

COVESA

Accelerating the future of connected vehicles

Connected Vehicle Systems Alliance



Brand Guidelines

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 assistance. With your help, the people we need to reach will understand us better, how we can work together, or how we can help and support them.

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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What is a brand?

More than just a logo, a brand is the sum-total of how our audience see, experience and perceive our organization. Whereas a logo performs the role of endorsing the things we own and share, so that people can see that they have come from us, a brand is an idea: a perception that resides in the minds of the individuals we engage with.

The perception of our brand shapes our audience belief and behavior. How our audience perceive our brand helps determine how they engage with us. The real power of a brand lies in one significant principal aspect of human psychology; that perceptions can be shaped. And, because perceptions can be shaped, good branding can effectively dictate audience reality and, in turn, influence behavior.

Our brand exists wherever COVESA interacts with the outside world - what we call a 'touchpoint'; not just how an advert, sign or brochure looks, but how we act and express ourselves. Just like an individual person, our brand takes the form of a recognizable personality, one that clearly differentiates us and governs our behavior. It enables the people we interact with to understand us, know and anticipate what they can expect from us.

Our Values

Values are most useful when they can be used as standards of behavior, and that means making sure they are practical and down-to-earth. We need easy-to-understand behaviors that provide instruction; these will get taken on board and will spread.

Openness

This is a process of actively sharing, revealing, listening, understanding and responding, which results in no closed avenues and transparency.

Member-centricity

Our diverse members are a valuable cornerstone, with the ability to freely contribute and express their future direction to complement their own business and product priorities.

Community collaboration

No one person can whistle a symphony. Embracing open feedback, we keep learning to listen, lead and follow. We encourage understanding of different, even opposing points of view, and speak with clarity.

Effectiveness

Both time and impact. We are skilful in being efficient but always with the end in mind of accomplishing a purpose. It's not about doing more - it's about being agile and flexible enough to ensure industry needs.

Continuous evolution

Stability is an illusion in an ever-changing technology business, so we improve as we go, in an agile fashion. We attend to our goals and visions, plan time according to them and execute, implementing small adjustments.



How we talk about ourselves

How we describe COVESA, our core activities and our projects – at different times or opportunities, and to different audiences, needs to be absolutely consistent. Shown here are the core ingredients we need to ensure are communicated, when the appropriate opportunities arise, so that the outside world has a clear understanding what our brand stands for.

By breaking our essence into its constituent parts, we can see what makes us communicate a particular way

We are “Accelerating the future of connected vehicles”

This means we are:

- FS** Future shapers. And that means we talk in an independent, innovative and agile way.
- OC** Open collaborators. And that means we talk in a supportive, empathetic, selfless, dot-joining, expansive way.
- MF** Member focused. And that means we talk in a business-based, solutions-focused, multi-mission way.
- EE** Experienced experts. And that means we talk in a tech-confident, effective, established way.



Example brand messages

We can only maintain authentic perceptions with authentic consistency.

Using our brand benchmark we can begin to use the four elements of our brand voice to create messages.

KEY:	FS Future shapers	OC Open collaborators	MF Member focused	EE Experienced experts
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FS **THE BEST WAY TO PREDICT THE FUTURE IS TO CREATE IT**

We're an effective global alliance because our members positively affect the future of connected vehicles, making a difference in people's lives. We match our vision to accelerate the full potential of connected vehicles with proven methodologies that deliver results to improve the mobility ecosystem.

OC **PRODUCTIVE COLLABORATION REQUIRES OPENNESS**

Organizations can become introspective and never think outside of their firewall but experience has taught us that collaboration requires diversity and require a process of actively sharing, revealing, listening, understanding and responding, which results in transparency and an ability to lead AND follow each other.

MF **ATTENTIVE TO MEMBER PRIORITIES**

Members will own the technical and business activities of the alliance and this takes intentional effort, consistent communication and a listening ear. The future direction is multi-pronged and diverse, expressing each member's own business and product priorities.

EE **AN ENGAGED, EXPERT COMMUNITY**

Communities are productive when diverse approaches and skills are applied to a challenge. Our members represent an diverse and expert technical and business community focused on the challenges and opportunities of connected vehicle technologies.



Creating our brand look and feel

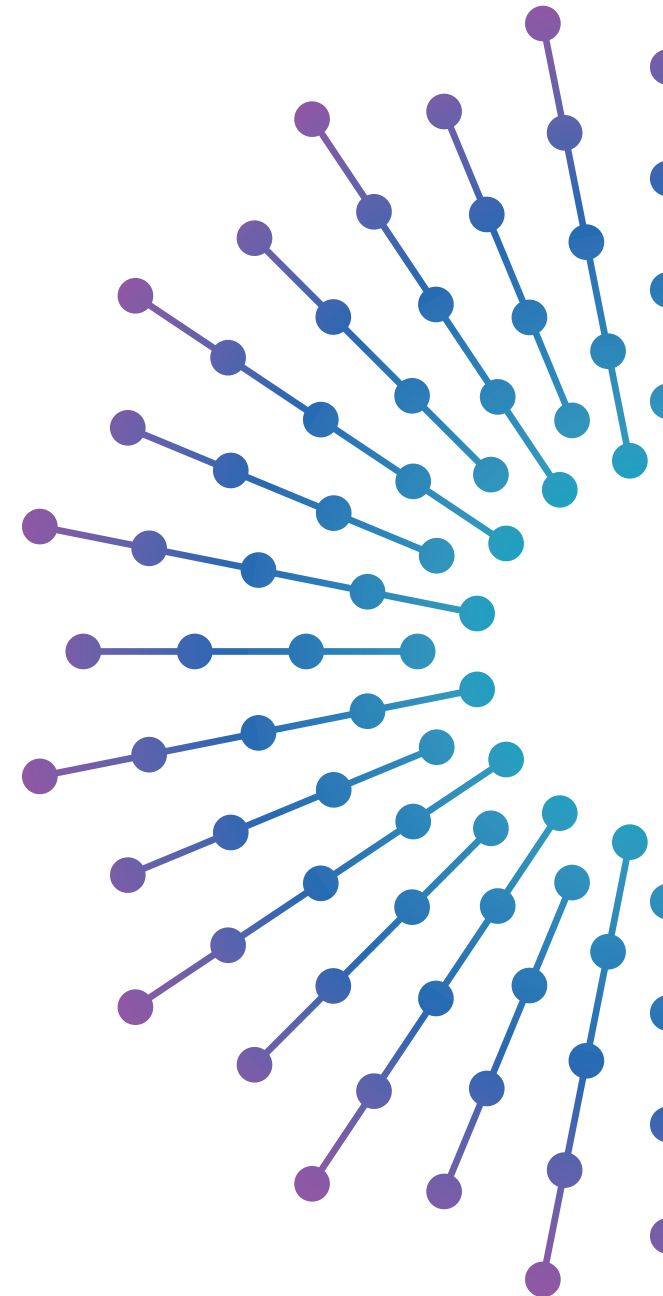
Within this section are the components of our brand identity – our logo, color palettes, fonts, and image styles, with guidelines on how to apply them to suit your communication needs.

