



**SDL**

**Event Guide**  
4.9.19

SmartDeviceLink.com



# SMARTDEVICELINK EVENTS

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## NEED ASSISTANCE?

If you need any further instruction about the SDL Media Kit or you have a question not answered in this guide then please contact us at [support@SmartDeviceLink.com](mailto:support@SmartDeviceLink.com)

# IDENTITY GUIDELINES

## SDL TRADEMARK USAGE POLICY AND GUIDELINES

The SmartDeviceLink trademarks are to be used only by the SDLC, its Members, the Project Maintainer, Project Core Adopters, Project Proxy Adopters and App Developer/App Partners as defined in the SDLC Bylaws (collectively “SDL Trademark Users”) for marketing and promotional purposes relating to SDL technology.

### Using the SmartDeviceLink Trademarks:

- » Use of the TM symbol:  
The “™” symbol must be added in superscript format immediately following the word mark wherever the word mark first appears on product packaging, products, web pages, and marketing pieces, and in textual information.

Example: SmartDeviceLink™ compliant

Until further notice, you should not use the ® symbol together with the SmartDeviceLink trademarks.

### Format requirement:

- » The SmartDeviceLink word mark is a trademark, and its spelling cannot be changed.
- » No hyphenation should be added to the mark:  
**Correct:** SmartDeviceLink  
**Incorrect:** Smart-Device-Link
- » The trademark should not be used as a verb:  
**Correct:** Develop your product with SmartDeviceLink  
**Incorrect:** SmartDeviceLink your product with the vehicle.

**SmartDeviceLink**

The word mark

**sdl**

The SmartDeviceLink abbreviation



The SDL logo



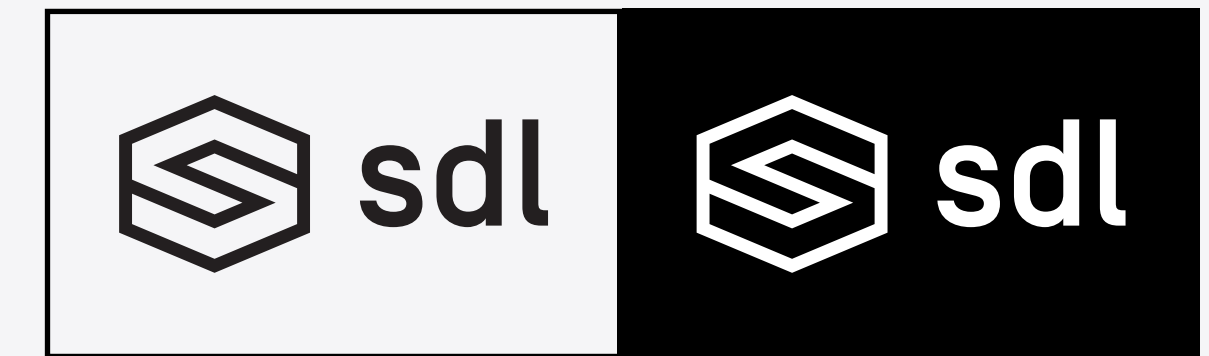
The SDL combination mark

## PRIMARY COMBINATION MARK

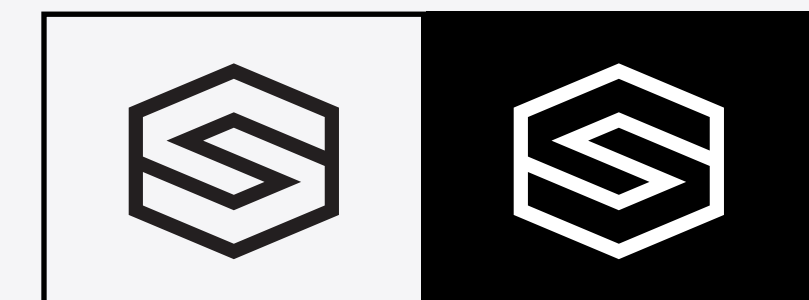
**Do not** use any effects or shadows, stretch, manipulate, or alter the logo in any way. The versions displayed in this document are the only approved uses/variations. The SmartDeviceLink Trademarks should only be displayed in the following colors (black, white, SDL Gray, and SDL Green), but the background color may vary:



