

ŠkodaAuto Internet Styleguide



FOREWORD

We manufacture and sell cars with the Skoda brand. We want to sell them today, tomorrow as well as in several years. Therefore we have to be able to anticipate and be ready.

Internet is our strategically important tool. It is our opportunity to be quicker and more effective on the way to our customer.

Everything we are now doing will reflect in our future development. Therefore we give our attention to Internet.

Strong position on the market today forms foundations for our more advantageous position tomorrow -i.e. for future of better quality.

In order to succeed on Internet, we have to work on its development together, we have to be able to learn and implement Internet in all processes.

Everything we do should communicate the same message- the brand's message.

Our brand's message

We are stable and modern company. We offer certainty in the form of quality of our products and services. We care about our customers, employees as well as our environment.

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For updated version of this manual together with other information, photograph database, navigation elements and company's attributes, please see the Partner server. (<http://partner.skoda-auto.com>)

PRINCIPALS

Before you start making any Internet presentation, please remember and bear in mind all links.

Ask yourself the following questions:

Who is my presentation designed for?

What are expectations of the recipient? What is the content he wants to find in my presentation and in what form?

Does my presentation communicate the brand's values?

What message do I wish to communicate?

Everything is designed according to customers' needs

Learn to understand your customers and develop your presentation according to their needs.

Bear constantly in mind level of experience of the presentation users.

The point of every communication, including the Internet presentation, is to set up a personal contact. It is the only way to get information about your customers' needs.

Internet is the part of your organisation

Every innovation has to be justified by the customer's need and not only by an innovation trend.

Bear in mind your resources during creation of applications. It is much easier to create a technically perfect application than to ensure its correct and effective functioning.

Development of your presentation should be closely followed by a development of human and financial resources in your organisation.

Mastering of technological trends

Our customers expect our cars to be on a certain technological level and to fulfil their functions without failures. Our customers do not care about the applied technology but a functioning result. Our customers expect the same from the Internet presentation.

We build on our brand's values

By means of the company's culture the brand communicates and expresses its values. Consistent style of all ways of communications incl. Internet addresses our customers in a more effective way and thus support the brand's easy identification.

The presentation design must comply with the company's CI and the text style has to comply with principles described in the section Skoda Internet style.

Styl psaní textů v Internetové prezentaci

Consistent text-style effects the customer as much as other elements of the firm's culture and thus supports the company's easy identification.

By means of the company's culture, the brand communicates and expresses its specific values. Texts are one of the most important parts in communicating the brand. The information value of each memo is not the only important aspect. The brand's values should be also obvious from its form, rhythm, and possibly emotional background.

Skoda style of writing is human, self-confident, realistic, simple and open. It is consistent with the brand's message.

Human

Customer is a human being above all. We focus on the customer as a human being. We evoke a communication and respond to incentives.

Self-confident

Every working day in 65 countries we manufacture 1665 cars of Felicia and Octavia line for our customers. Every 52 seconds we make happy another customer.

We sell good, decent cars. We use short sentences. Message is always at the beginning of the paragraph. Its confirmation is at the end.

Realistic

We do not sell dreams. Our cars are partners for every day life.
We provide truthful information without any extra superlatives and strong words. Your message is obvious at the first sight.
We do not use terms like an absolute safety.

Open

Openness is the sign of self-confidence.
Do not hide and blur information about negative situations. However always show the concrete way out from a given situation.

Simple

Simplicity is the sign of quality.
We use clear, short sentences getting across the concrete message.
Avoid use of unnecessary terminology and foreign words. If you have to use them, please include explanatory notes.

Relaxed

All cars are the same; they have got four wheels, engine, and body...

Competition is far from us, exactly one mouse click. You have to be able to catch the customer's attention with introductory headings of your text. However always avoid use of slang, informal, rude or ambiguous expressions.

Provide information in a form, content and scope which the customer is interested in and fully communicate the fact that you want to get across to the customer at the same time.

Before you start writing, please answer yourself the following questions:

- Who is your text addressed to?
Text addressed to motor sport fans would be different from the one addressed to firms' owners. Background of the family car offer would be more emotional than an information about pick-up cars for entrepreneurs.
- Why will the recipient read your text?
Does the client want to buy a new car or is he interested in technical novelties?
- What information are you trying to get across?
Do you wish to get over the information about a cheap car or significantly higher safety standards?

Before publishing the text, please remember:

- To read the text aloud- best of all in your colleague's company.
Only reading aloud will help you to reveal possible incoherent or unclear information, lengthy language or a bad rhythm of your memo.
- Compare the impression you get from the read text with your original intention.
You need to make sure that the material gets across the message you wish to communicate and that for example your original intention is not lost in an excessive and inconsistent information.
- Ensure a language correction.
Grammatical errors are unacceptable. They devalue your memo before it is even read.
- We focus on the customer as a human being. We evoke a communication and respond to incentives.