Being consistent in the way we present ourselves is essential to our success – we create an unshakeable understanding of who we are and what we stand for in the hearts and minds of the people we want to engage with.

By understanding the core principles, the essential components and how they come together in the following pages, you'll be able to apply our brand identity consistently, make best use of our guidelines and adapt them successfully to everything we produce in the future.

And remember...

This guidelines document is a 'best practice' example of the COVESA brand look and feel. Throughout it you'll find plenty of ideas and samples of how to apply our core colors, typography, graphics and imagery.



Our logo



Our logo should only be reproduced from the master artwork files provided and must not be created from any other source, altered or adapted in form, proportion, shape or colors.

The COVESA logo should always be displayed clearly with the minimum free space (known as the exclusion zone) around it, to ensure clarity. It should not be distorted, stretched or altered in any way and always displayed at 100% opacity.

The Tagline

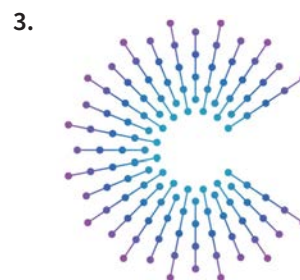
Accelerating the future of connected vehicles

The logo may be used with or without the tagline. If the tagline is used, it must not be changed or edited and must always be displayed in the correct font and at 100% opacity. It can be used in line or stacked format but not with the 'ecosystem' device on its own. If the size of the logo is too small to make the tagline clearly legible, use the logo without the tagline.

The logo is a representation of the connected ecosystem, with COVESA at its center. An abstract representation of the inter connections between our diverse members and technology. Contemporary, bold and vibrant gradient colors, a clear, open and bold font, with a logo device representative of digital technology.

The COVESA logo can be used in multiple ways:

1. In its natural 'Line' format, displayed horizontally, with the 'ecosystem' device always left of the text
2. In a 'Stacked' format, with the 'ecosystem' device above and centered to the text
3. Using the 'ecosystem' device alone, without text or tagline. Use of this format should be kept minimal and usually only when use of the text is inappropriate for the application. It can be used in this format for more subtle applications, to add brand continuity or when it benefits the design or layout.

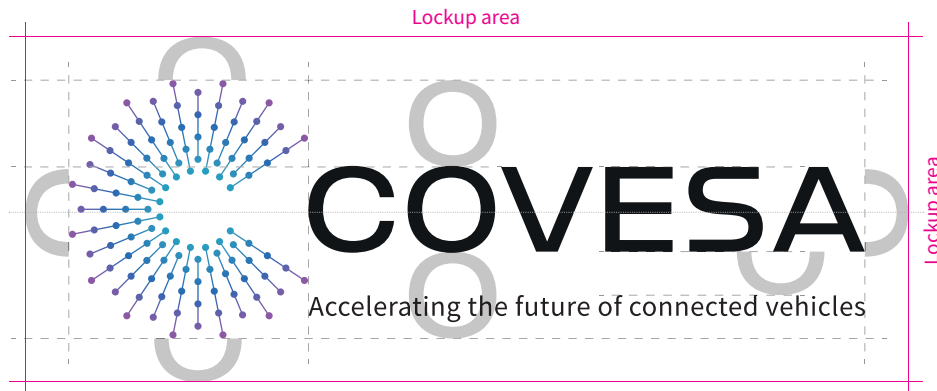


Logo use

Please carefully follow these guidelines to ensure the correct use of our logo across all touch points.

Line Variant

The 'line' logo variant deploys the logo with text and ecosystem device horizontally. The ecosystem logo should always appear left of the text.

