

Logo Guidelines

AUTOSAR 20th Anniversary Commemorative Logo

by CoCréa Studio | 12 December 2022

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Section 1

INTRODUCTION

In order to celebrate their 20 years, AUTOSAR had a special logo designed for the occasion. This logo will be used during the year 2023 on Social Media, Linked IN, Newsletters, Press Releases, Website and limited merchandise.

This guidelines document aims to clearly explain the correct usage of the logo and it's symbol of AUTOSAR 20th Anniversary.

It is of the outmost importance to follow these guidelines without improvising, modifying or reinterpreting them. This is for the visual identity to be coherent and ensure brand uniformity.

Logo Design

The Logo design is based on the concept of embedded innovation. The idea of a celebration within was put forth integrating the number 20 into the existing AUTOSAR logo. The introduction of a color gradient gives it a sense of depth and movement that echoes mobility and modernity.

The 20th AUTOSAR logo shall replace the original logo during the year 2023.

Section 2

LOGO



Symbol



Structure

The Logo design consists of a wordmark and a symbol.

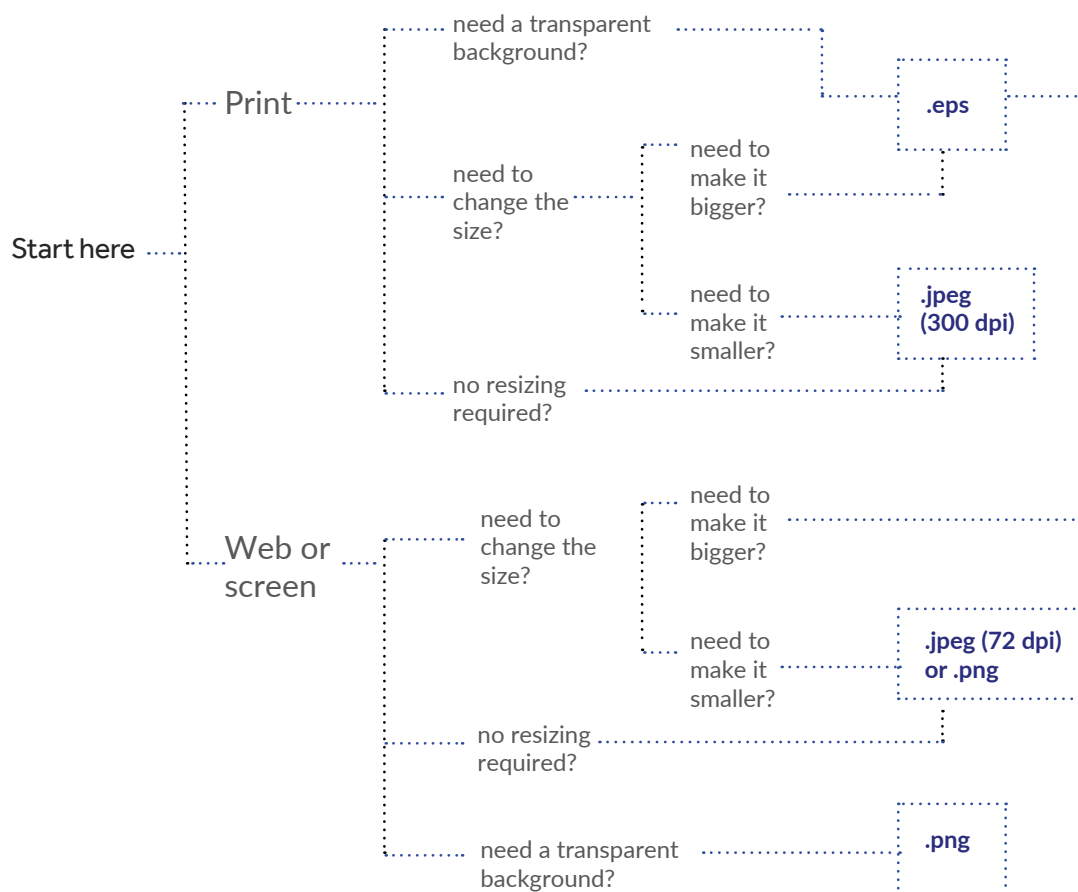
- **The wordmark shall replace the regular AUTOSAR logo and may be used for both internal and external communications during the year 2023.**
- The symbol on the other hand may only be used within the AUTOSAR branding context (website, social media, banners) where we already understand that it is part of AUTOSAR, and not isolated.
- The symbol can also be used in cases where the space is limited, for example on social media or as a favicon.
- The symbol does not replace the regular AUTOSAR logo.

Section 2

WHICH VERSION OF THE LOGO?

Depending on the project or graphic support you are going to create you must choose between the multiple versions of the logo that are provided to you.

Keep in mind that only modification allowed on the logo is to resize.



Still don't know?
no worries...

