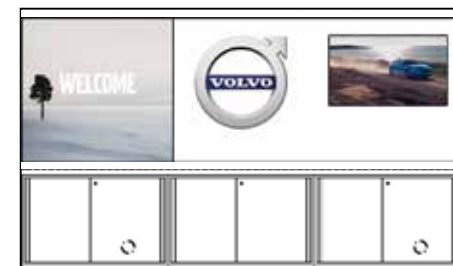


GUIDELINES - RECEPTION BACK WALL

The Reception Back Wall combines several functions, such as branding, communication and storage. Depending on size of back wall selected, a large back-lit brand image is included in a thin protruding metal frame. Image will be cropped to correspond with selected back wall from the Furniture and Retail Elements Catalog.



VRE 2.1 Shown



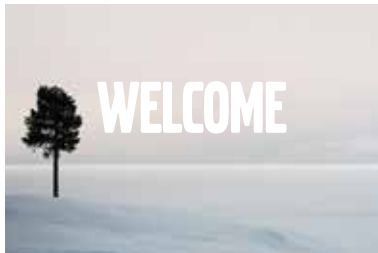
VRE 2.2 Shown with CG01 Graphic



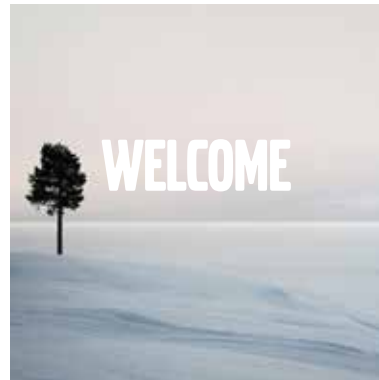
VRE 2.3 Shown with CG01 Graphic



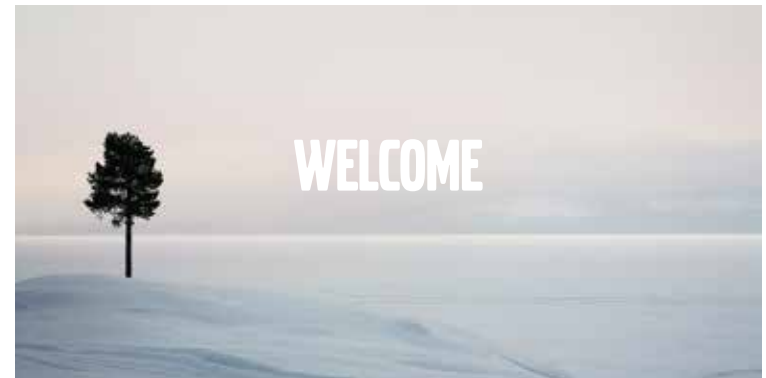
GUIDELINES - CUSTOMER GREETING GRAPHICS - STANDARD SIZES



CG01 - 48"W x 30"H



CG01 - 48"W x 48"H

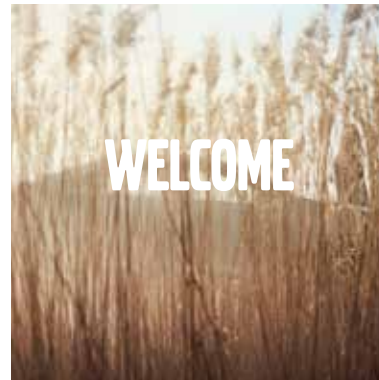


CG01 - 96"W x 48"H

GUIDELINES - CUSTOMER GREETING GRAPHICS - STANDARD SIZES



CG02 - 48"W x 30"H

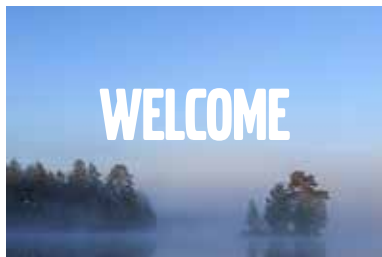


CG02 - 48"W x 48"H

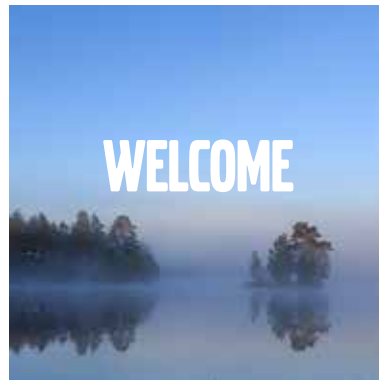


CG02 - 96"W x 48"H

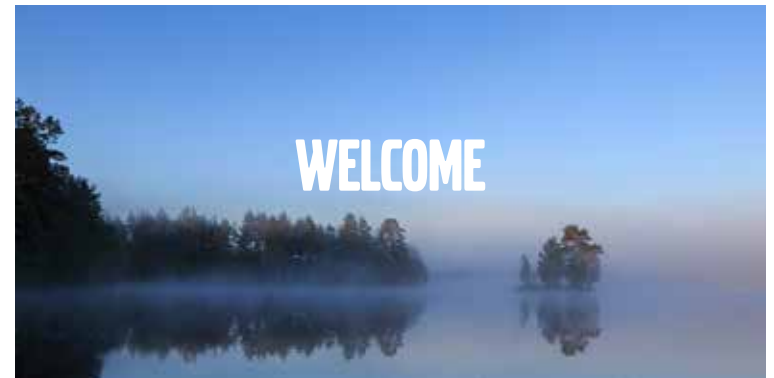
GUIDELINES - CUSTOMER GREETING GRAPHICS - STANDARD SIZES



CG03 - 48"W x 30"H



CG03 - 48"W x 48"H



CG03 - 96"W x 48"H

GUIDELINES - RETAILER ENVIRONMENT GRAPHICS - STANDARD SIZES