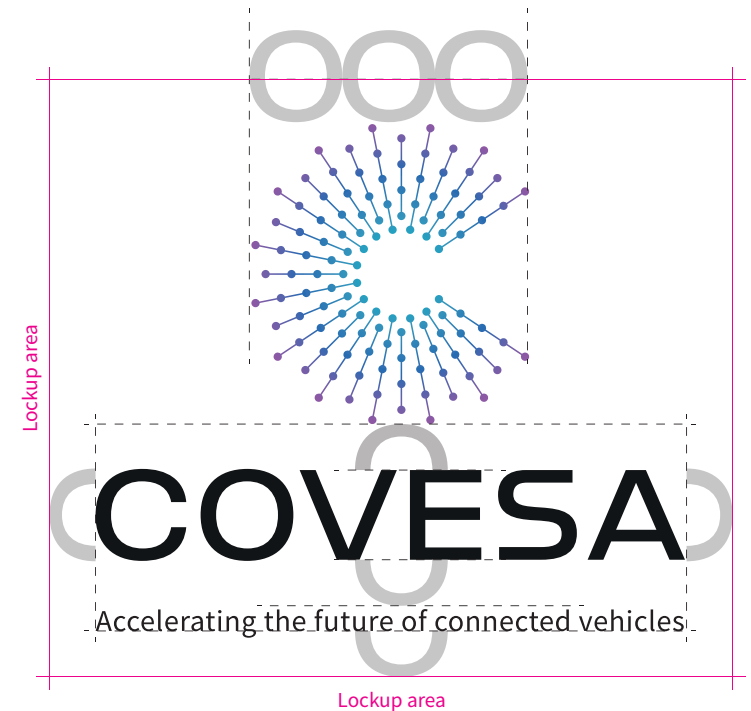


Using the 'O' from the COVESA text, we can easily work out all the spacing requirements, as illustrated above. The lockup area created from half the O height and this should be the minimum clear space around the logo at all times.

In Line format, the ecosystem device size is always defined at 3 x 'O' in height

Stacked Variant

The 'stacked' logo deploys the ecosystem device centered above the COVESA text. Size proportions are determined using the 'O' letter. The ecosystem device in stacked format should be 3 x 'O' in width. The lockup is half the 'O' height from all edges of the logo, the minimum distance of clear space required.

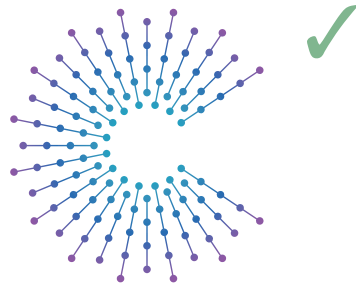


Logo use

Please carefully follow these guidelines to ensure the correct use of our logo across all touch points.

The COVESA logo should always be displayed horizontally and at 100% opacity. It should be clear and legible at all times and no other elements should be within the lockup area. The logo should not be used vertically, at an angle, distorted, or altered in any other way.

Where possible, the logo should always be shown in full color although the logo text can be displayed in black or white, depending on the application. On dark backgrounds, the logo may be used with white text and full color ecosystem device.



COVESA
Accelerating the future of connected vehicles



Do not distort the logo in any way



Do not use at less than 100% opacity



Ecosystem device should always be left of the text

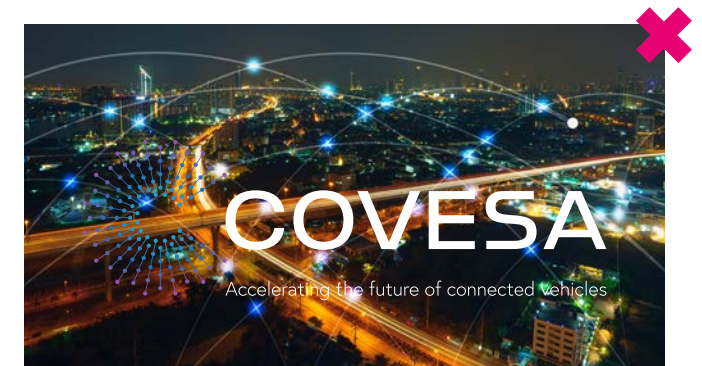
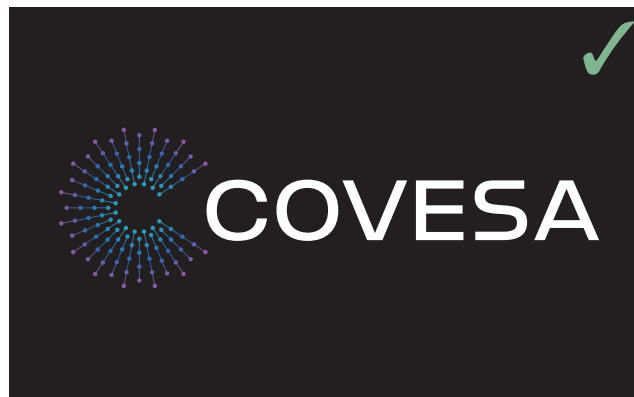


Do not alter colors in any way



COVESA

Do not use vertically



Always ensure the logo is clearly legible and not placed on busy backgrounds



Logo use

Monochrome

Some applications will require the use of single color (monochrome) representation of the logo, design elements and layouts.

This is acceptable as long as the COVESA logo remains clearly visible and legible against the background. All other logo use rules, including lockup area and minimum sizes should apply.

The logo retains enough recognition and distinctiveness to be a strong representation of COVESA, with or without the text. In monochrome applications, the COVESA logo should be either all black or all white if possible. Other applications are possible in some instances, as long as clarity and legibility is maintained.

Any use of monochrome versions of the logo should be displayed at 100% opacity.



Typography

Consistent use of our brand type face and fonts is very important to maintain brand consistency and a message that unmistakably comes from COVESA.

Calibri is the main COVESA font. Available with all Microsoft products, Calibri should be used wherever possible for all communications.