Ask your printer

Ask CoCrea
info@cocreastudio.com

Using the wrong version can lead to the logo being illegible and pixelated, as well as the colors being inaccurate, which will damage the reputation of AUTOSAR.

Section 2

LOGO VERSIONS

Color, Black, White+Red and Reverse (White only)



Color

Should only be used on white background



Black

Can be used when printing in black & white



White + Red

Can be used with a colored background that does not clash with the red.



Reverse (Watermark)

May be used over photos or images as well as color backgrounds.

Section 2

LOGO FOR PRINT & WEB

Cyan
Magenta
Yellow
K (Black)

Print

.eps is a **vector** file that allows for resizing without any quality loss.

Red
Green
Blue

Web

.png / .jpeg are **bitmap** files that allows for quicker uploading and viewing on screens. They do not resize well when making it bigger, it will pixelate.

WORDMARK

SYMBOL

CMYK

AUT20THSAR
ANNIVERSARY 2003-2023

20TH
ANNIVERSARY
2003-2023

AUT20THSAR
ANNIVERSARY 2003-2023

20TH
ANNIVERSARY
2003-2023

AUT20THSAR
ANNIVERSARY 2003-2023

20TH
ANNIVERSARY
2003-2023

AUT20THSAR
ANNIVERSARY 2003-2023

20TH
ANNIVERSARY
2003-2023

RGB

AUT20THSAR
ANNIVERSARY 2003-2023

20TH
ANNIVERSARY
2003-2023

Section 2

LOGO : CLEAR SPACE

A clear space (protection zone) around the logo shall always be respected. By clear space we mean the minimum space required around the logo so that it can in any context be easily stand out. This space shall always be kept free of any other graphic element.

It ensures that the logo is never placed too close to the edge of a document.

The clear space is measured using the width and height of the uppercase A in the AUTOSAR logotype as a measurement unit and must be applied to all four sides of the logo as illustrated on the right.



The clear space (protection zone) is meant to ensure the integrity and legibility of the logo within context, by separating it of all other image or text elements.

Regardless of the size, the proportions of the logo (wordmark or symbol) and the clear space shall remain the same.

Section 2

LOGO : MINIMUM SIZE

The 20th Anniversary Logo & Symbol may be resized to suit different layouts and document dimensions, but must **never be used below the minimum sizes** presented here.

The stipulated proportions are intended to preserve legibility as well as proper visibility from a distance.



50 mm
2 in
192 px



20 mm
0.75 in
72 px

Section 2

LOGO : COLOR PALETTE

The color palette consists of red and blue in gradients to add modernity and depth to the logo. Always prioritize the color version of the logo on white background.

For dark backgrounds it is recommended to use the plain color with the reversed (white) version of the logo.

If the gradient is not possible due to the nature of the material used (threading for example) the red and blue should match the lighter tonalities of the spectrum.

HEX is used for web
RGB is used for screens in general
CMYK is used for print

HEX #BD202F	HEX #EF4238
R 189 G 32 B 47	R 239 G 66 B 56
C 18 M 100 Y 90 K 8	C 0 M 89 Y 84 K 0
HEX #282560	HEX #2D4D9C
R 189 G 32 B 47	R 45 G 77 B 156
C 100 M 99 Y 31 K 23	C 93 M 80 Y 3 K 0

Section 2

LOGO : TYPEFACE

There were two typefaces used to create the logo, that are shown here for information purposes only. These are not to be used in the corporate communication.

The official typeface of AUTOSAR for communication and marketing material has been determined as the **Lato** Family, it is a Google font and can be downloaded for free.

Anisette Std ExBold

AUTOSAR

Poppins Bold 400 Interletter Spacing

A N N I V E R S A R Y

Lato Family

Official typeface
for ***all* communications**

Section 3

LOGO USAGE: DO'S AND DON'TS

To insure brand coherence as well as the legibility and clarity of the logo, here are a few examples of the do's and don'ts . In case of doubt, feel free to contact us, we will happily clarify any questions as the guardians of your brand.

DO NOT MODIFY PROPORTIONS



ALWAYS PLACE THE LOGO AS IS



CHOOSE THE RIGHT VERSION OF THE LOGO TO AVOID PIXELATION WHEN RESIZING (SEE PAGE 5)

Section 3

LOGO USAGE: DO'S AND DON'TS

The logo shall under no circumstance be modified in its shape, color or proportions.

CHANGING THE ELEMENTS OF THE LOGO



ALWAYS PLACE THE LOGO AS IT IS IN THE FILE OF THE VERSION THAT IS NEEDED.

Section 3

LOGO USAGE: CONTEXT

It is important to choose the right version of the logo according to the background and context in which it will be placed. **The 20th anniversary logo shall replace the regular AUTOSAR logo for the whole year of 2023.**



Section 3

LOGO USAGE: CONTEXT

It is important to choose the right version of the logo according to the background and context in which it will be placed. Make sure all parts of the logo are legible.