COMPOSITION

Page composition is given by layout of the following three sections: navigation section, content section and section of the company's attributes.

Navigation section

Navigation section is very important as it defines face of the whole presentation. Its layout on all presentation pages is the same. It includes a navigation area and a title area. Navigation and title follow rules described in corresponding chapters.

Content section

Content section has got its own composition rules, based on a module system. Basic factors of this module structure are graphic elements, tables and texts. Placing of composition elements within the composition is given by a grid and a module structure defined by you. For more details about a module use please see the chapter "Rules for module use".

Company's attributes

Company's attributes section is always located on the same place, right top corner, on all presentation pages. Its size is exactly defined and described in the chapter "Company's attributes".

Main principals for composition creation are as followed:

- Make clear the thematic structure of your presentation.
You want to provide a clear information, which can be easily taken in by a user.
- Define a supporting idea of your composition.
Individual topics must form a homogenous unit.
- Remember that creation of a composition requires a geometrical thinking.

Information in areas has to fit into shapes of composition elements.

Objective: Reach an expressive and original topic presentation and thus address the customer.

COMPOSITION

Page graphic sectioning:

Page 1 (Octavia):

- Title area
- Information area
- Navigation area
- Area with the company's attributes
- Area with decorative picture
- Area with text
- Area with pictures

Page 2 (Design quality):

- Title area
- Information area
- Navigation area
- Area with the company's attributes
- Area with pictures
- Area with text
- Area with decorative picture

Content and Navigation sections:

- Content section
- Navigation section
- Area with the company's attributes

Page colour sectioning:

Company	Showroom	Motorsport	World	Talk page	Homepage

A5.	A2.	A1.	A3.	A4.	K3.
C5.	C2.	C1.	C3.	C4.	K4.
K2.	K2.	K2.	K2.	K2.	K2.

COLOURS

Colour is one of the Corporate Identity's basic factors and therefore it must be treated accordingly. It helps us to form a consistent style of our communication.

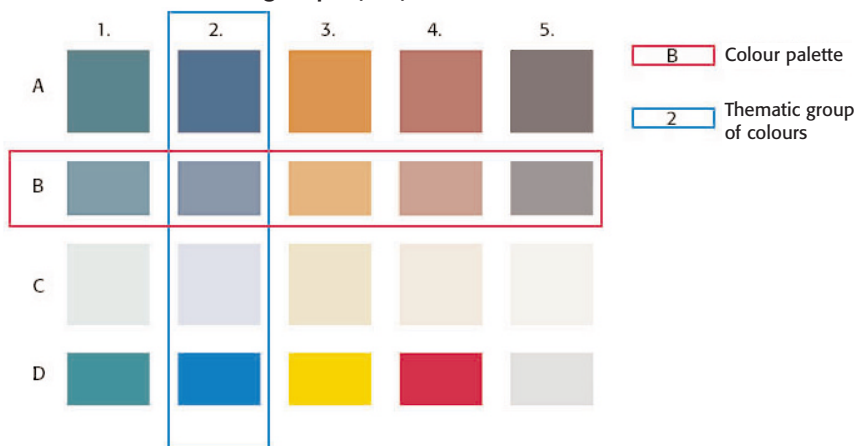
Basic colour palettes

Four horizontal groups (A-D) + composition palette (K).

- Basic palette (A). Rich deep colours.
- Additional palette (B). Lighter basic colours.
- Background palette (C). Pastel light colours.
- Bright palette (D). Energetic, open colours.

Thematic colour groups

Five vertical thematic groups (1-5).



	R	G	B	H	T	M	L
A1	0	109	91	006D5B			
A2	0	69	131	004583			
A3	211	99	49	D36331			
A4	147	45	77	932D4D			
A5	55	54	69	373645			
B1	49	132	130	318482			
B2	68	116	154	44749A			
B3	223	141	101	DF8D65			
B4	166	101	117	A66575			
B5	88	94	108	585EGC			
C1	211	230	222	D3E6DE			
C2	207	220	237	CFDCED			
C3	223	212	177	DFD481			
C4	232	219	212	E8D8D4			
C5	232	233	229	E8E9E5			
D1	0	158	108	009E6C			
D2	0	162	233	00A2E9			
D3	255	205	0	FFCD00			
D4	239	24	81	EF1851			
D5	198	205	207	C6CDCF			

Composition palette

In addition to a Basic colour palette, a Composition palette is used. It is used for writing texts {K1, K2}, as a background area {K2} and for illustration of tables and navigation areas {K3, K4}.