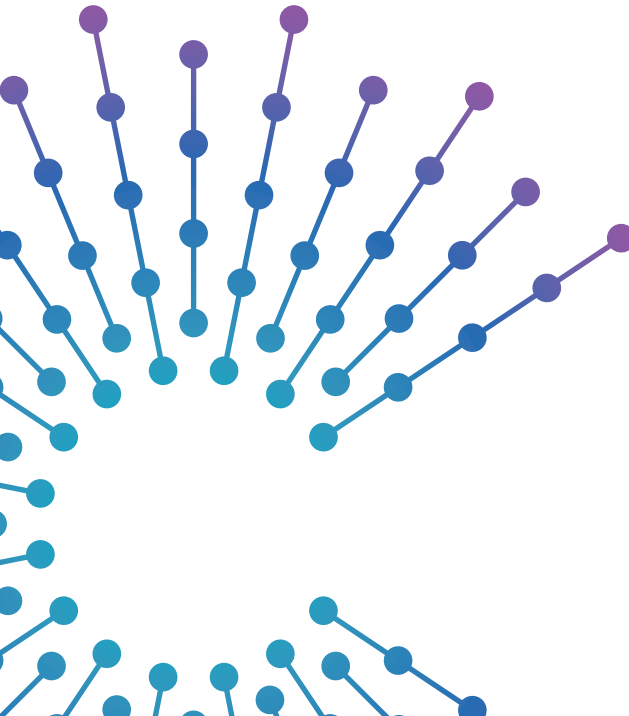
This is Calibri

Calibri is a sans-serif typeface family designed by Lucas de Groot in 2002-2004 and released to the general public in 2007, with Microsoft Office 2007 and Windows Vista. In Office 2007, it replaced Times New Roman as the default typeface in Word and replaced Arial as the default in PowerPoint, Excel, Outlook, and WordPad. De Groot described its subtly rounded design as having “a warm and soft character”.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

This is Calibri Regular

This is Calibri Bold



Typography

In instances where Calibri is unavailable or unsuitable for specific applications - such as with Adobe design software or in standard web use, Source Sans Pro should be used.

Source Sans is the most suitable alternative to Calibri, with very similar letter shapes, sizes and proportions.

This is Source Sans Pro

Source Sans Pro is a sans serif typeface created by Paul D. Hunt for Adobe. It is the first open-source font family from Adobe, distributed under the SIL Open Font License. It is free to use for personal and commercial use and is available as a 'Google' font, making it suitable for digital and web use.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

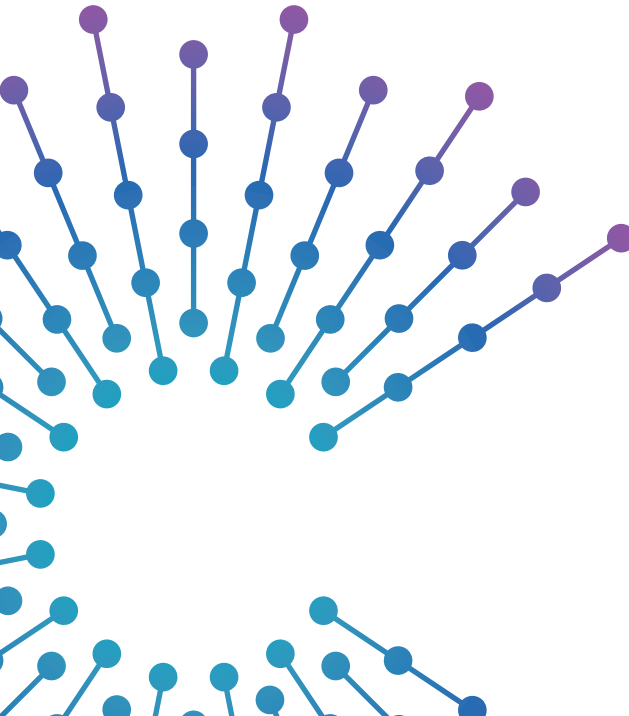
This is Source Sans Pro Light

This is Source Sans Pro Regular

This is Source Sans Pro Semi-Bold

This is Source Sans Pro Bold

This is Source Sans Pro Black



Primary color palette

The COVESA brand color palette is separated in to primary colors and a secondary palette. The primary color palette should be the core colors used in COVESA communications and marketing collateral and are easily identified as part of the brand. The secondary palette should be restricted in use, used as highlighting accents, to add more dynamic options with design layouts.

Matching against color psychology, blue represents trust, dependability and security, with purple indicating creativity and imagination. This combination ideally suits COVESA, its activities and future direction. The gradient between blue and purple signifies an organic, seamless connection between trust and dependability, enhanced by creativity.

Other colors can be used as complimentary or supporting elements but the main color range and palette should be constrained to the primary and secondary brand palettes wherever possible.