The aluminum framed fabric graphic is cost effective and the images can be easily replaced as Volvo assets are revised. They are lightweight and offer acoustical properties to the customer facing areas of the showroom as well as have a timeless design. The standard size for the aluminum framed fabric graphic is 48"x30".

Note: Alternate (smaller) sizes have been included.



GUIDELINES - RETAILER ENVIRONMENT GRAPHICS - SCANDINAVIAN ROADS



SR01 - Maximum Size: 48"W x 30"H



SR02 - Maximum Size: 48"W x 30"H



SR03 - Maximum Size: 48"W x 30"H



SR04 - Maximum Size: 48"W x 30"H



SR05 - Maximum Size: 48"W x 30"H



SR06 - Maximum Size: 48"W x 30"H



SR07 - Maximum Size: 48"W x 30"H



SR08 - Maximum Size: 48"W x 30"H



SR09 - Maximum Size: 48"W x 30"H



SR10 - Maximum Size: 48"W x 30"H



SR11 - Maximum Size: 48"W x 30"H



SR12 - Maximum Size: 48"W x 30"H

NOTE: THESE IMAGES ARE DESIGNATED FOR USE IN THE RETAIL FACILITY SHOWROOM AND LOUNGE AREA ONLY.

GUIDELINES - RETAILER ENVIRONMENT GRAPHICS - SCANDINAVIAN ROADS



SR13 - Maximum Size: 48"W x 30"H



SR14 - Maximum Size: 48"W x 30"H



SR15 - Maximum Size: 48"W x 30"H



SR16 - Maximum Size: 48"W x 30"H



SR17 - Maximum Size: 48"W x 30"H

NOTE: THESE IMAGES ARE DESIGNATED FOR USE IN THE RETAIL FACILITY SHOWROOM AND LOUNGE AREA ONLY.

