THE
AUTOWARE
FOUNDATION

THE AUTOWARE FOUNDATION
BRAND GUIDELINE

VERSION 1.5 2020/08

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THE
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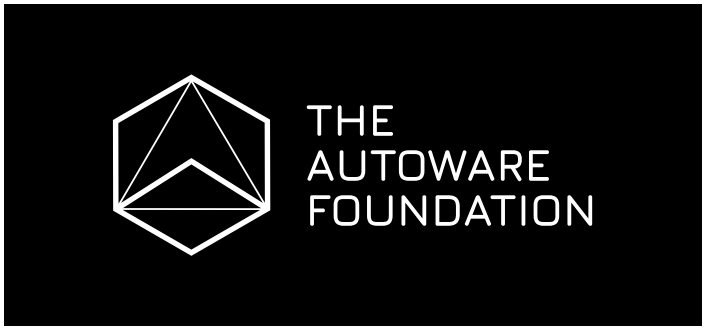
FOUNDATION

1. LOGO

1.1 LOGO COLOR VERSION
1.2 LOGO CONSTRUCTION
1.3 LOGO CREATING PROJECT EXTENSIONS
1.4 INCORRECT USE OF LOGO
1.5 CORRECT SPELLING AND CAPITALIZATION

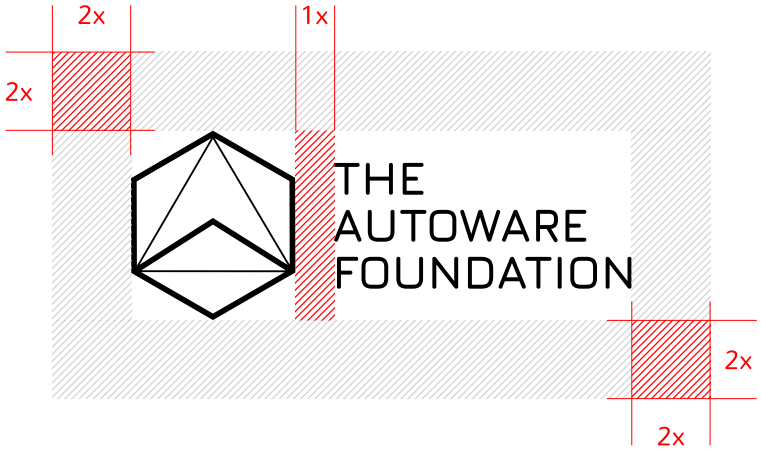
1.1 THE AUTOWARE FOUNDATION
LOGO COLOR VERSIONS

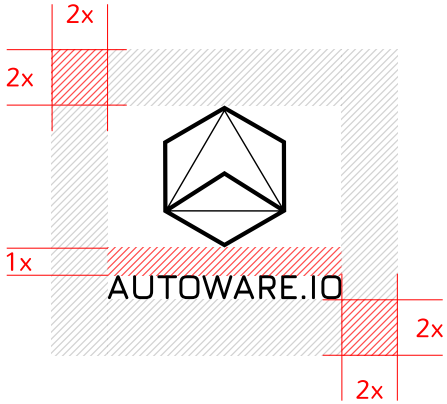
The preferred use of the Autoware logo is black on a white background.



Also available is the use of the Autoware logo in white on a black background or dark backgrounds.

1.2 THE AUTOWARE FOUNDATION
LOGO CONSTRUCTION





The Autoware logo must always have a safe area surrounding it, free from any other element. It is defined through the **double space** between symbol and typo.

1.3 THE AUTOWARE FOUNDATION
LOGO CREATING PROJECT EXTENSIONS

AUTOWARE.IO

AUTOWARE.IO

RGB 0 | 174 | 239
HEX 00AEEF

AUTOWARE.AI

AUTOWARE.AI

RGB 141 | 198 | 63
HEX 8DC63F

AUTOWARE.AUTO

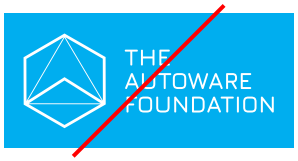
AUTOWARE.AUTO

RGB 247 | 148 | 29
HEX F7941D

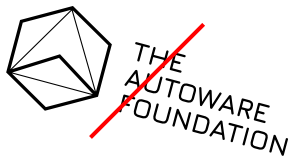
Version 1	Version 2	Version 3	Color definition

1.4 THE AUTOWARE FOUNDATION
INCORRECT USE OF LOGO

Don’t change the proportion of the logo.



