

TESLA MOTORS

BRAND STANDARDS MANUAL

For questions, help, and approval, contact
branding@teslamotors.com.

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INTRODUCTION

INTRODUCTION

Welcome to the Tesla Motors, Inc. Brand Standards Manual.

A unified and consistent use of these guidelines will visibly distinguish and strengthen the equity and value of our brand.

These guidelines are designed to help the production of our communications and play an important role in building our brand. Please take time to read and understand them; the design principles have been carefully considered and developed to ensure that our visual identity is consistent around the world.

ABOUT TESLA

Tesla Motors was founded in 2003 by a group of intrepid Silicon Valley engineers who set out to prove that an electric vehicles could express the best of design, performance and efficiency.

The Roadster hit the streets in early 2008 as a sports car with no equal. In 2012, Tesla started deliveries of the Model S, a premium sedan that in 2013 was named Motor Trend Car of the Year. In early 2015, Tesla will start deliveries of Model X, which blends the best of an SUV with the benefits of a minivan.

These three models represent the initial steps in the company's master plan to transform transportation and help wean the world off fossil fuels. Tesla's battery packs, powertrains, and free-to-use Superchargers are helping to drive down the cost of electric vehicles and show that an environmentally friendly car can also be an uncompromised car.

With the construction of a Gigafactory for carbon-neutral battery production and more than 30,000 vehicles on the road in 37 countries, every day Tesla moves a step closer to the initial mission, bringing a mass-market electric vehicle to market.

VISUAL IDENTITY

1



2

T E S L A

3



4



T E S L A

OVERVIEW

The Tesla Visual Identity is a representation of who we are. The relationship between each element of our Visual Identity has been carefully considered: the letters have been specially drawn and colors have been chosen to create a unique, distinctive set of marks. The relative size and position of the elements is fixed and cannot be changed. There are four variations of the Tesla Visual Identity:

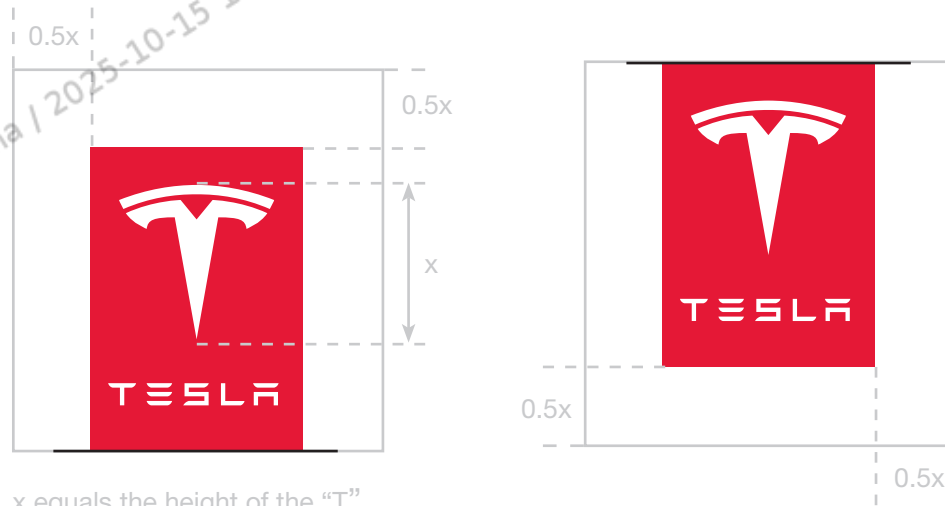
- 1 The Tesla Flag
- 2 The Tesla Wordmark
- 3 The Tesla T
- 4 The Tesla Logo

Note that Tesla logos can only be used on communications with explicit approval of Corporate Marketing or the LA Design Studio.

For questions, help, and approval, contact **branding@teslamotors.com**.

VISUAL IDENTITY

PRIMARY MARK



x equals the height of the “T”

THE TESLA FLAG : Primary Mark

The Tesla Flag may only be used in three (left) color combinations: White on Red, White on Cool Grey 11, or White on Black. It may not be placed on a pattern, over an image, or at any level of transparency without specific consent from Corporate Marketing or the LA Design Studio.

Clearspace must be maintained around the mark. It may not be used in-line with text or integrated with other logos. Do not alter the spacing between the “T” and “TESLA”. Do not alter the shape of the flag.

