sdl

Brand Style Guide

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**

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

» Use of the ® symbol:
The ® symbol must be added to the SDL Logo wherever the SDL Logo first appears on product packaging, products, web pages, and marketing pieces, and in textual information.

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

The above images can be downloaded from   smartdevicelink.com/resources/

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

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

TYPOGRAPHY

LIVIO NORM

LIVIO NORM REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123457890/#$%&";:,.[]()

LIVIO NORM MEDIUM

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123457890/#$%&";:,.[]()**

LIVIO MONO

LIVIO MONO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123457890/#$%&";:,.[]()

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 5, 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.
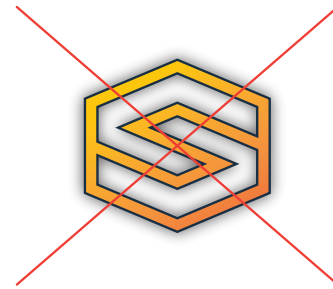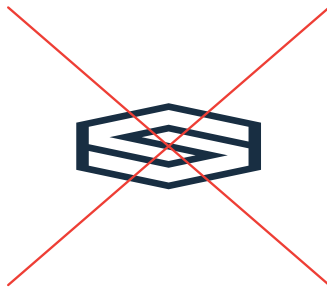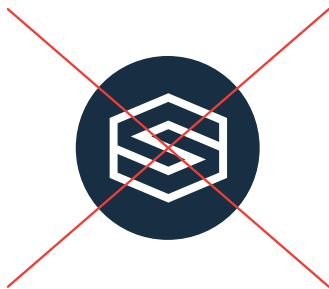
DO NOT include additional shapes or place within any shape. The logo always stands alone.

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.

25%
OF WIDTH

25%
OF WIDTH
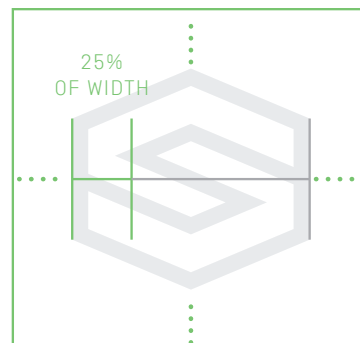
SDLC MEMBERS' IMPLEMENTATIONS

To not disrupt the user experience, the SDL logo should keep
SDLC Members' native UI colors, fonts, and margins within their
implementations of SDL. Members should still adhere to the following
as described in the Brand Style Guide:

- Trademark usage policy (page 3)

- Combination marks and logo variations (page 4)

- Logo and mark usage, including scaling proportions (page 7)

The SDLC Project Mantainer can review the use of the SDL logo within
SDLC Members' implementations. Please email
SDLC@smartdevicelink.com with creative ready for review.