

Group standard

**KR 00017**

Issue 2015-04

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Descriptors: information signs, warning signs, motor vehicle, adhesive labels, sticker, label

## Warning and Information Signs Inside the Vehicle

### Location, Styling

#### Previous issues

KR 00017: 1991-11, 2003-11, 2008-10, 2009-02, 2010-02

#### Changes

The following changes have been made to KR 00017: 2010-02:

- Necessary contacts and departments updated

### 1 Scope

This Design Guideline (KR) is intended to ensure uniform location, attachment, and styling of warning and information signs inside vehicles so as to ensure reliable identification and recognizability.

### 2 Description

**Warning and information signs inside the vehicle as per KR 00017**

### 3 Terms

**Warning and information signs** facilitate a statement with reference to a certain object and/or situation by text and/or symbol.

### 4 Legal regulations

Legal regulations result from the respective legislation, such as "European Communities (EC)", "Economic Commission for Europe (ECE)", "US Federal Motor Vehicle Safety Standard (FMVSS)".

Additional requirements may result from other legal general regulations.

Always use the latest version of this standard.

This electronically generated standard is authentic and valid without signature.

The English translation is believed to be accurate. In case of discrepancies, the German version is alone authoritative and controlling.

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Before creating warning and information signs for the Volkswagen and Volkswagen Commercial Vehicles brands, consultation with the departments "ET7 (Label Manager)," "Legal," "Passenger Car Product Analysis," "Environmental Officer – Product," and "Type Approval and Technical Specifications" is required.

There may be differences in responsibilities among the individual Group brands. In this case, the specifications of the brand apply.

For Volkswagen AG, the procedural instructions in the Process Standard "Handling Warning and Information Signs"<sup>1)</sup> apply.

For Audi AG, the procedural instructions in the "Vehicle Labeling" Process Standard apply.

## 5 Application location

Warning and information signs with identical content must be placed in the same positions in all vehicle types, as far as this is possible.

For the application of signs in the engine compartment, a level surface in the visible area must be provided. In particular, space for stickers must be provided on the hood latch support.

Mounting parts that are intended to hold warning and information signs (e.g., radiator cover) must only be used if they cannot be easily dismantled and if their surface guarantees secure adhesion of signs over the vehicle service life.

## 6 Styling

### Volkswagen

- For the styling of warning and information signs of the Volkswagen and Volkswagen Commercial Vehicles brands, compliance with the following rules is required, along with a consultation with the departments "ET7 (Label Manager)," "Passenger Car Product Analysis," "Legal," and "Interior Styling."

### Audi

- For Audi AG, deviating styling guidelines for warning and information signs might apply. These are described in detail in the "Vehicle Labeling" Process Standard and the "Laser Label Design" styling guideline.

Unless otherwise specified in legal provisions, a representation in the sense of the current laser label technology must be chosen.

Warning and information signs with identical content must be identical in all vehicle types.

Legal requirements and specifications must be observed (see [section 4](#)).

### 6.1 Dimensions

The dimensions of the warning and information signs must be selected as small as possible according to the purpose under consideration of the required text length, font size, font, language, and, if applicable, the available surface area.

1) To be obtained via the "EKSP/S" department, or with DMS4 authorization under: [Handling Warning and Information Signs](#)

## **6.2 Passenger compartment**

If possible, positioning of the warning and information signs on the B-pillars must be avoided for vehicles of the Group brands. This requirement may be waived in the case of legal requirements or mandatory requirements of the "Product Analysis" department.

## **6.3 Color and font**

The surfaces and fonts of the warning and information signs must only be selected in consultation with the "Interior Styling" department and in conformance with the application locations and space conditions, as well as legal requirements.

To ensure legibility, the text must not consist solely of upper case letters, except for signal words.

## **6.4 Font size**

The default font size is 3.5 mm; however, it may be reduced to 2.5 mm if the space is restricted.

If styling requirements or statutory regulations make the use of other font sizes necessary, for the Volkswagen and Volkswagen Commercial Vehicles brands this must be implemented in consultation with the departments "ET7 (Label Manager)," "Interior Styling," "Legal," "Passenger Car Product Analysis," "Environmental Officer – Product," and "Type Approval and Technical Specifications."