## SECONDARY COMBINATION MARK



## LOGO VARIATIONS



These images can be downloaded from [smartdevicelink.com/resources/](https://smartdevicelink.com/resources/)

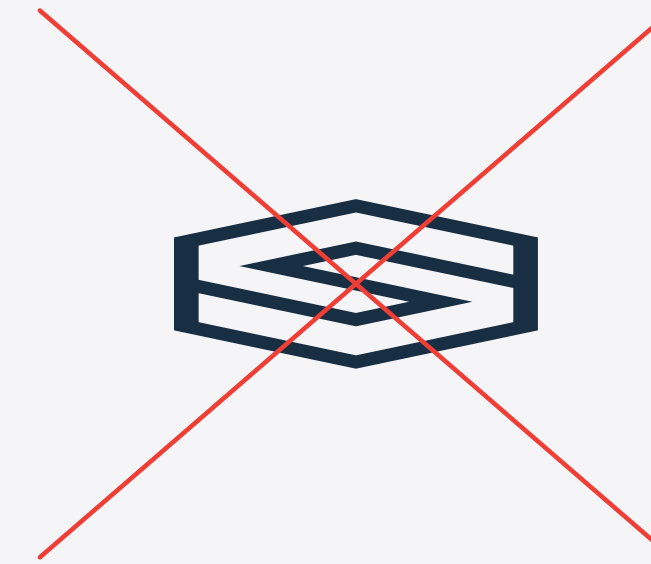
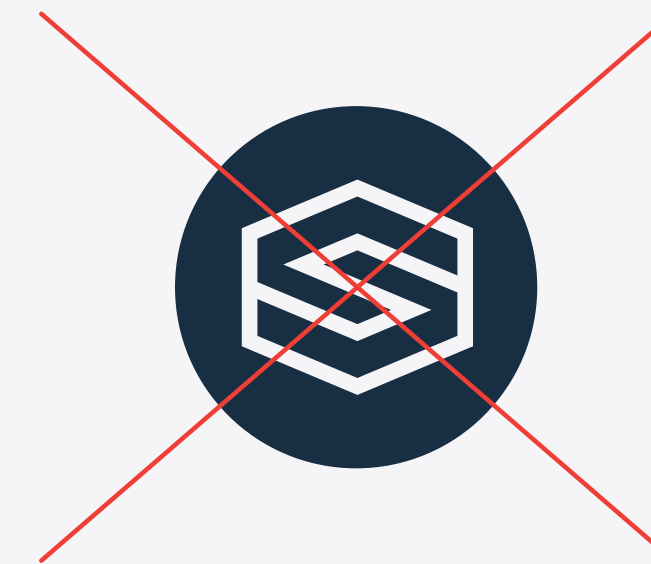
- The color guidelines above apply to any usage of the SmartDeviceLink Trademarks – in print, on websites, HMI, or any other placement.

# LOGO & MARK USAGE

The following basic rules should be adhered to in order to keep the logo looking nice and retain the integrity of the SDL brand.

Use the Primary Combination Mark (page 4) with colors described on page 7, for initial instance, followed by Secondary Combination Mark and Logo Variations for subsequent uses.