Mid Blue

CMYK	RGB
C: 85	R: 53
M: 62	G: 94
Y: 0	B: 168
K: 2	
	Hex:
	355E8A



Teal Blue

CMYK	RGB
C: 75	R: 0
M: 2	G: 177
Y: 25	B: 195
K: 0	
	Hex:
	00B1C3



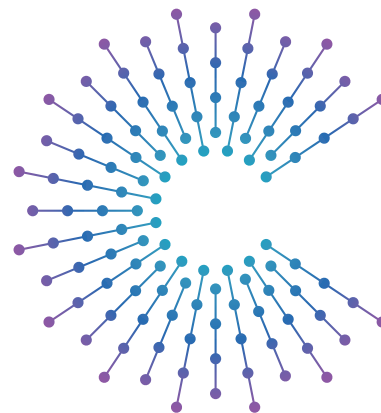
Violet

CMYK	RGB
C: 50	R: 148
M: 77	G: 81
Y: 0	B: 154
K: 1	
	Hex:
	94519A



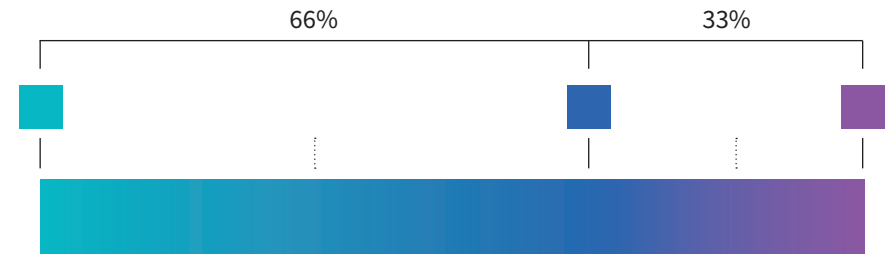
Black

CMYK	RGB
C: 0	R: 0
M: 0	G: 0
Y: 0	B: 0
K: 100	
	Hex:
	000000



Color gradient

The ecosystem logo device deploys the primary brand color palette, depicted as a radial gradient fade from Blue to Purple at the end of the spokes. As a guide, the gradient should emphasize the blue range, with roughly 66% gradient from Teal blue to Mid-blue and 33% Mid-blue to Purple. The gradient can be used across other brand elements as a brand device.



Secondary color palette

The secondary color palette includes a range of supporting colors that can be used to add accents, highlight key messages, enhance and add dynamic interest to collateral. These colors should be used sparingly and not form the main basis of communications, displays or marketing collateral.

The secondary color palette is intended to augment the primary palette. They are slightly subdued so as to not overpower, yet remain bold enough to allow for a more creative approach to many communications and marketing collateral. Creating stand-out against both light and dark backgrounds, these colors contrast against the primary palette, allowing elements to be highlighted or emphasis drawn to key messaging.

Keep the secondary palette color use in a lesser proportion to the primary palette. The ratio should be 85% primary / 15% secondary. Restrict the use of the secondary color palette to two secondaries in any one page, application or display.

Ideal use of the secondary color palette is in text headlines, call-out boxes, CTA messages and other design elements that need to attract greater attention.



Gold Buff

CMYK	RGB
C: 7	R: 243
M: 13	G: 217
Y: 60	B: 125
K: 0	
	Hex:
	F3D97D



Ocean Blue

CMYK	RGB
C: 64	R: 75
M: 8	G: 173
Y: 0	B: 220
K: 8	
	Hex:
	4BADDC



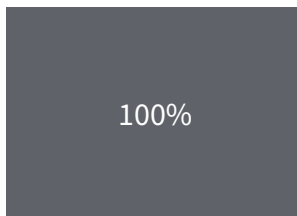
Rubine

CMYK	RGB
C: 0	R: 224
M: 100	G: 0
Y: 22	B: 105
K: 3	
	Hex:
	E00069



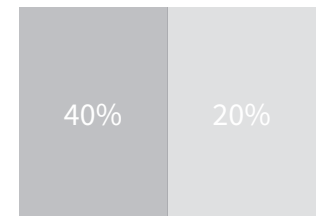
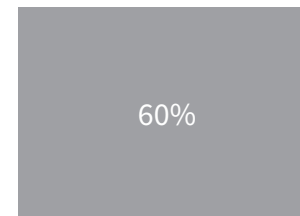
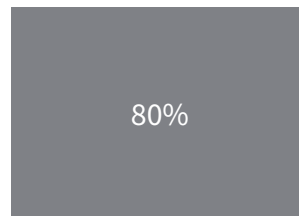
Sage Green

