

April 24, 2018

Aptiv Brand Guidelines

Version 4

• **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.

Table of Contents

Welcome 2

Why This Document Is Important 3

Brand Strategy 5

Brand Positioning 6

Brand Narrative 7

Visual Identity 8

Logo 9

Use 10

Logo: Misuse 11

Color 14

Primary 14

Secondary 15

Primary Usage 16

Secondary Usage 17

Misuse 18

Typography 19

Usage 20

Visual Identity

Points 21

Concepts 22

Usage 23

Misuse 27

Data Visualization 28

Usage 28

Misuse 29

Pictograms 30

Usage 30

Misuse 31

Patterns 32

Usage 32

Misuse 33

Page Grid 34

Photography 35

Selection 37

Usage 38

Misuse 39

Applications 40

PowerPoint 41

Logo Animation 42

Email Signatures: Standard 43

Email Signatures: Polish + German 44

Resources 84

Brand Strategy



Brand Positioning

Our brand positioning includes our brand idea, brand purpose, and brand beliefs. These concepts guide how we express ourselves. They are not externally facing copy or messaging.

A brand idea is not a tagline. It is the inspiration for how we look, what we say, how we say it, and how we behave, so our audience understands us.

Our brand purpose exemplifies why we exist and what we excel at.

Our brand beliefs describe our unique view of the world and the role we play in it.

Brand Idea

Mobility. Done.

Brand Purpose

To make the future of mobility work.

Brand Beliefs

Innovation is only as valuable as its ability to be implemented.

We know how to get it done because we understand how it works.

The human mind is irreplaceable.

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.

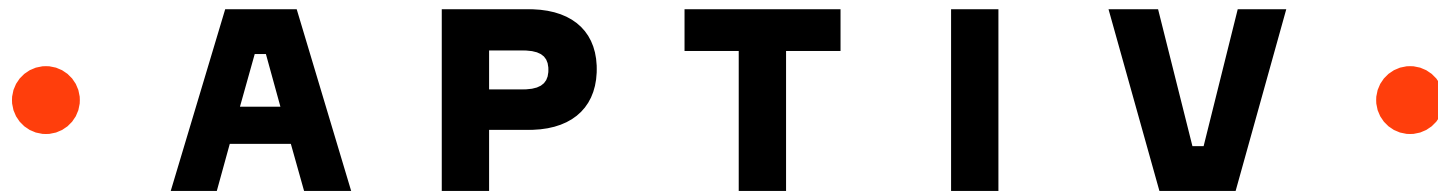
We get our hands dirty: experimenting, testing, and iterating to enable real mobility innovation. We couple our expertise in complex environments with an unparalleled ability to execute.

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

Visual Identity



Logo



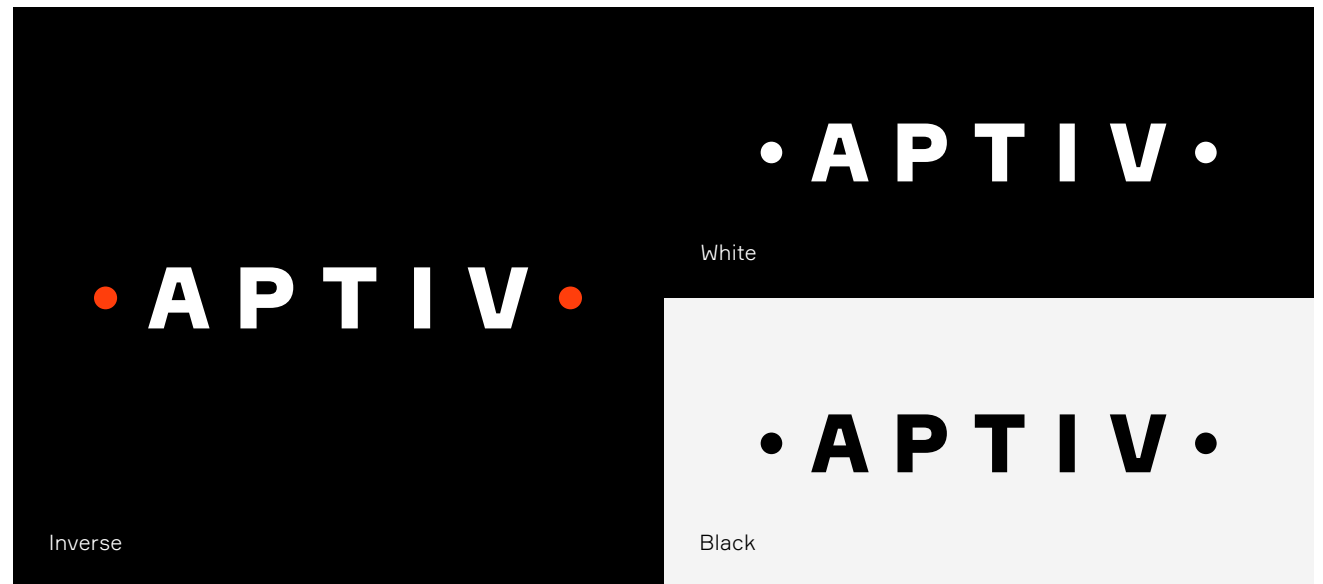
The Aptiv Logo

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 Aptiv Marketing Communications Sharepoint at this address:

http://s01.delphiauto.net/01/mcs/SitePages/index_page.aspx

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



Logo: Corner Placement

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

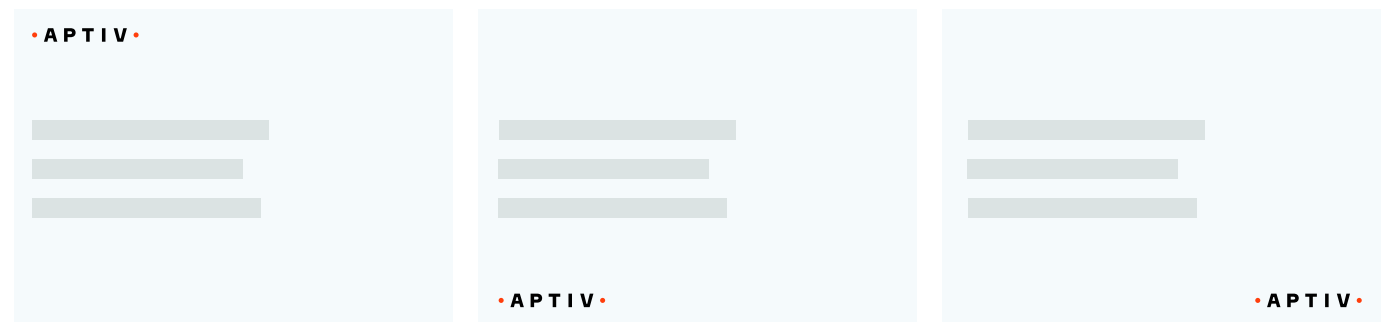
Our logo can appear in the top-left, bottom-left, or bottom-right corner.

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

Portrait



Landscape

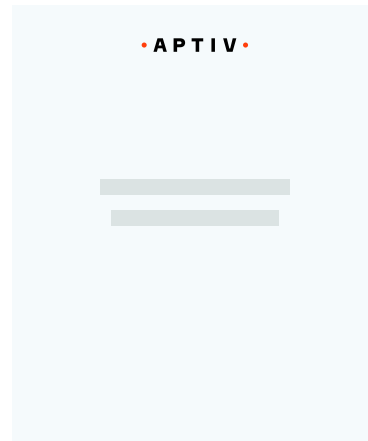


Logo: Center Placement

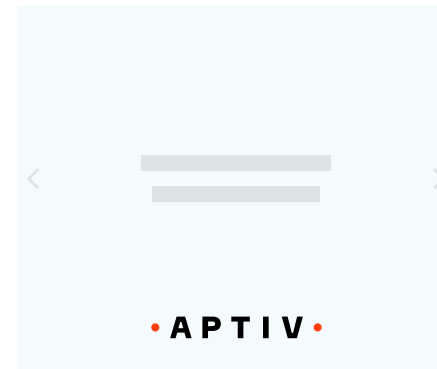
The Aptiv logo occasionally can be placed in the center of a page.

- 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

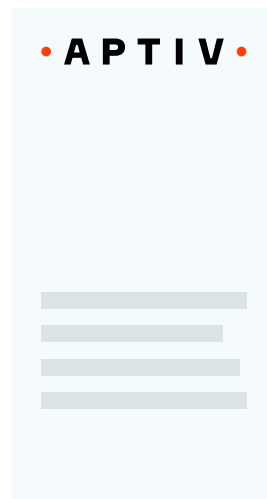
Cover



Digital Splash Page



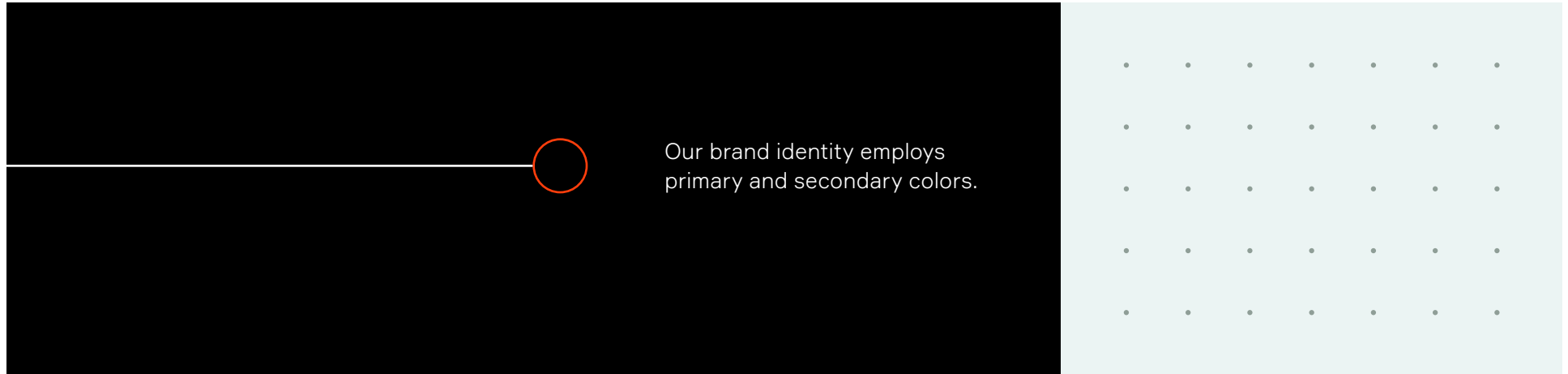
Vertical Banner



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

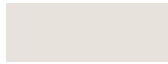


Print coated
Pantone 7475 C
CMYK: 65-7-30-36

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

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

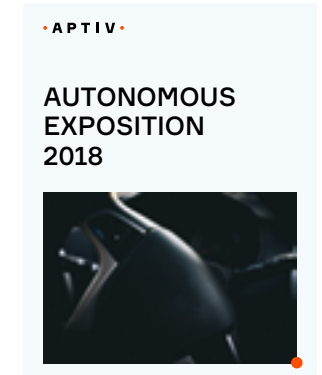
Aptiv Orange

- 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

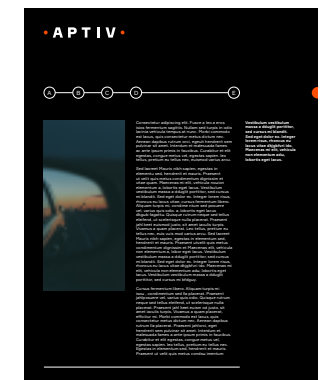
Print page design incorporating the three primary colors with secondary color tints



