



THE
AUTOWARE
FOUNDATION

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**THE AUTOWARE FOUNDATION
BRAND GUIDELINE**

VERSION 1.5 2020/08

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THE
AUTWARE
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

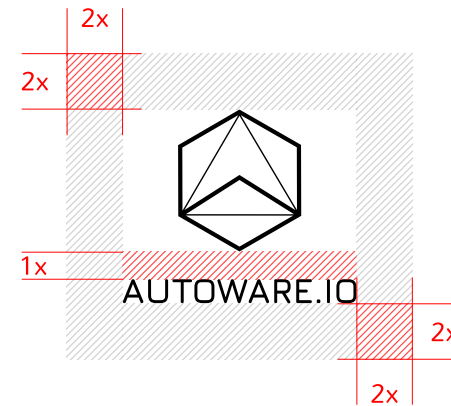
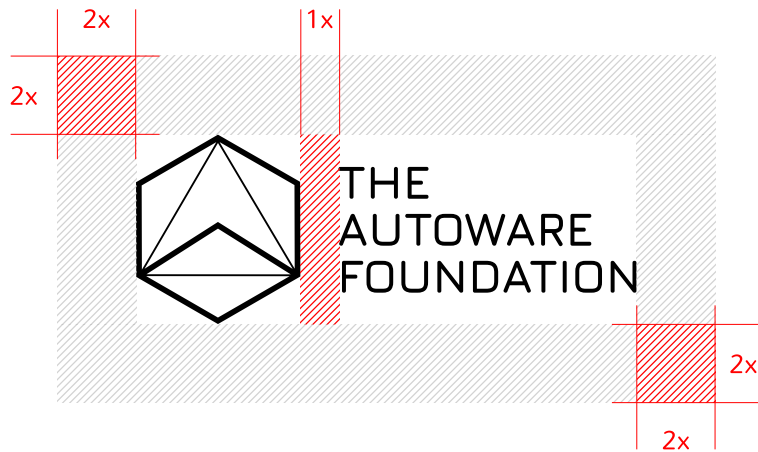


The preferred use of the Autoware logo is black on a white background.



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

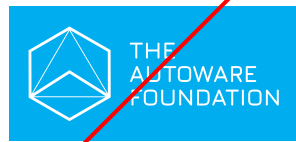
Version 3

Color definition

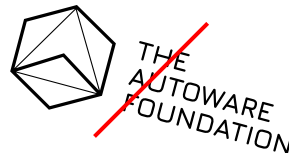
1.4 THE AUTOWARE FOUNDATION INCORRECT USE OF LOGO



Don't change the proportion of the logo.



Don't use the Autware logo with a colored background or change the color of the wordmark.



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 Autware Foundation is the name of the organisation

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

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

For example:

Do! "Shinpei says the Autware Foundation is great"

Don't! "Shinpei says ~~The Autware Foundation~~ is great"

The correct spelling of the projects is as follows

Autware.AI
Autware.Auto
Autware.IO



THE
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2. BRAND COLORS

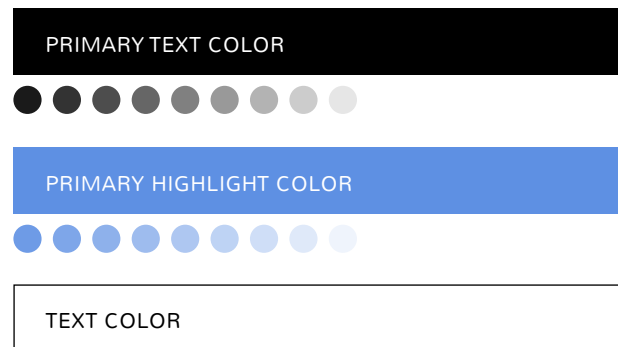
2.1 BRAND COLORS – WHITE THEME
2.2 BRAND COLORS – BLACK THEME

2.1 THE AUTOWARE FOUNDATION BRAND COLORS – WHITE THEME



Primary Colors

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



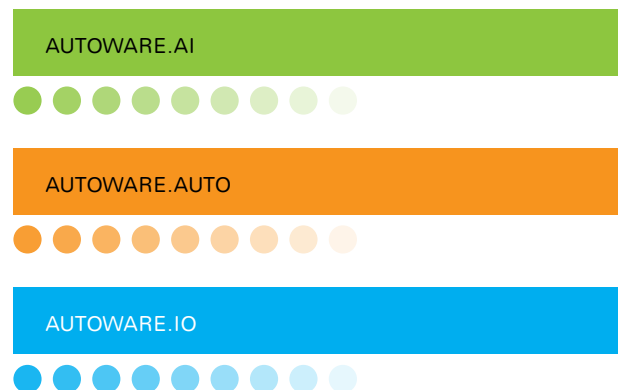
CMYK 0 / 0 / 0 / 100
RGB 0 / 0 / 0
HEX #000000

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

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

Secondary Colors

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



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

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

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 Autware designs in print and web.