CMYK	RGB
C: 51	R: 140
M: 10	G: 183
Y: 52	B: 143
K: 2	
	Hex:
	8CB78F



Steel Grey

CMYK	RGB
C: 8	R: 100
M: 5	G: 101
Y: 0	B: 104
K: 72	
	Hex:
	646568



Shades and opacity levels of the secondary palette can be used 10%

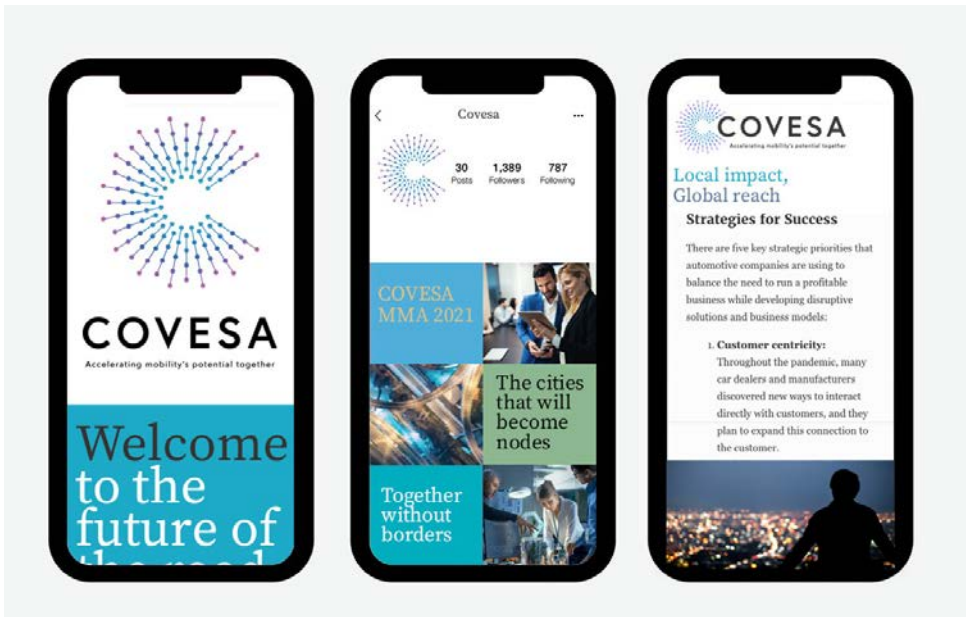


Color palette - examples of use

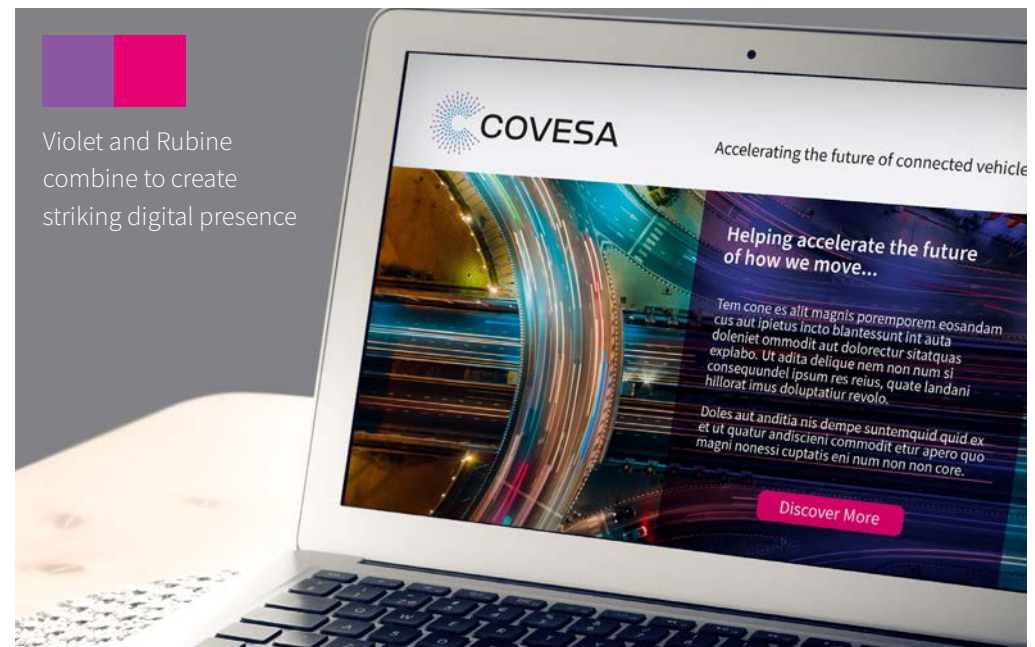
For reference, here we provide a range of 'best case' use examples for the primary and secondary color palette. These examples highlight use of the secondary color palette in conjunction with brand imagery and the primary palette.



Teal blue with ocean blue and sage green create muted, corporate comms



This example illustrates the use of primary Mid Blue augmented with secondary Gold Buff

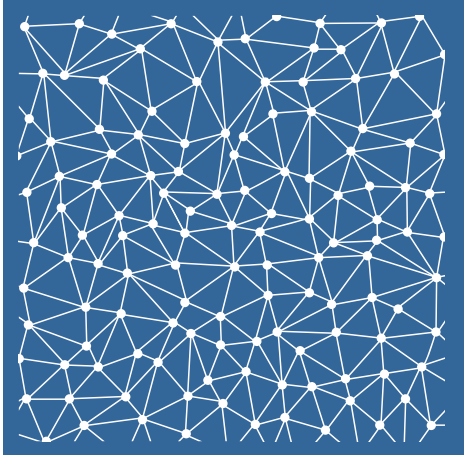
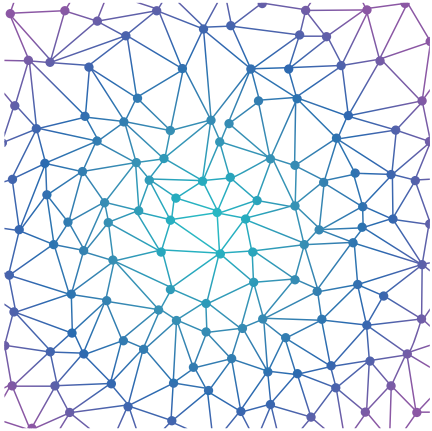
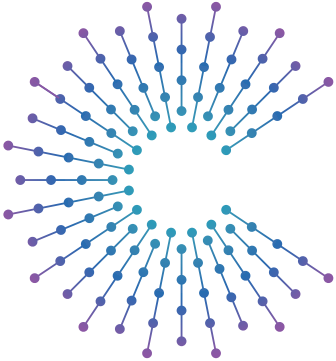


Violet and Rubine combine to create striking digital presence



Creating our brand look and feel

Connected graphic



We have created a graphic, based on the logo, which exists in both color and white-out format. This can be used in sections or in part, as a color overlay or as a texture, in order to give our communications a COVESA look.

On the following pages you can see how this graphic might be used in conjunction with photography.



Creating our brand look and feel

Photography

As with all of our brand identity elements, consistency is very important to ensure the correct look and feel runs through all our brand touchpoints, distinguishing COVESA and ensuring our brand is represented appropriately.

Often restricted to using stock photography, it is important to deploy photos and imagery that reflects the COVESA brand. Use images that suggest connectivity, and contemporary style. Abstract images that show traffic and high contrasts of lighting against dark backgrounds are effective.

By using abstract imagery, we are not identifying or emphasizing any particular company, sector, or business above and beyond any others. Abstract imagery is applicable as much to mainstream automotive as it is to technology and other adjacent sectors.

Where using people is necessary for an application, we should try to deploy images that suggest a diverse range of professionals, without being overly corporate. Our audience is mainly software engineers, systems architects and other engineering professionals, so imagery should be chosen that aligns with this audience.

Avoid the use of obvious stock imagery and overly contrived shots where possible. Avoid models looking directly at camera or with 'thumbs up', fist pumps, hand shakes and 'cheesy' team shots.



Image adjustment - example 1



Take the original shot



Add some elements of our brand colors, but don't go overboard (the reds now closely match rubine, the greens and turquoises and yellows are more akin to our brand greens, teals and golds).



