

Autodesk Brand Guidelines

The Autodesk Logo

November 2005

Introduction

The Autodesk Logo is our corporate signature. It signifies access to anything that is Autodesk, indicating ownership and conveying Autodesk corporate endorsement. Used appropriately the Logo symbolizes all the perceptions that customers, employees and partners have about the company.

To be effective, the Autodesk Logo must be represented and displayed correctly at all times.

The Autodesk Logo is dynamic. To create powerful graphic treatments and catch the eye, it can be placed horizontally or vertically.

For detailed instructions on placement and scaling of the Autodesk Logo, refer to the Specifications section of these Guidelines.

The image shows the word "Autodesk" in a large, bold, blue sans-serif font. A small registered trademark symbol (®) is located at the top right of the letter "k".

Autodesk Logo

Color

Logo Color

Primary use of the Autodesk Logo is Autodesk Blue on a white background or a white logo on an Autodesk Blue background.

Other use of the Autodesk Logo is white on any color of the palette. Use white when placing the Autodesk Logo on opaque colors and on a semi-transparent color field over an image.

When color is not permitted on a white background, use black.

Logo Color Don'ts ⚠

- Never use the Logo in any other color except blue, black, or white.
- Never knock out the Logo from a color if the underlying surface is not white, such as on corrugate, thread-based material, metals, or other architectural surfaces.

Please note: the rectangles of color surrounding the logo on this page are for demonstration purposes only, and are not part of the official Autodesk Logo.

The logo may be reversed out of any primary colors in the color palette, but should not be printed in these colors.

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The preferred color usage of the Autodesk Logo on a white background is Autodesk Blue. If color is not available, then the Autodesk logo can appear in black.

Autodesk

Color Field Placement

The Logo can be placed either horizontally or vertically, reading up or down. There is no preferred orientation.

The logo should never appear to be visually centered in a layout.

Vertical Orientation

The vertical orientation, which makes for a more dynamic mark, is suitable for covers of printed pieces, banners, and posters.

Horizontal orientation

Use the horizontal orientation as a closing for a set of information, such as the back of a printed piece, or where space is an issue, such as on a website.

The Logo can be placed on a white background or reversed out of a color field (either transparent or opaque color).

Logo Don'ts ⚠

- Never run the Logo from white onto color.
- Never run the Logo from color onto imagery.
- Never reverse the Logo out of an image.
- Never center the Logo.



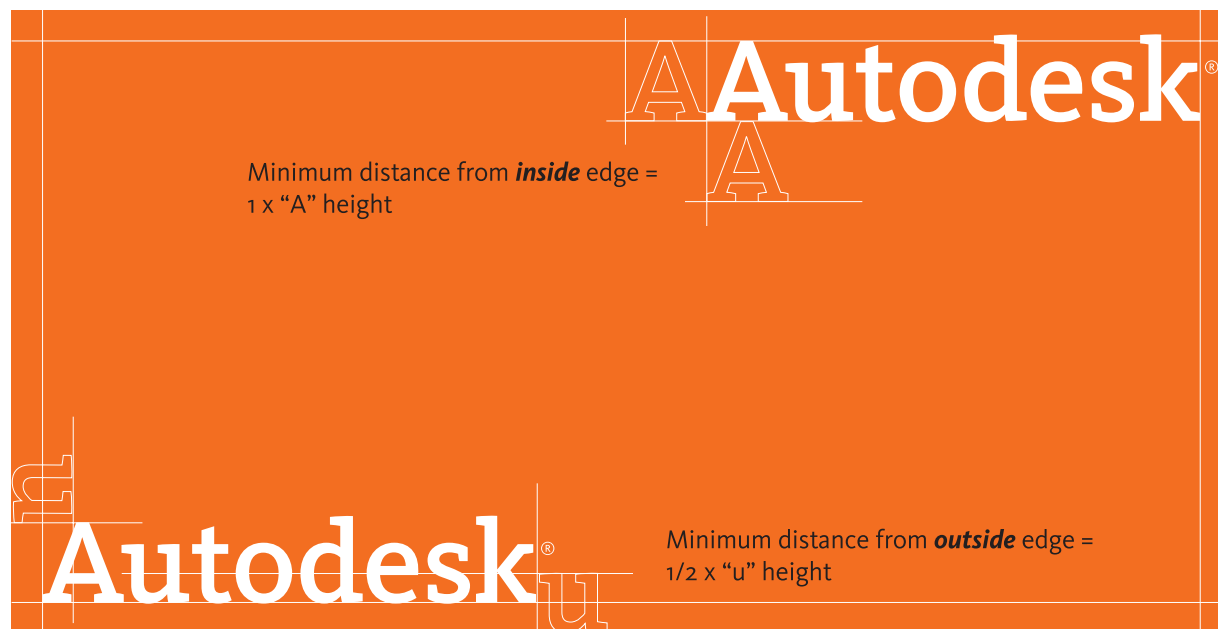
The Autodesk Logo should always be anchored to the outside margin of a layout, off the corner of a color field, or to a page's edge.

Clear Space

The Logo should be displayed in a manner that gives it prominence, establishes its form, and provides legibility.

Follow these guidelines to provide enough clear space around the Logo:

- Minimum clear space on the “anchored” sides of the Logo equals $\frac{1}{2}$ the height of the letter “u.”
- Minimum clear space on the “open” sides of the Logo equals the height of the letter “A.”



