



# Brand Guidelines

September 2019

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## **MASTER & SUB-BRAND LOGO**

### **A. Master Logo**

This is the master logo that should be used across primary brand applications, such as, website, social media, video and print material. It is essential to the success of the brand that the logo always be applied with care and respect in every application.

### **B. Sub-Brand Logo**

AutoSense Learn is an e-learning product that sits under the master brand and should only be used across this product line. In all other instances the AutoSense master logo should be used

A.

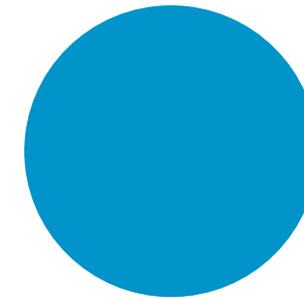


B.

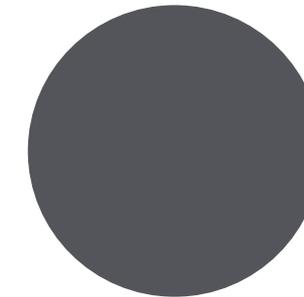


**A. Master Brand & Sub-Brand Colour Palette**

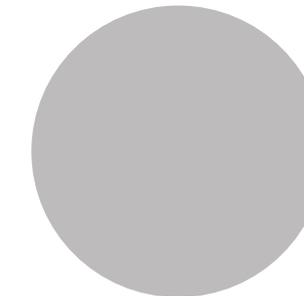
The AutoSense corporate palette consists of AutoSense blue. AutoSense blue is the core of our brand identity and should appear whenever possible for users to immediately identify our brand. Various shades of cool gray can be used to add texture and depth to text, backgrounds.



PMS 639  
CMYK 100. 20. 10. 0  
RGB 0. 149. 218  
HEX #0095DA



PMS Cool Grey 11  
CMYK 66. 57. 52. 29  
RGB 85. 86. 90  
HEX #55565A



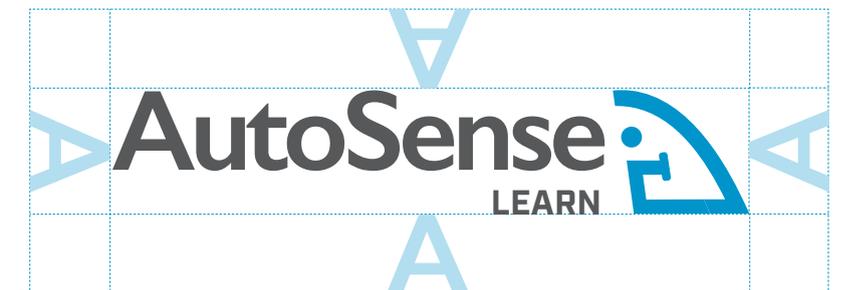
PMS Cool Grey 4  
CMYK 12. 8. 9. 23  
RGB 187. 188. 188  
HEX #BBBCBC

## CLEAR SPACE & MINIMUM SIZE

**A.** The minimum clear space is measured by the vertical height of the letter 'A'. The minimum clear space of 'A' should always be applied. Try to maximize clear space whenever possible.

**B.** The minimum size of the logo is 40px high on screen and 6mm in print. In special circumstances, smaller sizes for print may be necessary (e.g. on event merchandise). In such cases, legibility should always be your top priority.

**A.**



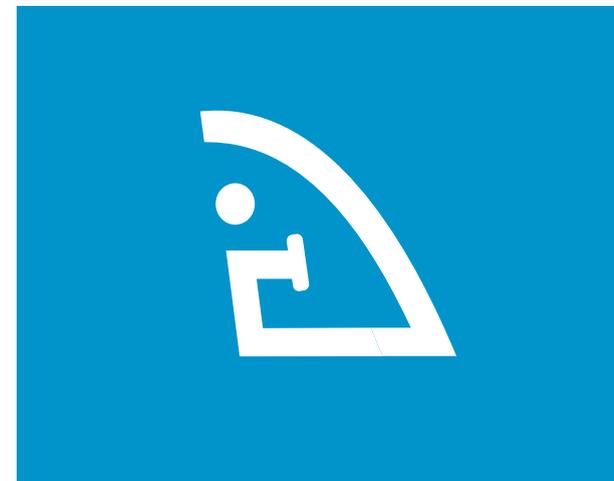
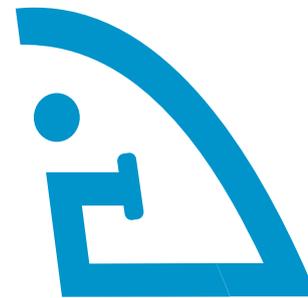
**B.**



Minimum size - 40px high on screen (6mm) in print

**The Driver Symbol**

The AutoSense “the driver” symbol can be used on its own when the Full logo is not necessary or in cases where the brand name is already displayed in plain text. For example, the symbol could be used as a profile picture on instagram or facebook since the user name will be adjacent to it in plain text.



## COLOUR USAGE



**A.** Ideally the full colour logo is to be used on a white background for maximum impact and clarity.

**B.** The full colour logo will not perform well on photography and various background colours. In those cases, the one colour logo should be used. The one colour logo should only be used on suitable photographs and colours within the AutoSense colour palette.

**C.** On a solid dark colour or photo, the AutoSense blue can be applied to "the driver" symbol.



## PHOTO BACKGROUNDS

There are a couple of ways the logo can be used on photographic backgrounds, but each option should be exercised with care, making sure the logo and type aren't obstructed by the image.

In most cases you can use either a solid white type with "the driver" symbol accented with an Autosense primary colour **(A)** or a solid white logo **(B)**, with a transparent overlay using an Autosense primary colour.

### TIPS:

- 1: Avoid busy images with too much detail
- 2: Photos with shallow depths-of-field work best
- 3; Apply a darker transparent overlay on an image helps to make the text more readable.

Images can be found @ [www.pexels.com/search/transport/](http://www.pexels.com/search/transport/)



**A. Primary type family**

is AutoSense primary type family and should be used whenever possible to communicate key brand messages in headlines and display copy. It's available in multiple weights, complete with italics

**B. Secondary type family**

Arial is an alternate typeface when Acumin Pro is not available or embeddable, such as when distributing PowerPoint, Keynote or Word templates.

A.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
\*/=+-{}%\$@!~?123456789

B.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
\*/=+-{}%\$@!~?123456789



## Marketing Manager

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