Section 3

LOGO USAGE: CONTEXT

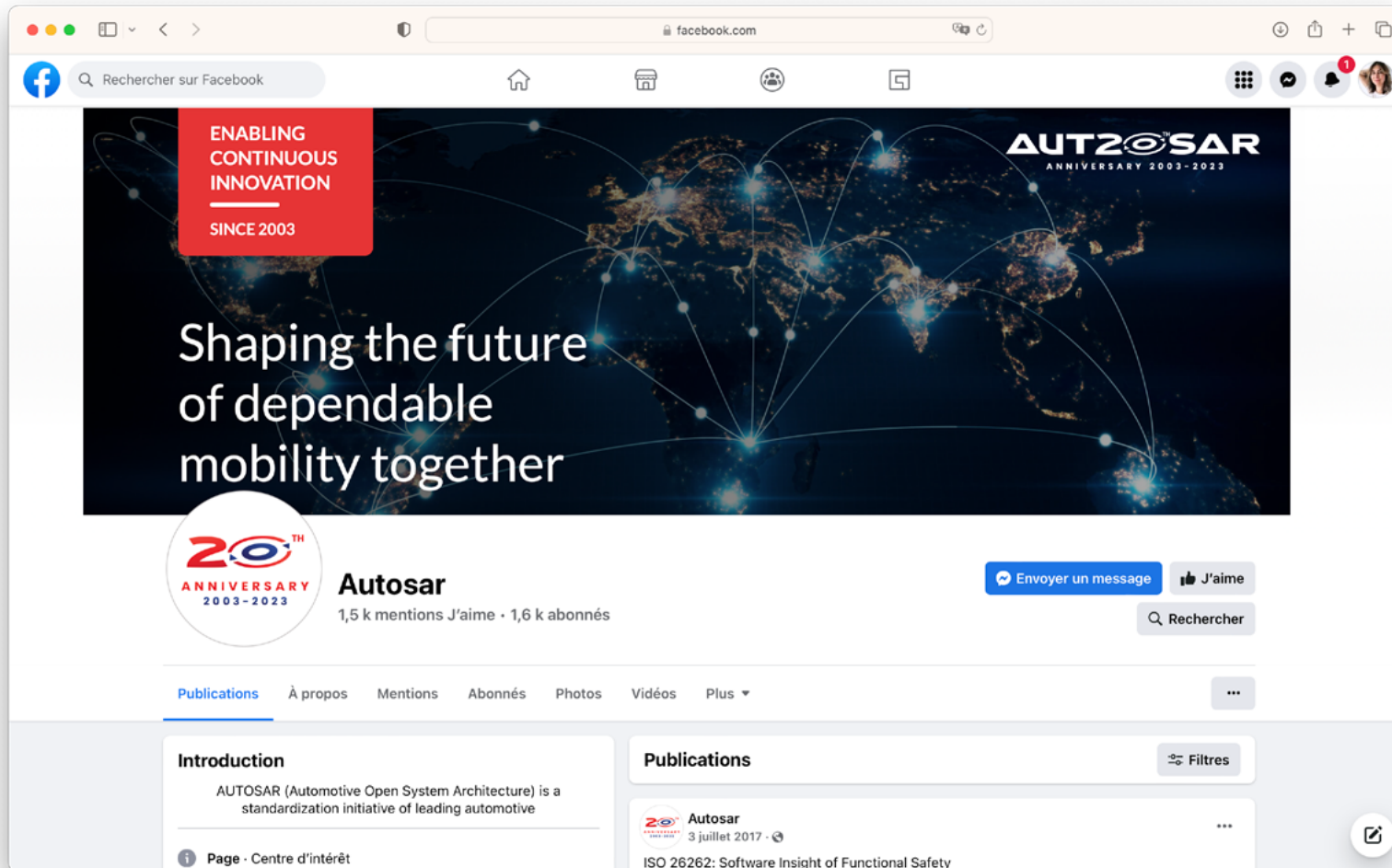
In general the color version of the logo on white background is to be prioritized above all other versions.



Section 3

LOGO USAGE: CONTEXT

We recommend using the symbol only when the name or logo of AUTOSAR is already present in places where the legibility of the wordmark would not be possible due to restrictions of space.



Implementation of your logo

WHAT TO DO IN CASE OF DOUBT?

These guidelines are meant to clarify the general usage of the AUTOSAR 20th Anniversary logo. There could and probably will be unforeseen situations not included in this document.

The overall coherence and uniformity of your brand is to be prioritized to accentuate the recognition and legibility in order to strengthen your communication.

In case of doubt, contact us. We are happy to clarify any questions as the creators of the logo and guardians of your brand.

Happy 20th Anniversary! Enjoy the celebrations!

Lorena & Antonio

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