Report cover with Light Slate Blue background



Interior report page with black background



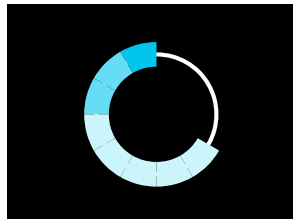
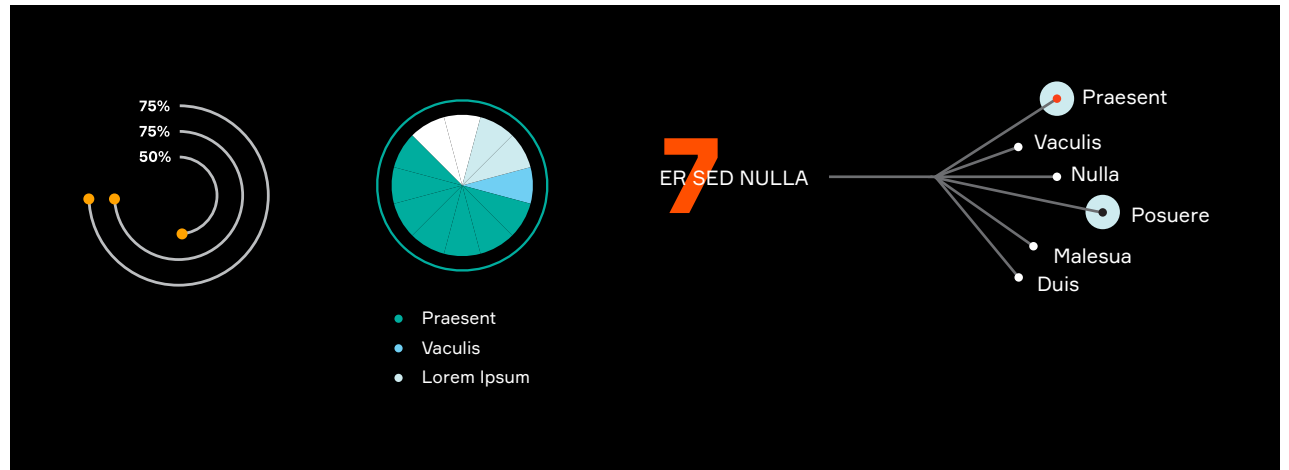
Color: Secondary Usage

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.



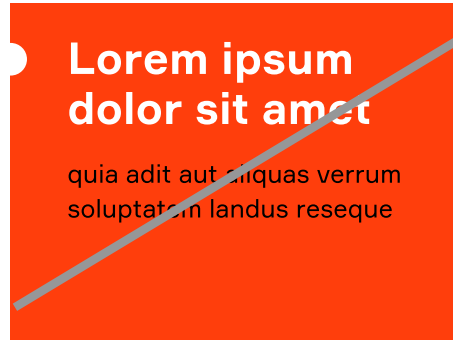
Use appropriate logo version to ensure visibility of the lettering and Aptiv Orange on the page.

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.

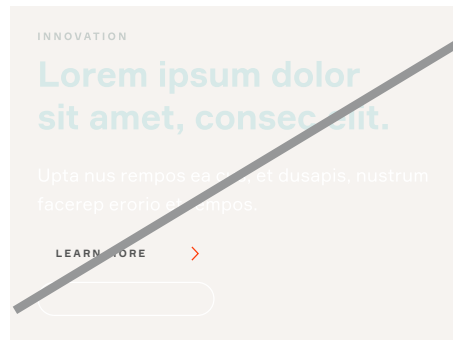
Do **not** use Aptiv Orange as a color block or use any color other than Aptiv Orange for points



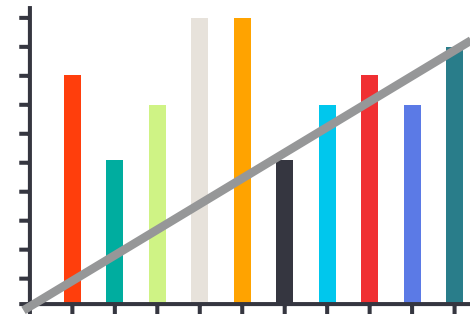
Do **not** use secondary colors in place of the primary color palette



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

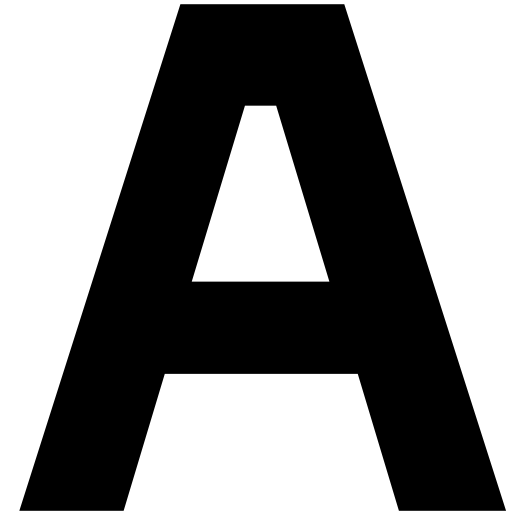
Formular

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.