GUIDELINES - RETAILER ENVIRONMENT GRAPHICS - SCANDINAVIAN ELEMENTS



SE02 - Maximum Size: 48"W x 30"H



SE03 - Maximum Size: 48"W x 30"H



SE04 - Maximum Size: 48"W x 30"H



SE05 - Maximum Size: 48"W x 30"H



SE06 - Maximum Size: 48"W x 30"H



SE07 - Maximum Size: 48"W x 30"H



SE08 - Maximum Size: 48"W x 30"H



SE09 - Maximum Size: 48"W x 30"H



SE11 - Maximum Size: 48"W x 30"H



SE12 - Maximum Size: 48"W x 30"H



SE13 - Maximum Size: 48"W x 30"H



SE14 - Maximum Size: 48"W x 30"H

NOTE: THESE IMAGES ARE DESIGNATED FOR USE IN THE RETAIL FACILITY SHOWROOM AND LOUNGE AREA ONLY.

GUIDELINES - RETAILER ENVIRONMENT GRAPHICS - SCANDINAVIAN ELEMENTS



SE15 - Maximum Size: 48"W x 30"H



SE16 - Maximum Size: 48"W x 30"H



SE17 - Maximum Size: 48"W x 30"H



SE18 - Maximum Size: 48"W x 30"H

NOTE: THESE IMAGES ARE DESIGNATED FOR USE IN THE RETAIL FACILITY SHOWROOM AND LOUNGE AREA ONLY.

GUIDELINES - RETAILER ENVIRONMENT GRAPHICS - SCANDINAVIAN HOUSES



SH01 - Maximum Size: 48"W x 30"H



SH02 - Maximum Size: 48"W x 30"H



SH03 - Maximum Size: 48"W x 30"H



SH04 - Maximum Size: 48"W x 30"H



SH05 - Maximum Size: 48"W x 30"H



SH06 - Maximum Size: 48"W x 30"H



SH07 - Maximum Size: 48"W x 30"H



SH08 - Maximum Size: 48"W x 30"H



SH09 - Maximum Size: 48"W x 30"H



SH10 - Maximum Size: 48"W x 30"H

NOTE: THESE IMAGES ARE DESIGNATED FOR USE IN THE RETAIL FACILITY SHOWROOM AND LOUNGE AREA ONLY.

GUIDELINES - RETAILER ENVIRONMENT GRAPHICS - HERITAGE



H01 - Maximum Size: 48"W x 30"H



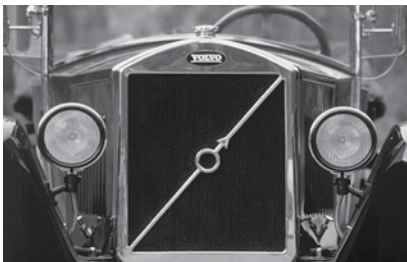
H02 - Maximum Size: 48"W x 30"H



H03 - Maximum Size: 48"W x 30"H



H04 - Maximum Size: 48"W x 30"H



H05 - Maximum Size: 48"W x 30"H



H06 - Maximum Size: 48"W x 30"H



H07 - Maximum Size: 36"W x 22"H



H08 - Maximum Size: 30"W x 18"H



H09 - Maximum Size: 30"W x 18"H



H10 - Maximum Size: 30"W x 18"H



H11 - Maximum Size: 30"W x 18"H



H12 - Maximum Size: 18"W x 30"H

NOTE: THESE IMAGES ARE DESIGNATED FOR USE IN THE RETAIL FACILITY OFFICES ONLY.

GUIDELINES - RETAILER ENVIRONMENT GRAPHICS - HERITAGE



H13 - Maximum Size: 30"W x 18"H



H14 - Maximum Size: 30"W x 18"H



H15 - Maximum Size: 30"W x 18"H



H16 - Maximum Size: 30"W x 18"H



H18 - Maximum Size: 30"W x 18"H



H19 - Maximum Size: 24"W x 15"H



H20 - Maximum Size: 24"W x 15"H



H21 - Maximum Size: 24"W x 15"H



H22 - Maximum Size: 48"W x 30"H



H23 - Maximum Size: 48"W x 30"H



H24 - Maximum Size: 48"W x 30"H



H25 - Maximum Size: 48"W x 30"H

NOTE: THESE IMAGES ARE DESIGNATED FOR USE IN THE RETAIL FACILITY OFFICES ONLY.