TEXT COLOR

PRIMARY HIGHLIGHT COLOR

PRIMARY TEXT COLOR

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

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

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

Secondary Colors

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

AUTOWARE.AI

AUTOWARE.AUTO

AUTOWARE.IO

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

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

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



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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
defghijklmnoPQRSTUVWXYZ
xyz\$ %&* + ?@€ § ¼ ½ ¾

NUNITO REGULAR

ABC1234567890
defghijklmnoPQRSTUVWXYZ
xyz\$ %&* + ?@€ § ¼ ½ ¾

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

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.

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
defghijklmnoPQRSTUVWXYZ
xyz\$%&*+?@€§^{1/4}^{1/2}^{3/4}

MONTSERRAT BOLD

ABC1234567890
defghijklmnoPQRSTUVWXYZ
xyz\$%&*+?@€§^{1/4}^{1/2}^{3/4}

The secondary typeface used is Montserrat.

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.

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

AUTOWARE HEADLINE

1)

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 venditaum 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 (Hedline & Subline) 2) Nunito (Introduction & Paragraph)

<p>1) → ACADEMIC & NON-PROFIT</p> <p>2) → Facilitate cross organizational collaboration with other research teams. Propose project activities to the Autaware TSC.</p> <p>\$2,000</p>	<p>INDUSTRY & GOVERNMENT</p> <p>Influence strategic direction and business, technical priorities for Autaware. Propose project activities to the Autaware TSC.</p> <p>Large corporations (50+ employees) \$10,000</p> <p>Startups (< 50 employees) \$10,000 or 0.25 FTE with concrete proposal for contribution upon BoD or Other in-kind contributions e.g., datasets, licenses, upon BoD approval</p>	<p>PREMIUM</p> <p>Drive strategic direction and business, financial, technical priorities for Autaware. One voting seat on the Technical Steering Committee.</p> <p>Large corporations (50+ employees) \$50,000 or \$10,000 + 1.0 FTE with concrete proposal for contribution upon BoD approval</p> <p>Startups (< 50 employees) 0.5 FTE with concrete proposal for contribution upon BoD approval or Other in-kind contributions e.g., datasets, licenses, upon BoD approval</p>
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WHY JOINING AUTOWARE

PROMOTE YOUR SOLUTION

- Actively contribute to the best open source software for autonomous driving
- Start new Autaware projects with other member companies
- Network with global leaders in Autonomous Driving
- Steer of the future direction of Autaware and Autonomous Driving technology
- Facilitate the interoperability between Autaware projects

AUTOWARE

OUR VISION - OUR MISSION

- The Autaware Foundation supports open-source projects enabling self-driving mobility.
- The mission of the foundation is to initiate, grow, and fund Autaware projects, starting with Autaware.AI, Autaware.Auto, and Autaware.ID.

AUTOWARE

PROJECTS

AUTOWARE.AI

The original Autaware project built on ROS 1. Launched as a research and development platform for autonomous driving technology.

[READ MORE](#)

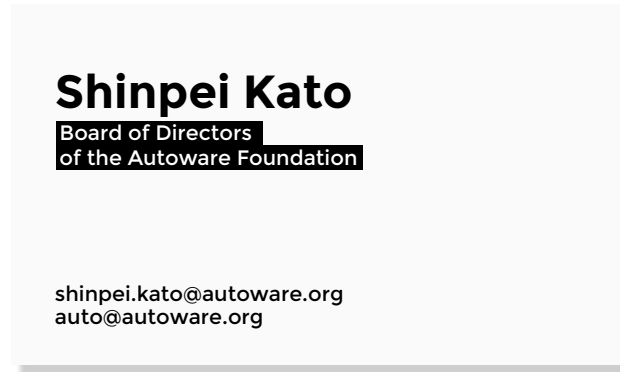


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4. APPLICATIONS

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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THE AUTWARE FOUNDATION
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