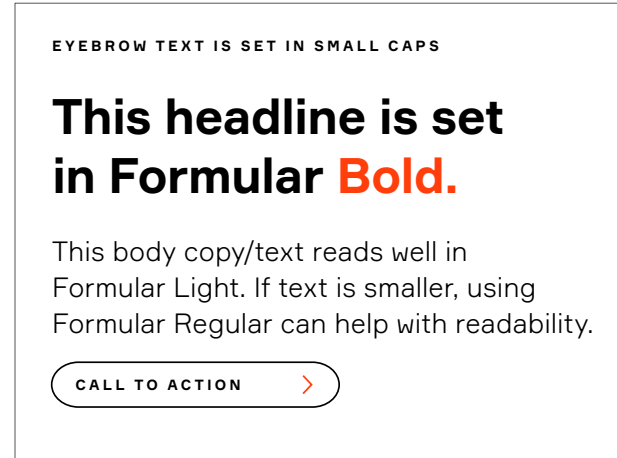
Typesetting

- 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

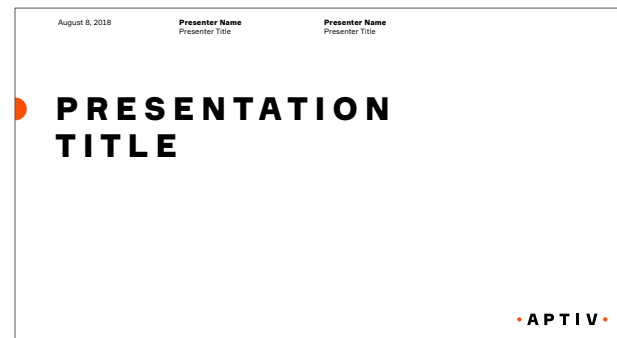
Line Spacing

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.

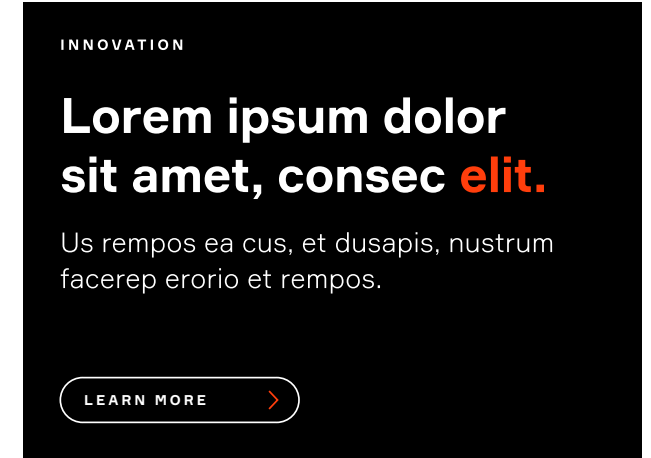
The Formular font weights are employed based on their utility



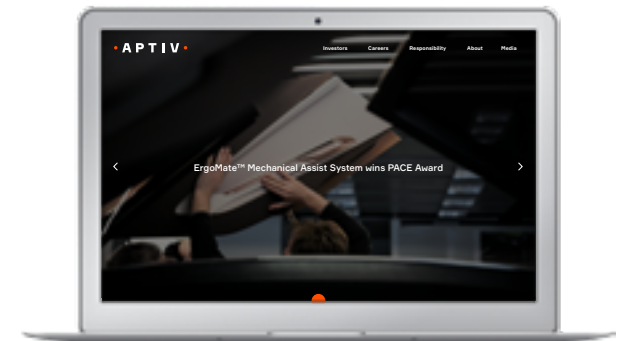
Special Use: Positively tracked headlines in all capital letters are reserved for special uses, such as splash pages or covers



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

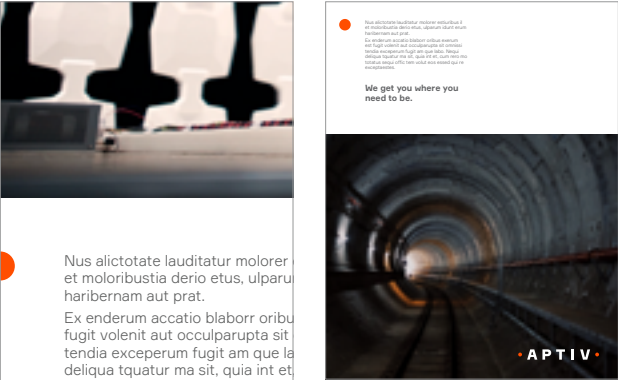
Points: Concepts

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.”



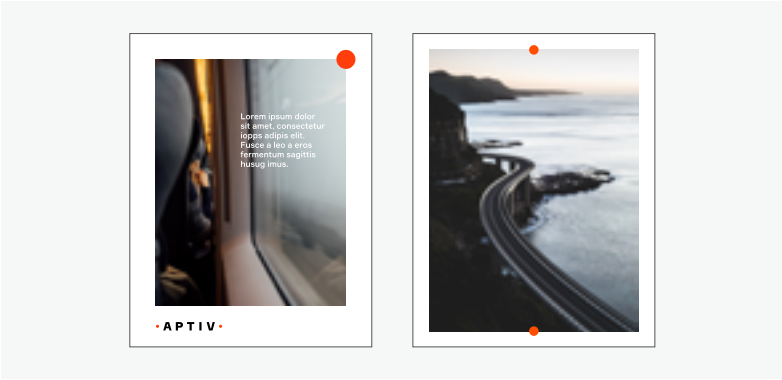
Leading/Guiding

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



Display: Single Point and Dual Point

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



Points: Usage

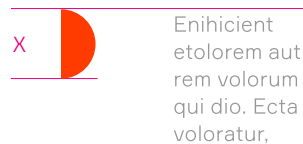
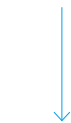
- Points must be used sparingly to preserve the integrity of their meaning.
- Points can be displayed as either whole- or half-points.
- In the presence of our logo, use only one point on a page. This prevents visual redundancy. If there is no logo on a page, dual points may be used.
- Align and position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



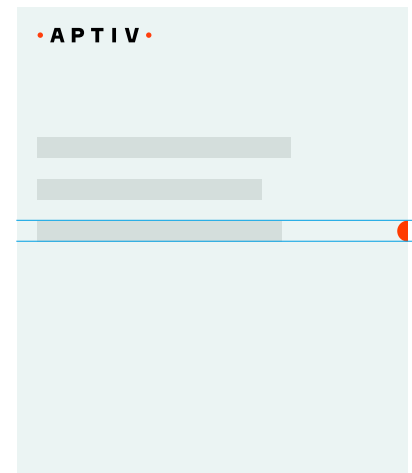
Clear space around points should be equal to at least the diameter of one point.