Don’t use the Autoware logo with a colored background or change the color of the word-mark.



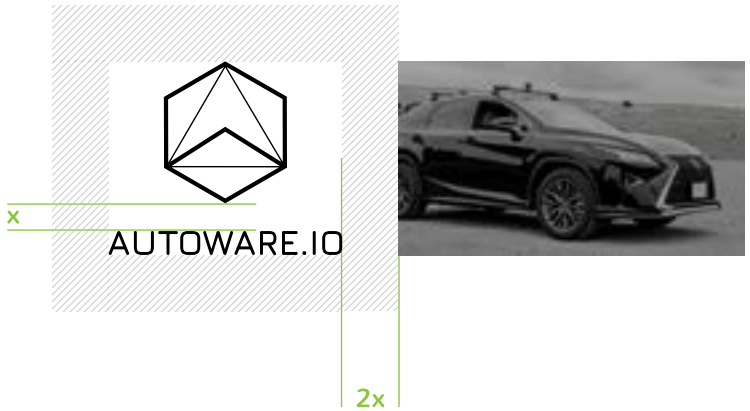
Don’t place the logo other than vertical and horizontal.

1.4 THE AUTOWARE FOUNDATION
INCORRECT USE OF LOGO

Don't!

Don't place the logo too close to another design element (q.v. page 5).

Do!



2x = Minimum distance to another design element (q.v. page 5).

1.5 THE AUTOWARE FOUNDATION
CORRECT SPELLING AND CAPITALIZATION

The Autoware Foundation is the name of the organisation

When the name stands alone, please use:
The Autoware Foundation

When the name of the organization is used in a sentence, please use:
... the Autoware Foundation ...

For example:

Do! “Shinpei says the Autoware Foundation is great”

Don’t! “Shinpei says The Autoware Foundation is great”

The correct spelling of the projects is as follows

Autoware.AI
Autoware.Auto
Autoware.IO

THE
AUTOWARE
FOUNDATION

2. BRAND COLORS

2.1 BRAND COLORS – WHITE THEME
2.2 BRAND COLORS – BLACK THEME

2.1 THE AUTOWARE FOUNDATION
BRAND COLORS – WHITE THEME

Primary Colors

Use the primary colors for all Autoware designs in print and web.

PRIMARY TEXT COLOR

CMYK 0 / 0 / 0 / 100
RGB 0 / 0 / 0
HEX #000000

PRIMARY HIGHLIGHT COLOR

CMYK 59 / 37 / 0 / 11
RGB 94 / 144 / 227
HEX #5E90E3

TEXT COLOR

CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HEX #ffffff

Secondary Colors

Use the secondary colors only for: Autoware.AI (green), Autoware.Auto (orange) and Autoware.IO (blue) themes.

AUTOWARE.AI

CMYK 29 / 0 / 68 / 22
RGB 141 / 198 / 63
HEX #8dc63f

AUTOWARE.AUTO

CMYK 0 / 40 / 88 / 3
RGB 247 / 148 / 29
HEX #f7941d

AUTOWARE.IO

CMYK 100 / 27 / 0 / 6
RGB 0 / 174 / 239
HEX #00aeef

2.2 THE AUTOWARE FOUNDATION
BRAND COLORS – BLACK THEME

Primary Colors

Use the primary colors for all Autoware designs in print and web.

TEXT COLOR

CMYK 0 / 0 / 0 / 100
RGB 0 / 0 / 0
HEX #000000

PRIMARY HIGHLIGHT COLOR

CMYK 59 / 37 / 0 / 11
RGB 94 / 144 / 227
HEX #5E90E3

PRIMARY TEXT COLOR

CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HEX #ffffff

Secondary Colors

Use the secondary colors only for: Autoware.AI (green), Autoware.Auto (orange) and Autoware.IO (blue) themes.

