

August 19, 2026



Aptiv Brand Guidelines

Version 6

PUBLIC

• APTIV •

Welcome

Our company has evolved. So has our ability to innovate and turn our dreams into reality. An autonomous world is emerging, with increased safety, connectivity, and reliability.

Now is the time to challenge the status quo. Who will lead the next evolution of mobility?

Aptiv will.

Our new name is rooted in our knowledge, flexibility, and drive, and it symbolizes our ability to adapt and grow in changing times.

We believe mobility has the power to change the world, and we have the talent, skills, and passion to define that future.

It's our move.

Why This Document Is Important

Our new brand is more than a logo. It's a comprehensive system for communicating, and an expression of who we are and the relationships we want to build with our employees, customers, and partners.

Our brand guidelines allow us to maintain consistency when we communicate as Aptiv.

These guidelines will continue to evolve and grow as we do. Updated versions will be made available to all Aptiv employees.

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Brand Strategy



Narrative

Our narrative is intended to bring our brand strategy to life. It is not externally facing copy or messaging

The potential of new mobility is immense. The power of new mobility—the convergence of safe, green, and connected technologies—to change the world is within reach. But the question is, “Can we actually get it done?”

At Aptiv, the answer is, “Yes.”

As we move toward an autonomous world, real progress means increased safety, more electrification, higher connectivity, and total reliability—no matter the time or the place. These demands require tremendous executional confidence, and that is where we thrive.

We get our hands dirty: experimenting, testing, and iterating to enable real mobility innovation. We couple our expertise in complex environments with an unparalleled ability to execute.

At Aptiv, we are working tirelessly to define the future of new mobility—and making it a reality.

Visual Identity



Logo



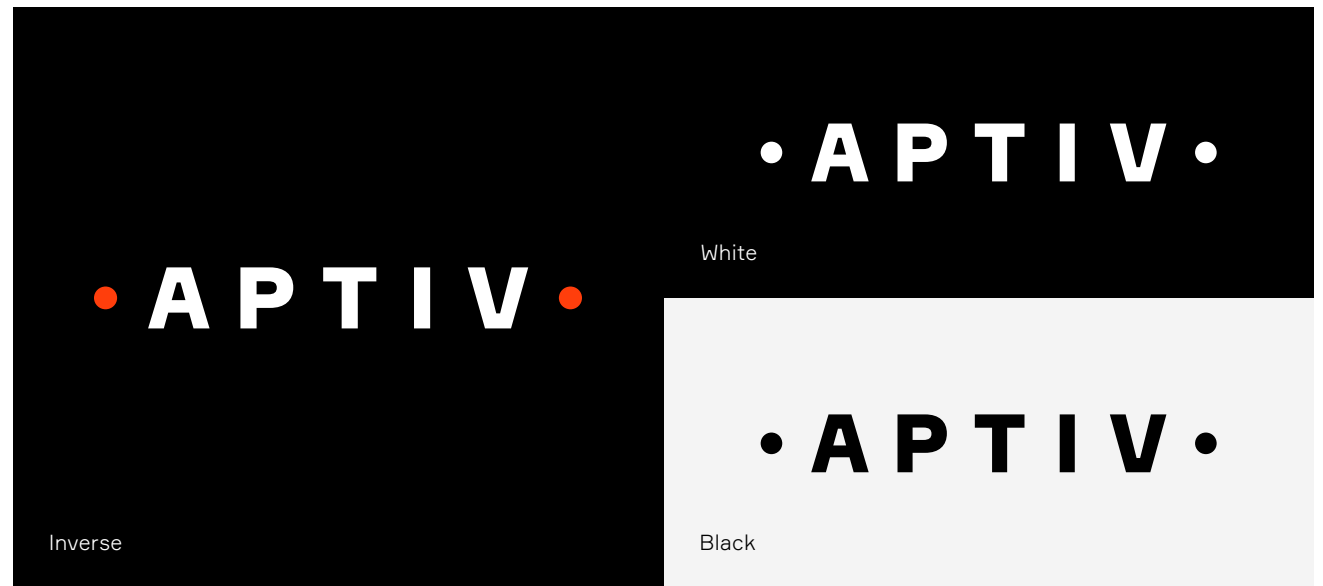
The Aptiv Logo

Our brand identity embodies our company's confidence and innovative spirit. The logo is comprised of two components, the word mark and the points.

The word mark is typeset in all caps and conveys our stability and resolve. The points are brightly colored and convey the promise of innovation.

Our logo communicates the journey of "from-here-to-there" and our commitment to change the world of mobility.

Our logo is an essential brand asset that must be protected through consistent and conscientious usage as specified in these guidelines.



Logo

The Aptiv Logo

The Aptiv visual identity embodies our company's innovative spirit. Our logo is an essential brand asset that must be protected through consistent and conscientious usage as specified in these guidelines.

Our logo files are available to download from the Brand Center.

Clear Space



Other design elements should be kept clear of the logo by a minimum distance of one half the height of the logo.

Minimum Size

76 px, .75", 1,9 cm



The measurements and proportions of our logo should not be modified or altered. Always ensure the logo is legible and shown at or larger than the minimum size.

Logo: Misuse

Examples of logo misuse are shown here. These treatments are not acceptable.

Any alteration of the logo negatively affects the integrity of our brand. Please always use approved logo artwork to ensure design consistency.

Do **not** recolor the logo



Do **not** tint the color of the logo



Do **not** modify the logo



Do **not** add a tagline to the logo



Do **not** skew or condense the logo



Do **not** add foreign elements to the logo



Do **not** add a shadow to the logo



Do **not** delete points from the logo



Do **not** retype the logo



Do **not** adjust the points position or size



Do **not** place the logo over a background with low contrast



Logo: Corner Placement

The Aptiv logo should be placed in the corner of a page, allowing it to be read either first or last.

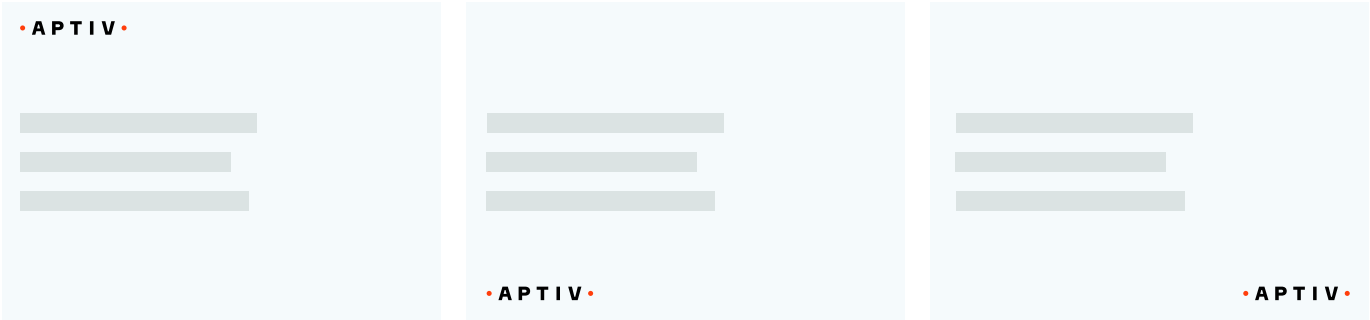
Our logo can appear in the top-left, bottom-left, or bottom-right corner.

It's important to observe and maintain the rules for proper clear space

Portrait



Landscape

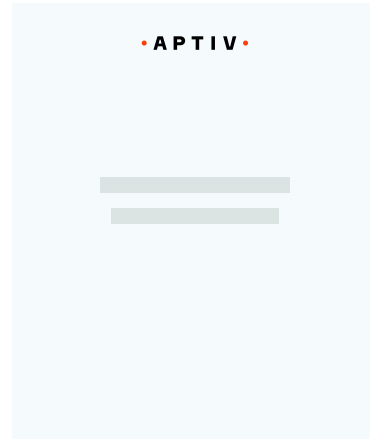


Logo: Center Placement

The Aptiv logo occasionally can be placed in the center of a page.

- Centered logos are permissible in a number of instances:
- Publication covers, such as an annual report
- Digital splash pages
- Vertical banners
- Horizontal banners that feature only the logo

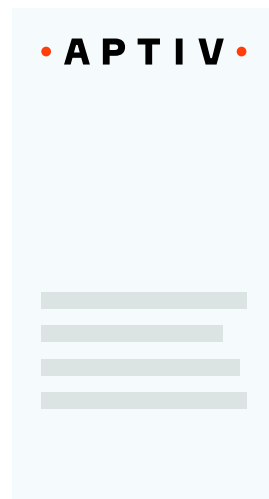
Cover



Digital Splash Page



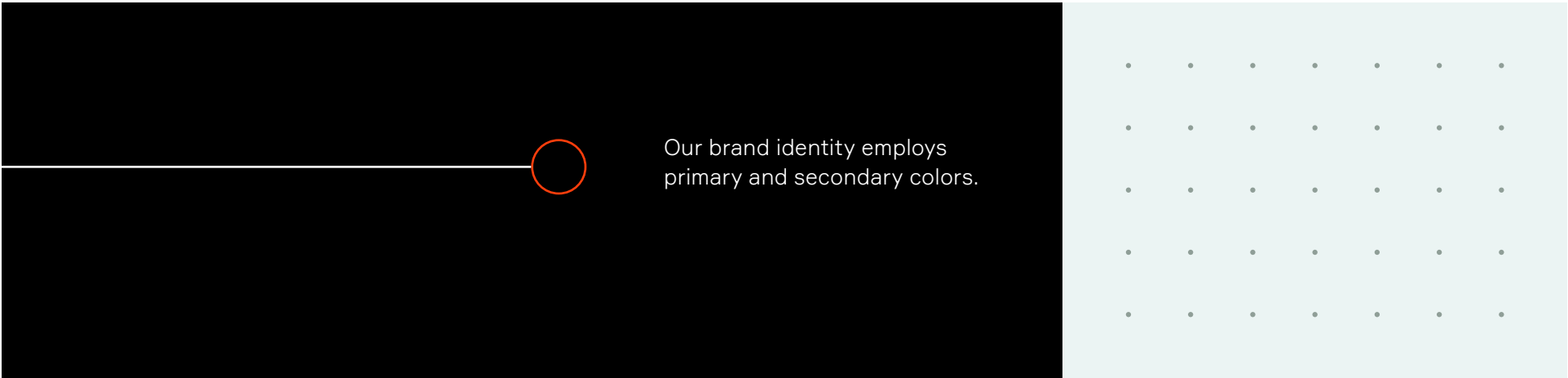
Vertical Banner



Horizontal Banner



Color: Primary



The primary colors convey specific brand attributes.

Aptiv Orange signifies the promise of innovation.
Black signifies strength and determination.
Light Slate Blue signifies precision.

Aptiv Orange must be used sparingly to remain exceptional. It must not be used as a background color or in any manner that undermines its special designation.

Black should be used liberally and is especially appropriate as a background color.

Light Slate Blue should be used sparingly as a background color or as a 25% tint.

Aptiv Orange



Print coated
Pantone Bright Red C
CMYK: 0-79-96-0

Print uncoated
Pantone 172 U
CMYK: 0-68-89-0

Digital
RGB: 248-64-24
Hex: #F84018

Black

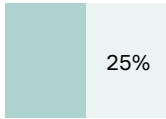


**Print coated/
uncoated**
CMYK: 0-0-0-100*

Digital
RGB: 0-0-0
Hex: #000000

* A rich black formula is recommended for printed items with large black areas

Light Slate Blue



Print coated
Pantone 2204 C
CMYK: 33-5-12-2

Print uncoated
Pantone 2204 U
CMYK: 33-5-13-2

Digital
RGB: 183-209-207
Hex: #B7D1CF

Color: Secondary

Our secondary colors can be used for backgrounds, data visualizations, and pictograms.