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

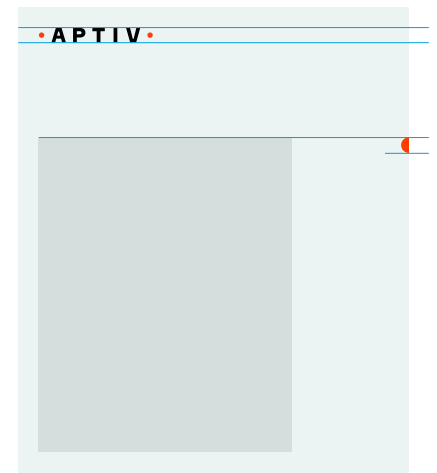
If there is no large title text to base point size on, use quarter increments of the logo height (100%, 75%, 50%, etc.)



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



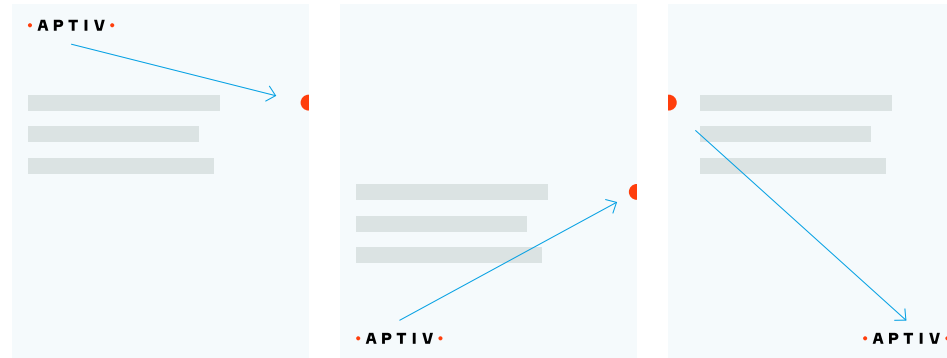
Example layout with point sized to 100% of logo height and aligned at top of content



Points: Usage

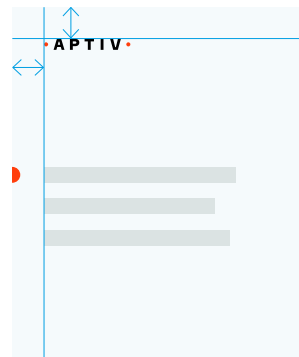
Diagonal Arrangement

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.



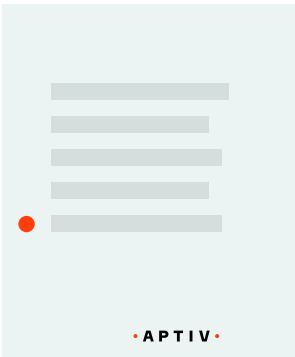
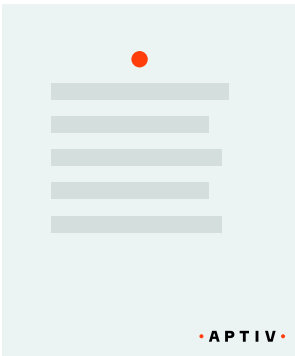
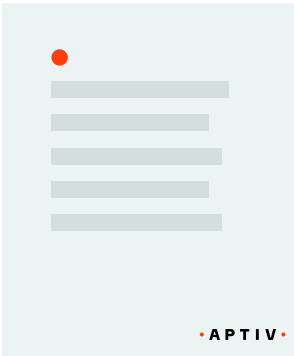
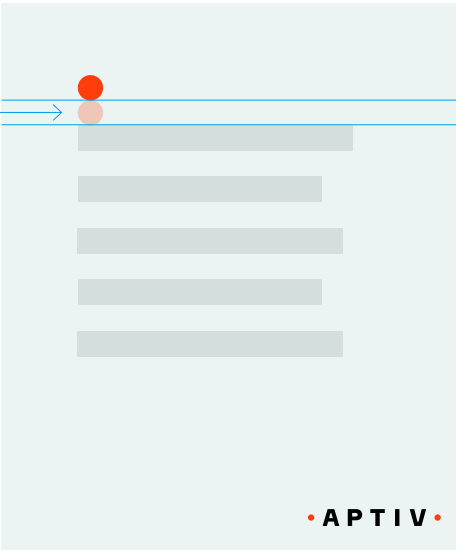
Points: Usage

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

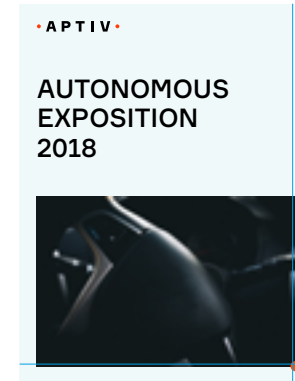
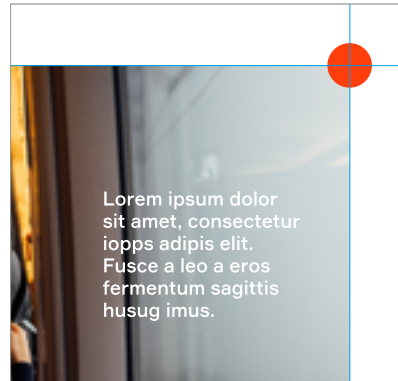
Point clear space distance



Points: Usage

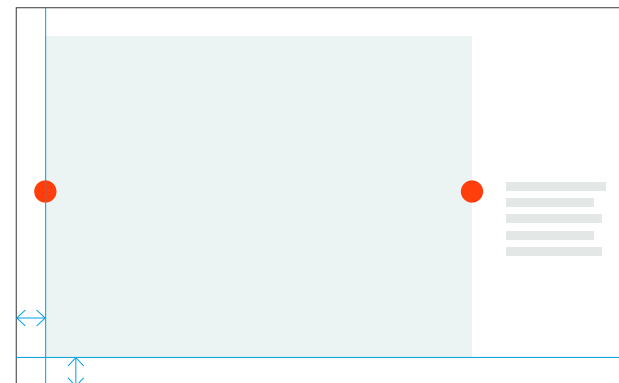
Display: Single Point

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.

