drivetech

Brand Guidelines.

Version 1, January 2022

The logo.

The Drivetech logo consists of a wordmark and icon. The icon visually represents the passage of data transferring in and out of a D representing Drivetech. This is to signify Drivetech's advances with technology. The yellow dots also form a 'T' to enhance this technology message. The grouping of the dots come together to form a cross representing safety. The yellow and black colour combination is of course in harmony with the AA core branding primary colour palette.

Positive logo

Negative logo

Logo variations

The Drivetech logo consists of a positive and negative example. It is important to use the correct logo to gain maximum clarity, It is advised that the logo is only used on a white or black background.

Drivetech brand guidelines

Positive logo

Negative logo

Logo variations

The logo can be reproduced in single colour when colour options are not available. The logo must be in greyscale with the grey dots being 50% black. This logo is only to be used if the colour version absolutely cannot be used.

Greyscale logos on coloured backgrounds

Positive and negative logos over images

Background variations.

The logo should in all instances only be used on black or white backgrounds. If in the rare event it needs to be used on an image, please make sure the correct logo is used to ensure the logo is legible. We do not recommend the logo to be used on a coloured background but if essential, then please use the greyscale logo.

Exclusion zone

Minimum size of logo

25mm

Logo exclusion zones.

It is important to respect the Drivetech logo. It must be protected in its use to ensure it has maximum clarity and stand out. The exclusion zone is a safe area around the logo that must be kept clear. It is defined by the size of two of the dots. It is also important to respect the minimum size of the logo. The minimum printed size is 25mm.

Typeface to be used on Headings

Roboto Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Typeface to be used on body copy

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Digital fall back heading font

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Digital fall back body copy font

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

80% Tint

Aa

50% Tint

Aa

Typefaces.

The typefaces chosen reflects our corporate link to the AA. It is important that we only use the approved fonts 'Roboto' and 'Arial'. Roboto is the main font that should be used at all times. Arial is only to used digitally when Roboto isn't available.

Body copy fonts can be tinted back to soften the font to the readers eye.

Primary colour palette

Greyscale colour palette

Black 80%

Black 50%
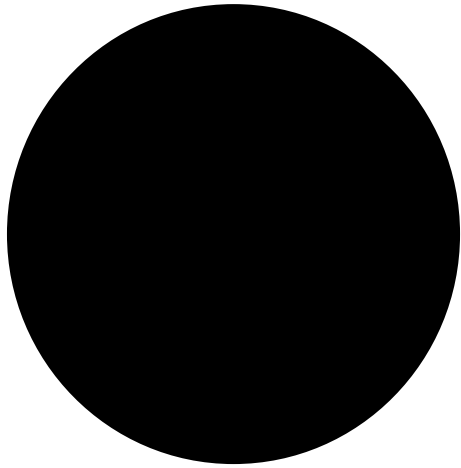
Black 25%

Black 10%
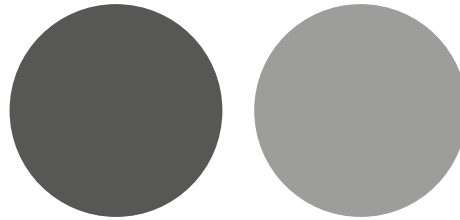
Black 100%
CMYK : 0, 0, 0, 100
RGB : 0, 0, 0
HEX: #000000
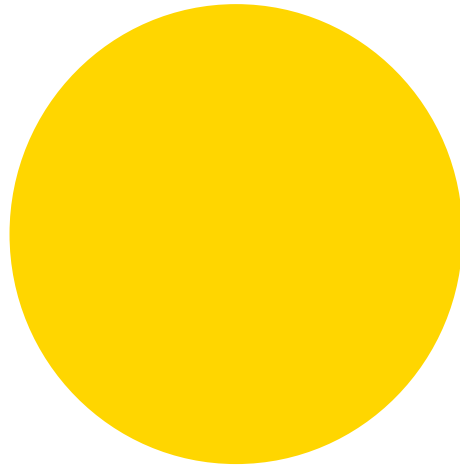
Pantone 116
CMYK : 0, 14, 100, 0
RGB : 255, 205, 0
HEX: #ffcd00

Colour palette.

The two primary colours used within the brand are black and yellow. These form the basis of the brand look and feel. There is also a greyscale palette to help to visually display and highlight information. This colour palette is deliberately consistent with the AA central colourways in use.

Secondary colour palette
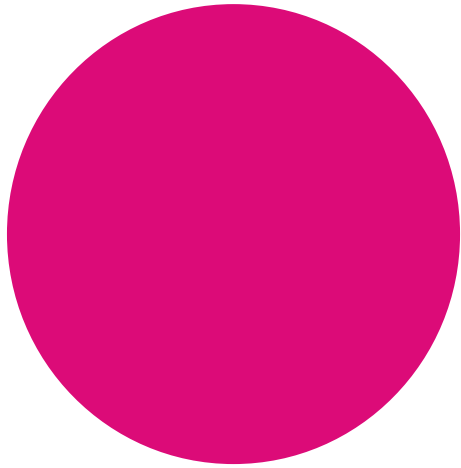
Rubine
CMYK : 70, 98, 11, 00
RGB : 218, 000, 118
HEX: #db0476
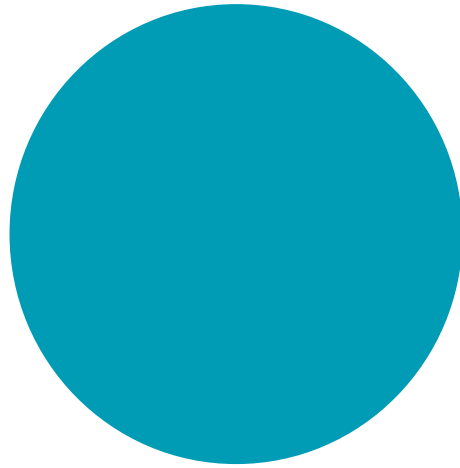
Aqua
CMYK : 78, 17, 24, 02
RGB : 000, 15, 182
HEX: #009cb6

Secondary colour palette.

We do have the option to use these secondary colours but not prolific
or to the detriment of the main yellow and black theme.

drivetech.co.uk

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For more information on how to use our brand or for any of
our brand assets, please contact marketing@drivetech.co.uk