	R	G	B	H	T	M	L
K1	0	0	0	000000			
K2	255	255	255	FFFFFF			
K3	115	115	115	737373			
K4	220	220	220	DCDCDC			

Areas for use of individual palettes:

- A- Navigation elements, chapter headlines, texts, thematic areas.
- B- Navigation elements, chapter headlines, texts, thematic areas.
- C- Page backgrounds, inverse texts.
- D- Bold texts.
- K- Texts, backgrounds, tables, navigation areas

Recommended thematic groups for individual topics

Presentation is split into individual topics (e.g. model presentation, sales, motor-sport,...). One of the thematic groups is used for each topic.
 sport, motor-sport, spare time- palette no. 1 (green) + composition palette
 models- palette no. 2 (blue) + composition palette
 sales- palette no. 3 (orange) + composition palette
 services- palette no. 4 (claret) + composition palette
 basic information, firm- palette no. 5 (anthracite) + composition palette

Objective: Visual uniformity of all official pages relating to the Skoda brand.

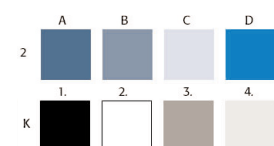
For example: We have chosen colour group 2 for the thematic group "Model presentation" with the following colour application:

A2- colour of title area and title text

B2- colour of lower navigation levels

C2- background colour

D2- colour of emphasised elements

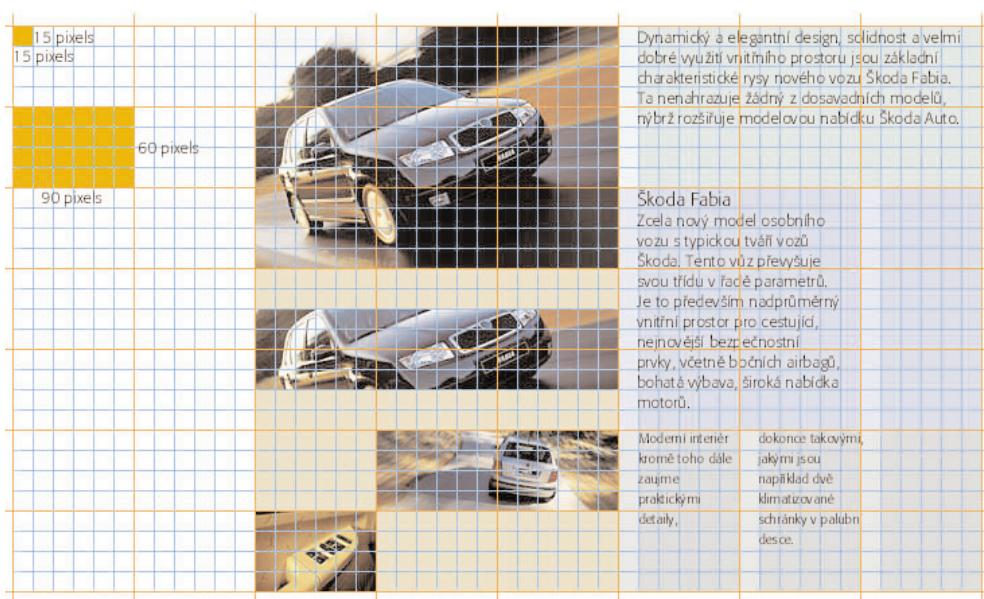


GRID

The basic unit of a grid is a square 15 x 15 pixels. Starting point for a grid is always the left top corner. Size of individual components and spaces between them must always correspond with the grid.

Module is the basic construction part of your presentation. A grid gives size and levelling of individual modules. Levelling and size of individual components within a module (pictures, navigation buttons, columns, texts,...) is also given by a grid, starting point is again the left top corner.

Objective: Create the style of communication based on fundamental geometrical elements of a composition creation.



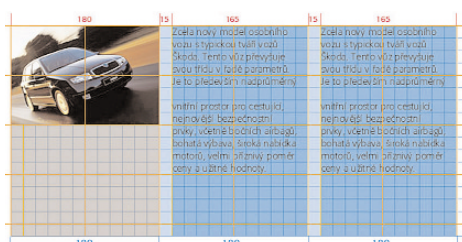
Rules for module use

Module is the basic part of a composition. Module size is given by a grid 90x60 px {side proportion 3:2}. Groups of modules form areas where various types of information are placed.

Modules are split by type of information as followed:

- Photo module
- Text module
- Combined module {text + photo}
- Table module
- Form module

Module groups cumulate information into columns located in an area beside each other without spaces and edges. Principle of columns enables layout of various information in a required order. Module columns mutually communicate and update their information. They help to form the style of the company's communication.



Modules define size of photographs and collages. Groups of modules create a space for text information and they also influence text parameters {width, number of columns, etc}.

Objective: Create the style of communication based on fundamental geometrical elements of a composition creation.

Text module

Rules for placing of a text into raster:

There are three basic sizes of width of text modules: 90px, 180px and 270px here. Space gap between the text and module borders is always 15 px.