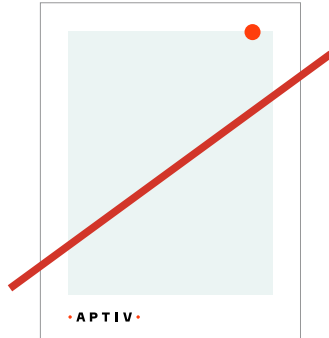


Points: Misuse

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



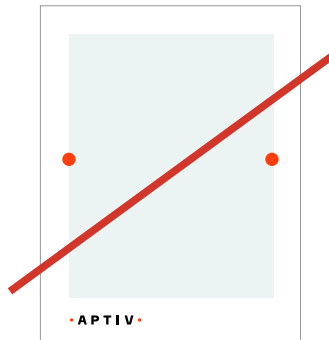
Do **not** stretch a point into an oval



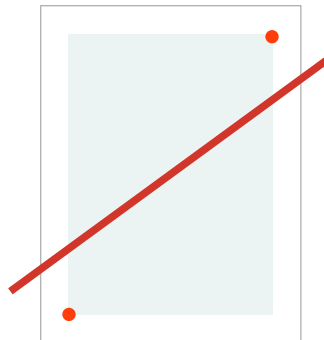
Do **not** set text in or enlarge a point so it is overwhelming



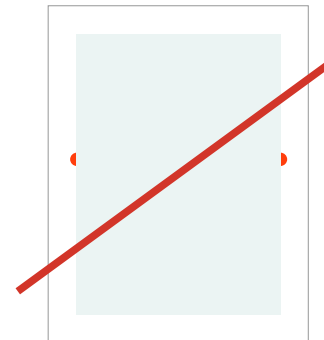
Do **not** use dual points in the presence of logo



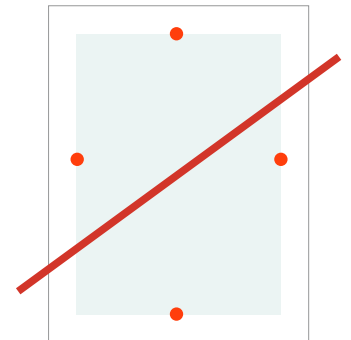
Do **not** misalign or place dual points on corners



Do **not** place points behind a frame



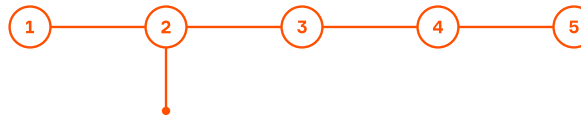
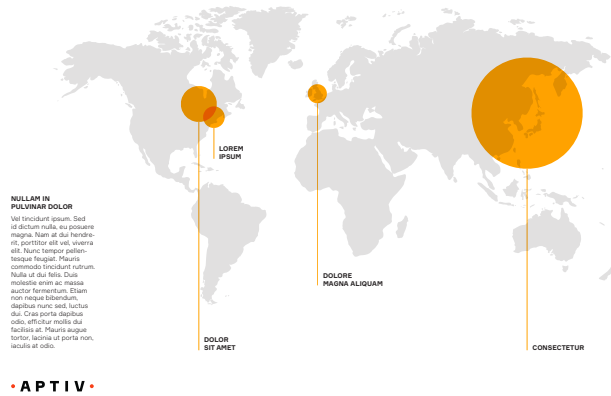
Do **not** use more than two points per layout



Data Visualization

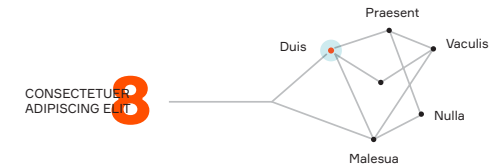
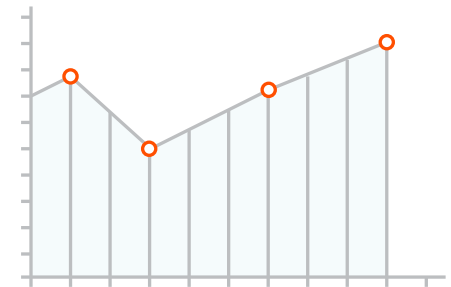
Complex data should be presented with clarity and beauty. Data visualizations suggest process and precision integral to Aptiv's brand idea and brand purpose.

- 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



Fusce ac sem in sapien volutpat posuere. Aliquam sodales, nibh a iaculis egestas, leo elit pretium tortor, vel sodales arcu diam quis orci. Vivamus porta at nisi in scelerisque.