Dark Turquoise



Print coated
Pantone 7475 C
CMYK: 65-7-30-36

Print uncoated
Pantone 7474 U
CMYK: 73-10-33-17

Digital
RGB: 0-107-99
Hex: #006B63

Light Gray



Print coated
Pantone Cool Gray 1 C
CMYK: 4-2-4-5

Print uncoated
Pantone Cool Gray 1 U
CMYK: 4-2-6-6

Digital
RGB: 229-225-218
Hex: #E5E1DA

Night



Print coated
Pantone 7545 C
CMYK: 57-32-18-59

Print uncoated
Pantone 547 U
CMYK: 84-42-36-37

Digital
RGB: 56-57-66
Hex: #383942

Dark Slate Blue



Print coated
Pantone 7697 C
CMYK: 72-29-21-0

Print uncoated
Pantone 2203 U
CMYK: 92-0-16-22

Digital
RGB: 78-124-136
Hex: #4E7C88

Dark Gray



Print coated
Pantone 7538 C
CMYK: 24-7-23-33

Print uncoated
Pantone 7538 U
CMYK: 36-22-40-2

Digital
RGB: 146-157-150
Hex: #929D96

Kiwi



Print coated
Pantone 2281 C
CMYK: 21-0-57-0

Print uncoated
Pantone 2281 U
CMYK: 16-0-47-0

Digital
RGB: 217-242-139
Hex: #D9F28B

Sky



Print coated
Pantone 2985 C
CMYK: 55-0-5-0

Print uncoated
Pantone 2985 U
CMYK: 60-0-6-0

Digital
RGB: 59-198-235
Hex: #3BC6EB

Turquoise



Print coated
Pantone 326 C
CMYK: 79-0-37-0

Print uncoated
Pantone 3262 U
CMYK: 78-0-46-0

Digital
RGB: 0-172-158
Hex: #00AC9E

Sun



Print coated
Pantone 143 C
CMYK: 0-31-82-0

Print uncoated
Pantone 142 U
CMYK: 0-28-86-0

Digital
RGB: 255-162-17
Hex: #FFA211

Burnt Red



Print coated
Pantone 180 C
CMYK: 5-90-86-7

Print uncoated
Pantone 200 U
CMYK: 3-100-70-7

Digital
RGB: 207-51-53
Hex: #CF3335

True Blue



Print coated
Pantone 2727 C
CMYK: 76-48-0-0

Print uncoated
Pantone 2727 U
CMYK: 61-33-0-0

Digital
RGB: 101-121-226
Hex: #6579E2

Pink



Print coated
Pantone 213 C
CMYK: 6-100-52-0

Digital
RGB: 226-25-87
Hex: #E21957

Color: Primary Usage

Visual communications should use a minimal color scheme of white/black and light/dark motifs. Simple color schemes create clarity in our messages.

Black, White & Light Slate Blue

Black and white function as background/text combinations with Light Slate Blue and Aptiv Orange used as accents

Light Slate Blue can be used as an alternative to white at 100% saturation for text and graphics or as a 25% tint for backgrounds

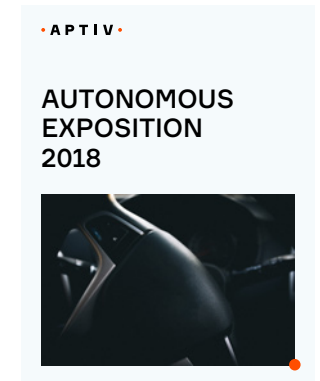
Aptiv Orange

- Aptiv Orange must be used sparingly
- For text, Aptiv Orange should be used strictly to highlight significance
- For objects, Aptiv Orange should be reserved for points and small shapes
- Use Aptiv Orange in shape strokes borders, as opposed to solid fills

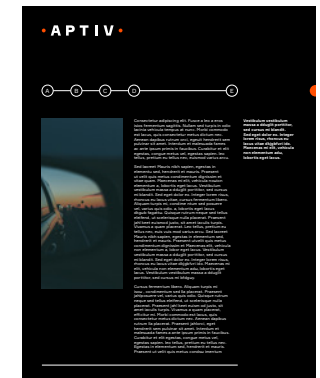
Print page design incorporating the three primary colors with secondary color tints



Report cover with Light Slate Blue background



Interior report page with black background



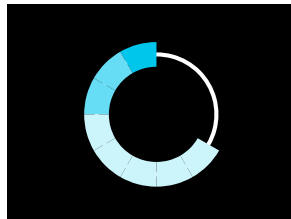
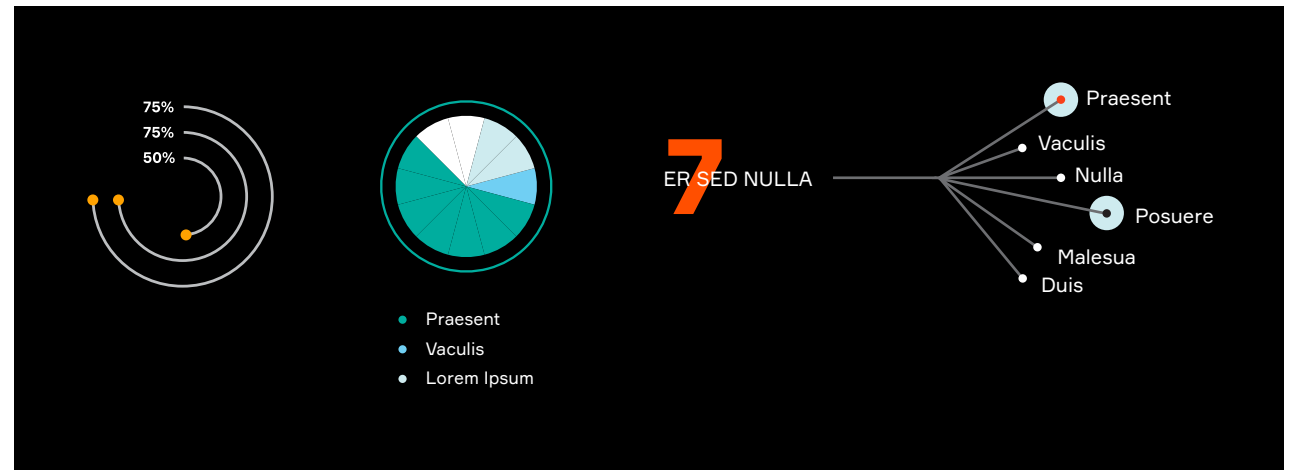
Color: Secondary Usage

Warm, cool, and neutral colors should be carefully considered whenever they are used.

Use tints to differentiate between data fields. Tints should be graded at 10% increments.

The length of a document should correspond to the amount of secondary colors used. Shorter documents should use fewer secondary colors.

PowerPoint data visualization graphics harmoniously blend primary and secondary colors.



Start with neutral tints in the primary and secondary colors as backgrounds: White, Black, Light Slate Blue, Light Gray, Dark Gray, or Night.



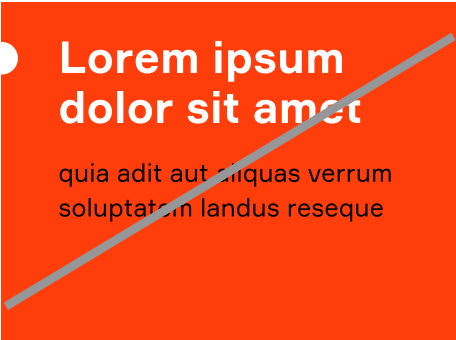
Use appropriate logo version to ensure visibility of the lettering and Aptiv Orange on the page.

Color: Misuse

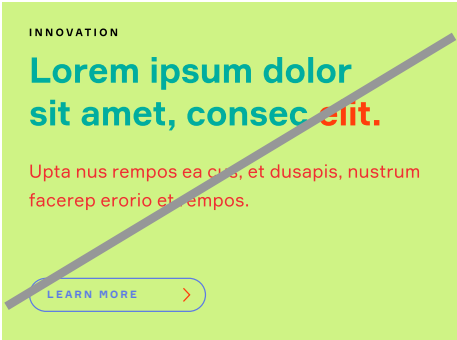
Using the colors in these guidelines will maximize the clarity of our visual communications.

Only use the specified colors according to the parameters detailed in this document.

Do **not** use Aptiv Orange as a color block or use any color other than Aptiv Orange for points



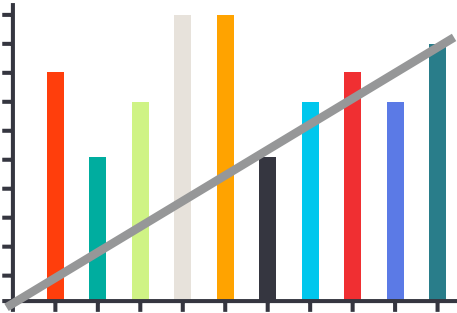
Do **not** use secondary colors in place of the primary color palette



Do **not** design with low-contrast color tints



Do **not** group together too many vivid colors



Typography

Formular

Formular is our primary typeface. Formular Light should be used for most communication purposes. Formular Bold should be used to add emphasis.

Use Formular for all branded materials, such as our website, brochures, posters, and advertising.

Arial

Arial is our substitute typeface when Formular is not available. Arial is similar in style to Formular and is universally available in office software.

Black

Formular

Bold

Formular

Medium

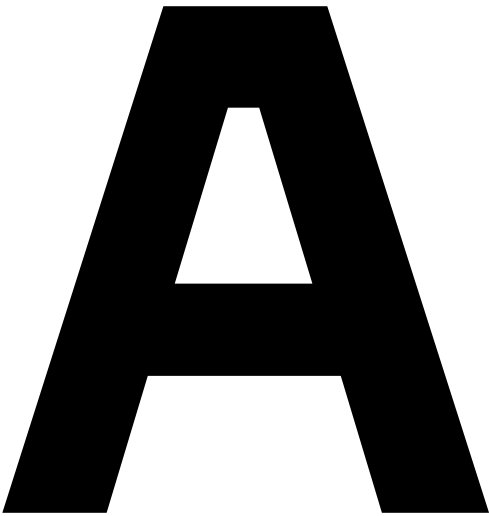
Formular

Regular

Formular

Light

Formular



Bold
Character
Set

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ".,?/!@#\$%&***

Light
Character
Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ".,?/!@#\$%&*

Typography: Usage

Formular should be used in all Aptiv communications and messaging. The Aptiv logo is rendered in Formular Bold.

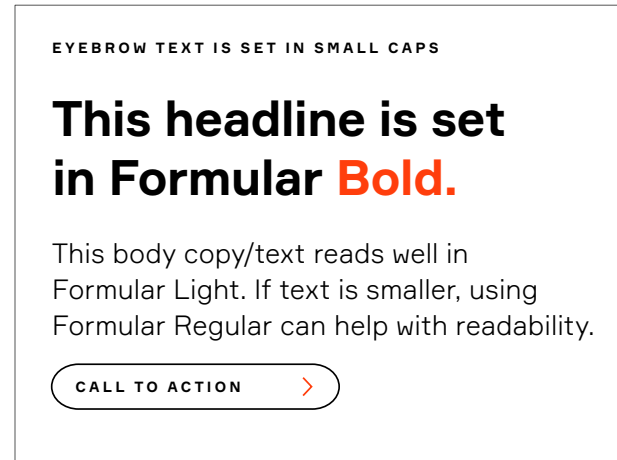
Typesetting

- Use only two font weights at a time
- Maintain distinct visual contrast between the two weights
- Main headlines should be set in Formular Bold
- All text should be left-aligned
- Use title case for short headlines and sentence case for long headlines and body copy
- Text can be set in all capital letters for display purposes

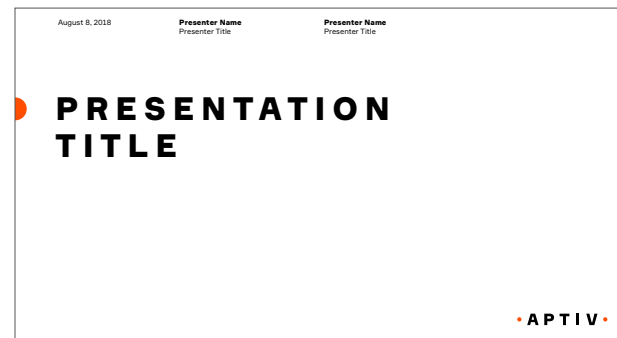
Line Spacing

It's important to maintain consistent line spacing (also called *leading*) across our communications. Line spacing must be formulated to be 30% greater than the type size. For example, 10-point type should be set with 13-point line spacing.

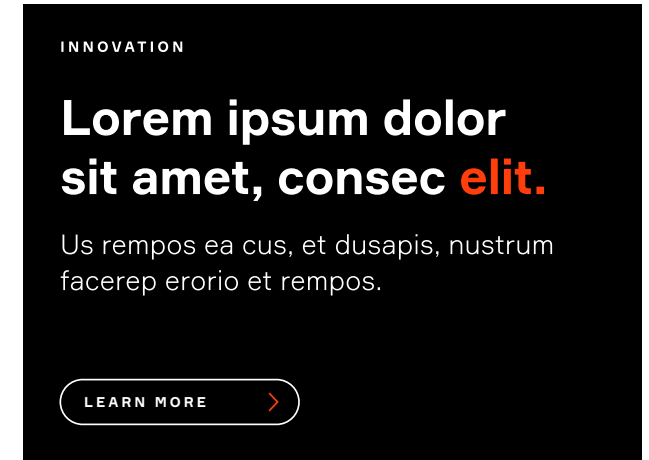
The Formular font weights are employed based on their utility



Special Use: Positively tracked headlines in all capital letters are reserved for special uses, such as splash pages or covers



Bold use of primary colors—accented by Aptiv Orange—paired with contrasting font weights exemplifies the Aptiv style



Special Use: Centered type should only be used on splash pages or covers with small amounts of copy



Points



Points are a graphic element consistent with our brand idea and brand purpose.

Points began as a depiction of “from-here-to-there” but evolved into a set of foundational principles. Points can be used metaphorically as either “nouns” or “verbs.”

