

SAVVYLAB

BRAND GUIDELINES



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MISSION STATEMENT

Our vision is to lead the automotive industry into a new era of connectivity and intelligence, where every vehicle is a smart, interconnected part of a larger ecosystem, enhancing mobility, safety, and the overall driving experience.

COLOR PALETTE

A color palette is crucial in brand guidelines for several reasons. It ensures uniformity across all brand materials, maintaining a cohesive and professional look. Consistent use of colors builds brand recognition, making the brand easily identifiable. Colors evoke specific emotions and perceptions, aligning the brand's visual identity with its values and messaging. A distinct color palette differentiates the brand from competitors by creating a unique visual identity. Additionally, it provides a framework for designers to create diverse materials while adhering to the brand's visual standards.

Primary Colors



RGB: 9 196 91
HEX: 00c4bf
CMYK: 70 0 32 0



RGB: 85 87 89
HEX: 555759
CMYK: 65 56 53 29

Secondary Colors



RGB: 4 135 217
HEX: 0487d9
CMYK: 79 40 0 0



RGB: 32 42 52
HEX: 212a34
CMYK: 82 70 55 60

Accent Color



RGB: 254 33 94
HEX: fe215e
CMYK: 0 96 47 0

THE LOGO

“Savvy” conveys intelligence and expertise, suggesting the company is ahead in the telematics and connected car industry. “Lab” implies experimentation and innovation, reinforcing the company’s cutting-edge development. The name is catchy and memorable, crucial for brand recall in a competitive market. It combines technological sophistication with reliability, appealing to an audience that values technology and innovation. This positions the company as a leader in connected car solutions, aligning with its goals to portray itself as smart, innovative, and capable of providing advanced telematics solutions.

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LOGO LOCKUPS

OTAmatic Sub-Brand



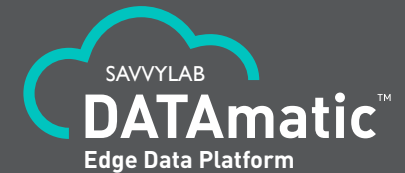
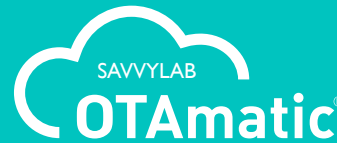
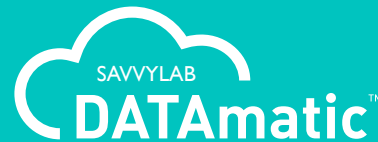
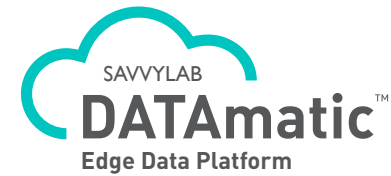
DATAmatic Sub-Brand



OTAmatic Sub-Brand with Tagline



DATAmatic Sub-Brand with Tagline



TYPOGRAPHY

DINNeuzeitGrotesk-Light

Used for body text to evoke reliability and brand consistency while ensuring readability

Aa

DIN Neuzeit Grotesk Std

Used for headings to convey innovation and ensure important information stands out

Aa

VOICE & TONE

Voice

Clear and Concise:

- Communicate complex technical details in a straightforward and easy-to-understand manner.

Authoritative yet Accessible:

- Balance technical authority with an approachable and engaging style to resonate with both industry professionals and general consumers

Empathetic and Supportive:

- Show understanding and support for customer challenges, reinforcing the company's role as a problem solver.

Tone

Professional and Trustworthy:

- Use a confident and reliable tone to establish trust and demonstrate expertise in the field.

Innovative and Forward-Thinking:

- Emphasize the company's cutting-edge technology and leadership in the industry.

Customer-Centric:

- Maintain a friendly and approachable tone that prioritizes customer needs and experiences.

By adhering to these guidelines, the brand will present a unified and compelling image that resonates with its target audience and reinforces its position as a leader in telematics and connected car solutions.

LOOK & FEEL

The dark blue company color is used as an overlay at 60-70% when used over image backgrounds with text or icons on top



Graphic overlays are used on stock images to convey connected cloud technology



GRAPHICS & ICONS

Graphics

Graphics, including illustrations and images, are essential for communicating our brand story in the connected car and telematics space. They should be professional and engaging. Follow these principles:

- Brand Alignment: Reflect our brand values and identity.
- Quality: Use high-resolution images to maintain quality.
- Relevance: Choose graphics relevant to the content and context.

Icons

Icons are an integral part of our brand's visual identity, enhancing clarity and user experience. Each icon is designed to be straightforward, consistent, and aligned with our technological focus. Key guidelines include:

- Consistency: Ensure uniformity in style, size, and color.
- Clarity: Icons should clearly represent their intended function.
- Simplicity: Maintain simplicity to avoid unnecessary details.

By adhering to these guidelines, we ensure a cohesive and professional visual identity that aligns with our advanced technology and innovative solutions.