Special subset of a text module is the title differentiated from other text in a colour, location or a font size. It does not always have to be connected with the text.

15	90	15	180	15	270
	75		165		255
	Moderní interiér romě toho dále zaigme praktickými detaily.		Zcela nový model osobního vozu s typickou tvář vozů Škoda. Tento vůz převyšuje svou třídu v řadě parametrů. Je to především nadprůměrný		Dynamický a elegantní design, solidnost a velmi dobré využití vnitřního prostoru jsou základní charakteristické rysy nového vozu Škoda Fabia. Ta nenahrazuje žádný z dosavadních modelů, nybrž rozšiřuje modelovou nabídku Škoda Auto.
	Dokonce akovými, jakými sou například vě klimatizované schránky v palubní desce.		vnitřní prostor pro cestující, nejnovější bezpečnostní prvky, včetně bočních airbagů, bohatá výbava, široká nabídka motorů, velmi příznivý poměr ceny a užitné hodnoty.		Dynamický a elegantní design, solidnost a velmi dobré využití vnitřního prostoru jsou základní charakteristické rysy nového vozu Škoda Fabia. Ta nenahrazuje žádný z dosavadních modelů, nybrž rozšiřuje modelovou nabídku Škoda Auto.

Table module

Width of the table is based on the width of the text module. Similarly as in case of the text module, first 15 pixels form a space gap to separate the table module form others. Separation of individual rows is described in the chapter Tables.

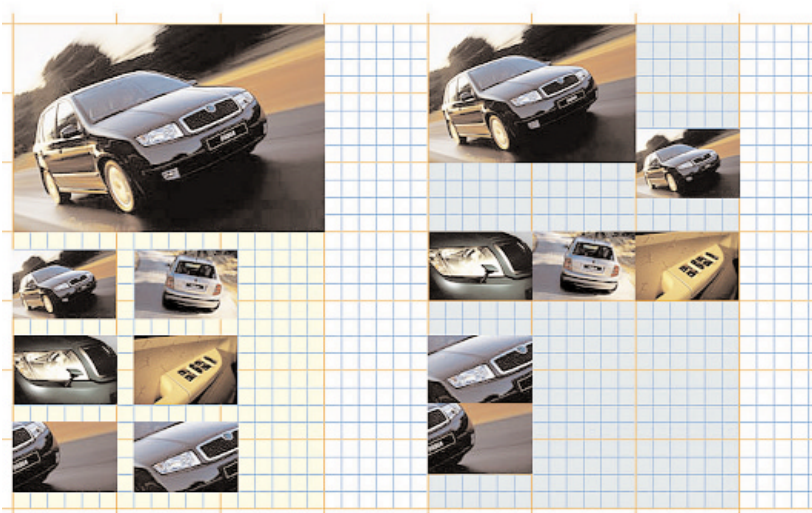


Photo module

Basic size of the photo module is a rectangle 90x60 px and its multiples (180x120 px, 270x180 px...). Individual photo modules can be grouped, either with a space gap (according to a grid) or without it. Different sizes can be used for decorative photographs (e.g. strip cut-out).

Form module

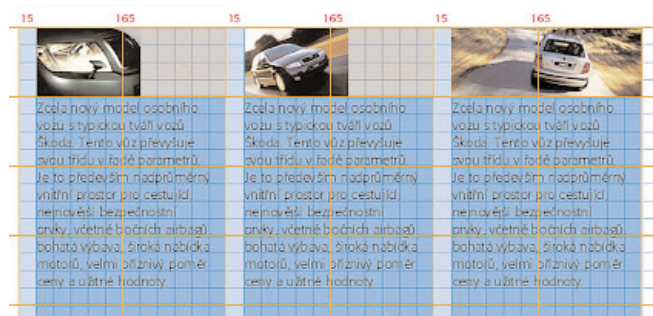
Definition of a module width is the same as in the table module. Layout of information within the form module follows the same rules as described for the text module. Exception is a layout of an information area of a form, where an internal space gap from a form edge is 15 px.

Colour palettes C and K2, K3, K4 or frames are used for a form emphasising within a composition.

1. Title area
2. Area with names of form
3. Area with form windows

Photography + text (combined module)

Combined module is in fact a text module with an inserted picture. Left edge of a photograph is identical with the left edge of the text, i.e. the photograph's space gap is also 15 px and its width does not exceed the width of the text module.



NAVIGATION

Navigation is a system of transfers within a presentation. Thematic structure and presentation complexity define number of levels of those transfers within a presentation.

Basic types of navigation:

- Buttons - Coloured area with text.
- Arrows - Coloured arrow with text

Initial letter of a topic name in navigation elements is always capitalised.