GUIDELINES - RETAILER ENVIRONMENT GRAPHICS - AMBIENT



A01 - Maximum Size: 48"W x 30"H



A02 - Maximum Size: 30"W x 18"H



A03 - Maximum Size: 30"W x 18"H



A04 - Maximum Size: 30"W x 18"H



A05 - Maximum Size: 48"W x 30"H



A06 - Maximum Size: 48"W x 30"H



A07 - Maximum Size: 48"W x 30"H



A08 - Maximum Size: 48"W x 30"H



A09 - Maximum Size: 48"W x 30"H



A10 - Maximum Size: 48"W x 30"H



A11 - Maximum Size: 48"W x 30"H



A12 - Maximum Size: 48"W x 30"H

NOTE: THESE IMAGES ARE DESIGNATED FOR USE IN THE RETAIL FACILITY SHOWROOM AND LOUNGE AREA ONLY.

GUIDELINES - RETAILER ENVIRONMENT GRAPHICS - AMBIENT



A13 - Maximum Size: 48"W x 30"H



A14 - Maximum Size: 48"W x 30"H



A15 - Max Size: 30"W x 48"H



A16 - Max Size: 30"W x 48"H



A17 - Max Size: 30"W x 48"H



A18 - Maximum Size: 48"W x 30"H



A19 - Maximum Size: 48"W x 30"H



A20 - Maximum Size: 48"W x 30"H



A21 - Maximum Size: 48"W x 30"H

NOTE: THESE IMAGES ARE DESIGNATED FOR USE IN THE RETAIL FACILITY SHOWROOM AND LOUNGE AREA ONLY.

GUIDELINES - RETAILER ENVIRONMENT GRAPHICS - PEOPLE



P01 - Maximum Size: 48"W x 30"H



P02 - Maximum Size: 48"W x 30"H



P03 - Maximum Size: 48"W x 30"H



P04 - Maximum Size: 48"W x 30"H



P05 - Maximum Size: 48"W x 30"H



P06 - Maximum Size: 48"W x 30"H



P07 - Maximum Size: 48"W x 30"H



P08 - Maximum Size: 48"W x 30"H

NOTE: THESE IMAGES ARE DESIGNATED FOR USE IN THE RETAIL FACILITY OFFICES ONLY.

GUIDELINES - RETAILER ENVIRONMENT GRAPHICS - SCENIC DRIVE



SD01 - Maximum Size: 48"W x 30"H



SD02 - Maximum Size: 48"W x 30"H



SD03 - Maximum Size: 48"W x 30"H



SD04 - Maximum Size: 48"W x 30"H



SD05 - Maximum Size: 48"W x 30"H



SD06 - Maximum Size: 48"W x 30"H



SD07 - Maximum Size: 48"W x 30"H



SD08 - Maximum Size: 48"W x 30"H

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V O L V O

VRE Graphics

GUIDELINES - RETAILER ENVIRONMENT GRAPHICS - LEADERS IN SAFETY



LS01 - Maximum Size: 30"W x 48"H

NOTE: THESE IMAGES ARE DESIGNATED FOR USE IN THE RETAIL FACILITY OFFICES ONLY.

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Building Brand Power

GUIDELINES - RETAILER ENVIRONMENT GRAPHICS - ACCESSORIES - DESIGNED AROUND YOU



D01 - Maximum Size: 48"W x 30"H



D04 - Maximum Size: 48"W x 30"H



D05 - Maximum Size: 48"W x 30"H



D07 - Maximum Size: 48"W x 30"H



D10 - Maximum Size: 75"W x 50"H



D15 - Maximum Size: 75"W x 50"H



D16 - Maximum Size: 75"W x 50"H



D17 - Maximum Size: 75"W x 50"H

NOTE: THESE IMAGES ARE DESIGNATED FOR USE IN THE RETAIL FACILITY OFFICES ONLY.