Nouns

- A particular spot, place, or position in an area or on a map, object, or surface
- A particular stage of development or moment in time
- An essential idea put forth in a discussion
- A distinctive feature of a person, place, or thing

Verbs

- To direct someone’s attention to a spatial orientation, idea, or object
- To turn toward a particular direction
- To give force or emphasis to words or actions

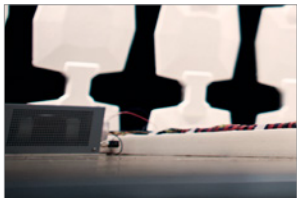
Points: Concepts

Points should be used to create context or drama.

Depending on their position, points can articulate an editorial intention for the content on a page. They possess “magnetic powers” and should be used to either push or pull a reader through our communications and messaging.

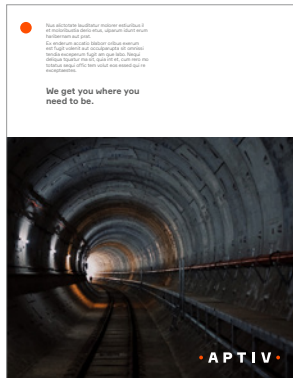
Introducing/Initiating

Position points on the left to propose an idea. “Let’s start to talk about this.”



Nus alicotote lauditatur molorer et moloribustia derio etus, ulparu haribernam aut prat.

Ex enderum accatio laborr oribu fugit volenit aut occulparupta sit tendia exceperum fugit am que la deliqua tquatur ma sit, quia int et



We get you where you need to be.

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Leading/Guiding

Position points on the right to expand an idea. “There’s more to this story.”



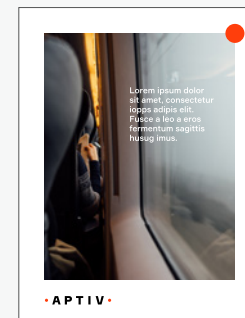
E

usce a leo a eros am sed turpis in odio nc. Morbi commodo letus dictum nec. egevit hendrerit sem t malesuada fames bus. Curabitur et elit gestas sapien. leo quismod varius arcu.

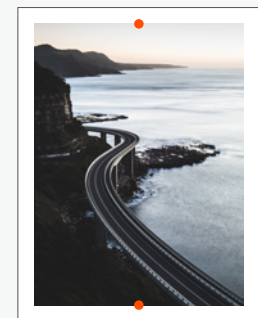
Vestibulum vestibulum massa a dduglit porttitor, sed cursus mi blandit. Sed eget dolor ex. Integer lorem risus, rhoncus eu lacus vitae dkjgbfuri ido. Maecenas mi elit, vehicula non elementum adw, lobortis eget lacus.

Display: Single Point and Dual Point

Position points (single or dual) with content to showcase an idea. “Consider this.”



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Points: Usage

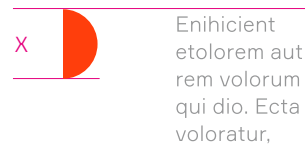
- Points must be used sparingly to preserve the integrity of their meaning.
- Points can be displayed as either whole- or half-points.
- In the presence of our logo, use only one point on a page. This prevents visual redundancy. If there is no logo on a page, dual points may be used.
- Align and position points in relation to either the top or bottom of a text block/color block. See examples shown.



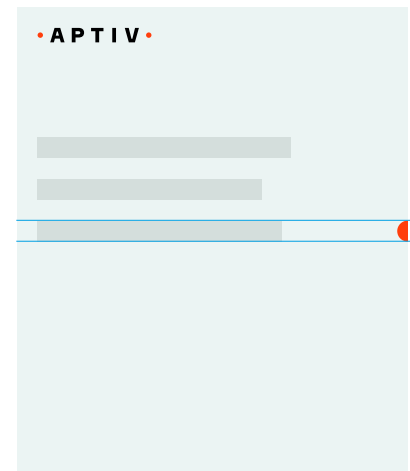
Clear space around points should be equal to at least the diameter of one point.

Half points should be aligned to the cap height of any large title copy.

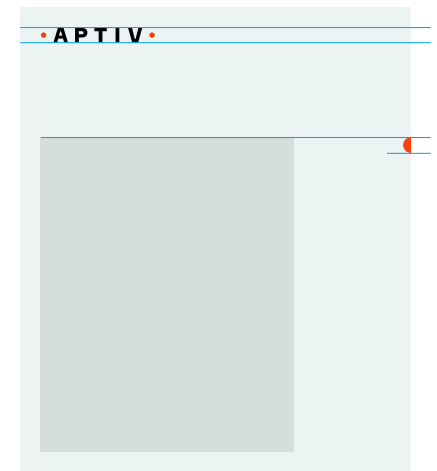
If there is no large title text to base point size on, use quarter increments of the logo height (100%, 75%, 50%, etc.)



Example layout with point sized to cap height and aligned at bottom of content



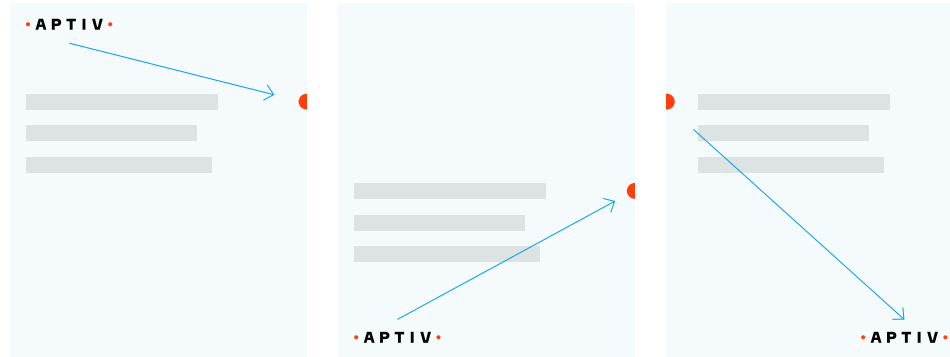
Example layout with point sized to 100% of logo height and aligned at top of content



Points: Usage

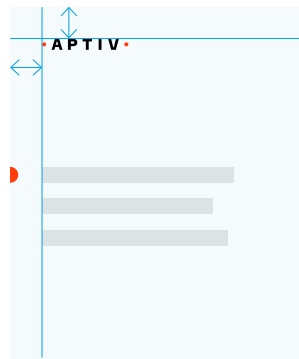
Diagonal Arrangement

Single points placed with the Aptiv logo can be arranged diagonally. This composition will highlight the magnetic qualities of points. Longer distances between the point and the logo will emphasize this magnetic pull.



Stacked Arrangement

Single points placed on the same side of a page as the Aptiv logo must maintain a comfortable distance between them.



Horizontal Arrangement

Single points placed on a horizontal page with the Aptiv logo can be arranged either aligned or diagonally.



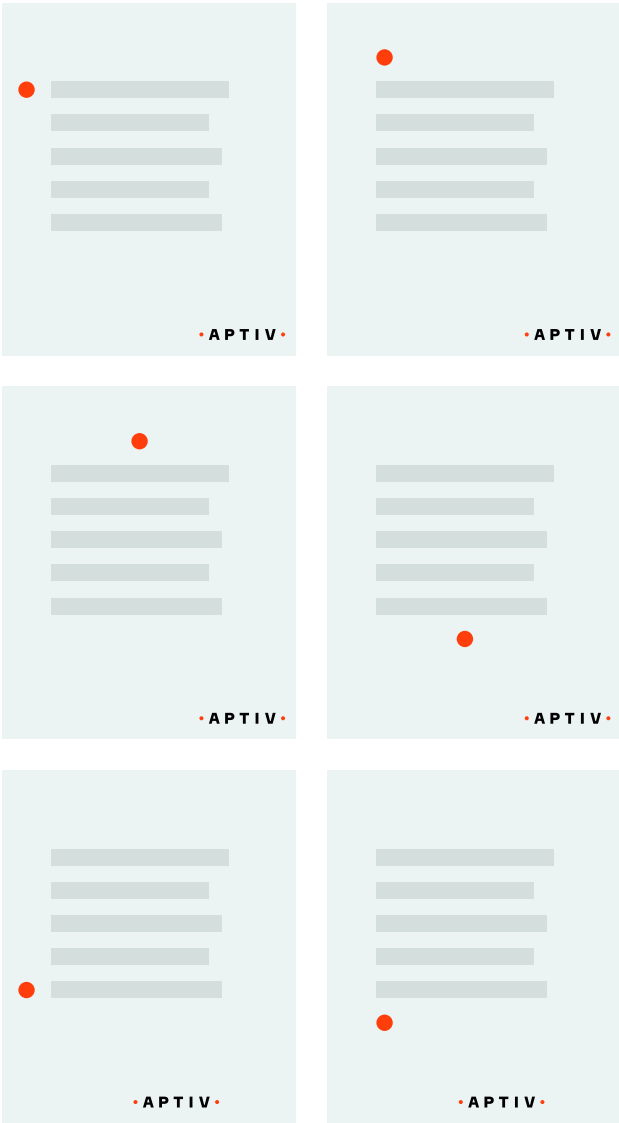
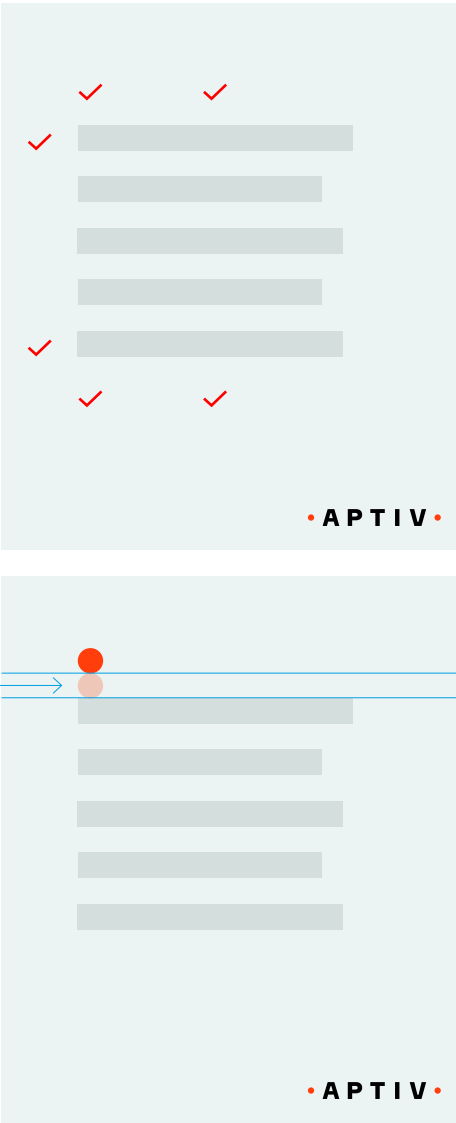
Points: Usage

Narrative: Single Point

Single points should be placed strategically with text blocks. Placing the point on a page will introduce, guide, or display the content.

Check marks indicate acceptable point locations

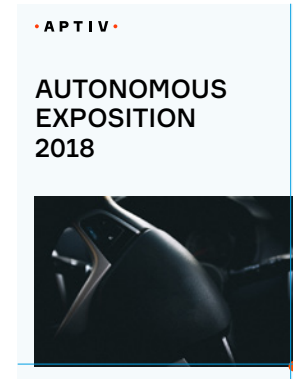
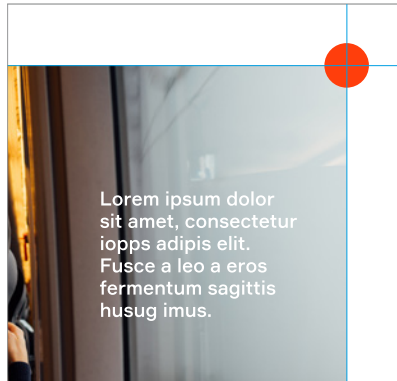
Point clear space distance



Points: Usage

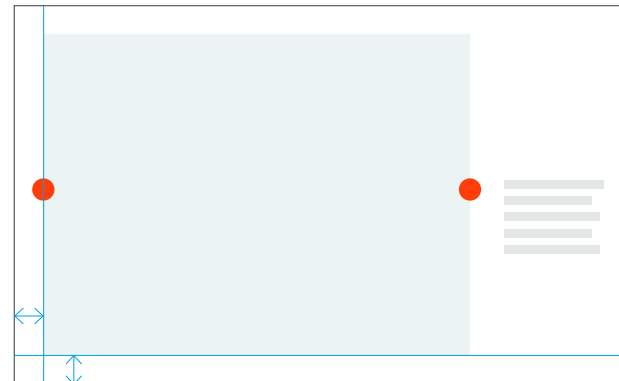
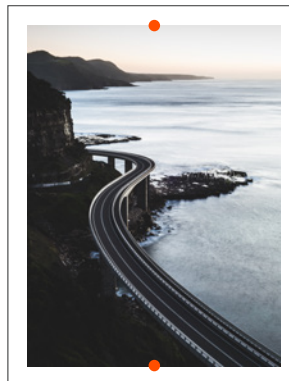
Display: Single Point

Single points should be centered on one corner of a photo or color block. If the point is placed on a page with the Aptiv logo, it should be positioned in a diagonal arrangement.