**DO NOT** join the mark and logo together or alter the proportions of its various components.



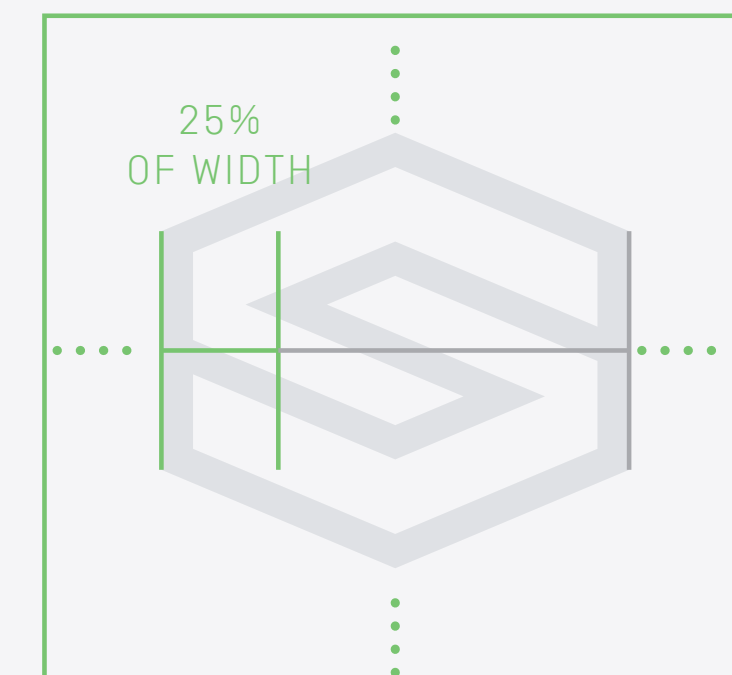
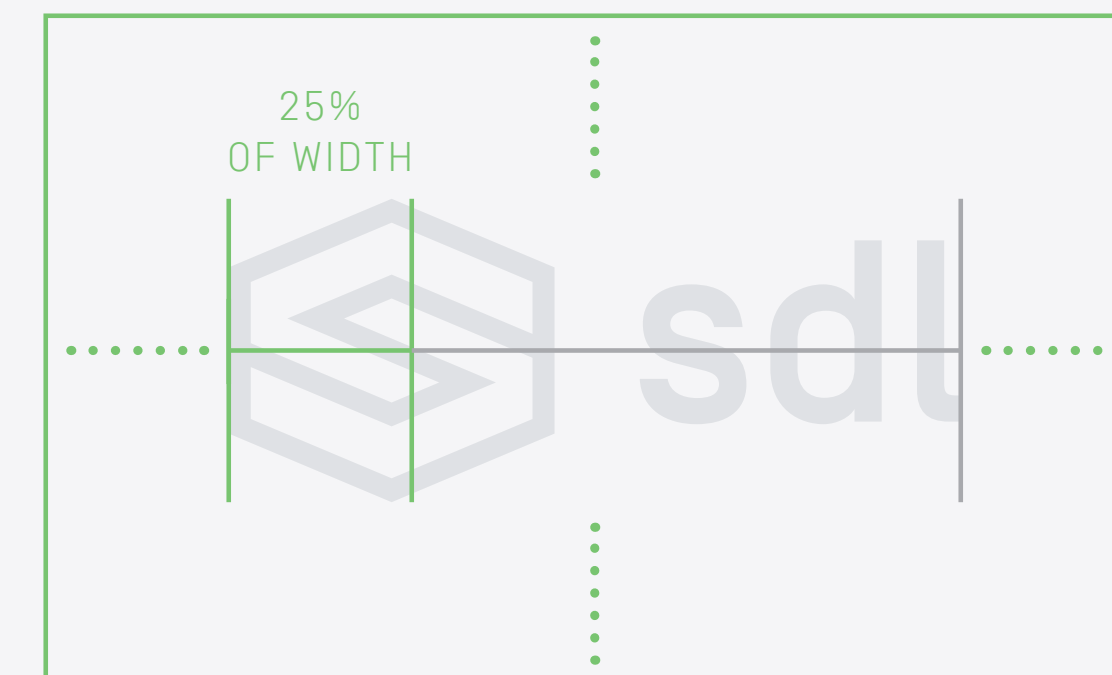
**DO NOT** include additional shapes or place within any shape. The logo always stands alone.

**DO NOT** bend or stretch the logo. Make sure all scaling is done proportionally.

**DO NOT** add any effects to the logo including strokes, shadows, glows, gradients, unapproved colors, etc.

## Give the Logo Some Room

It is important to give the SDL logo and mark some space in its application. As a general rule, allow a space of at least 25% of the logo's width to stand between the logo and any other surrounding elements.



# TYPOGRAPHY

## LIVIO NORM

LIVIO NORM REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890/#\$%&"':,.[]()

LIVIO NORM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890/#\$%&"':,.[]()

## LIVIO MONO

LIVIO MONO

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890/#\$%&"':,.[]()



# PRIMARY COLORS

These colors are considered the official SmartDeviceLink brand colors and may be used both in printed collateral and digital products. Note: Hexcodes and RGB values are for the web or other digital applications, Pantones (PMS) are used for printed brand materials and color-matching, and CMYK values are used for digital printing.