GUIDELINES - RETAILER ENVIRONMENT GRAPHICS - ACCESSORIES - DESIGNED AROUND YOU



D19A - Maximum Size: 48"W x 30"H



D10P - Maximum Size: 30"W x 48"H
 Note: This image intended for use with **VRE16** Base Stand Accessory Panel **VRE16.1.G.1**



D16P - Maximum Size: 30"W x 48"H
 Note: This image intended for use with **VRE16** Base Stand Accessory Panel **VRE16.1.G.1**

NOTE: THESE IMAGES ARE DESIGNATED FOR USE IN THE RETAIL FACILITY OFFICES ONLY.

GUIDELINES - RETAILER ENVIRONMENT GRAPHICS - PERFORMANCE



PF03 - Maximum Size: 48"W x 30"H



PF04 - Maximum Size: 48"W x 30"H



PF05 - Maximum Size: 36"W x 22"H



PF06 - Maximum Size: 36"W x 22"H



PF07 - Maximum Size: 36"W x 22"H



PF08 - Maximum Size: 36"W x 22"H

NOTE: THESE IMAGES ARE DESIGNATED FOR USE IN THE RETAIL SERVICE AREA ONLY.

GUIDELINES - RETAILER ENVIRONMENT GRAPHICS - PERFORMANCE



PF10 - Maximum Size: 48"W x 30"H



PF11 - Maximum Size: 48"W x 30"H



PF12 - Maximum Size: 30"W x 18"H



PF13 - Maximum Size: 30"W x 18"H



PF14 - Maximum Size: 30"W x 18"H



PF15 - Maximum Size: 48"W x 30"H



PF16 - Maximum Size: 48"W x 30"H

NOTE: THESE IMAGES ARE DESIGNATED FOR USE IN THE RETAIL SERVICE AREA ONLY.

GUIDELINES - RETAILER ENVIRONMENT GRAPHICS - LARGE FORMAT



LF01 - Maximum Size: 62"W x 42"H



LF02 - Maximum Size: 75"W x 50"H



LF03 - Maximum Size: 75"W x 50"H



LF04 - Maximum Size: 75"W x 50"H



LF05 - Maximum Size: 90"W x 60"H



LF06 - Maximum Size: 135"W x 90"H



LF07 - Maximum Size: 177"W x 118"H



LF08 - Maximum Size: 75"W x 50"H



LF09 - Maximum Size: 135"W x 90"H



LF10 - Maximum Size: 75"W x 50"H



LF11 - Maximum Size: 86"W x 57"H



LF12 - Maximum Size: 81"W x 60"H

NOTE: THESE IMAGES ARE DESIGNATED FOR USE IN THE RETAIL FACILITY SHOWROOM AND LOUNGE AREA ONLY.

GUIDELINES - RETAILER ENVIRONMENT GRAPHICS - LARGE FORMAT



LF13: - Maximum Size: 75"W x 50"H



LF14 - Maximum Size: 81"W x 60"H



LF15 - Maximum Size: 81"W x 60"H



LF16 - Maximum Size: 86"W x 36"H



LF17 - Maximum Size: 75"W x 50"H



LF18: - Max Size: 42"W x 62"H



LF19: - Max Size: 50"W x 75"H

NOTE: THESE IMAGES ARE DESIGNATED FOR USE IN THE RETAIL FACILITY SHOWROOM AND LOUNGE AREA ONLY.

GUIDELINES - RETAILER ENVIRONMENT GRAPHICS - LARGE FORMAT



LF20 - Maximum Size: 62"W x 42"H



LF21 - Maximum Size: 62"W x 42"H



LF22 - Maximum Size: 62"W x 42"H

NOTE: THESE IMAGES ARE DESIGNATED FOR USE IN THE RETAIL FACILITY SHOWROOM AND LOUNGE AREA ONLY.