Add elements of our 'connected graphic', with a subtle blending effect (in this case it is the white connected graphic as the image is dark).



Image adjustment - example 2



Take the original shot



Subtly enhance lighting and contrasts and add some elements of our brand colors, but don't go overboard (the reds now closely match rubine, the greens and turquoises and yellows are more akin to our brand greens, teals and golds).



Add elements of our 'connected graphic', with a subtle blending effects (in this case it is the colored connected graphic as it blends in interesting ways with the background colors).



Image adjustment - example 3



Take the original photo...



...add some elements of our brand colors (in this instance, some of the details on the screen)...



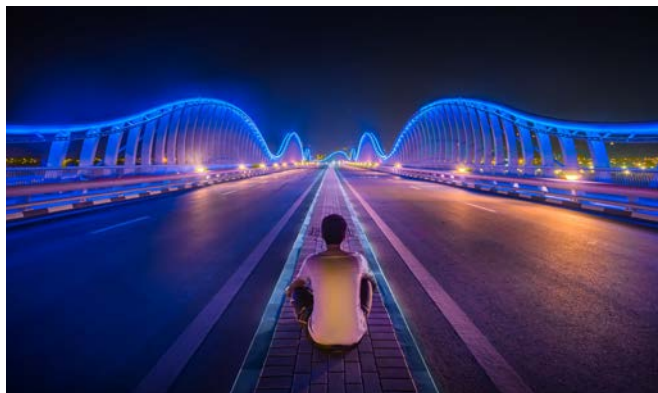
...add some of our 'connected graphic' (subtly, and in this case, because it is being placed on a lighter color, we have used the color graphic).



Image adjustment - example 4



Take the original photo...



...add some elements of our brand colors...

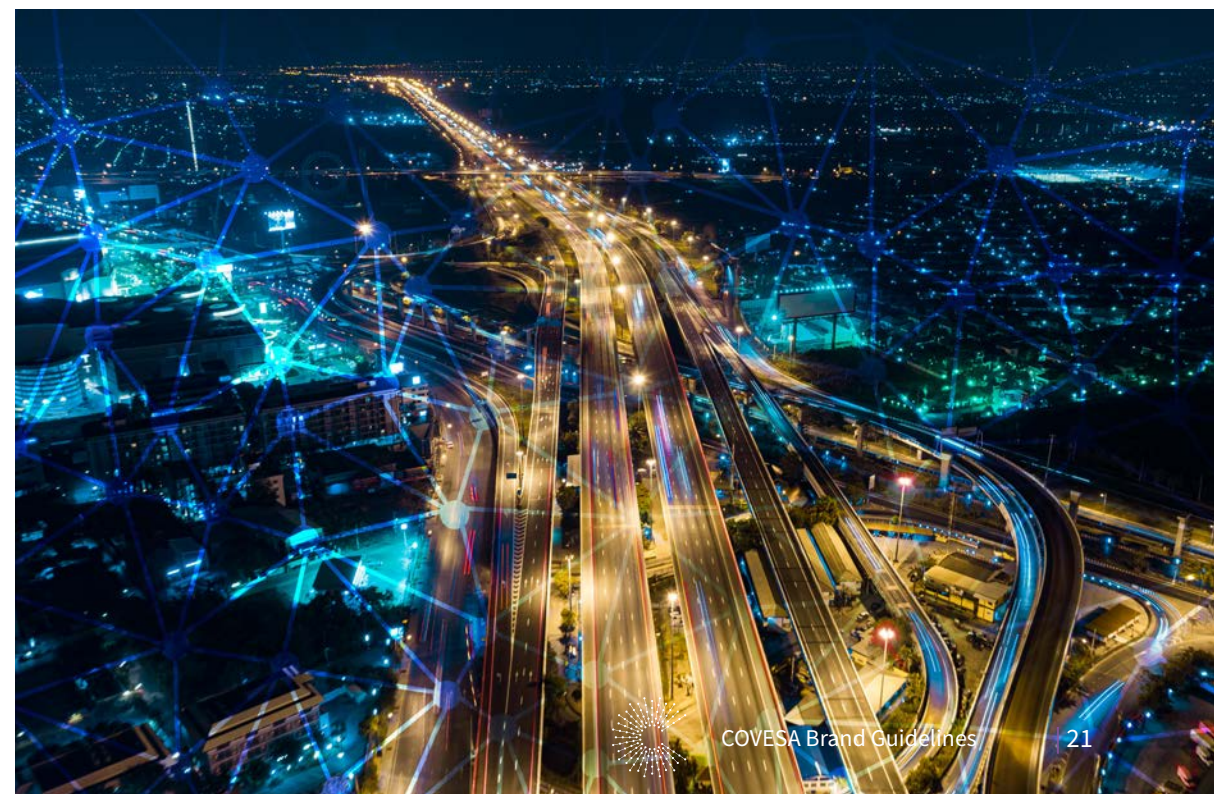
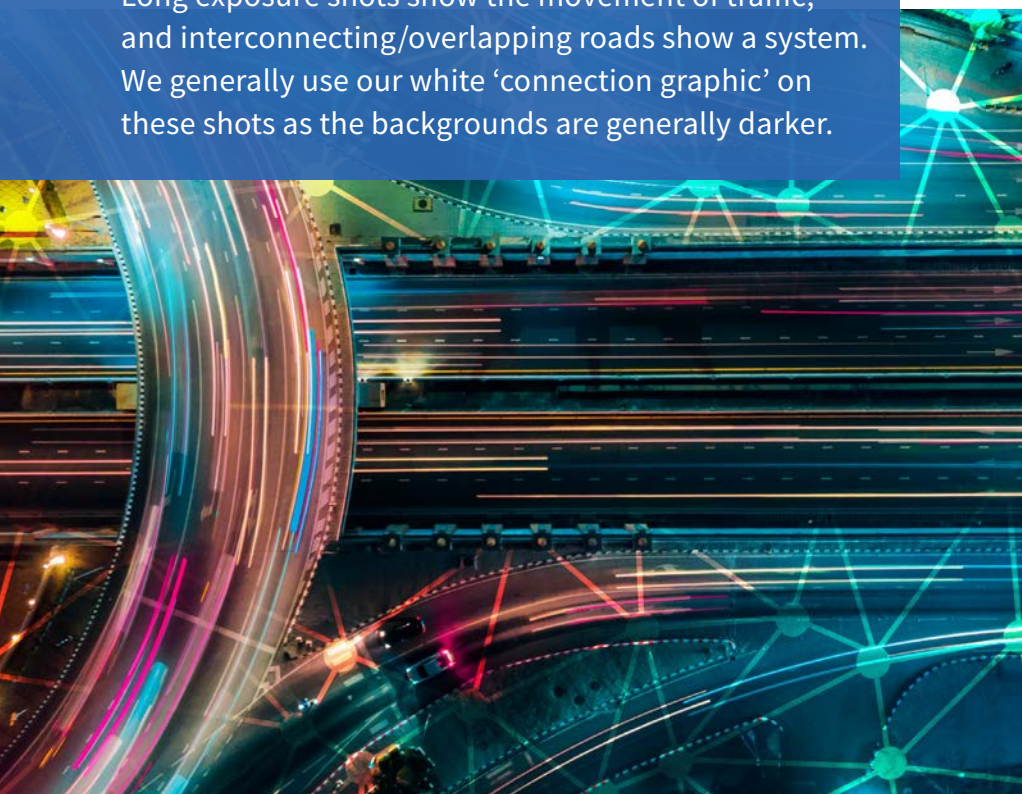


