



# SOFTWARE DEFINED VEHICLE BRAND MANUAL GUIDELINES

# INTRODUCTION

These guidelines describe the visual and verbal elements that represent the Eclipse Software Defined Vehicle (SDV) brand. This includes our name, brandmark and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our brand. These guidelines reflect the Eclipse Foundation's commitment to quality, consistency and style. The SDV brand, including the logo, name, colors, and identifying elements, are valuable company assets.

It is our responsibility to protect the Eclipse Foundation's interests by preventing unauthorized or incorrect use of the SDV name and marks.

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# SDV BRAND

## MISSION

The mission of the Eclipse Software Defined Vehicle (SDV) Working Group is to provide a forum for individuals and organizations to build and promote the open source software, specifications, and open collaboration models. The main goal of the SDV Working Group is to create a scalable, modular, extensible, industry-friendly open source licensed vehicle software platform to support in-vehicle and around-vehicle application development and deployment.

## “CODE FIRST” MANNER

The primary objective of the Eclipse SDV Working Group is to encourage, develop, and promote open source solutions able to compete successfully in the challenging and fragmented automotive industry. The working group will have a strong focus on the implementation and onboarding of existing code artifacts from the working group members to build the ecosystem in a “code first” manner.

# BRAND IDENTITY

## IDENTITY

OUR NEW BRAND REFLECTS OUR CULTURE AND DESIRE TO CONSTANTLY INNOVATE.

OUR BRAND PERSONALITY, DEFINING OUR VALUES AND DELVING DEEP INTO THE CORE OF WHAT MAKES US UNIQUE.

The logo for SDV, consisting of the letters 'S', 'D', and 'V' in a bold, sans-serif font. The letters are white with a subtle drop shadow, giving them a three-dimensional appearance. The logo is positioned in the lower right quadrant of the slide, partially overlapping a large, faint, stylized graphic of a car's front end that spans across the middle of the slide.

# CONSTRUCTION, CLEARSPACE & COMPUTATION

It is important to keep brand marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the brand mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark of the the symbol itself and the SDV name – they have a fixed relationship that should never be changed in any way.



## APPLICATION ON A BACKGROUND



## MINIMUM LOGO SIZE

**Minimum Size: 15 mm x 5.5 mm**



Whenever you use the logo, it should be used with a minimum height of 5.5 mm and 15 mm width. The clear space is additional to the logo height and width to ensure its visibility.

# BRAND COLOUR SYSTEM

Color plays an important role in the SDV brand. The colors below are recommendations for various media.

A palette of primary colors has been developed, which comprise the “One Voice” color scheme. Consistent use of these colors will contribute to the cohesive and harmonious look of the SDV brand identity across all relevant media.

## PRIMARY COLOURS

These are the 2 colours that will mostly be used to represent SDV brand identity. The 2 primary chosen colours have been fully passed the WCAG Contrast Checker.

#AB0761

### COLOUR SPACES OF #AB0761

RGB	171	7	97
HSL	0.91	0.92	0.35
HSV	327°	96°	67%
CMYK	0.00	0.96	0.43 0.33
XYZ	19.0282	9.673	12.1734
Yxy	9.673	0.4655	0.2367
Hunter Lab	31.1014	54.7807	-1.4357
CIE-Lab	37.249	62.9764	-4.5403

#531b4c

### COLOUR SPACES OF #531b4c

RGB	83	27	76
HSL	0.85	0.51	0.22
HSV	308°	67°	33%
CMYK	0.00	0.67	0.08 0.67
XYZ	5.2637	3.1447	7.167
Yxy	3.1447	0.3379	0.2019
Hunter Lab	17.7333	21.9501	-11.549
CIE-Lab	20.6143	32.7641	-17.6243

# BRAND COLOUR SYSTEM

In addition to SDV primary branding identity colours, for accessibility and readability reasons, there's the extended Colour Palette of 12 different tints and shades. When colours are used in text, according to Web Content Accessibility Guidelines and its recommended ratio, any colour of the palette can be used if this requirement is met.

PRIMARY COLOUR 1



TINTS AND SHADES OF #AB0761



PRIMARY COLOUR 2



TINTS AND SHADES OF #531B4C



# TYPOGRAPHY

## AUDIOWIDE- FREE FONTS

Audiowide is a sans serif, technology-styled, typeface composed of soft corner tubular forms.

With vague nods to letter styles like that of Handel Gothic and the Converse logo, Audiowide veers off in a direction of its own for a slightly more techno-futuristic and yet cleanly readable typestyle. Audiowide is a Unicode typeface family that supports languages that use the Latin script and its variants, and could be expanded to support other scripts.

Copyright (c) 2012, Brian J. Bonislawsky DBA Astigmatic (AOETI) ([astigma@astigmatic.com](mailto:astigma@astigmatic.com)), with Reserved Font Names "Audiowide"



AUTO WIDE-FREE FONTS  
REGULAR- UPPER CASE

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

# TYPOGRAPHY

## GIBSON- ADOBE FONTS

Gibson is a sturdy contemporary humanist sans serif family that fits pretty much any design application. Available in eight weights plus italics, it has been one of the 21st century's most widely used fonts for UX and corporate design. Gibson comes in 7 different incremental weights. The semibold weight has been chosen for the SDV logotype. The license info of this typeface is totally free for personal use. This font is used as secondary font of the visual identity. It can be used in lower and upper cases and could be used in texts such as titles and headers.

**Eclipse Software Defined Vehicle**

GIBSON-ADOBE FONTS  
SEMI-BOLD

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz**

ROBOTO HAS BEEN CHOSEN AS a SECONDARY FONT AND CAN BE USED FOR BODY TEXT

# TRADEMARKS AND USAGE

The SDV logo is a trademark of the Eclipse Foundation.

Names of trademarks and logos are the intellectual property of the Eclipse Foundation and cannot be altered without the Eclipse Foundation permission. Please see our [Trademark Usage Policy](#).



For questions related to these brand guidelines please reach out to the Eclipse SDV Working Group. If you wish to report an infringement of the Eclipse Foundation trademarks, or wish to use a Eclipse Foundation trademark in a way not explicitly provided for in these guidelines, then contact us by sending an email to [license@eclipse.org](mailto:license@eclipse.org).

A full listing of the Eclipse Foundation Marks may be found at: [eclipse.org/artwork](https://eclipse.org/artwork)

<https://sdv.eclipse.org/>