GUIDELINES - RETAILER ENVIRONMENT GRAPHICS - LARGE FORMAT - LANDSCAPE



LFL01 - Available in 2 sizes - Small: **135"W x 36"H** Large: **144"W x 48"H**



LFL02 - Available in 2 sizes - Small: **135"W x 36"H** Large: **144"W x 48"H**



LFL03 - Available in 2 sizes - Small: **135"W x 36"H** Large: **144"W x 48"H**



LFL04 - Available in 2 sizes - Small: **135"W x 36"H** Large: **144"W x 48"H**



LFL05 - Available in 2 sizes - Small: **135"W x 36"H** Large: **144"W x 48"H**



LFL07 - Available in 2 sizes - Small: **135"W x 36"H** Large: **144"W x 48"H**

NOTE: THESE IMAGES ARE DESIGNATED FOR USE IN THE RETAIL FACILITY SHOWROOM AND LOUNGE AREA ONLY.

GUIDELINES - RETAILER ENVIRONMENT GRAPHICS - LARGE FORMAT - LANDSCAPE



LFL08 - Available in 2 sizes - Small: **135"W x 36"H** Large: **144"W x 48"H**



LFL09 - Available in 2 sizes - Small: **135"W x 36"H** Large: **144"W x 48"H**



LFL10 - Available in 2 sizes - Small: **135"W x 36"H** Large: **144"W x 48"H**



LFL11 - Available in 2 sizes - Small: **135"W x 36"H** Large: **144"W x 48"H**



LFL12 - Available in 2 sizes - Small: **135"W x 36"H** Large: **144"W x 48"H**



LFL13 - Available in 2 sizes - Small: **135"W x 36"H** Large: **144"W x 48"H**

NOTE: THESE IMAGES ARE DESIGNATED FOR USE IN THE RETAIL FACILITY SHOWROOM AND LOUNGE AREA ONLY.

GUIDELINES - RETAILER ENVIRONMENT GRAPHICS - LARGE FORMAT - LANDSCAPE



LFL14 - Available in 2 sizes - Small: **135"W x 36"H** Large: **144"W x 48"H**



LFL15 - Available in 2 sizes - Small: **135"W x 36"H** Large: **144"W x 48"H**



LFL16 - Available in 2 sizes - Small: **135"W x 36"H** Large: **144"W x 48"H**



LFL17 - Available in 2 sizes - Small: **135"W x 36"H** Large: **144"W x 48"H**



LFL18 - Available in 2 sizes - Small: **135"W x 36"H** Large: **144"W x 48"H**



LFL19 - Available in 2 sizes - Small: **135"W x 36"H** Large: **144"W x 48"H**

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GUIDELINES - RETAILER ENVIRONMENT GRAPHICS - LARGE FORMAT - LANDSCAPE