SECONDARY COLOR OPTIONS



PMS Neutral Black



PMS Cool Grey 11

The Tesla Flag must be aligned to the top or bottom of a composition. It cannot be aligned to the right or left sides and should not be centered.

This mark may not be used in combination with other Tesla marks.

VISUAL IDENTITY

PRIMARY SPACING



x equals the height of the "T"

SECONDARY SPACING



THE TESLA WORDMARK : Secondary Mark

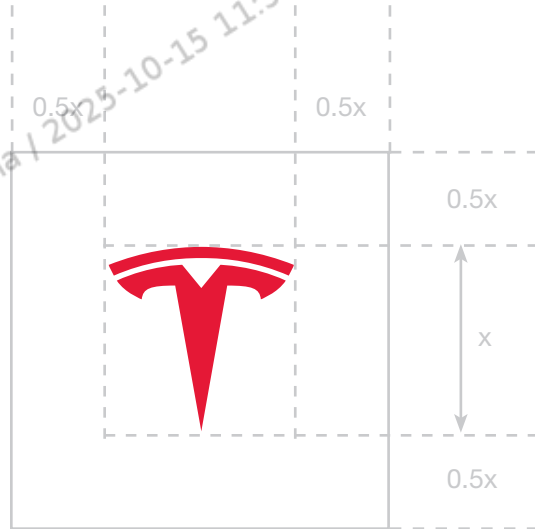
The Tesla Wordmark may only be used in combination with Tesla Corporate Colors. It may not be placed on a pattern, over an image, or at any level of transparency without specific consent from Corporate Marketing or the LA Design Studio.

Clearspace must be maintained around the mark. It may not be used in-line with text or integrated with other logos. Do not type "Tesla" in a font other than this logo type. No other word except for "Tesla" may be used with this font. You cannot use these letters for department naming, apparel, signage, etc. other than "Tesla."

The secondary spacing should be used at the discretion of Corporate Marketing or the LA Design Studio. The +10% mark is used for applications such as apparel or vehicle accessories and the +20% mark is used for larger applications such as buildings and signage.

VISUAL IDENTITY

PRIMARY MARK



x equals the height of the "T"

THE TESLA T : Tertiary Mark

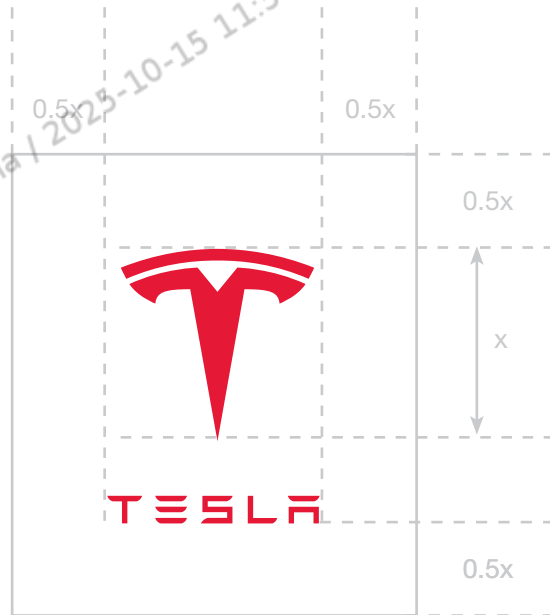
The Tesla T may only be used in combination with Tesla Corporate Colors. It may not be placed on a pattern, over an image, or at any level of transparency without specific consent from Corporate Marketing or the LA Design Studio.

Clearspace must be maintained around the mark. It may not be used in-line with text or integrated with other logos.

The Tesla T must always be used in some degree of proximity to The Tesla Wordmark (either on the same visual plane or on the same object). It should never be used alone.

VISUAL IDENTITY

PRIMARY MARK



x equals the height of the "T"

THE TESLA LOGO : Quaternary Mark

The Tesla Logo may only be used in combination with Tesla Corporate Colors. It may not be placed on a pattern, over an image, or at any level of transparency without specific consent from Corporate Marketing or the LA Design Studio.

Clearspace must be maintained around the mark. It may not be used in-line with text or integrated with other logos. Do not alter the spacing between the "T" and "TESLA". Do not type "Tesla" in a font other than this logo type in combination with the "T".

This mark may not be used in combination with other Tesla marks.