Display: Dual Points

Dual points should be center-aligned on a page in either a vertical or horizontal arrangement. They should never be displayed on a page with the Aptiv logo.

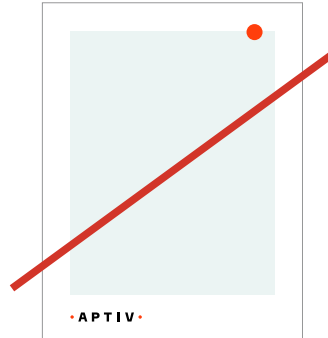


Points: Misuse

Examples of points misuse are shown here. These treatments are not acceptable.

- Points should be functional, not used as decoration or ornamentation
- Points should be intentional and inventive, not random
- Points should begin or end a story but not be the story
- Points should be used only as whole- or half-circles

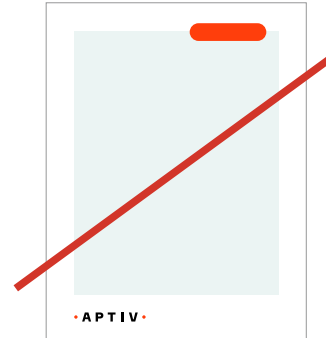
Do **not** place a point off the axis of a corner



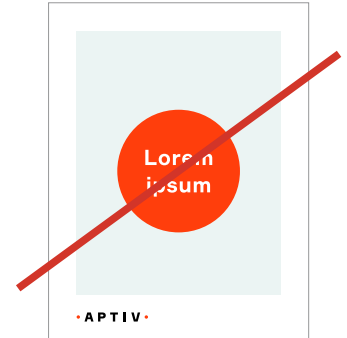
Do **not** place a point near text rag



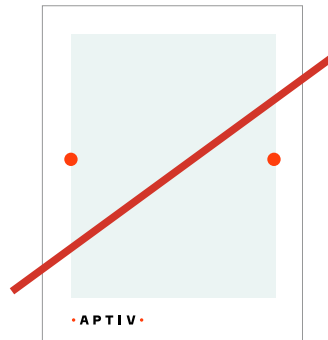
Do **not** stretch a point into an oval



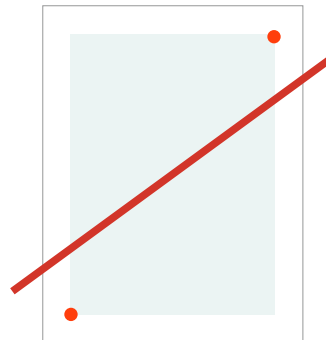
Do **not** set text in or enlarge a point so it is overwhelming



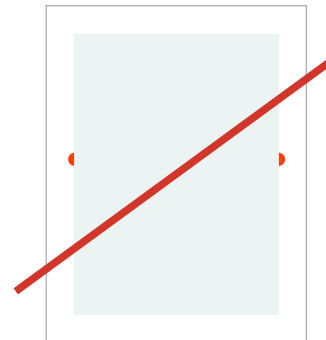
Do **not** use dual points in the presence of logo



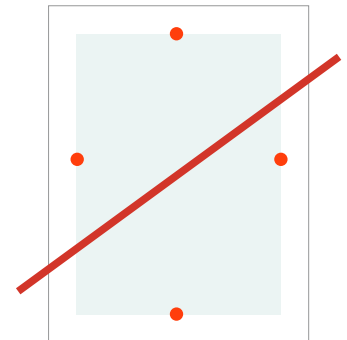
Do **not** misalign or place dual points on corners



Do **not** place points behind a frame



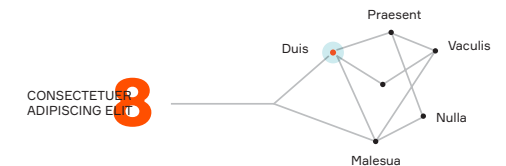
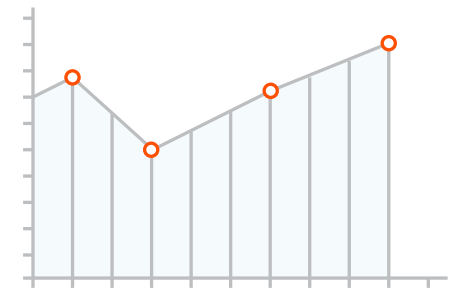
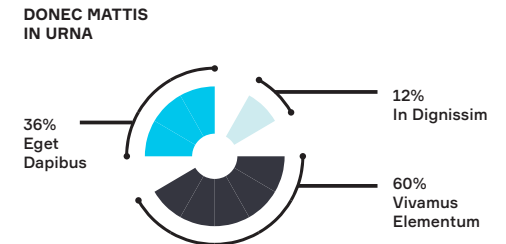
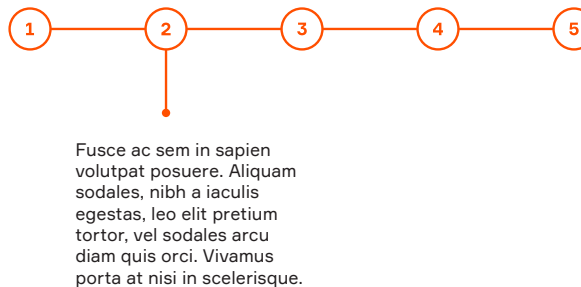
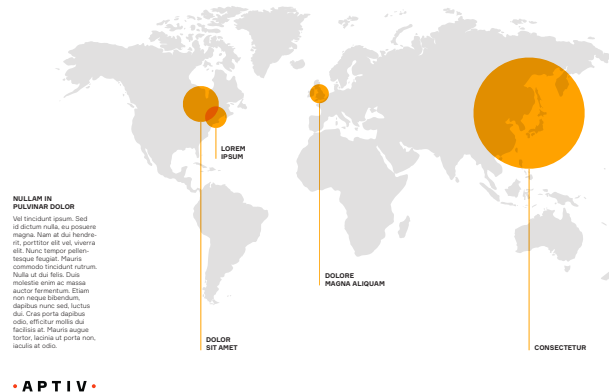
Do **not** use more than two points per layout



Data Visualization

Complex data should be presented with clarity and beauty. Data visualizations suggest process and precision integral to Aptiv's brand idea and brand purpose.

- Use a smart, clear, minimalist approach
- Use a balance of round and straight-edge shapes
- Use a balance of filled shapes and lines
- Do not use solid filled circles rendered in Aptiv Orange
- Use black or gray lines depending on needed contrast
- Use multiplying color fills

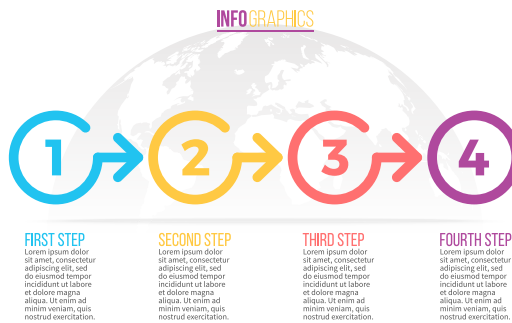


Data Visualization: Misuse

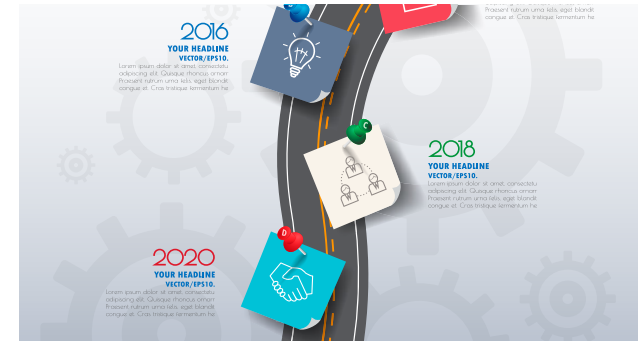
Do **not** embellish with drop shadows or gradients



Do **not** use strokes that are too thick.



Do **not** use a typeface that is not Formular or Arial.



Do **not** use colors that are outside of the secondary color palette



Do **not** have overly illustrative graphics that complicate communication



Do **not** overuse circles and dilute the significance of points



Pictograms

Pictograms can be used to communicate with Aptiv employees or end users. They can be combined with text or images.

- Use only one line weight with rounded ends
- Use a maximum of two primary or secondary colors
- Use Aptiv Orange in a conscientious manner
- In one-color instances, use black, gray, or white

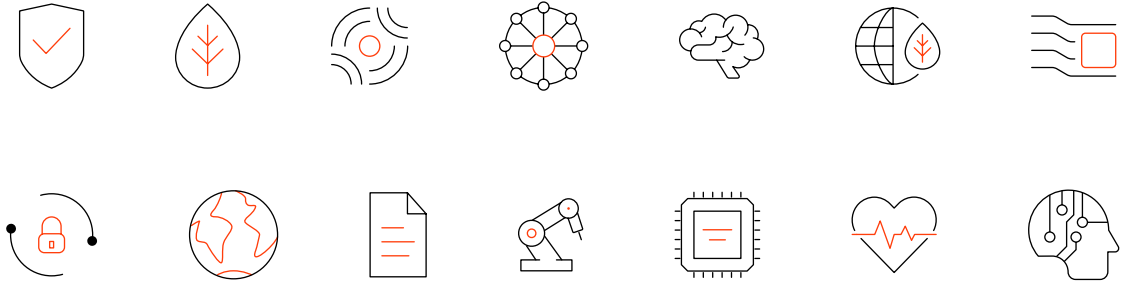
To create and use a pictogram not show here, please contact:

brand.standards@aptiv.com



Download icons from the Brand Center [here](#).

Pictograms displayed are for illustrative purposes only.



Pictograms: Misuse

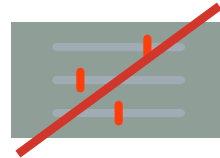
Do **not** use more than one line weight



Do **not** use colors that are too similar to one another



Do **not** place pictograms in a low-contrast environment



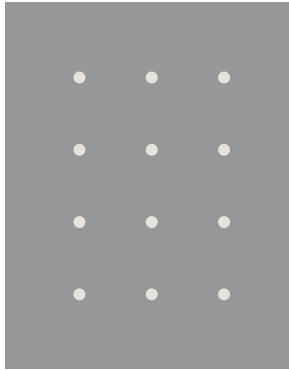
Do **not** render pictograms with gradients



Patterns

Patterns are made up of a series of circles fixed to a square grid. They can be placed on a page overlapping images or color blocks. Patterns must align with our page grid.

- Use patterns to enhance collateral without complicating the page
- Use patterns sparingly and with sophistication
- Each pattern should be rendered in only one color
- Use only black, white, light slate blue, or dark gray for patterns

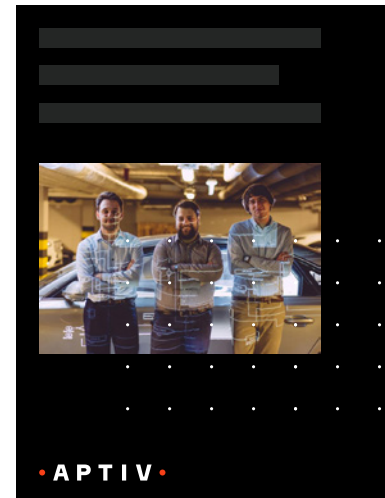
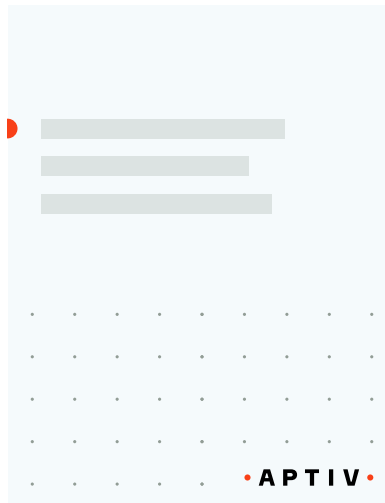


Pattern on light slate blue background



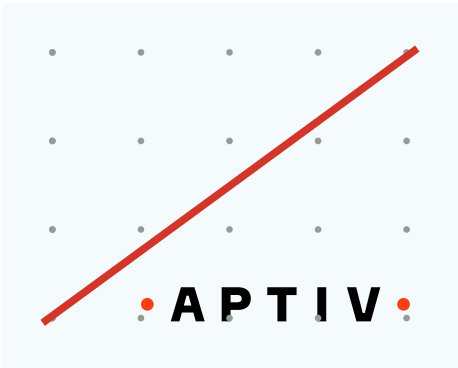
Pattern on dark background

Pattern over image



Patterns: Misuse

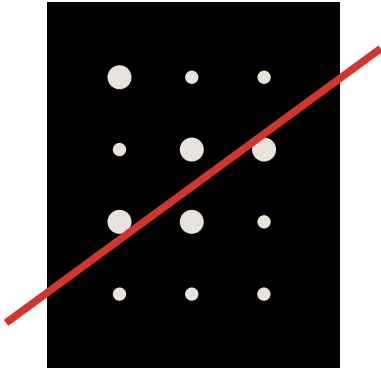
Do **not** let pattern overlap the logo.
Delete circles that interfere with the logo,