Additional types:

- Pictures - e.g. car offer
- References in text - text in bright colours from the palette D

Rules:

- Principal of a colour code is used in navigation. Colour of navigation elements corresponds with colours assigned to individual topics.
- Size of buttons is given by a grid.
- Sizes of arrow is predefined and combined with a font size 12px. You will find the database of arrows in all colour combinations on the PARTNER server.
- Only one type of arrows can be used throughout the whole presentation.
- There is always a space gap of a size of one text space between an arrow and the text.

Examples of navigation elements use

Samples of horizontal navigation

Thema 01	Thema 02	Thema 03	Thema 04	Thema 05
Thema 11	Thema 12	Thema 13	Thema 14	Thema 15
▶ Thema 21	▶ Thema 22	▶ Thema 23	▶ Thema 24	▶ Thema 25
▶ Thema 31	▶ Thema 32	▶ Thema 33	▶ Thema 34	▶ Thema 35

Samples of vertical navigation

▶ Thema 01	▶ Thema 01			
▶ Thema 02	▶ Thema 02			
▶ Thema 03	▶ Thema 03			
▶ Thema 04	▶ Thema 04			
▶ Thema 05	▶ Thema 05			
◀ Back				

References in text

Na obrázku vpravo Vám dnes představujeme vůz ŠKODA 1101 OHC (typ 968) vyráběný v letech 1957–1960.

Clicking pictures

Na obrázku vpravo Vám dnes představujeme vůz ŠKODA 1101 OHC (typ 968) vyráběný v letech 1957–1960.

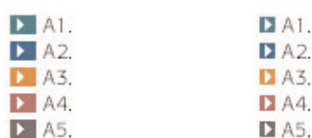
Rectangle arrow



Square arrow



Colour of arrows



COMPANY'S ATTRIBUTES

Logo and marketing logotype are available in a predefined form on the Partner server (they cannot be modified any more).

You always need to choose only one of the company's attributes {either logo or logotype} which will be used throughout the whole presentation {attributes cannot be changed}.

Logo

Logo is the fundamental element of the company's Corporate Identity. Therefore it must form the part of each presentation. The composition of the presentation must respect importance of the logo.

Logo is always placed in a separate module. The logo module is always located in the right top corner of your presentation without any space gaps. The right top corner of the presentation is identical with the right top corner of the logo module.

Marketing logotype

Logotype is based on the company's font Formata. The word Skoda is written in Formata H and the word Auto is written in Formata. Both words are written together without a space in between, with capitals at the beginning of each word. Logotype is used without an ending a.s.

Derived names

Writing of product names is based on the logotype. The word Skoda is written in Formata H and the product specification is written in Formata. Both words are written together without any spaces in between. Product names consisting of two words are written together. At those names consisting of three and more words, only first two words are written together and others are written as separate words with spaces in between.

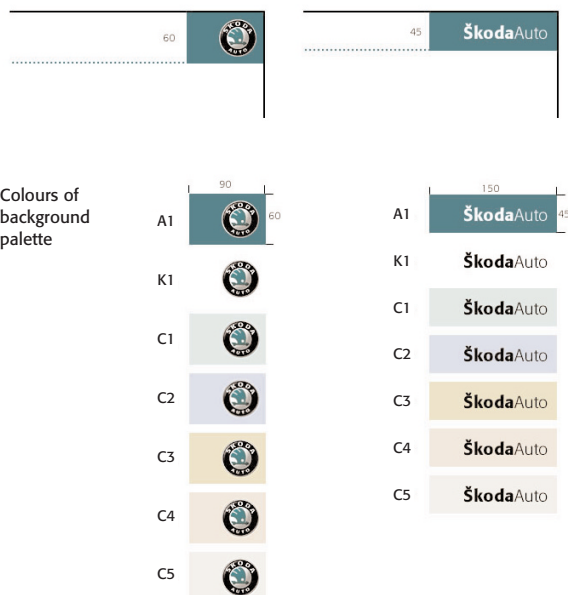
Product names in the text are written in a normal natural way - combination of capital and small letters, with spaces between words.

Correct use: New car Skoda Fabia was awarded a prize...

Company's name in text

The company's name in a sentence is always written in combination of capital and small letters, straight, with spaces between words and without a legal form "a.s."

Correct use: The company Skoda reported positive results in this quarter again.