VISUAL IDENTITY

LOGO DO-NOTS



Incorrect logo color



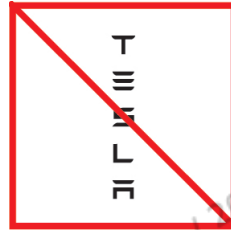
Incorrect background color



Do not use logo next to the wordmark



Do not distort the mark



Do not stack letters



Do not use another font



Do not use logo letters for words other than "TESLA"



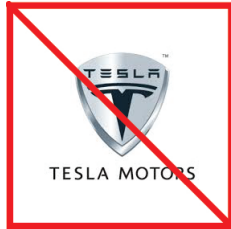
Do not crop the mark



Do not place over background image



Do not place in-line with text



Do not use old logo

NOTE

The exhibits above are some examples of ways in which variations of the Tesla Visual Identity cannot be used. This is not an exhaustive list, but it illustrates common issues. In particular, please make sure that the identity is also rendered in correct colors and position and is not distorted. It is also important to ensure the identity has sufficient clearspace and bleeds correctly (in case of the Tesla Flag).

Do not change the shape of the flag



Do not alter the proportions



Do not recompose the mark



Do not rotate the mark

COLOR

PRINTED COLOR



Tesla Red Pantone 186

C 0 Y 81
M 100 K 4



Pantone Bright White

C 0 Y 0
M 0 K 0



Pantone Cool Grey 4

C 0 Y 0
M 0 K 24



Pantone Cool Grey 7

C 0 Y 0
M 0 K 37



Pantone Cool Grey 11

C 0 Y 0
M 2 K 68



Pantone Neutral Black

C 100 Y 100
M 100 K 100

DIGITAL COLOR



Tesla Red Pantone 186

R 204 B 0
G 0 Hex: cc0000



Pantone Bright White

R 255 B 255
G 255 Hex: FFFFFFFF



Pantone Cool Grey 4

R 204 B 204
G 204 Hex: CCCCCC



Pantone Cool Grey 7

R 102 B 102
G 102 Hex: 666666



Pantone Cool Grey 11

R 51 B 51
G 51 Hex: 333333



Pantone Neutral Black

R 0 B 0
G 0 Hex: 000000

VEHICLE IDENTITY



x equals the height of the numbers

VEHICLE TRIM : Model S

Vehicle trim logos may only be used in the shown colors (left). They may not be placed on a pattern, over an image, or at any level of transparency without specific consent from Corporate Marketing or the LA Design Studio.

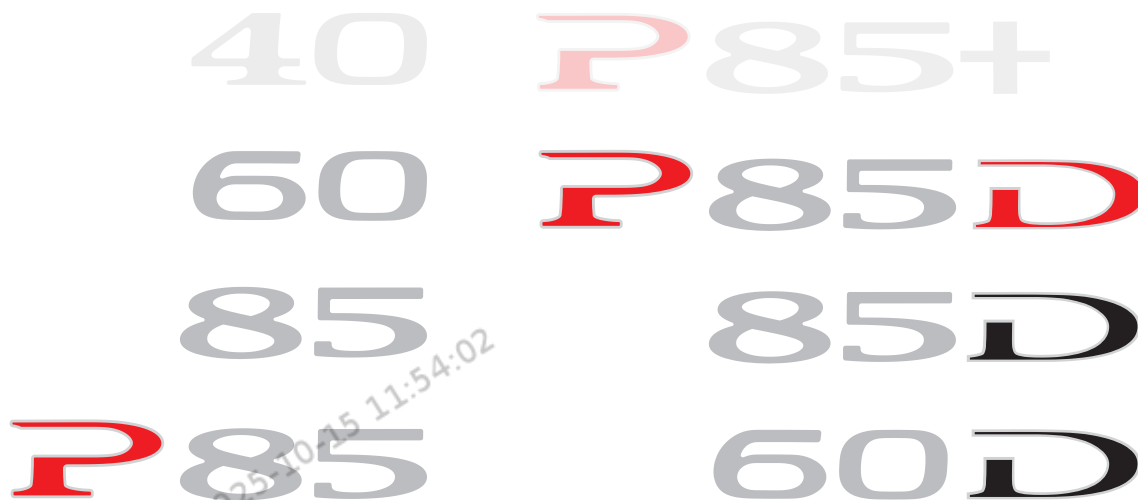
Clearspace must be maintained around the mark. It may not be used in-line with text or integrated with other logos.

This mark should be used with a Tesla Logo present in a composition.

NOTE

The 40kWh and P85+ versions of Model S are no longer in production.