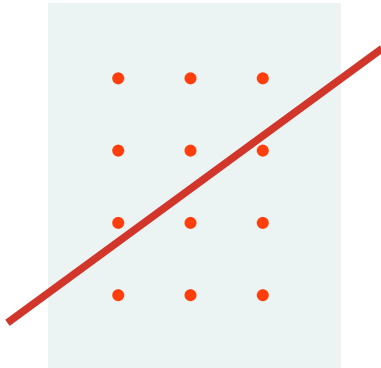
Do **not** allow pattern to distract from or obstruct imagery



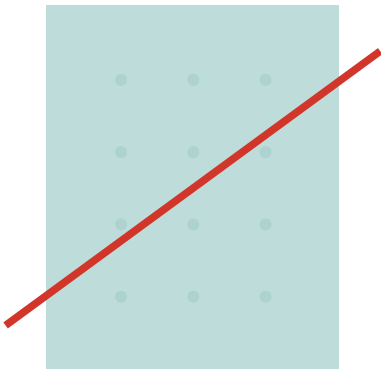
Do **not** have more than one size of circle in the pattern



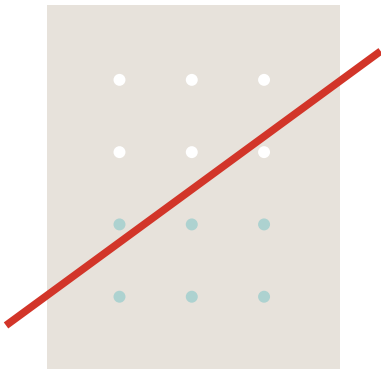
Do **not** use Aptiv Orange



Do **not** use color combinations that prevent visibility



Do **not** use more than one color



Do **not** let pattern affect legibility of type



Page Grid

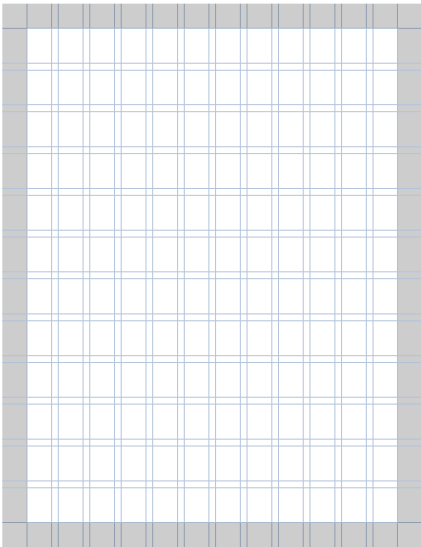
The Aptiv page grid can apply to any size page and provides rules for consistent margins, columns, and rows.

A 12 × 12 grid helps structure content and guide readers. This offers flexibility with both varying amounts of copy and application size, easily being split into sixths, quarters or thirds.

Recommended gutter sizes:

US Letter Portrait:	0.125"
US Letter Landscape:	0.125"
A4 ISO Portrait:	3mm
A4 ISO Landscape:	3mm
Narrow Vertical (Letter, 3-panel):	0.0625"
Narrow Vertical (A4 ISO, 3-panel):	1.5mm

Standard 12 × 12



	US Letter Portrait	US Letter Landscape	ISO A4 Portrait	ISO A4 Landscape	Narrow Vertical	Wide Horizontal
Sixths						
Quarters						
Thirds						

Photography Guidelines



Permissions & Consents



Recording photography or video on the grounds of Aptiv facility requires permission from the local management. It is allowed to use only digital equipment that allows to verify content instantly.



Make sure that the Talent Release Form is signed by the employee being captured. It is project owner's responsibility to ensure consent has been obtained in accordance with GDPR and local laws.



Download Talent Release Form from the Aptiv Brand Center [here](#).

Photography Style

Our photographic style should feature people and places as the primary subjects.

Photographs of people should showcase either Aptiv employees or the end users of Aptiv's products and services. Employees should be portrayed engaging with their work. End users should be portrayed enjoying our products and services.

Photographs of places should showcase locations where Aptiv's technology thrives. Locations should portray the promise of mass mobility.

Images can be awash in light signifying precision and clarity or can have a single light source creating a chiaroscuro effect signifying new beginnings.

*Photos displayed are for illustrative purposes only. Please use approved company photos.



Photography Wardrobe

Dress comfortable and aligned with the corporate culture

- Natural tones work best, simple designs are always preferred
- Avoid patterns, lines, stripes or vibrant colors or any off-brand logo and identifiable off-brand products

Accessories and Makeup

- Jewelry should be kept neat and simple
- Hairstyles should be kept professional
- Makeup should be clear and natural
- Wear translucent face powder to reduce shine
- Avoid shimmers or products with lots of sparkle

Timing

Always try to plan for early morning photo sessions, about one hour after start of the business day.

Late afternoon sessions are never fun, because people look too tired.

These are examples from pre-pandemic. Currently when planning a shoot follow local EHS measures.



Work Environments & Portrait

These are examples from pre-pandemic. Currently when planning a shoot follow local EHS measures.

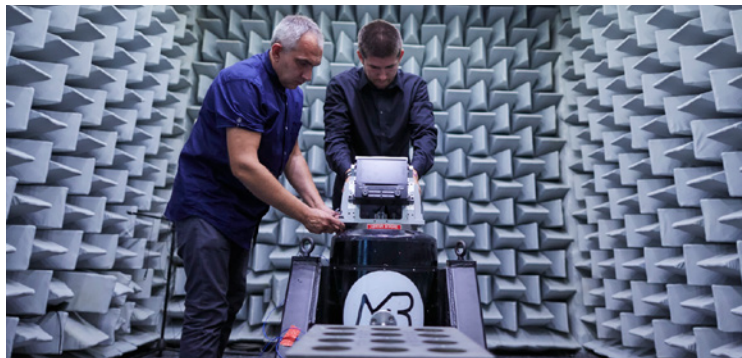
Working Environments: to be used for internal and event campaigning, social media

- Shoot waist up, vertical or horizontal
- Subject can sit or stand, but must have straight posture
- Background: can be out of focus, abstract or in their relevant workspaces



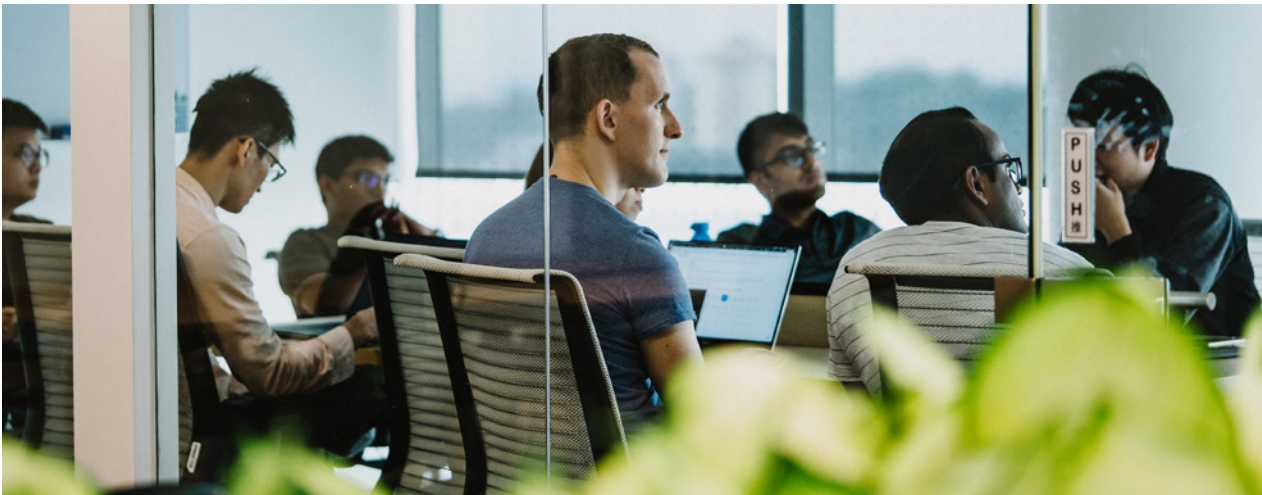
Portrait: to be used for major announcements, press releases, website

- Shoot shoulder up, vertical or horizontal
- Subject can sit or stand, but must have straight posture
- Turning a 30-degree angle can slim the face
- Putting the tongue on the roof of the mouth can create a defined and elegant jawline
- Closing eyes and opening before the photo is taken can relax the subject's composure and draw out a more genuine/natural look



Work Environments

These are examples from pre-pandemic. Currently when planning a shoot follow local EHS measures.



Event Photography

Event photography means taking pictures of employees and guests in corporate events.

If possible, scout the location.

Analyze the lighting conditions before event.

- Since many corporate events take place indoors with a limited light, know how to work in low-light environments, how to use flash.

Know who, what and when to photograph.

- Get a complete schedule of events from the event organizer and ask event organizer to introduce you to crucial guests.
- Do not take pictures of people eating food.
- Capture the atmosphere, not just people.
- Try to be unnoticeable. You do not need to make everyone feel your presence. i.e. do not interrupt important conversations.

Try to frame your shot differently every once in a while and position yourself so that you do not have messy backgrounds behind your subjects.

Group shots. Try to keep the group as tight as possible, which means asking the group to stand in multiple rows and close to each other. Recommend getting a ladder or shooting from above.



Vehicle Photography

Vehicle photography means taking beauty shots of cars to ‘wow’ and impress.

Time of day. The best time to shoot will be a few minutes after sunset (or a few minutes before sunrise). Use a tripod and get that perfect soft light on the paint.

Be on the lookout for reflections. A car is like a mirror. Try to have an open space behind you. Also be very careful not to have your own reflection in the photo. If you can't avoid your own reflection its best to put the camera on a tripod, set the timer and move out of the shot.

Shoot the car out of a moving car. Please be super careful when doing this!) Shoot the car out of your window while driving at 60 km/h (40 miles/h) with a shutter speed of 1/100th of a second. By doing this you will get some nice movement on the road and on the wheels.

Make sure your background suits the car and the theme. Avoid having things in the background that will distract the eye. Things like dustbins, power lines and other cars can kill a picture.

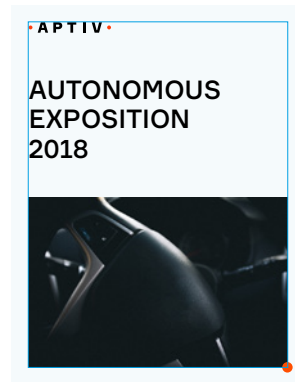
Panning for blur motion. A cool way to get some motion in your picture is to stand next to the road and let the car drive past you. Follow the car with your lens in one smooth action and set the shutter speed to 125th of a second. Pictured right was shot at 125th of a second at 200mm. The car was driving roughly 60 km/h (40 miles/hr). Replace with image of Aptiv car.



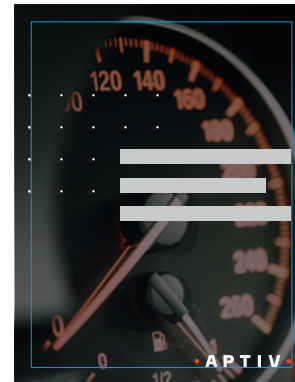
Photography Usage

- Photographs can be placed on a page as full-bleed or in a rectangle aligned to the Aptiv grid. Multiple images may be placed on a single page.
- Text or the Aptiv logo can be placed on a photograph. Legibility must be preserved for the text/logo and the photograph.
- Photographs may be darkened or lightened with black or white screens to aid in legibility or for dramatic effect.

Aligned to grid margin

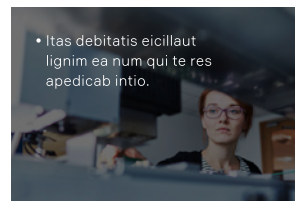


Full-bleed image



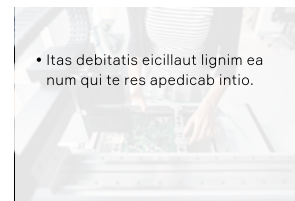
Text over dark images

Use a black filled frame set to multiply blending mode at 50% opacity with white text. Adjust for visibility as needed.



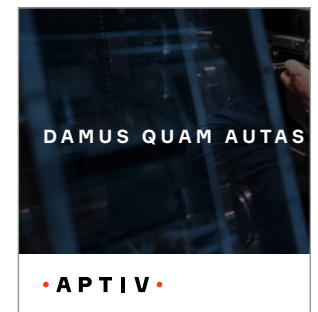
Text over light images

Use a white filled frame set to normal blending mode at 90% opacity with black text. Adjust for visibility as needed.



Logo over images

Ensure that the logo is legible at all times. Even if an image is sufficiently dark, adding a solid black or white bar enhances visibility. Consider the subject at hand and whether or not the bar is distracting.