ŠkodaAuto

ŠkodaFabia

ŠkodaOctavia

ŠkodaOctavia Combi

ŠkodaOctavia L&K

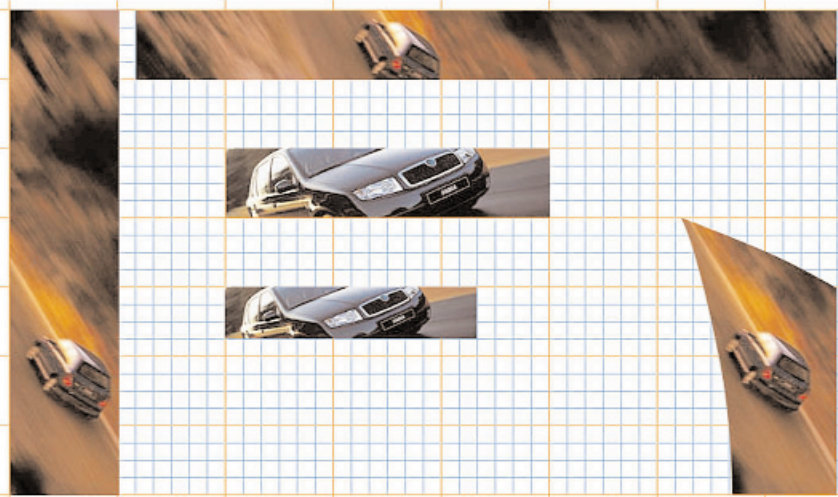
Beside attributes mentioned here, there is also a product logo (with laurel) and names of product lines written in cubist font here. These attributes are used only on products themselves. We never use them on Internet.

PHOTOGRAPHY

Photographs are used for two basic purposes:

Decoration

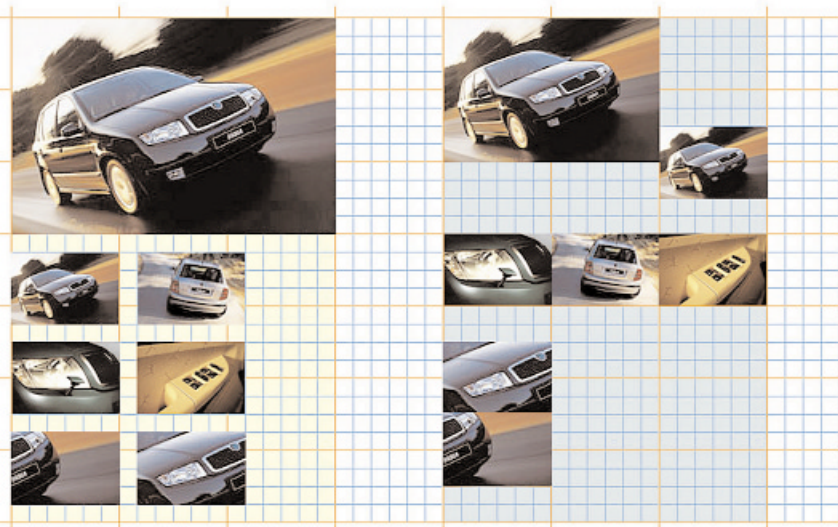
Decorative photographs have advertising and thematic character. Shapes, sizes and colours of those photographs are chosen in compliance with the composition intention. The main objective is to express the topic character and create connection between composition elements (modules).



Information

Photographs used for the topic presentation (products, company, motor-sport,...). Photographs with sharp edges, good focus, stressed lines, shadows and similar effects. No informative text is used in a photograph space.

You will find the overall palette of photographs on the PARTNER server.



Remember that the photograph must comply with the photo module.

Photo module

Basic size of the photo module is a rectangle 90x60 px and its multiples (180x120 px, 270x180 px...). Individual photo modules can be grouped, either with a space gap (according to a grid) or without it.

Different sizes can be used for decorative photographs (e.g. strip cut-out).

TEXTS

Fonts Formata, Arial, Helvetica and Verdana are used for a text information on Internet.

Basic part of a text information is the text written in a font size 12 px, height 15 px (marked as a body text). It is used in information and navigation texts. Body text is base for text creation.

Used styles:

- H6 Bold, font size: 10 px, line height: 13 px.
It is used in picture notes and image texts.
- H5 Bold/Regular, font size: 14 px, line height: 17 px.
It is used in subtopic names.
- H4 Bold/Regular, font size: 18 px, line height: 23 px.
It is used in topic names.
- H3 Bold/Regular, font size: 24 px, line height: 29 px.
It is used in topic names or title texts.
- H2 Bold/Regular, font size: 26 px, line height: 32 px.
It is used in topic names or title texts.
- H1 Bold/Regular, font size: 32 px, line height: 39 px.
It is used in topic names or title texts.

H6. This text is Škoda Formata Bold 10 pixels

body This text is Škoda Formata Regular 12 pixels
This text is Škoda Formata Bold 12 pixels

H5. This text is Škoda Formata Regular 14 pixels
This text is Škoda Formata Bold 14 pixels

H4. This text is Škoda Formata Regular 18 pixels
This text is Škoda Formata Bold 18 pixels

H3. This text is Škoda Formata Regular 24 pixels
This text is Škoda Formata Bold 24 pixels

H2. This text is Škoda Formata Regular 26 pixels
This text is Škoda Formata Bold 26 pixels

H1. This text is Škoda Formata Regular 32 pixels
This text is Škoda Formata Bold 32 pixels

Colours in texts

Basic colours used in texts are black K1 and white K2. It is possible to use a colour text within vertical colour combinations (the company's palettes). Selection of font colours is given by contrast rules. As an example of applied combinations we will use palette A (font) and C (background) and other way round, C (font) and A (background). Colours of D palette are used for the text brightening (sentences, references,...).

