

Autodesk Logo

The Autodesk Logo is our corporate signature, indicating ownership and endorsement.

To be effective, the Autodesk logotype must be represented and displayed correctly. For Corporate materials, the logo is prominently positioned in vertical and horizontal formats. For Product and Horizontal brand materials, the logo is positioned horizontally as a signature endorsement.

Autodesk®

Brand Elements

Autodesk Logo: Usage

Clear Space

The minimum clear space for the Autodesk logo is based on the x-height of the logo letters. The 'x' unit is equal to the x-height of the letters in the Autodesk logo.

Positioning

For Corporate brand materials, the Autodesk logo is prominently positioned in either the right corner, top or bottom, or the left corner, top or bottom. The margin is 1 'x' to the outside edge.

For Product and Horizontal brand materials, the logo is positioned as an endorsement signature. For print material front panel application, the signature is in the bottom right corner, and for print material back panel application, the signature is in the bottom left corner with 2 'x' to the outside edge.

Orientation

For Corporate materials the logo can be used either horizontally or vertically. The logo should always be oriented along the page edge.

For Product and Horizontal brand materials, the logo is horizontal. The narrow quality of packaging side panel applications is the single instance of the Autodesk logo signature in a vertical orientation.

Logo Color

The Autodesk logo is black or white.

Clear space

The blue box surrounding the Autodesk logo illustrates the required *minimum* clear space. As shown, clear space is based on a unit, 'x', equal to the x-height of the letters in the Autodesk logo.

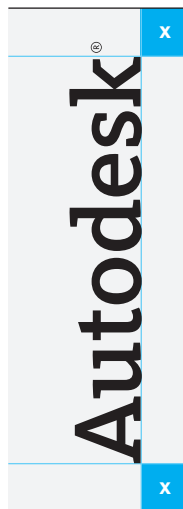


Corporate Brands

Horizontal logo: Left or right alignment, top or bottom



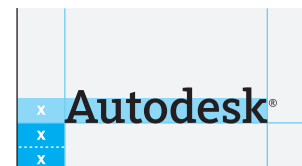
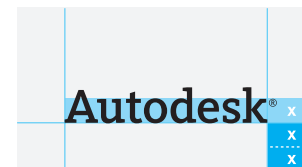
Vertical logo:
Left alignment, top or bottom



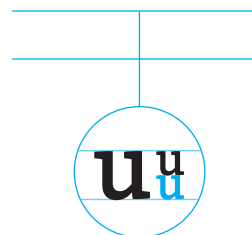
Vertical logo:
Right alignment, top or bottom

Product and Horizontal Brands

Bottom right alignment: Front



Bottom left alignment: Back



Corporate, Product, and
Horizontal brands use the
same margin proportion.

Autodesk Logo: Sizing

The Autodesk logo registration mark and kerning requires unique final art files to ensure accurate legibility and reproduction. Width is measured from the left edge of the 'A' to the right edge of the 'K.' Final art files are available for download at:

www.autodesk.com/guidelines

Small

The size range for the Small logo is from 1" (25 mm) to 1.5" (38 mm). Small logo final art files end with '_S.'

Medium

The size range for the Medium logo is larger than 1" (25 mm) to 3.5" (90 mm). Medium logo final art files end with '_M.'

Large

Use the Large logo when you need a size larger than 3.5" (90 mm). Large logo final art files end with '_L.'