DONEC MATTIS IN URNA

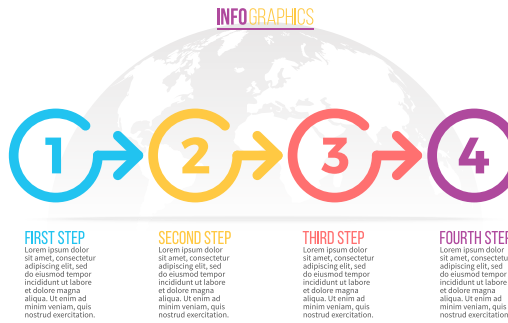


Data Visualization: Misuse

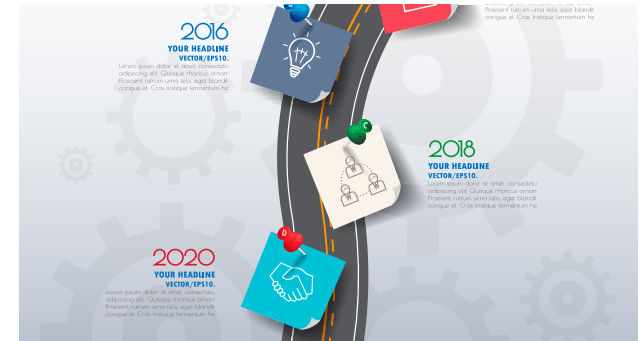
Do **not** embellish with drop shadows or gradients



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



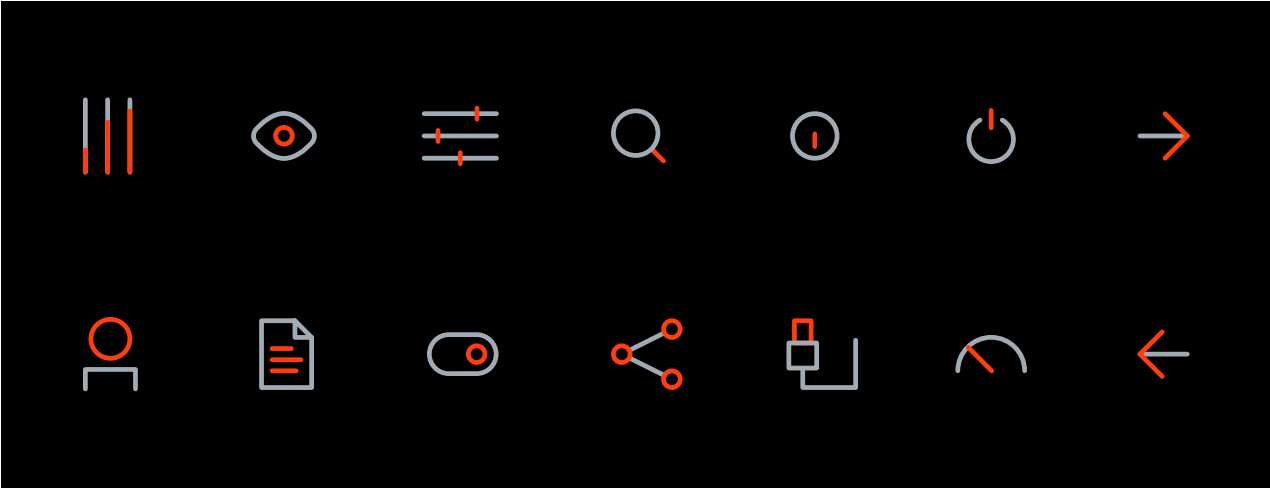
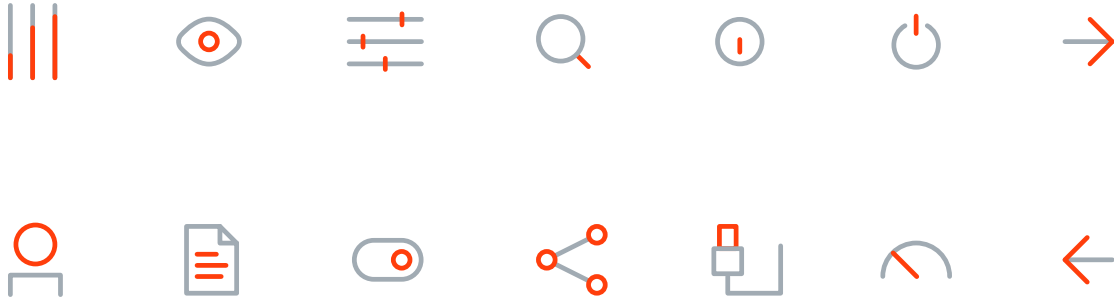
Pictograms

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

Pictograms displayed are for illustrative purposes only.

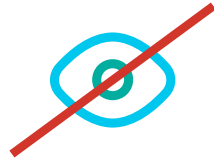


Pictograms: Misuse

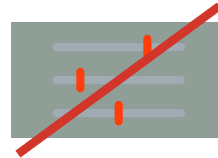
Do **not** use more than one line weight



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



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



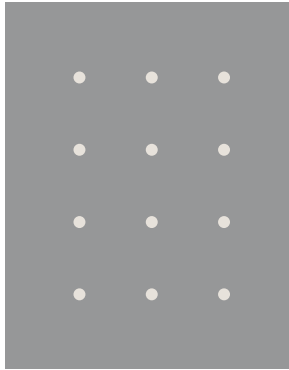
Do **not** render pictograms with gradients



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.

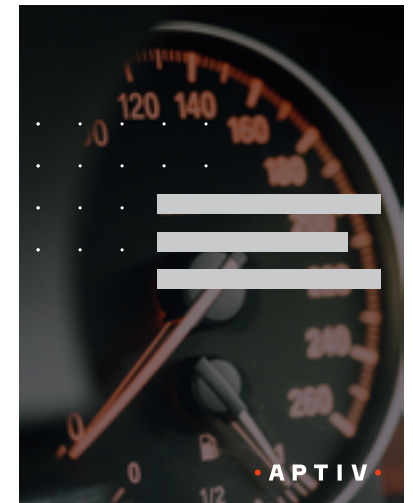
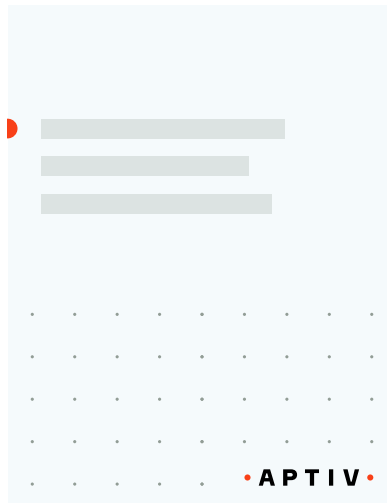
- Use patterns to enhance collateral without complicating the page
- Use patterns sparingly and with sophistication
- Each pattern should be rendered in only one color
- Use only black, white, light slate blue, or dark gray for patterns