## SDL GREEN

#78C96F / WEB

PANTONE 360 / PRINT

CMYK 55, 0, 75, 0 / PRINT

## SDL GRAY

#394E60 / WEB

PANTONE 7546 / PRINT

CMYK 80, 60, 40, 30 / PRINT

# APPROVED MESSAGING

The following messages are approved to use for promotional material in reference to SDL.

## I AUTOMAKERS

SDL enables automakers to maintain their user experience and driver distraction standards throughout the vehicle.

## II DEVELOPERS

Open source Android and iOS libraries are provided to developers with features such as video streaming, voice integration, and real time vehicle data.

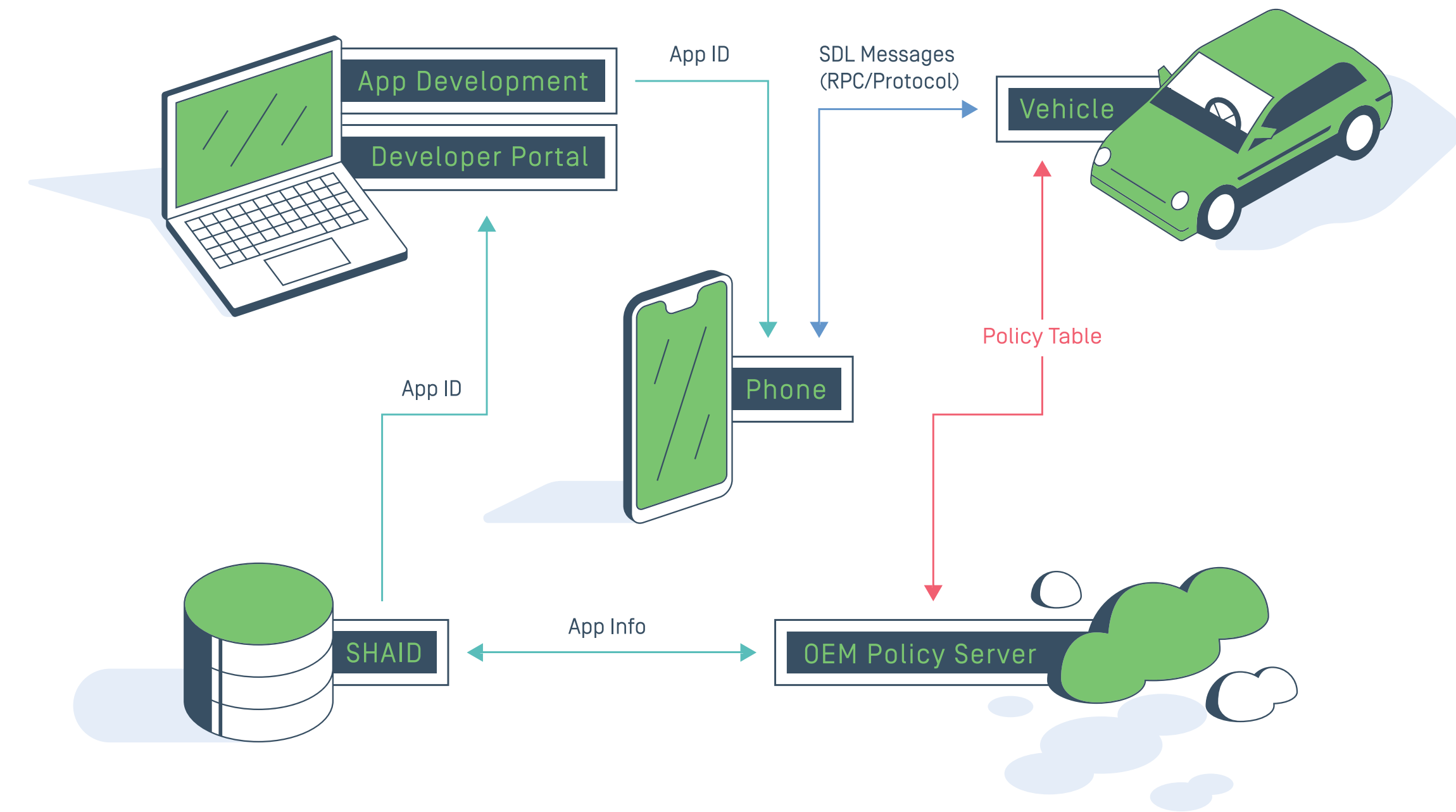
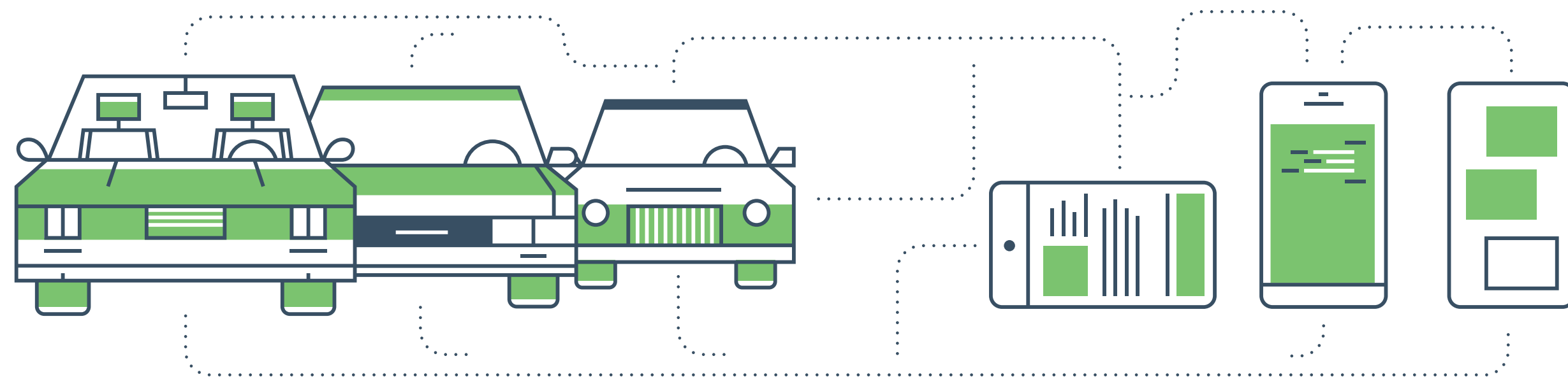
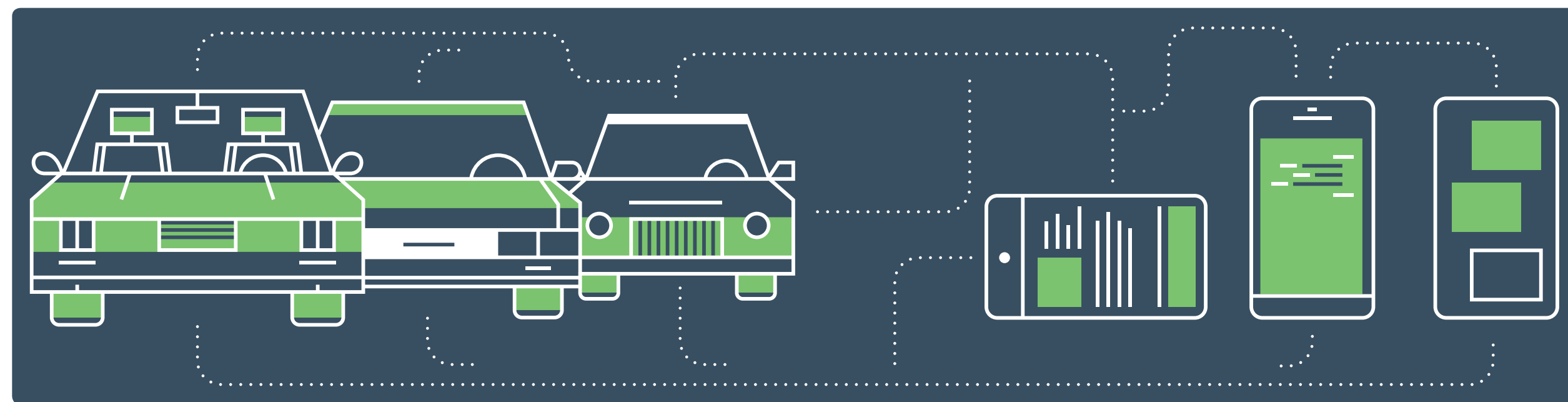
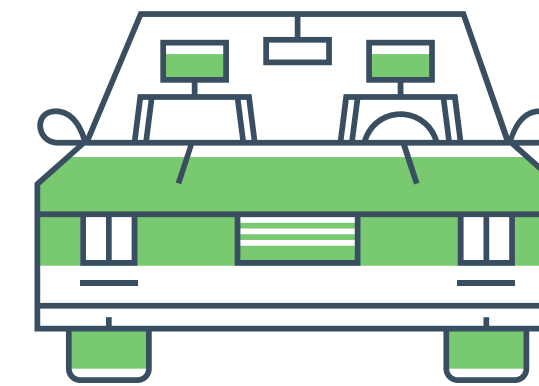
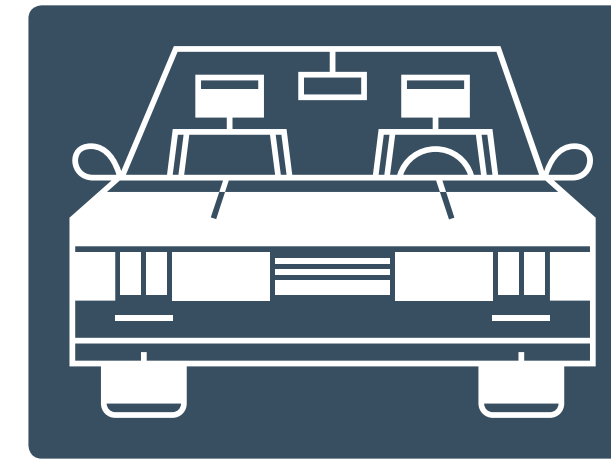
## III DRIVERS