...add some of our 'connection graphic'



'Mobility links' - examples

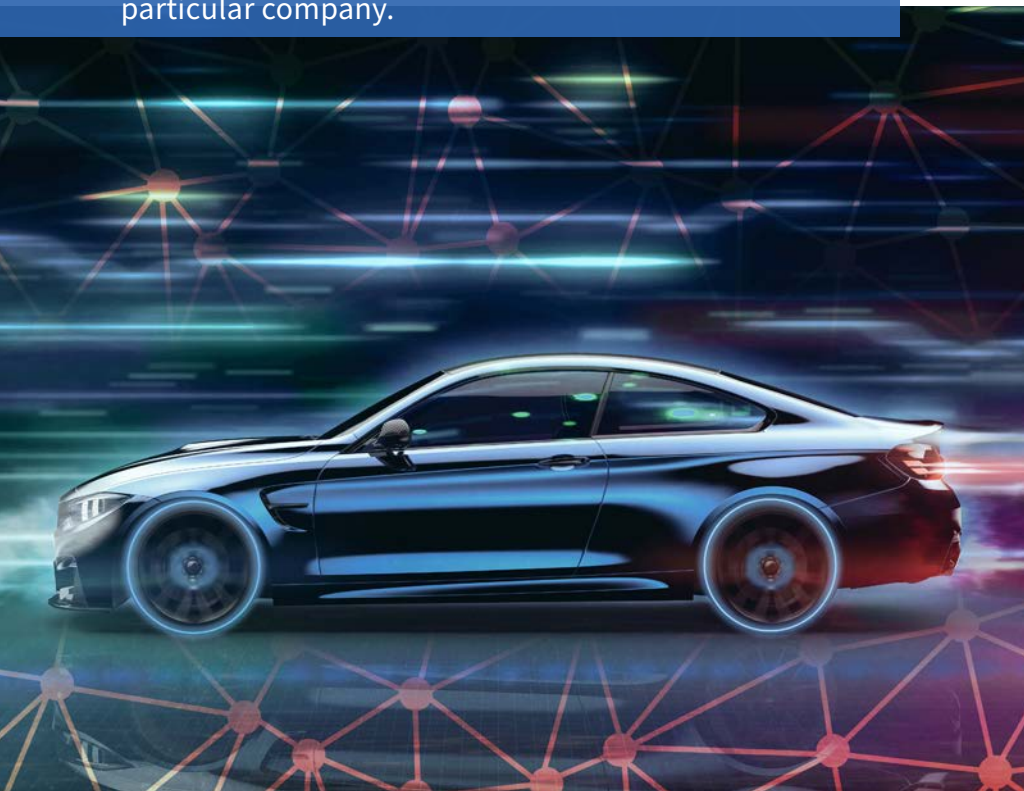
Imagery of roads and traffic at night (so that we can see the passage of time via the lights of vehicles). Long exposure shots show the movement of traffic, and interconnecting/overlapping roads show a system. We generally use our white 'connection graphic' on these shots as the backgrounds are generally darker.



‘Connected vehicles’ - examples



Incorporating vehicles into our imagery helps enforce the perception that our work is focused on vehicle connectivity. Avoid the use of obvious brands and models, as we don't want to seem favourable to any particular company.



'Human technology' - examples



Imagery of people involved in the technology of mobility. That might be engineers designing systems or people using those systems – so the people are always in a mobility setting, be that a road, vehicles, or technology. We generally use our white 'connection graphic' on these shots as the backgrounds are generally darker.



‘Bright future’ - examples

We generally use darker shots that enable us to use the light of vehicle travel or the LED of screens. But mobility also happens in the day time and we can show the bright, everyday possibilities that COVESA enables too. We generally use our colored ‘connection graphic’ on these shots as the backgrounds are generally lighter.