Text color

<p>C 1.</p> <p>K1. This text is Škoda Formata Regular</p> <p>D1. This text is Škoda Formata Regular</p> <p>A1. This text is Škoda Formata Regular</p>	<p>A 1.</p> <p>K2. This text is Škoda Formata Regular</p> <p>D1. This text is Škoda Formata Bold</p> <p>C1. This text is Škoda Formata Bold</p>
<p>C 2.</p> <p>K1. This text is Škoda Formata Regular</p> <p>D2 This text is Škoda Formata Regular</p> <p>A2. This text is Škoda Formata Regular</p>	<p>A 2.</p> <p>K2. This text is Škoda Formata Regular</p> <p>D2. This text is Škoda Formata Bold</p> <p>C2. This text is Škoda Formata Bold</p>
<p>C 3.</p> <p>K1. This text is Škoda Formata Regular</p> <p>D3. This text is Škoda Formata Regular</p> <p>A3. This text is Škoda Formata Regular</p>	<p>A 3.</p> <p>K2. This text is Škoda Formata Regular</p> <p>D3. This text is Škoda Formata Bold</p> <p>C3. This text is Škoda Formata Bold</p>
<p>C 4.</p> <p>K1. This text is Škoda Formata Regular</p> <p>D4. This text is Škoda Formata Regular</p> <p>A4. This text is Škoda Formata Regular</p>	<p>A 4.</p> <p>K2. This text is Škoda Formata Regular</p> <p>D4. This text is Škoda Formata Bold</p> <p>C4. This text is Škoda Formata Bold</p>
<p>C 5.</p> <p>K1. This text is Škoda Formata Regular</p> <p>D5. This text is Škoda Formata Regular</p> <p>A5. This text is Škoda Formata Regular</p>	<p>A 5.</p> <p>K2. This text is Škoda Formata Regular</p> <p>D5. This text is Škoda Formata Bold</p> <p>C5. This text is Škoda Formata Bold</p>

TABLES

There are three types of tables here. All of them are placed on a neutral background of palette C colours. Widths and heights of columns and space gaps correspond with a grid. Rules for work with texts in tables are the same as for text modules.

Strana: (1) 2 3 4		1 / 4	
Octavia Combi GLX - 1.6MPI/74 kW	Prodejce	Kontakt	
Cena: 461900,- Kč Barva: Bílá Candy			
Octavia Combi GLX - 1.6MPI/74 kW	Prodejce	Kontakt	
Cena: 474547,- Kč Barva: Stříbrná diamantová metalíza			
Octavia Combi GLX - 1.6MPI/74 kW	Prodejce	Kontakt	airbag + stavitelné sedadlo EDS, et. okna vpředu i vzadu,
Cena: 455000,- Kč Barva: Červená Rallye			
Octavia Combi GLX - 1.6MPI/74 kW	Prodejce	Kontakt	
Cena: 473900,- Kč Barva: Stříbrná diamantová metalíza			

Types of tables

- Table with rows separated with thin lines. Background colour is from the palette K2 or K4 or C and the line colour is K1 or in corresponding colour from the palette A.
- Tables with information in field, coloured background, rows separated with lines in the background colour. On a white page the row background colour is from the palette K4 or C and other way round, page with a background colour from the palette C, with white background in individual rows.
- Tables with backgrounds of various colours in individual rows. Various corresponding row background colours from the palette K4 or C with a background in K2 colour or corresponding colours from the palette C are used on a page.
- Combined sheet containing related topics with their titles coloured† K4 or palette C colours.

Table with rows separated with thin lines.

1.6 MPI/74kW EU 2	
Počet válců	4
Objem (cm ³)	1595
Největší výkon při otáčkách/ min (kW/min-1)	74/5600
Největší točivý moment při ot./min (Nm)	145/3800
Plnění	elektronické vícebodové vstřikování paliva MPI
Zapalování	elektronické bezdotykové, řízené mikroprocesorem
Palivo	Palivo Natural 95/91

Table with backgrounds of various colours.

Počet válců	4
Objem (cm ³)	1598
Největší výkon při otáčkách/min (kW/min-1)	55/4600
Největší točivý moment při ot./min (Nm)	135/3200
Plnění	elektronické vícebodové vstřikování paliva Magneti Marelli MPI
Zapalování	elektronické bezdotykové, řízené mikroprocesorem
Palivo	Natural 95/91

Tables with rows separated with lines in the page colour.

