



**ŠKODA**  
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## Ready for the future: ŠKODA AUTO presents new brand appearance

- › ŠKODA AUTO introduces new corporate identity linking its rich history to the future of mobility
- › New brand picturemark for enhanced appearance on digital communication channels, wider use of new ŠKODA wordmark
- › New brand identity will first be introduced in information and communication materials, also to be featured on future models

Mladá Boleslav, 30 August 2022 – ŠKODA AUTO is taking its brand appearance to the next level with the most radical change to its corporate identity (CI) in 30 years. A new brand picturemark will be used to enhance the brand's appearance on digital communication channels. The ŠKODA wordmark will be used more widely than the company's picturemark. ŠKODA's new brand identity will first be introduced in information and communication materials and then rolled out in future models.

**Martin Jahn, ŠKODA AUTO Board Member for Sales and Marketing**, says: "With our new CI, we're taking the whole brand appearance to the next level. It's not only our product portfolio that's evolving but also our customers. And we see this as the perfect opportunity to make our brand fit for the decade of transformation and adjust its look and feel to the needs and expectations of our customers. Our new CI underlines the modern and distinctive design and clearly shows our digital-first approach."

Under the Marketing department's guidance, employees from across the company were involved in developing the new CI. In addition, 2,200 people from six key markets – the Czech Republic, Germany, India, Israel, Italy and Norway – were surveyed on selected logo versions from a total of 165 designs in order to determine the future logo.

### **New ŠKODA wordmark to be used much more than the picturemark**

The ŠKODA wordmark will be featured more widely than the company's picturemark in marketing communications. The new styling uses entirely different typography based on symmetry and a combination of round shapes with borders. The most challenging element was integrating the caron above the S, which represents an important part of ŠKODA's Czech heritage. The so-called háček is now integrated into the first letter. The research found that the typographic wordmark is easier to recognise and identify.

### **The new picturemark: Emphasising digital communication**

The winged arrow symbol has also been transformed, although not as radically as the wordmark. Its simplified design is apparent at first glance. ŠKODA's new picturemark will now be rendered without plastic 3D graphics. This is how the car manufacturer is responding to the shift towards even more digitalised communication. The simpler, two-dimensional picturemark is much more impactful, especially on mobile devices, and can also be integrated more flexibly into different formats.



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## **New CI: Colours that symbolise electromobility and sustainability**

ŠKODA AUTO will use two different green hues in its colour scheme: Emerald and Electric Green. In surveys, many respondents associated these colours with ecology, sustainability and electromobility.

The new CI will be gradually rolled out across all platforms – first in information and communication materials, and from 2024, it will also start appearing on newly launched models. The new design will also be reflected in the infotainment and other elements of ŠKODA vehicles. The revamp will also involve design changes to the premises of authorised partners.

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### **ŠKODA AUTO**

- › is successfully steering through the new decade with the NEXT LEVEL – ŠKODA STRATEGY 2030.
- › aims to be one of the five best-selling brands in Europe by 2030 with an attractive line-up in the entry-level segments and additional e-models.
- › is emerging as the leading European brand in important growth markets such as India and North Africa.
- › currently offers its customers twelve car series: the FABIA, RAPID, SCALA, OCTAVIA and SUPERB as well as the KAMIQ, KAROQ, KODIAQ, ENYAQ iV, ENYAQ COUPÉ iV, SLAVIA and KUSHAQ.
- › delivered over 870,000 vehicles to customers around the world in 2021.
- › has been a member of the Volkswagen Group for 30 years. The Volkswagen Group is one of the most successful vehicle manufacturers in the world.
- › independently manufactures and develops not only vehicles but also components such as engines and transmissions in association with the Group.
- › operates at three sites in the Czech Republic; has additional production capacities in China, Russia, Slovakia and India primarily through Group partnerships, as well as in Ukraine with a local partner.
- › employs 45,000 people globally and is active in over 100 markets.