SDL gives drivers control over the flow of their data between the vehicle and connected applications.



# APPROVED IMAGERY

The following graphics are approved to use for promotional material in reference to SDL.



# EVENT GRAPHICS

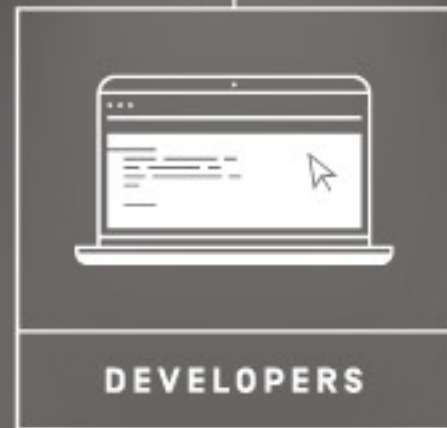
The following pages are examples of previous SmartDeviceLink events to use as a reference for implementing the trademarks, typography, colors, messaging, and imagery together.



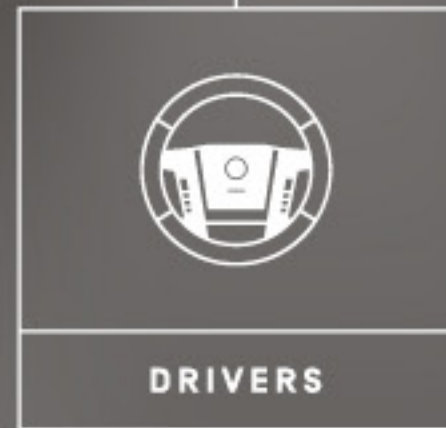
sdl



AUTOMAKERS



DEVELOPERS



DRIVERS

SmartDeviceLink.com



Footprint

1500mm

2800mm



