



**COVESA**

Accelerating the future of connected vehicles

# **COVESA**

## **Communications Guidelines & Tools**

April 2022

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## Introduction

The Connected Vehicle Systems Alliance (COVESA) is a global, member-driven alliance focused on the development of open standards and technologies that accelerate innovation for connected vehicle systems, resulting in a more diverse, sustainable and integrated mobility ecosystem.

As a member-driven organization, it's critically important COVESA members elevate, amplify and promote COVESA and their contributions to the alliance. This can be done one of several ways:

- Posting a press release in your company's online news room
- Integrating news into your social media channels
- Promoting COVESA on your website
- Writing an article for your company's blog or the COVESA blog
- Adapt provided content as necessary/desired (collateral, videos, infographic, etc.)

The following pages provide guidelines and suggested communication avenues and content. The COVESA marketing team is prepared to support and collaborate with you on promotional activities.

# Promoting COVESA

## Brand Guidelines & Assets

The COVESA brand guidelines were created to facilitate and inspire communications that will present a clear and consistent identity for COVESA. They are intended as a resource for all identity usage. The COVESA brand guidelines and assets including logo files and PowerPoint templates are available on the COVESA [wiki](#) (to obtain log-in credentials for the COVESA wiki, please email [help@covesa.global](mailto:help@covesa.global)).

## COVESA Messaging

Below are descriptions and key messages to promote COVESA, which can be modified to fit your communications medium.

- COVESA is an open, collaborative and impactful technology alliance; accelerating the full potential of connected vehicles.
- COVESA is the only alliance focused solely on developing open standards and technologies for connected vehicles.
- COVESA is a growing vibrant ecosystem that brings buyers and sellers together to accomplish business goals, supporting the adoption of alliance member-driven results.

## Press Releases & Media Relations

- Press Releases
  - Issue a press release announcing your company as a new member of COVESA. Include a description of COVESA along with a quote from a COVESA spokesperson -- COVESA is available to help draft content for your approval.
  - Collaborate with COVESA on a joint press announcement highlighting collaboration efforts on a technology project. Include a quote from your spokesperson -- COVESA is available to help draft content for your approval.
  - Please note: any external communications made on behalf of COVESA must first be approved through the appropriate channels. Should you have questions, please email [marketing@covesa.global](mailto:marketing@covesa.global).
    - Approvals: The COVESA Marketing Team must approve all press releases referencing COVESA. Press release approval can be obtained by emailing [marketing@covesa.global](mailto:marketing@covesa.global).
    - Joint Announcement: If the press release is a joint announcement with COVESA, the approved COVESA boilerplate language below must be used and COVESA must approve the press release content.

- COVESA Boilerplate:
  - The Connected Vehicle Systems Alliance (COVESA), formerly known as the GENIVI Alliance, is a global, member-driven alliance focused on the development of open standards and technologies that accelerate innovation for connected vehicle systems, resulting in a more diverse, sustainable and integrated mobility ecosystem. The Alliance provides its members with a global development community joining automotive software stakeholders with world-class developers in a collaborative environment, resulting in open source standards. To learn more about COVESA, visit [www.covesa.global](http://www.covesa.global).
- Media/Analyst Relations
  - Integrate COVESA into your company’s external communications with press and analysts and/or collaborate with COVESA on outreach efforts; COVESA is available to provide a spokesperson for media/analyst outreach efforts.
  - Provide spokesperson support for COVESA media/analyst outreach on the organization’s initiatives.

## Social Media

Share and communicate news about COVESA on your social media channels.

- **Twitter**
  - Follow COVESA [@COVESAglobal](https://twitter.com/COVESAglobal) and share/retweet our news.
  - Tag COVESA when posting. Tagging is an excellent way to increase online awareness and engagement. You can tag COVESA by using “@covesaglobal”.
- **LinkedIn**
  - Follow COVESA at [Connected Vehicle Systems Alliance](https://www.linkedin.com/company/connected-vehicle-systems-alliance) so our updates and news appear in your feed. “Like”, “Share” and comment on our posts to extend the reach of our news.
  - Create public-facing content for COVESA to share via [our profile](#). Posts can include:
    - Technical content and materials involving COVESA (i.e. approved white papers, articles, graphics, etc.)
    - Connected vehicle and industry news and insights
    - Thought leadership

If you are interested in supporting COVESA as a social media advocate, please email [marketing@covesa.global](mailto:marketing@covesa.global).

## Contact Information

Email [marketing@covesa.global](mailto:marketing@covesa.global) with questions regarding COVESA communications efforts or if you are a member interested in joining the COVESA Marketing Team. For general questions about COVESA or membership, please contact [help@covesa.global](mailto:help@covesa.global).