

# Our brand is very important to us

## Before you produce anything...

These brand guidelines will help you express the COVESA brand, in tone, look and feel, using the brand identity appropriately and consistently.

Always get help and approval from the COVESA marketing team before any communication is produced. Whether that be a press release, brochure, digital content or exhibition stand. We're here so that you get the assistance and resources you need to make sure that, whatever we do, it's recognisably and consistently COVESA.

## Don't just 'dip in'

If you're creating something for us, please read these guidelines from beginning to end. That way you'll understand why we do things in a certain way, how to adapt tools correctly and find plenty of tips and

### The Marketing Team

These brand guidelines, and the branding tools documented here in, help us manage our brand at every touch point. It is essential for everyone involved in the creation and production of any communication, on behalf of COVESA, to understand these guidelines in their entirety, and get it right.

So please, take a look at our brand rules and image guides and if you have questions, talk to the marketing team - we're here to help!

**media@covesa.global**

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