MODEL S CONFIGURATIONS



VEHICLE IDENTITY



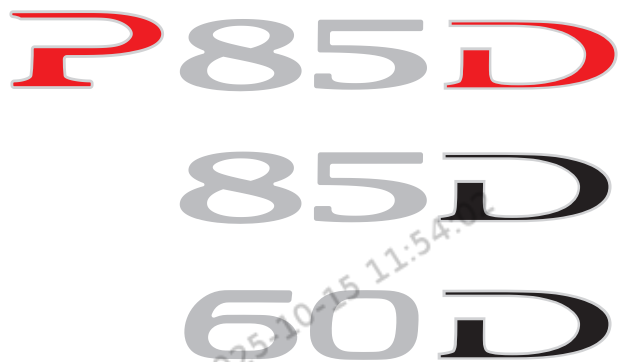
x equals the height of the numbers

VEHICLE TRIM : Model X

Vehicle trim logos may only be used in the shown colors (left). They may not be placed on a pattern, over an image, or at any level of transparency without specific consent from Corporate Marketing or the LA Design Studio.

Clearspace must be maintained around the mark. It may not be used in-line with text or integrated with other logos.

This mark should be used with a Tesla Logo present in a composition.



TYPOGRAPHY

PRIMARY TYPEFACE : Gotham

Light abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789><-+!.

Regular abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789><-+!.

Bold **abcdefghijklmnopqrstuvwxyz**
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789><-+!.

NOTE

The selection and use of our corporate typefaces create a distinctive and consistent look across all communications and help the reader navigate a document, delivering messages with impact and clarity. Our secondary typeface is Helvetica Neue, which is highly legible and comes in a variety of weights. For headlines, titles, and quotes, you should use the primary typeface, Gotham.

TYPOGRAPHY

SECONDARY TYPEFACE : Helvetica Neue

Light **abcdefghijklmnopqrstuvwxyz**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789><-+!.

Light Italic *abcdefghijklmnopqrstuvwxyz*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789><-+!.

Book **abcdefghijklmnopqrstuvwxyz**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789><-+!.

Book Italic *abcdefghijklmnopqrstuvwxyz*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789><-+!.

Bold **abcdefghijklmnopqrstuvwxyz**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789><-+!.

Bold Italic ***abcdefghijklmnopqrstuvwxyz***
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789><-+!.

NOTE

The selection and use of our corporate typefaces create a distinctive and consistent look across all communications and help the reader navigate a document, delivering messages with impact and clarity. Our secondary typeface is Helvetica Neue, which is highly legible and comes in a variety of weights. For headlines, titles, and quotes, you should use the primary typeface, Gotham.

TYPOGRAPHY

EMAIL TYPEFACE : Arial

Book *abcdefghijklmnopqrstuvwxyz*
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789><-+!.

Book *abcdefghijklmnopqrstuvwxyz*
Italic *ABCDEFGHIJKLMNOPQRSTUVWXYZ*
 0123456789><-+!.

Bold ***abcdefghijklmnopqrstuvwxyz***
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789><-+!.

Bold ***abcdefghijklmnopqrstuvwxyz***
Italic ***ABCDEFGHIJKLMNOPQRSTUVWXYZ***
 0123456789><-+!.

NOTE

Arial should be used in place of Helvetica Neue in digital applications, such as email, when Helvetica Neue is not available.

Ultra Light あかさたないきしちにうくすつぬえけ
せてねおこそとのはやらわひみりふ
むゆるんへめれほもよろを

Regular あかさたないきしちにうくすつぬえけ
せてねおこそとのはやらわひみりふ
むゆるんへめれほもよろを

Bold あかさたないきしちにうくすつぬえけ
せてねおこそとのはやらわひみりふ
むゆるんへめれほもよろを

JAPANESE TYPEFACE : AXIS

Light あかさたないきしちにうくすつぬえけ
せてねおこそとのはやらわひみりふ
むゆるんへめれほもよろを

Medium あかさたないきしちにうくすつぬえけ
せてねおこそとのはやらわひみりふ
むゆるんへめれほもよろを

NOTE

AXIS should be used for all Japanese communication.
Gotham should be used for any English words used in
combination with Japanese text.