## I AUTOMAKERS

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## III DRIVERS

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Luxoft



Xevo



Sygić



GARMIN







**I AUTOMAKERS**

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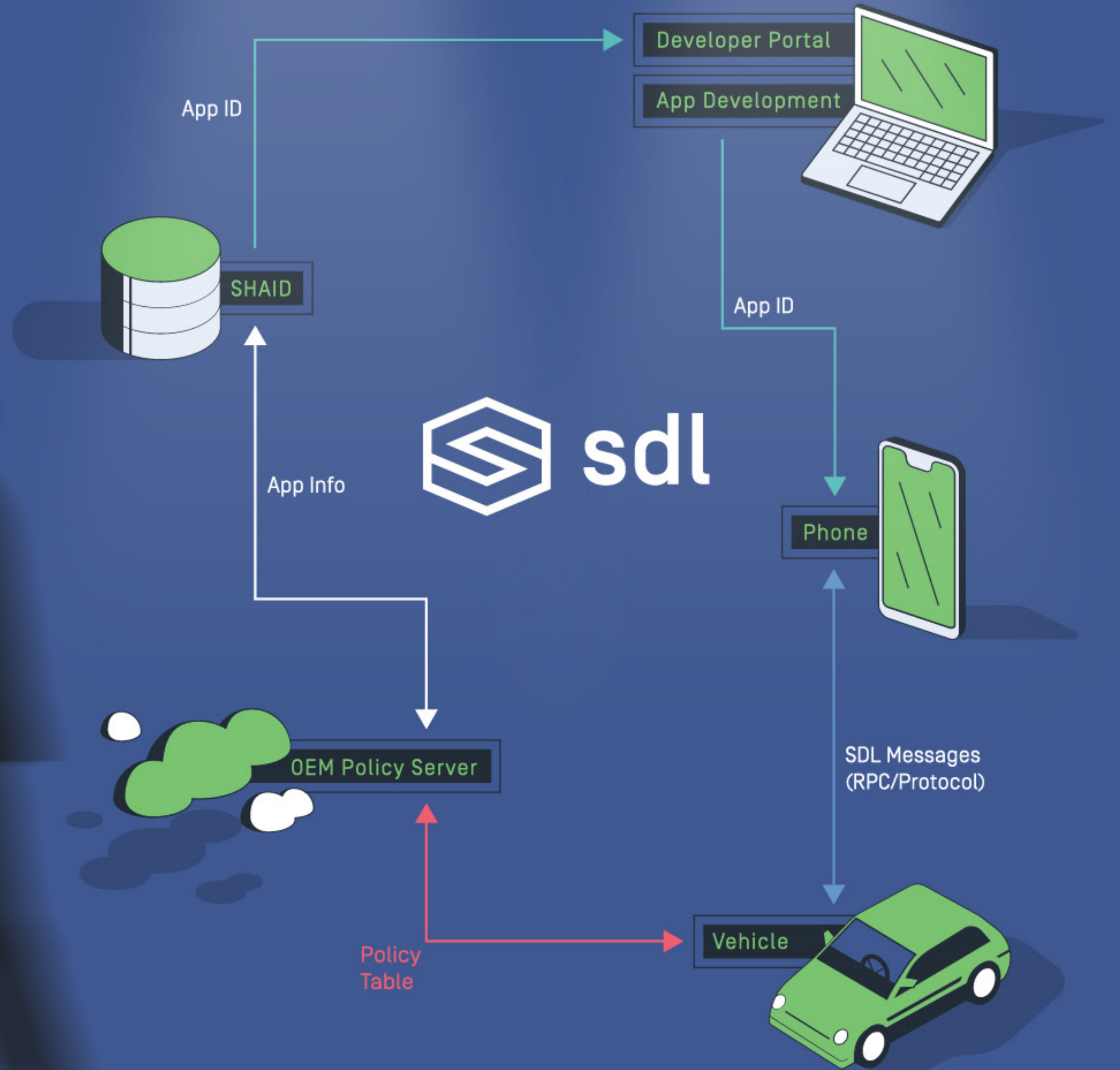


amazon alexa





# Footprint







## EVENT TRIFOLD

This can be used as a promotional tool at events.



# PRESENTATION TEMPLATES

This can be used as a presentation tool at events.

To obtain any of the contents in this presentation,  
email [SDLC@smartdevicelink.com](mailto:SDLC@smartdevicelink.com).