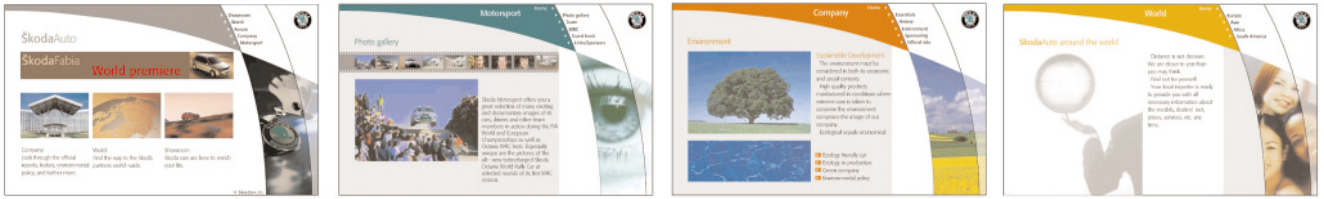
AUTO ADÁMEK, s.r.o.	Praha 4 Modřany, K Vltavě 1114
AUTO JAROV, s.r.o.	Praha 3 Osiková 2
AUTO STYL, a.s.	Praha 5 - Stodůlky Jeremiášova 3
AUTO VICTORIA, s.r.o.	Praha 4 Holušícká 2253/1
AUTOCENTRUM NA BOHDALCI s.r.o.	Praha 10 Bohdalecká 12
AUTODRUŽSTVO PRAHA	Praha 9 Spojovací 41
AUTOSALON KLOKOČKA	Praha 5 Barrandov Borského 1
BEN-CAR, s.r.o.	Praha 4 Hornokráská 2/1947

Combined sheet containing related topics with their coloured titles.

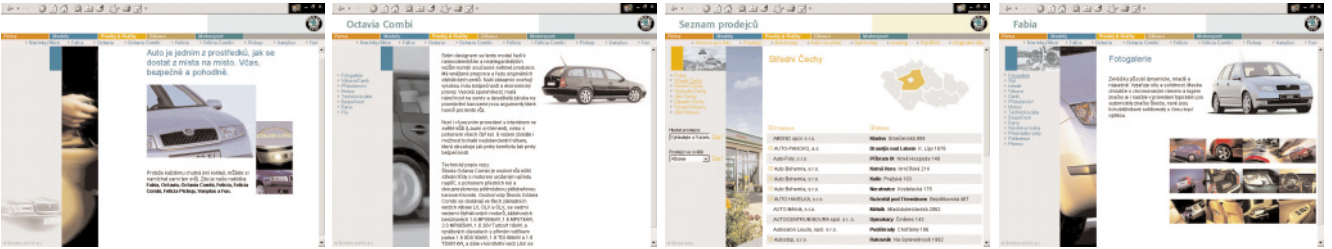
Strana: (1) 2 3 4		1 / 4	
	Octavia Combi GLX - 1.6MPI/74 kW	Prodejce	Kontakt
	Cena: 461900,- Kč Barva: Bílá Candy		
	Octavia Combi GLX - 1.6MPI/74 kW	Prodejce	Kontakt
	Cena: 474.547,- Kč Barva: Stříbrná diamantová metalíza		
	Octavia Combi GLX - 1.6MPI/74 kW	Prodejce	Kontakt
	Cena: 455000,- Kč Barva: Červená Rallye		airbag + stavitelné sedadlo EDS, et. okna vpředu i vzadu,
	Octavia Combi GLX - 1.6MPI/74 kW	Prodejce	Kontakt
	Cena: 473900,- Kč Barva: Stříbrná diamantová metalíza		

Samples of compositions

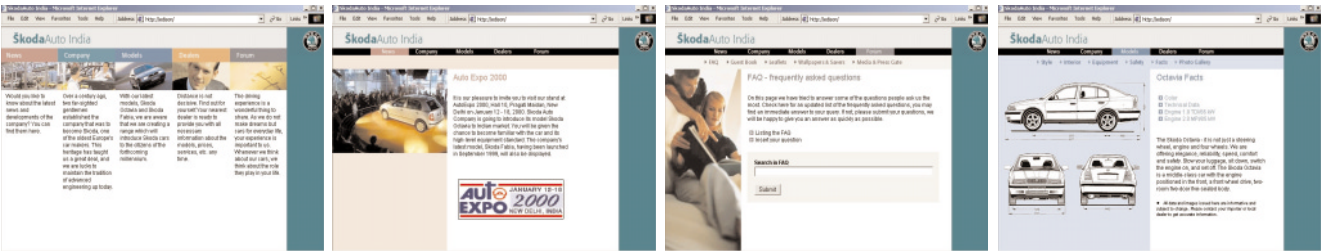
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