*Minimum clear space for the Autodesk Logo must be **at least** $\frac{1}{2}$ x the “u” height from the **outside edge** and 1 x the “A” height from the **inside edge** of a page or color field.*

Sizes

Three different sizes have been created for the Autodesk Logo. Each size has a ® and kerning specifically intended for its use.

Logo Sizing Don'ts ⚠

Do not scale the Logos beyond their intended sizes.

Small

The size range for the small logo is from 1" (25 mm) to 1.5" (38mm). Width is measured from the left edge of the "A" to the right edge of the "K." Be sure to use files with names that end with "_S.(file suffix)." Use the medium size logo if you need a larger size.

Medium

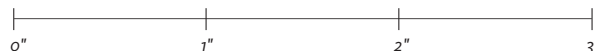
The size range for the medium Logo is larger than 1" (25 mm) to 3.5" (90mm). Width is measured from the left edge of the "A" to the right edge of the "K." Be sure to use files with names that end with "_M.(file suffix)."

Large

Use the large Logo when you need a size larger than 3.5" (90mm). Width is measured from the left edge of the "A" to the right edge of the "K." Be sure to use files with names that end with "_L.(file suffix)."

Small

Autodesk®



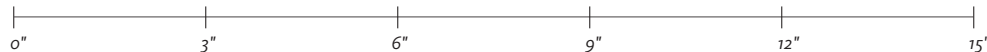
Medium

Autodesk®



Large

Autodesk®



Incorrect Usage

Logo Don'ts ⚠

- Do not use drop shadows.
- Do not change the letter casing.
- Do not add space between letters.
- Do not place the Logo at the edge of a page.
- Do not center the Logo in a color field or box.
- Do not set the Logo in any typeface.
- Do not use the Logo without the ® registration mark.

The Autodesk logo is shown with a dark drop shadow offset to the bottom right, which is incorrect.

DO NOT use drop shadows

The Autodesk logo is shown blurred, which is incorrect.

DO NOT blur

The Autodesk logo is shown in a purple color, which is incorrect.

DO NOT put in a color other than corporate blue or white

The Autodesk logo is shown at the very edge of a page, with a vertical line to its left and a horizontal line below it, which is incorrect.

DO NOT place logo at the edge of a page

The Autodesk logo is shown centered within a solid black rectangular field, which is incorrect.

DO NOT center logo in a color field

The Autodesk logo is shown enclosed within a thin black rectangular border, which is incorrect.

DO NOT put in a box

The Autodesk logo is shown horizontally stretched, which is incorrect.

DO NOT stretch

The Autodesk logo is shown in a bold, sans-serif typeface that is different from the standard logo typeface, which is incorrect.

DO NOT set in a different typeface

The Autodesk logo is shown without the registered trademark symbol (®), which is incorrect.

DO NOT use without a registration mark

Logo Assets

This page outlines the Logo assets available for download on the Autodesk Brand Guidelines web site. Each set of templates is archived in a .zip files for easier handling.

The following pages provide instructions for how to use these assets.

Software Requirements

Most of the assets were designed for use as placed graphics. Adobe Illustrator can be used to open .eps files if you need to modify a file or create a new file format. Adobe Photoshop can be used to open .tif and .bmp files if you need to modify a file or create a new file format.

Asset Don'ts ⚠

- Do not scale .bmp or .tif files.
- Do not change the colors used by any file.

Logo for Print (Logo_for_Print.zip)

-Aask_Logo_L_Black_CMYK.eps	Adobe Illustrator
-Aask_Logo_L_Blue_CMYK.eps	Adobe Illustrator
-Aask_Logo_L_White_CMYK.eps	Adobe Illustrator
-Aask_Logo_M_Black_CMYK.eps	Adobe Illustrator
-Aask_Logo_M_Blue_CMYK.eps	Adobe Illustrator
-Aask_Logo_M_White_CMYK.eps	Adobe Illustrator
-Aask_Logo_S_Black_CMYK.eps	Adobe Illustrator
-Aask_Logo_S_Blue_CMYK.eps	Adobe Illustrator
-Aask_Logo_S_White_CMYK.eps	Adobe Illustrator

Logo for Web (Logo_for_Web.zip)

-Aask_Logo_L_Black_web.png	Adobe Photoshop
-Aask_Logo_L_Blue_web.png	Adobe Photoshop
-Aask_Logo_L_White_web.png	Adobe Photoshop
-Aask_Logo_S_Black_web.png	Adobe Photoshop
-Aask_Logo_S_Blue_web.png	Adobe Photoshop
-Aask_Logo_S_White_web.png	Adobe Photoshop

Logo for PowerPoints (Logo_for_PowerPoints.zip)

-Aask_Logo_L_R_Black.bmp	Adobe Photoshop
-Aask_Logo_L_R_Blue.bmp	Adobe Photoshop
-Aask_Logo_L_R_White.png	Adobe Photoshop
-Aask_Logo_M_R_Black.bmp	Adobe Photoshop
-Aask_Logo_M_R_Blue.bmp	Adobe Photoshop
-Aask_Logo_M_R_White.png	Adobe Photoshop
-Aask_Logo_S_R_Black.bmp	Adobe Photoshop
-Aask_Logo_S_R_Blue.bmp	Adobe Photoshop
-Aask_Logo_S_R_White.png	Adobe Photoshop