Photography Misuse

Do **not** place in circle frames to avoid trivializing the point silhouette



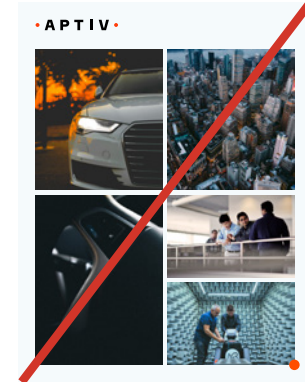
Do **not** use other holding shapes that are not rectangular



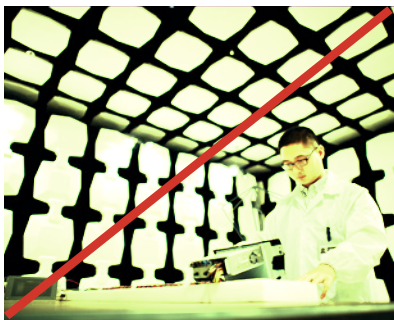
Do **not** deviate from the grid



Do **not** overuse photos in a design



Do **not** apply a color treatment that separates an image from the system



Do **not** stretch a photo within a frame such that it appears disproportionate



Do **not** overlay multiple images



Do **not** crop a photo in ways that do not support its key idea



Image Selection

Do Select

Do use photographs that appear warm, even in the presence of cool colors



Do use photographs with a balance of highlights, middle tones, and shadows



Do ensure deep blacks, regardless of the type of lighting



Do Not Select

Do **not** use photographs with lens flares that make the image appear artificial



Do **not** use photographs that feel too cold



Do **not** use photographs that have unnaturally high color saturation



Do **not** use photographs that are overexposed or have too much contrast



Video Guidelines



File Requirements

Technical Specification

Shooting requirements: shoot all interviews in a 10-bit 4:2:2 format when possible.

File Requirements

Each channel will have slightly different video specifications and recommendations. Always upload a master version to Kapost that meets all of the following criteria.

Video

- Codec: H.264, ProRes 422 HQ
- Format: .mp4, .mov
- Broadcast standard: NTSC (North America) or PAL (Europe)
- Aspect ratio: 16:9 (Landscape) or 9:16 (Portrait)
- Resolution: 1920 x 1080 (Landscape)

Audio

44100 Hz • Stereo • CBR • 128K bit rate

File Naming Convention

- yyymmdd_keyword (4-digit year, 2-digit month, 2-digit day_keyword)
- No more than 25 characters, all lowercase
- No spaces or unusual characters (use only abcdefghijklmnopqrstuvwxyz0123456789)
e.g., 20171205_apativ_day_one.mp4

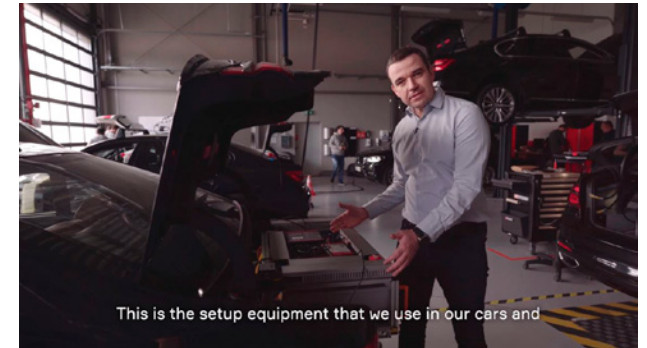
Caption and Subtitles

Captions are defined as the display of the text version of speech within a video.

Subtitles are defined as the translation of the text display of a video's dialogue into another language.

Technical Requirements:

- Add to all videos
- Should appear and disappear exactly when the words are spoken
- Should be appear long enough to be read
- Should be at most two lines of text on screen
- When translating from a different language, translate meaning and not just words.
- All actual words should be captioned, regardless of language, dialect or slang
- Should be visible in every part of footage
- Use only recommended font styles by Aptiv (Arial or Formular).



Lower Thirds

A **lower third** is a combination of text and graphical elements placed in the lower area of the screen to give more specific information about prelegents.

It doesn't necessarily have to occupy the "lower third" of the screen, but that's where it gets its name.

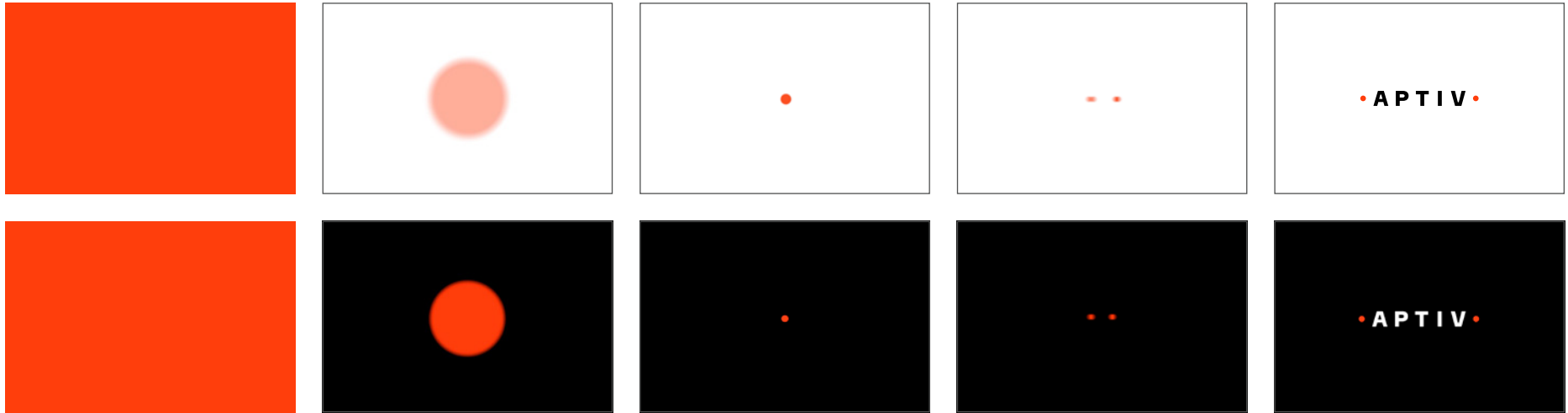


Download lower third templates from Aptiv Brand Center [here](#).

Lower Thirds Template for Video



Bumpers: Intro & Outro



BUMPERS

Aptiv will use a logo animation in some digital applications or to begin/end a video. The animation will use choreography consistent with our brand idea and brand purpose.

There are two versions of the animation, each with an opening screen that is either black or white.



Download the animation file [here](#).

Applications



PowerPoint

An Aptiv-branded PowerPoint template has been installed on employee computers.

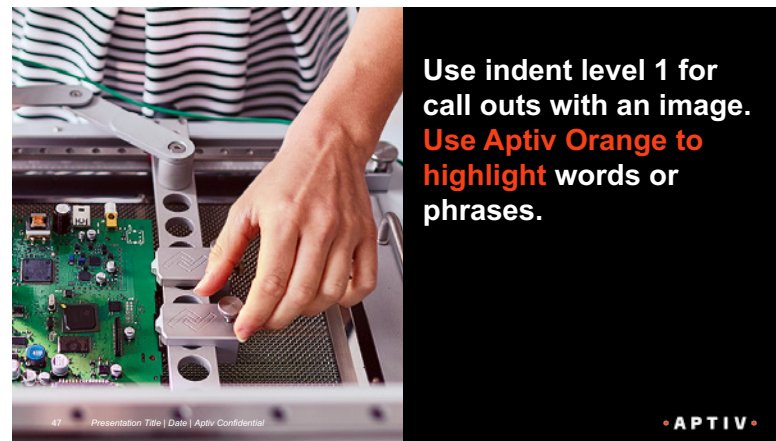
Please read the template instructions. It's important to follow the template rules to ensure our brand appears consistent with these guidelines.

Do not copy an entire slide from an older template. Doing so will introduce design inconsistencies that will require manual reformatting.

Cover slide



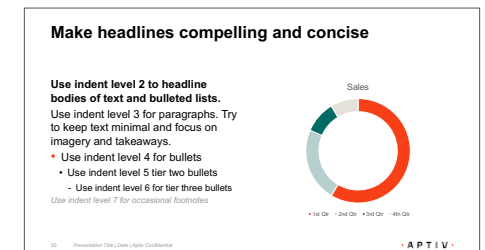
Slide with text and photo



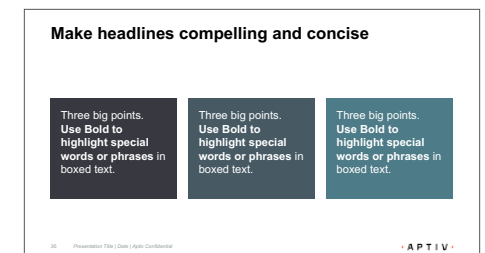
Divider slide



Slide with text and data visualization



Slide with boxed text



Email Signatures

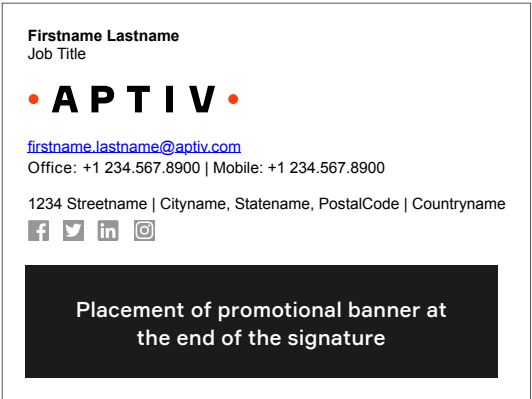
Aptiv email signatures have been installed on employee computers. Microsoft Exchange templates can be found at this location:

Select file / Options / Mail / Signatures / E-Mail Signatures

Aptiv general signature



Aptiv promotional signature



Aptiv reply signature



Signage Color

Painting Guidelines

Think of the space and its light source before you paint. Dark colors will close off the space. The Dark Gray may be best used in places with a good source of natural light. The Aptiv Orange pops more against the Light Gray.

Aptiv Orange
Pantone Bright Red C
CMYK 0-79-96-0
RGB: 248-64-24
Hex: #F84018
RAL 2004 Reinorange

Black
Pantone Process Black
CMYK 0-0-0-100
RGB 0-0-0
HEX: #000000
RAL 9005

Slate Blue
Pantone 2204 C
CMYK 33-5-12-2
RGB 183-209-207
HEX: #B7D1CF
RAL 9018

EU Only Light Gray
RAL 7047 Telegrau 4

EU Only Dark Gray
RAL 7033 Zementgrau

Defining the Future

Formular Formular
Formular *Formular*
Formular Formular
Formular *Formular*
Formular
Formular

A B C D E F H I J K L M N O
P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m n o p q
r s t u v w x y z
".,?/!@#\$%&*

Formular is a modern sans serif typeface. It has an unmodulated stroke and vertical axis, and will lend a bold, clean appearance to layouts.

All signage should use Formular – the official Aptiv typeface.

Suppliers must purchase Formular at <https://brownfox.org/fonts/formular/>

Arial, a ubiquitous system font, can be used for communications and when Formular is not available.

Facility Badges

Badge Guidelines

Facility badges help maintain a secure environment by making it easy to identify personnel and their Aptiv affiliation and ensure appropriate access is permitted.

This section provides standards for the five types of facility badges: employee, contractor with full-time access, temporary (used for visiting employees), day contractor, and non-Aptiv visitor.

The placement, fonts and colors listed on this page must be used consistently at all sites to ensure accurate identification.

Temporary Aptiv Employee Badge

Aptiv Logo
Same size logo as in the photo badges

Descriptor Text
Arial Bold, 38 pt, "STAFF" in Aptiv Orange

Site Name and Card #
Arial Bold, 12 pt, All Caps, Black

Temporary
Arial Bold, 10 pt, All Caps, White on 100% Black background

Full-time Employee Badge

Aptiv Logo
Slightly large width than profile picture
Include logo free space

Profile Picture
1.375 in x 1.75 in
Taken on grey backdrop
.25 pt grey stroke around image

Name
Arial Bold, 12 pt, All Caps, Black

Full-time Access Contractor Badge

Aptiv Logo
Slightly large width than profile picture
Include logo free space

Profile Picture
1.375 in x 1.75 in
Taken on grey backdrop
.25 pt grey stroke around image

Name
Arial Bold, 12 pt, All Caps, Black

Company Name
Arial Bold, 10 pt, All Caps, Black on 50% Black background

Day Contractor Badge

Aptiv Logo
Same size logo as in the photo badges

Descriptor Text
Arial Bold, 100 pt, "C" in Aptiv Orange

Site Name and Card #
Arial Bold, 12 pt, All Caps, Black

Contractor
Arial Bold, 10 pt, All Caps, White on Aptiv Light Slate Blue (C:35 M:5 Y:12 K:2)

Visitor Badge (Non Aptiv Visitor)

Aptiv Logo
Same size logo as in the photo badges

Descriptor Text
Arial Bold, 100 pt, "V" in Aptiv Orange

Site Name and Card #
Arial Bold, 12 pt, All Caps, Black

Visitor
Arial Bold, 10 pt, All Caps, White on Aptiv Light Slate Blue (C:35 M:5 Y:12 K:2)

Main Wall Signage

The primary signage identifies each Aptiv facility and its property within the worldwide network. Primary signs are the largest and most visible of all facility signs. No other copy or artwork may appear in the corporate logo panel. This space is strictly reserved for the corporate logo. The logo in white with orange points on black background is preferred. A black background is more resistant to dirt and wear.