CHINESE TYPEFACE : M Hei PRC

Light 慈 母 手 中 线，
游 子 身 上 衣。
临 行 密 密 缝，
意 恐 迟 迟 归。
谁 言 寸 草 心，
报 得 三 春 晖。

Medium 慈 母 手 中 线，
游 子 身 上 衣。
临 行 密 密 缝，
意 恐 迟 迟 归。
谁 言 寸 草 心，
报 得 三 春 晖。

Bold 慈 母 手 中 线，
游 子 身 上 衣。
临 行 密 密 缝，
意 恐 迟 迟 归。
谁 言 寸 草 心，
报 得 三 春 晖。

NOTE

M Hei PRC should be used for all Chinese communication. Gotham should be used for any English words used in combination with Chinese text.

TYPOGRAPHY

⑥ 270 miles
PER CHARGE

3.2 sec.
0-60 MP/H

691 hp
MOTOR POWER

0
EMISSIONS

① LOREM IPSUM
DOLOR SIT AMET

② LOREM IPSUM DOLOR SIT AMET

LOREM IPSUM

③ Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea com modo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proid ent, sunt in culpa qui officia deserunt mollit anim id est.

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea com modo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proid

⑦ Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco,

④ LOREM IPSUM
DOLOR SIT AMET CONSECTETUR

TEMPOR INCIDUNT
ALIQUIP EX EA COM MODO

DOLORE EU FUGIAT
NON PROID ENT, SUNT IN CULPA
QUI OFFICIA DESERUNT

⑤ LOREM IPSUM DOLOR
800.555.8765

LAYOUT STANDARDS

While the ratios between type sizes are not set in stone, please respect the spirit of relationships described left.

1. Headline: GOTHAM EXTRA LIGHT AND **BOLD, ALL-CAPS BLACK**

2. Sub-Head: GOTHAM MEDIUM, ALL-CAPS
TESLA COOL GREY 4

3. Body: Helvetica Regular, Sentence Case
Cool Grey 11

4. Call-outs: GOTHAM MEDIUM & EXTRA LIGHT,
ALL CAPS COOL GREY 4
AND COOL GREY 11

5. Contact: GOTHAM MEDIUM & EXTRA LIGHT,
ALL CAPS COOL GREY 4
AND PMS 186 RED

6. Figures: GOTHAM EXTRA LIGHT & MEDIUM,
ALL CAPS PMS 186 RED
AND COOL GREY 4

7. Fine Print: Helvetica Regular, Sentence Case
Cool Grey 11

Refer to the Color page for Hex, CMYK, and RGB codes for the above specified colors.

LAYOUT

1.618



1.618

1



LAYOUT STANDARDS: PORTRAIT

The proportions for print are based on the golden ratio, 1.618:1. The larger portion is dedicated to imagery, while copy is placed below.