LFL20 - Available in 2 sizes - Small: **135"W x 36"H** Large: **144"W x 48"H**



LFL21 - Available in 2 sizes - Small: **135"W x 36"H** Large: **144"W x 48"H**



LFL22 - Available in 2 sizes - Small: **135"W x 36"H** Large: **144"W x 48"H**



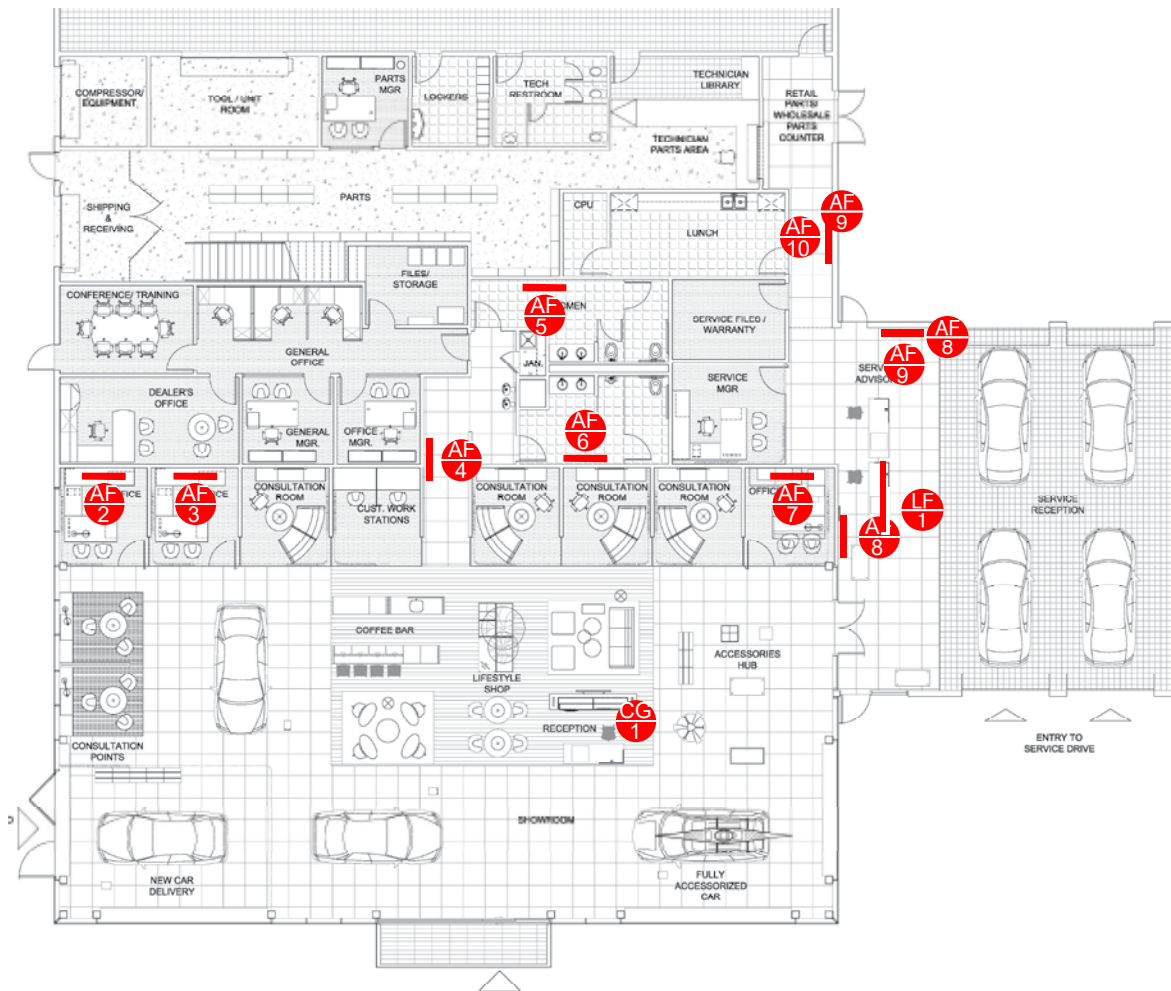
LFL23 - Available in 2 sizes - Small: **135"W x 36"H** Large: **144"W x 48"H**



LFL24 - Available in 2 sizes - Small: **135"W x 36"H** Large: **144"W x 48"H**

NOTE: THESE IMAGES ARE DESIGNATED FOR USE IN THE RETAIL FACILITY SHOWROOM AND LOUNGE AREA ONLY.

GRAPHICS PLACEMENT: SHOWN BELOW IS A SAMPLE APPLICATION OF A VRE RETAIL FACILITY.



MEDIA TYPE

- CG** Customer Greeting
Greeting Graphic on Back Wall. Dependent on selected size of back wall.
- AF** Environment Graphics
Aluminum Framed Fabric Image
- LF** Large Format Graphics
Aluminum Framed Fabric Image

LEGEND

- LF** Media Type
- CG** Graphic Location



GRAPHICS QUOTATION REQUEST FORM

ORDER PROCESS

- 1 Select Themed Image and Size
 1. Back Wall Graphic
 2. Scandinavian Roads
 3. Scandinavian Elements
 4. Scandinavian Houses
 5. Heritage
 6. Ambient
 7. People
 8. Leaders in Safety
 9. Designed Around You
 10. Performance
 11. Large Format

- 2 Complete Quotation Request Form and submit to:
Ideal Image
Tom Walker 1-800-774-7617 ext 1118
tom.walker@idealimageinc.com

- 3 Upon receipt of the completed Quotation Request Form, Ideal Image will prepare a quotation for your review and signature.



IDEAL IMAGE
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Building Brand Power

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