Monument Signage

Monument signs are usually double-faced and installed perpendicular to the main traffic artery, preferably near the facility's main entrance. The sign cabinet is supported by a concrete pedestal embedded in the ground, meeting local codes and wind-load requirements. No other copy or artwork may appear in the corporate logo panel. This space is strictly reserved for the corporate logo. Numbers for street addresses may appear per local requirements.

Measurements

Illustrated is a 3' 7" x 14' 4" (1,09m x 4,37m) sign cabinet utilizing 5.5" (14,0cm) message letters. Typical concrete pedestal height for a monument sign is 2', 3' or 4' (0,61m, 0,91m or 1,22m).

Corporate logo panel



Location panel

- Line 1: street address or location
- Line 2: repeat first line in local language



Individual Channel Letters

In special situations, a wall sign of individual channel letters may be used in place of a main wall sign. The corporate logo must adhere to the color standard. The logo with black letters is preferred.

Day-Night Film

Using 3M day-night film will make the letters appear black in the day and glow white in the evening.



Fascia Signage

Fascia signage directs employees and visitors within buildings to specific offices, departments and locations.

Signs are always located above doorways and/or attached to corridor ceilings. The single panels always display the reverse corporate logo, with white nomenclature and directional arrows on an Aptiv black background.

Illustrated to the right is the proportional template for all fascia signage. The required minimum open space surrounds the corporate logo, and the nomenclature appears in Formular Bold.

Preferred fascia signage

18" X 5' (0,5m x 1,5m) panel. Nomenclature height on the panel is 3" (7,6cm).



Nomenclature

Directional arrow

Alternative

18" x 5' (0,5m x 1,5m) panel. Nomenclature height on the panel is 3" (7,6cm).



Nomenclature

Directional arrow

Welcome Lobby

The lobby is the first opportunity for guests to experience our brand. The space should be inviting to guests, and introduce the brand promise of innovation. Reception staff will be trained to serve as brand advocates, and are a critical component to the overall brand impression.

Preferred signage



Alternative options



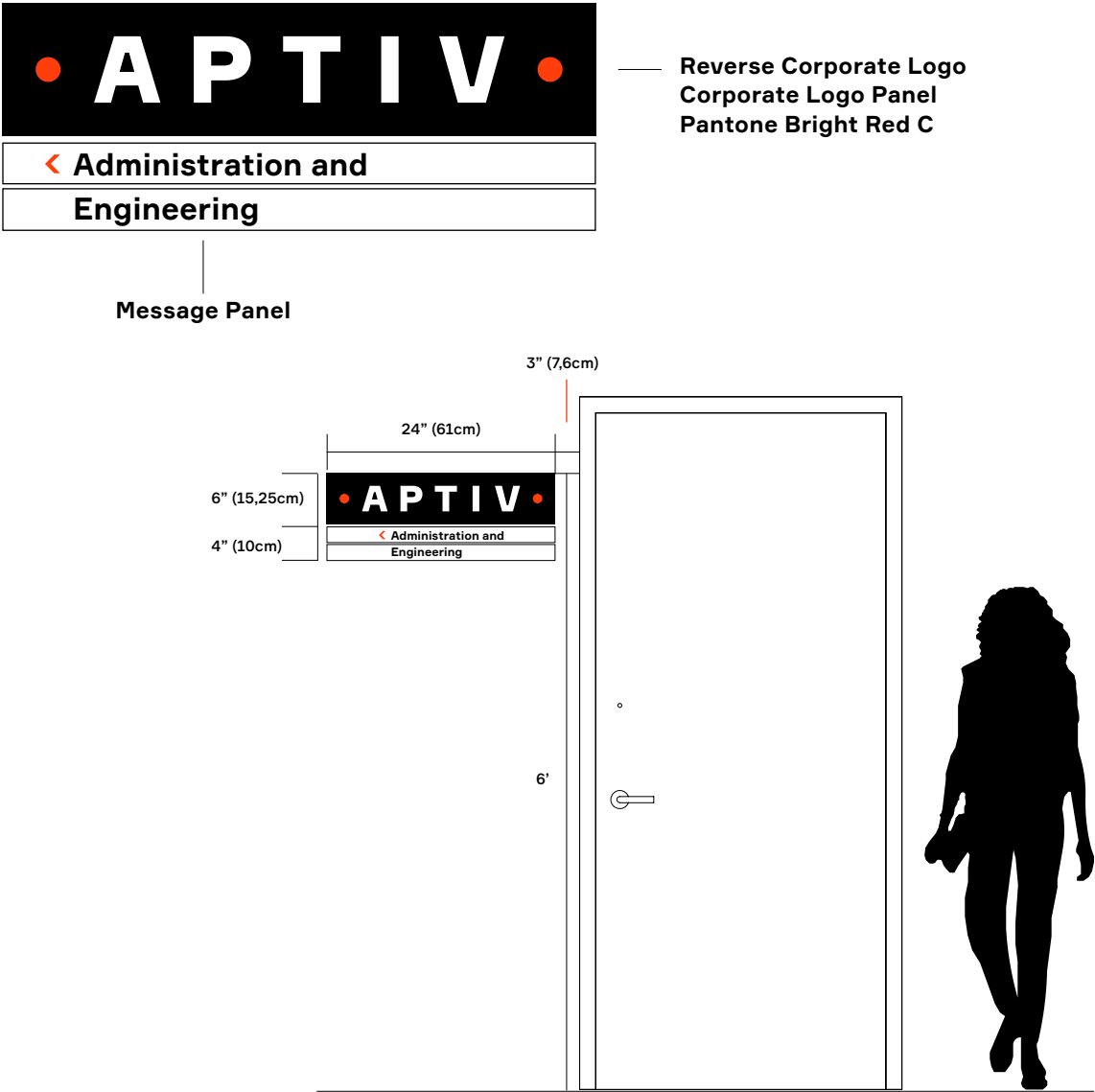
Internal Signage

Internal signage directs employees and visitors within buildings to specific offices, departments and locations. Internal signage conveys a positive sense of continuity through consistent formatting, color, typography and nomenclature.

To command attention, internal signs should be placed in areas free from conflicting signage and architectural elements. Signs should be installed so that the distance from the floor to the top of the sign is 6'0" (1.82m). The distance from the edge of the sign to the edge of the door frame or wall corner should be 3" (7,6cm). Signs used for direction and information at corridor intersections are centered on the wall facing the approaching corridor. Signs at crossing intersections should be mounted on either side of the wall facing the approaching corridor. Room identification signs are flush mounted to the wall on the same side the door opens. All fasteners are concealed.

Use of the corporate logo on internal signage is optional. When used, the corporate logo appears reversed on black. Message panels display directional arrows in Pantone Bright Red C and nomenclature in black on a white background. The directional arrow and nomenclature typography (Formular Bold, upper- and lower-case letters) are centered within the panel.

This section provides standards for five types of internal signage: fascia, directional, identification, office/personnel and supplemental identification. The length of the message determines the number of message panels used. Competency descriptors should not be used on internal directional signage.



Internal Directional Signage

Directional signage guides employees and visitors within buildings to specific offices, departments and locations.

To command attention, directional signs should be installed as closely as possible to the direct line of vision of pedestrian traffic. Signs should be flush-mounted to wall surfaces and may accommodate additional information such as floor level, section and room numbers. An example of recommended typography is shown below.

Identification signage identifies offices, departments and locations within buildings.

Identification signs should be flush-mounted to the wall on the same side the door opens, or where they will be most visible to pedestrian traffic. Signs may accommodate additional information such as floor level, section and room numbers. An example of recommended typography is shown to the right.

Internal directional signage
Corporate logo panel: 6" x 24" (15,2cm x 61cm). Message panels: 2" x 24" (5,1cm x 61cm).
Nomenclature height on message panels: 1" (2,5cm).

• **APTIV** • **3A106**

< Administration and Engineering

< Accounting

> Cafeteria

^ Building 2

3A106

< Administration and Engineering

< Accounting

> Cafeteria

^ Building 2

Identification Signage
Corporate logo panel: 3" x 12" (7,6cm x 30,5cm). Message panels: 1" x 12" (2,5cm x 30,5cm)
Nomenclature height on message panels: 1/2" to 3/4"(1,25cm to 1,9cm).

• **APTIV** • **3A106**

< Accounting

3A106

< Accounting

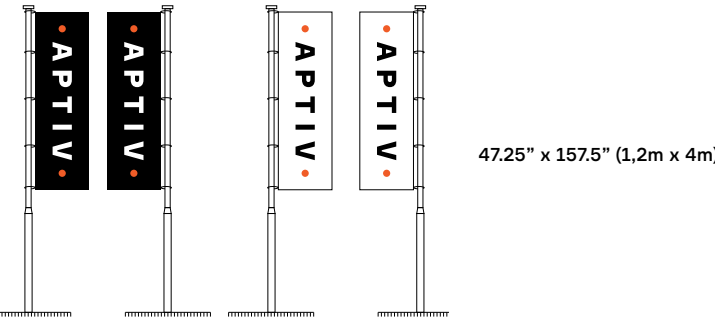
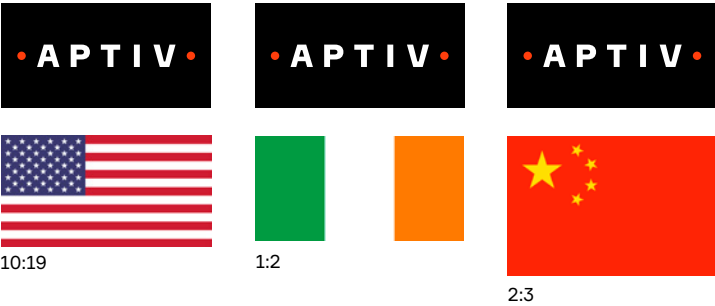
Flags

When flown near the national flag, Aptiv's corporate flag should match the width as closely as possible. Due to differing aspect ratios, the height may not match.

Corporate flag



Corporate logo applied to black background



Option 1

Example in China:



Example in US:



Option 2

Example in China:



Example in US:



Apparel and Merchandise

To maintain Aptiv's brand standards, logos should be positioned on the product in a manner that ensures the integrity of the brand.

The apparel and merchandise the logo is applied to is a reflection on Aptiv. There needs to be a strong bias towards quality and long-term durability, particularly if the merchandise brand is visible. Additionally, logo placement should not be such that it implies a “lock-up” or partnership.

Guidelines for Aptiv logo usage on apparel and merchandise:

- Suggested logo placement on apparel: left chest, left/right arm, vertical leg.
- Consider the size and shape of the imprint area to determine which version is the best fit and use the correct logo for the space provided.
- Consider the approved Aptiv [color palette](#) when choosing apparel.
- Follow the minimum sizing guidelines for “[other applications](#)” such as specialty items and larger displays.
- Use official brand font [Formular](#) only.

Aptiv Orange:

- Must be used sparingly and when used, please get written approval from your regional brand contact.

Examples of approved apparel and merchandise



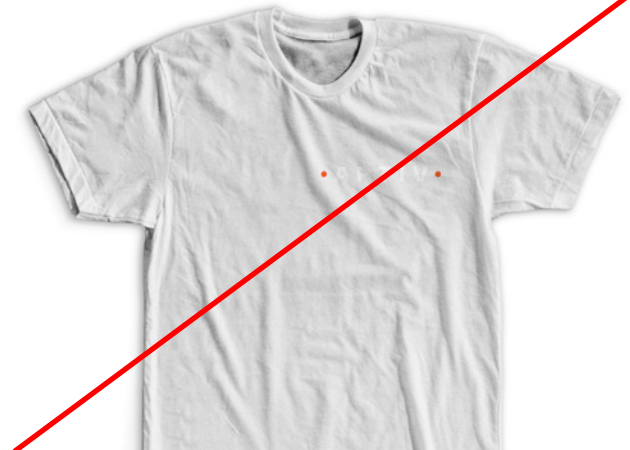
Apparel and Merchandise

Apparel should be procured from approved vendors only. Please contact your regional brand contact or brand.standards@aptiv.com for approved vendors.

Logo misuse:

- Our logo can be used vertically, but it should never be re-created with A-P-T-I-V letters stacked on top of each other. Please get prior written approval from a brand contact when using a vertical logo.
- Do not reproduce the logo in any color other than the versions provided.
- Do not apply the logo to low contrast or similarly colored backgrounds.
- All-white or all-black logos can only be used on orange merchandise or apparel where the orange points would blend in.
- Our logo on apparel should be no smaller than a minimum of 2" wide.