## **6.5 Combination with symbols**

The corresponding symbols as per Volkswagen standard [VW 80660](#) may be used beside the text to increase the conspicuousness of the warning and information signs.

Symbols even may completely replace the text where possible (attention: except for legally prescribed texts). If the information of the symbol requires highlighting, a color representation is possible.

## **6.6 Design**

Vehicle labeling must be differentiated into warning signs and information signs. The text must be short and precise.

The part number of the warning and information signs must be printed in a legible manner. It must be separate from and have a different orientation than the remaining text. The middle group of the part number is populated with "010". The corners of the warning signs and labels must be rounded with radius R3.

### 6.6.1 Warning signs

The layout of warning signs is uniform worldwide. Warning signs must always contain one of the signal words, as shown in table 1.

The departments indicated in [section 4](#) are responsible for specifying the signal words.

**Table 1 – Representation of signal words in warning signs**

	Signal word	Meaning	Definition	Design
1	 a)	<b>DANGER</b>	Indicates a dangerous situation that will result in death or serious injury	White lettering, red background
2				White triangle, red exclamation point and background
3	 b)	<b>WARNING</b>	Indicates a dangerous situation that may result in death or serious or minor injury	Black lettering, yellow background
4				Black triangle, yellow exclamation point and background

a) As per ANSI Z535.2 (American National Standardization Institute)

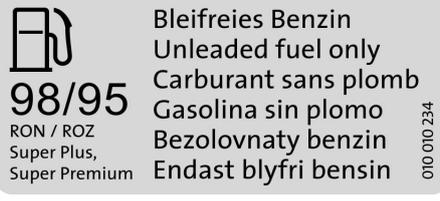
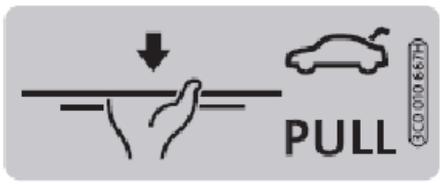
b) As per National Highway Traffic Safety Administration (NHTSA)

### 6.6.2 Information signs

The layout of information signs for Volkswagen and Volkswagen Commercial Vehicles brands is uniform worldwide (see [table 2](#)).

For Audi AG, deviating styling guidelines apply. These are described in detail in the "Laser Label Design" styling guideline.

**Table 2 – Representation of information signs**

Example	Meaning	Definition	Design
	Note	Indicates a situation that can result in material damage	Black lettering, <sup>a)</sup> silver background
	Note	Used for informational purposes	Black lettering, <sup>a)</sup> silver background

a) A different font color may be selected in agreement with the "ET7 (Label Manager)," "Interior Styling," "Legal," and "Passenger Car Product Analysis" departments.

## 7 Materials requirements

The warning and information signs must conform to the respective requirements in Technical Supply Specification [TL 52038](#).

## 8 Drawing specifications

In addition to the dimensioning, the drawings must list the specifications for color, gloss level, font style and size, symbol standard number and symbol size, and the respective material requirements. In addition, the source must be indicated, e.g., Legal, Product Analysis, After-Sales Service, Sales, or Transport department.

In addition to the part number and part designation, an additional designation – either "Warning sign" or "Information sign" – must be entered in the drawing along with the application for the Volkswagen and Volkswagen Commercial Vehicles brands.

## 9 Release

The warning and information signs for the Volkswagen and Volkswagen Commercial Vehicles brands must only be released after approval of the "Passenger Car Product Analysis," "Legal," and "Interior Styling" departments.

For Audi AG, the procedure instructions specified in the "Vehicle Labeling" Process Standard apply.

## 10 Applicable documents

The following documents cited in this standard are necessary to its application.

Some of the cited documents are translations from the German original. The translations of German terms in such documents may differ from those used in this standard, resulting in terminological inconsistency.

Standards whose titles are given in German may be available only in German. Editions in other languages may be available from the institution issuing the standard.

TL 52038 Labels; Self-Adhesive, Material Requirements

VW 80660 Symbols for Operating Devices, Display Units and Indicator Lights