AUTOWARE.AI

CMYK 29 / 0 / 68 / 22
RGB 141 / 198 / 63
HEX #8dc63f

AUTOWARE.AUTO

CMYK 0 / 40 / 88 / 3
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HEX #f7941d

AUTOWARE.IO

CMYK 100 / 27 / 0 / 6
RGB 0 / 174 / 239
HEX #00aeef

THE
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FOUNDATION

3. TYPOGRAPHY

3.1 PRIMARY TYPEFACE
3.2 SECONDARY TYPEFACE
3.3 HIERARCHY OF TYPE
3.4 LOOK & FEEL OF TYPE COMBINATION

3.1 THE AUTOWARE FOUNDATION
PRIMARY TYPEFACE

NUNITO LIGHT

ABC1234567890
defghijklmnoPQRSTUVW
xyz$%&*+?@€§¼½¾

NUNITO REGULAR

ABC1234567890
defghijklmnoPQRSTUVW
xyz$%&*+?@€§¼½¾

Nunito Regular
Nunito Light

Modit officiis ipsum, simaionseri am quid simendamus rem re, tem num rehent eumquiam fugitem eos quia consernam di blaccus venditatum et hil il ma Accum nost, que cullacerume simpore rferio con peru ptas molessit Sed es et idunt vidi tatur sitatur, ipsum rae labor aut aut que mo te offic tores ulparchitam dus pro mo et laciis idis ere.

Modit officiis ipsum, simaionseri am simendamus rem, tem num rehent quid eumquiam fugitem eos quia consam di blaccus venditatum et hil il ma Accum nost, que cullacerume simpore rferio con peruptas molessit Sed es et idunt vidi tatur sitatur, ipsum rae labor aut aut que mo te offic tores ulparchitam dus pro mo et laciis idisere se et quia voluptas quid mi, ipide doluptibus nobis a digendem liquo to quis.

The primary typography “Nunito” is the main typeface that the brand is based upon.

Use this typography for all Autoware print and web applications (q.v. page 15 hierarchy of type).

3.2 THE AUTOWARE FOUNDATION
SECONDARY TYPEFACE

MONTSERRAT REGULAR

ABC1234567890
defghijklmnoPQRSTUVW
xyz$%&*+?@€§¼½¾

MONTSERRAT BOLD

ABC1234567890
defghijklmnoPQRSTUVW
xyz$%&*+?@€§¼½¾

Montserrat Bold
Montserrat Regular

Modit officiis ipsum, simaionseri am quid simendamus rem re, tem num rehent eumquiam fugitem eos quia consernam di blaccus venditatum et hil il ma Accum nost, que cullacerume simpore rferio con peru ptas molessit Sed es et idunt vidi tatur sitatur, ipsum rae labor aut aut que mo te offic tores ulparchitam dus pro mo et laciis idis ere.

Modit officiis ipsum, simaionseri am simendamus rem, tem num rehent quid eumquiam fugitem eos quia consam di blaccus venditatum et hil il ma Accum nost, que cullacerume simpore rferio con peruptas molessit Sed es et idunt vidi tatur sitatur, ipsum rae labor aut aut que mo te offic tores ulparchitam dus pro mo et laciis idisere se et quia voluptas quid mi, ipide doluptibus nobis a digendem liquo to quis.

The secondary typeface used is Montserrat.

Use this typography only for headlines and sublines in print and web applications (q.v. page 15 hierarchy of type).

3.3 THE AUTOWARE FOUNDATION
HIERARCHY OF TYPE

SUBHEAD

1) **AUTOWARE HEADLINE**

2) **Modit officiis ipsum, simaionseri am quidsimendamus rem re, tem num rehent eumquiam fugitem eos q consernam di blaccus venditaum et hil il ma Accum nost.**

3) Modit officiis ipsum, simaionseri am quid simendamus rem re, tem num rehent eumquiam fugitem eos quia consernam di blaccus venditatum et hil il ma Accum nost, que cullacerume simpore rferio con peru ptas molessit Sed es et idunt vidi tatur sitatur, ipsum rae labor aut aut que mo te offic tores ulparchitam dus pro mo et laciis idis ere se et quia voluptas quid mi, ipide doluptibus nobis a digendem liquo to quis.