LAYOUT

1

1.618

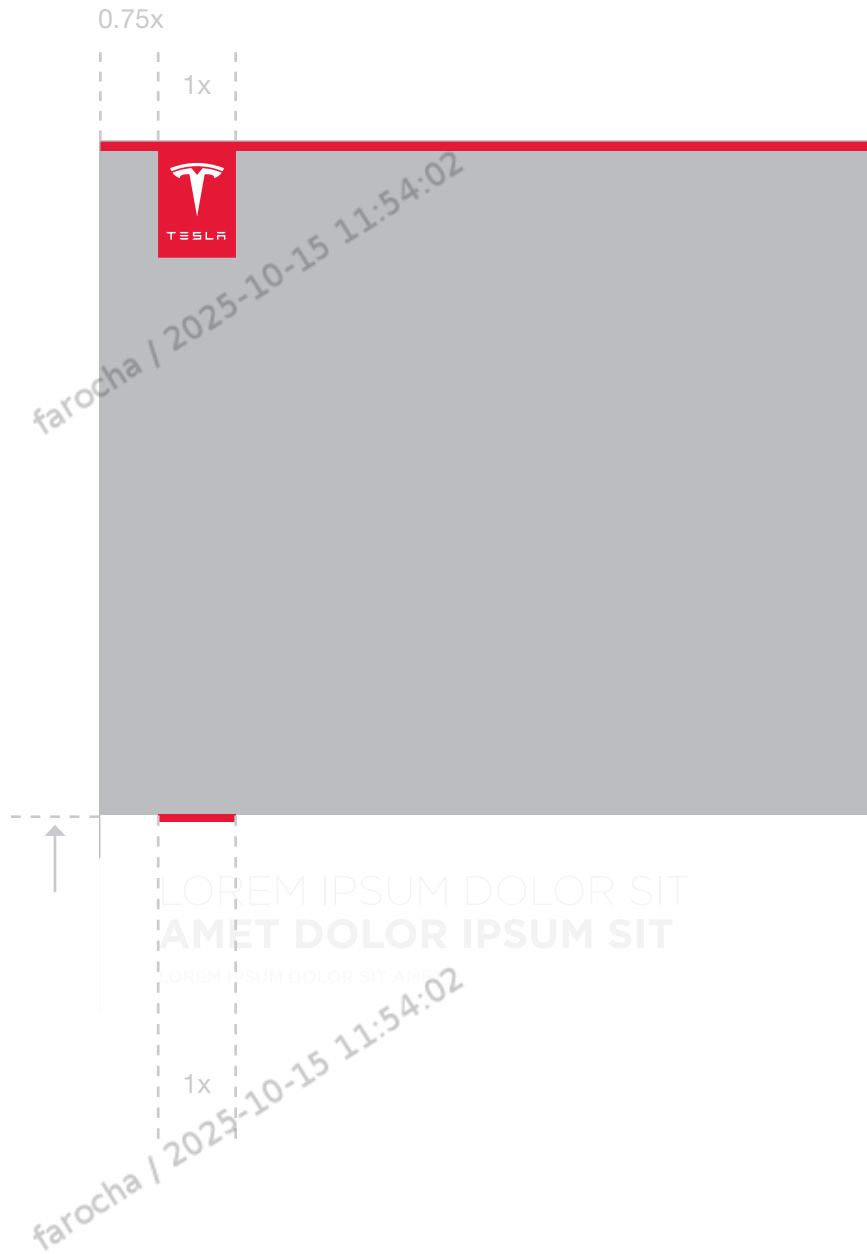


LAYOUT STANDARDS: LANDSCAPE

The proportions for print are based on the golden ratio, 1.618:1. The larger portion is dedicated to imagery, while copy is placed on the left side.



LAYOUT



LAYOUT STANDARDS: THE FLAG

The Tesla Flag is positioned to the left side using the spacing illustrated here. A secondary red bar is placed just below, but flush, to the imagery using the same width as the Tesla Flag. These two elements become the left border for typography within the layout.

EMAIL & MESSAGING

Elon Musk | Title | Department

3500 Deer Creek Road | Palo Alto, CA 94304

p 650.555.3203 | c 650.555.3203 | e elon@teslamotors.com



The content of this message is the proprietary and confidential property of Tesla Motors, and should be treated as such. If you are not the intended recipient and have received this message in error, please delete this message from your computer system and notify me immediately by reply e-mail. Any unauthorized use or distribution of the content of this message is prohibited. Thank you.



Please consider the environment before printing this email.

Elon Musk
Chief Product Architect
Tesla Motors, Inc.

EMAIL SIGNATURE FORMATTING

Please set your default email text to Arial and replace the below information with your own. Do not use any images or graphics besides the Tesla wordmark logo shown left. Please be sure to check that your email address link is working.

A Microsoft Word template is available on the Tesla internal website.

MOBILE SIGNATURE FORMATTING

Please use this abbreviated format for mobile email communication.

NOTE

Please use Arial for digital communication in black or dark grey. Avoid italics, non-brand colors, and alternative fonts. Try not to use comedic or unprofessional phrases in signoffs or signatures.

LETTERHEAD & STATIONERY



Recipient Name
Recipient Company
Address
City, State Zip

Dear Tesla Associate,

Use this template to correspond with customers, employees, and vendors. You may also print this template without text to write hand-written notes or letters. Please use Helvetica or Arial at 10pt for correspondence. Avoid italics, underlining, or different colors for text. 1.5 line spacing is recommended. Do not include images unless necessary.

A unified and consistent use of these guidelines will visibly distinguish and strengthen the equity and value of our brand.

Sincerely,

Tesla Branding Team
branding@teslamotors.com

TESLA

Tesla Motors, Inc.
3500 Deer Creek Road, Palo Alto, CA 94304
p +852 3974 0288 f +852 3974 0287

FORMATTING

Use this template to correspond with customers, employees, and vendors. You may also print this template without text to write hand-written notes or letters. Please use Helvetica or Arial at 10pt for correspondence. Avoid italics, underlining, or different colors for text. 1.5 line spacing is recommended. Do not include images unless necessary.

A unified and consistent use of these guidelines will visibly distinguish and strengthen the equity and value of our brand.

A Microsoft Word template is available on the Tesla internal website for each specific market.

PRINTING

Standard printing paper is acceptable when printing the Tesla letterhead.