Examples of apparel and merchandise logo misuse



Vehicle Branding



Vehicle Primary Wrap: Modified Logo with Orange Rims

The Primary Wrap is the only wrap that can be used long term. Apply the Primary Wrap to support Aptiv's marketing and employer branding initiatives.

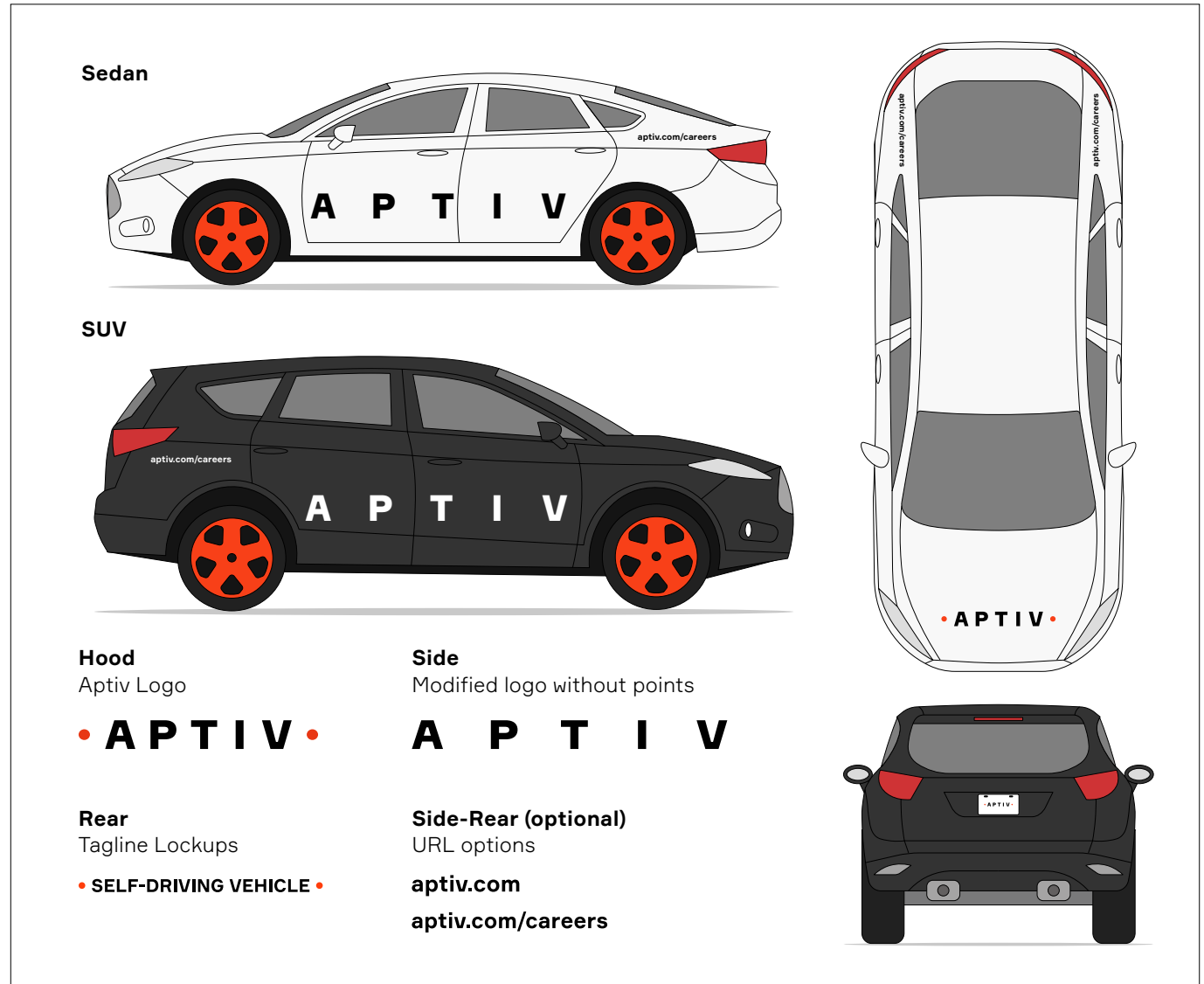
White or black vehicles are the only vehicle colors that can be used for vehicle wraps.

Aptiv uses five elements to create the graphic wrap:

1. Aptiv Logo on the hood
2. Modified Logo on the sides
3. Orange Rims that symbolize points
4. Tagline Lockup - a custom descriptor tag on the rear
5. URL - an optional text on the side-rear

Vehicle Preparation

- Ask the regional brand lead for color codes and production elements
- When using a vehicle in color other than white or black, use foiling, paint, or a full vehicle wrap
- Approve the branding with your regional brand lead
- Remove all dealer labels



Vehicle – Temporary Wrap with Aptiv Logo

The Temporary Wrap should only be used with short-term initiatives. The wrap must be removed within 30 days of project completion.

Aptiv uses three elements to create the temporary wrap:

1. Aptiv Logo on the hood and on the sides
2. Tagline Lockup - a custom descriptor tag on the rear
3. URL - an optional text on the side-rear

Vehicle Preparation

- Ask the regional brand lead for color codes and production elements
- When using a vehicle in color other than white or black, use foiling, paint, or a full vehicle wrap
- Approve the branding with your regional brand lead
- Remove all dealer labels

Sedan



SUV



Hood
Aptiv Logo

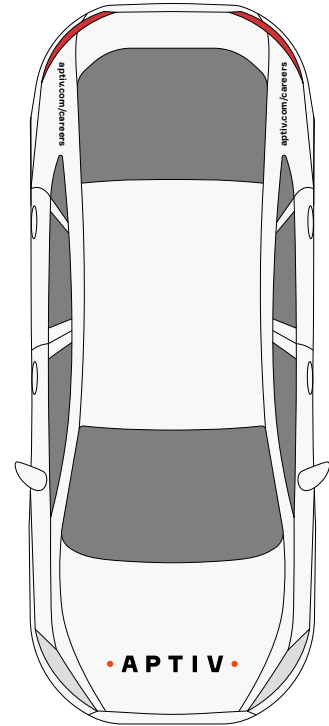
• **APTIV** •

Side-Rear (optional)
URL options

aptiv.com aptiv.com/careers

Rear
Tagline Lockups

• **SELF-DRIVING VEHICLE** •



Vehicle – Exceptions

Partnerships:

If you are partnering with an external party, any vehicle branding must be approved upfront by the CMO office.

Special initiatives:

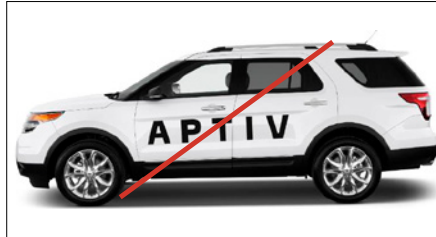
All special branding initiatives require branding approval from the CMO office.

Reach out to your regional brand lead for support.

Vehicle – Graphic Wrap: Misuse

Examples of graphic wrap misuse are shown here. These treatments are not acceptable.

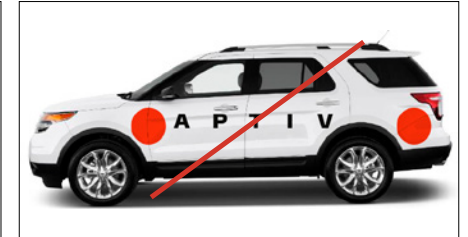
Any alteration of the graphic wrap negatively affects the integrity of our brand. Always use approved wrap design to ensure design consistency.



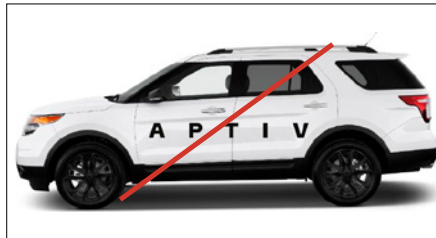
The Aptiv logo missing points.



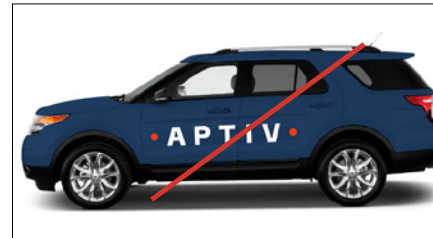
When Aptiv logo appears by itself, it should span the distance of both side doors.



Incorrect placement of the modified logo. The points are randomly positioned and resized points.



The modified logo is to be used ONLY with orange rims.



Vehicles in colors other than black or white are unacceptable.

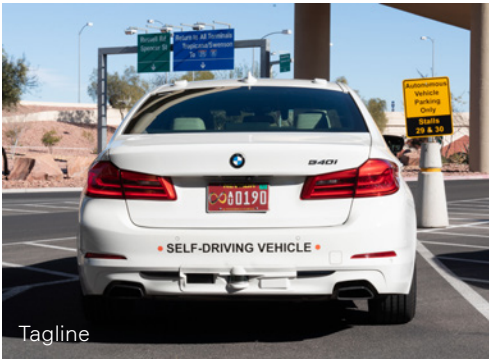


Combination of Primary and Secondary Wrap. The Aptiv logo with cannot be applied with orange rims.

Vehicle Branding Examples



Primary Wrap



Tagline



Primary Wrap



Primary Wrap



Tagline



Primary Wrap



Primary Wrap



Temporary Wrap



Primary Wrap with URL

Vehicle – Steering Wheel

All display vehicles should be branded with a custom Aptiv steering wheel badge.



Acquisition Branding



Acquisitions: Co-Branding

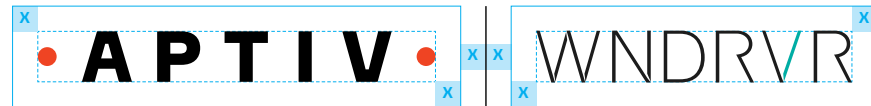
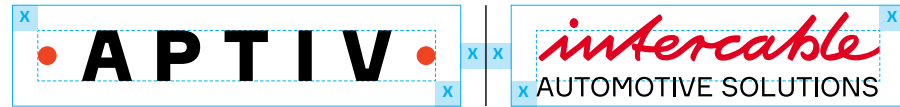
Co-Branding Logo Usage

These co-branding guidelines illustrate the correct usage of the Aptiv brand as it appears with acquisitions and in partnerships. Co-branding may appear on a wide range of communications. Aptiv's standard logo guidelines apply.

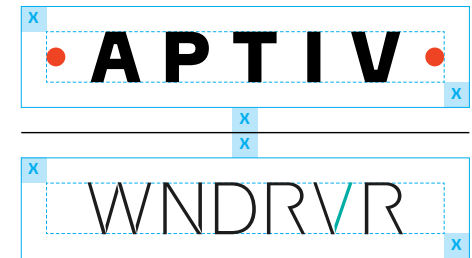
Please follow these guidelines when locking up the Aptiv logo with acquisitions:

- The Aptiv logo should be first.
- The CMYK or RGB full-color logos are preferred.
- Use the reverse logos for applications on color or photographic backgrounds.
- Acquisition logos should be equal or smaller in height than the Aptiv logo and/or optically balanced in size.
- Both logos should be center-aligned horizontally or vertically.
- Ensure there is sufficient clear space and equal distance between both logos as shown here.
- Use a 100% black stroke divider between the logos as shown above. A white stroke should be used for reverse lockups.

Horizontal



Vertical



Other design elements should be kept clear of the logo by a minimum distance of one half the height of the logo.

The acquisition logos should be at a distance of two vertical measurements of the Aptiv logo with a 100% black divider stroke in the middle.

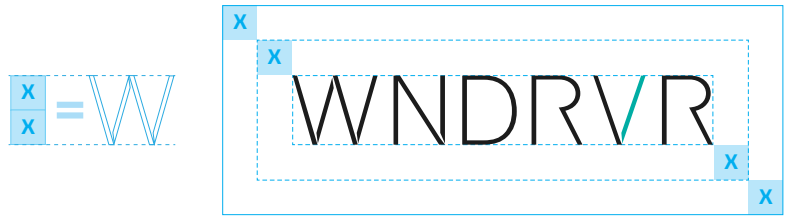
The black stroke divider should be the height of the Aptiv logo and clear space for the horizontal lockup and the width of the Aptiv logo and clear space for the vertical lockup.

Acquisitions: Wind River

The Wind River Logo

The Wind River® logo is the most visible and recognizable element of the Wind River corporate identity system. Just as it is illegal for someone to use your signature, it is inappropriate for anyone to use or repurpose our corporate logo in any manner that has not been approved. When used in accordance with the corporate identity program, the logo effectively links all Wind River products and services.

Clear Space



Other design elements should be kept clear of the logo by a minimum distance of the height of the “W” in WINDRVR.

Recommended Width (Print)

1.5" (38.1 mm)



Minimum Width (Print)

1" (25.4 mm)



Minimum Width (On-screen)

100 px



Resources

For any questions regarding these guidelines, please contact:

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