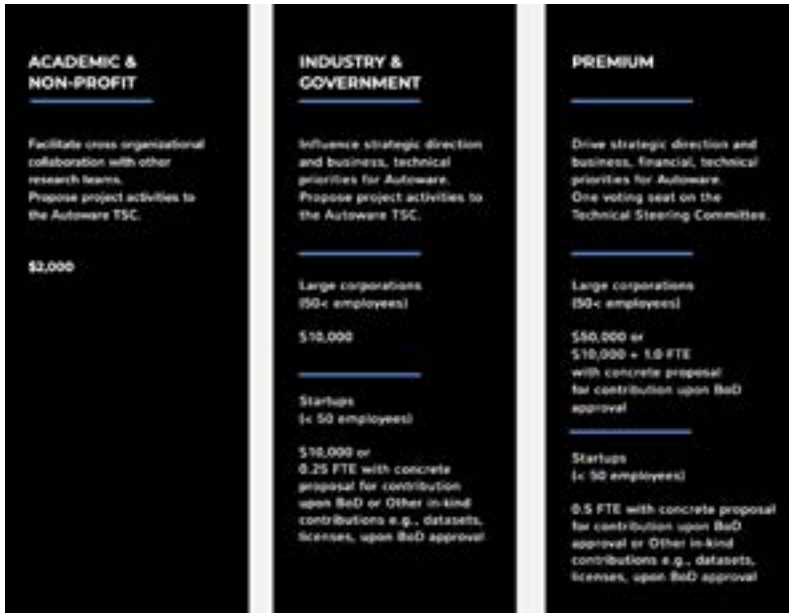
1) Subhead Montserrat Regular in capital letters
Headline Montserrat Bold in capital letters

2) Introduction Nunito Regular

3) Paragraph Nunito Light

3.4 THE AUTOWARE FOUNDATION
LOOK & FEEL OF TYPE COMBINATION

1) Montserrat (Hedaline & Subline) **2)** Nunito (Introduction & Paragraph)



1)

2)

1)

2)

1)

2)

1)

1)

2)

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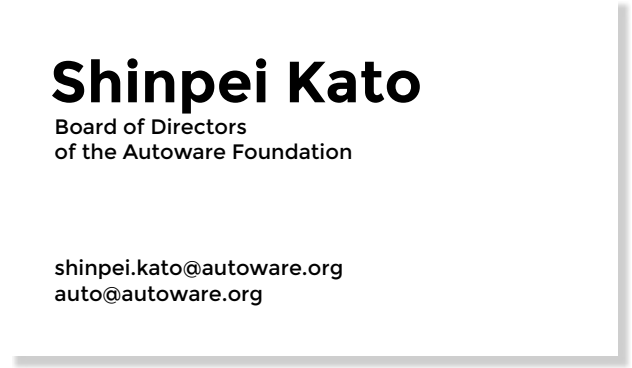
4. APPLICATIONS

4.1 BUSINESS CARD
4.2 STICKER

4.1 THE AUTOWARE FOUNDATION
BUSINESS CARDS

Front 1

Back



Front 2

4.2 THE AUTOWARE FOUNDATION STICKER

Use a project color as a background to apply for stickers.

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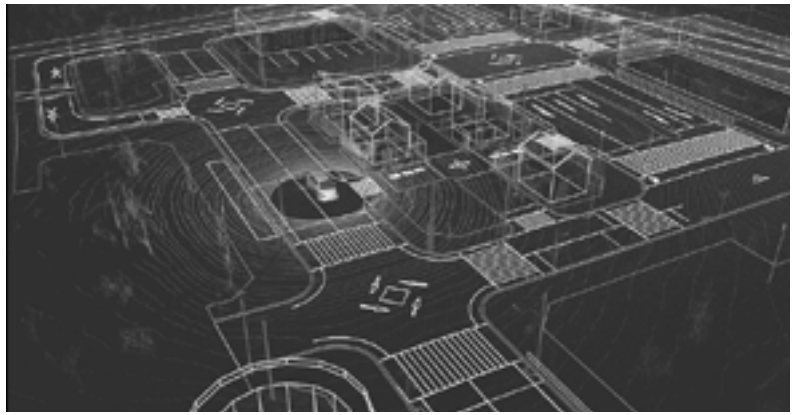
5. IMAGES

5.1 IMAGERY

5.1 THE AUTOWARE FOUNDATION
IMAGERY



Images are related to technology.
The color is monochrome (black and white) and create consistency throughout all files, documents, and presentations.

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6. DIGITAL MEDIA

6.1 WEBSITE

6.1 THE AUTOWARE FOUNDATION WEBSITE

Look and Feel.

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