Pattern on light slate blue background

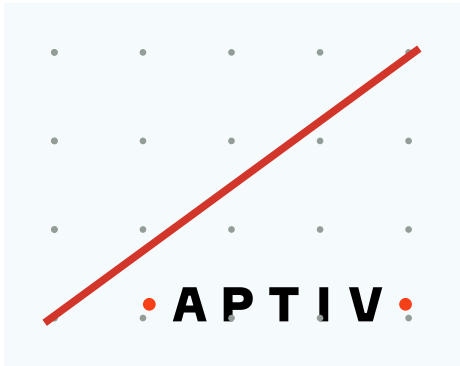
Pattern on dark background

Pattern over image



Patterns: Misuse

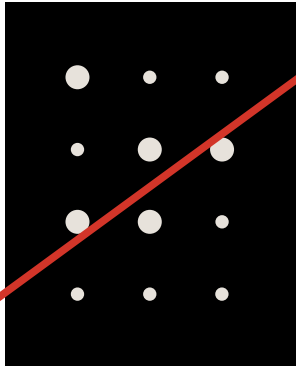
Do **not** let pattern overlap the logo.
Delete circles that interfere with the logo,



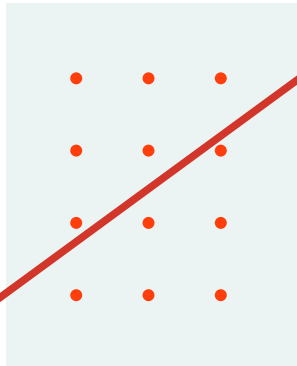
Do **not** allow pattern to distract from or obstruct imagery



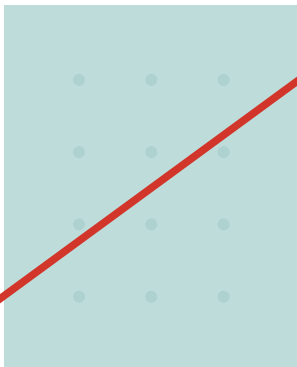
Do **not** have more than one size of circle in the pattern



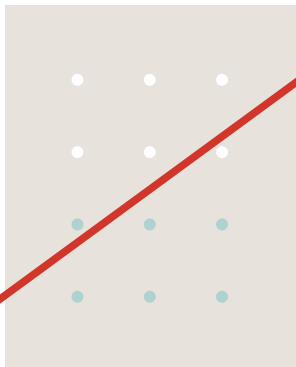
Do **not** use Aptiv Orange



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

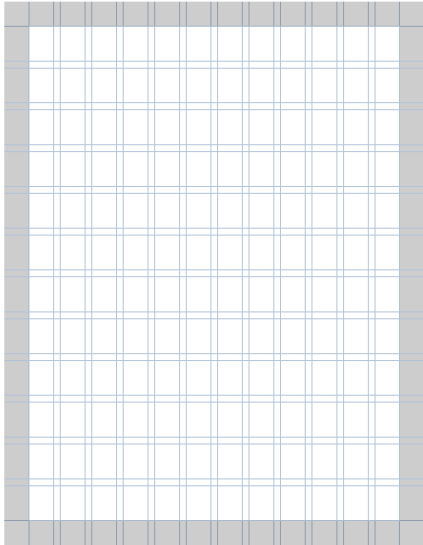
The Aptiv page grid can apply to any size page and provides rules for consistent margins, columns, and rows.

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

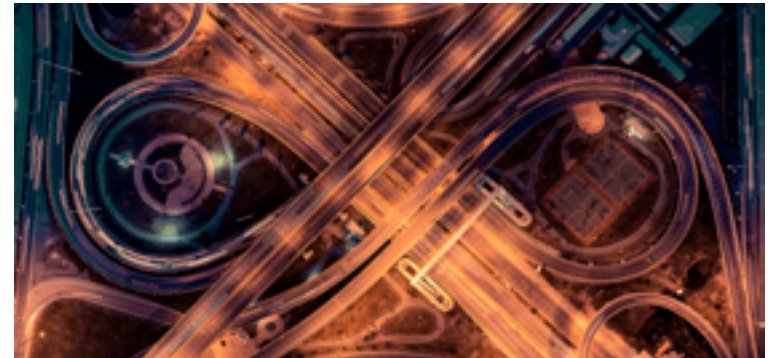
Our photographic style should feature people and places as the primary subjects.

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

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



Photography: 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



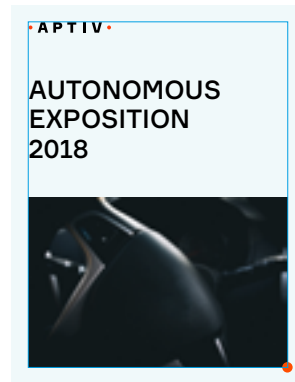
Do **not** use photographs that are overexposed or have too much contrast



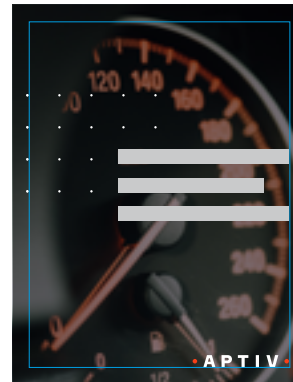
Photography: Usage

- 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



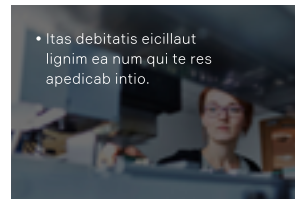
Logo over images

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.



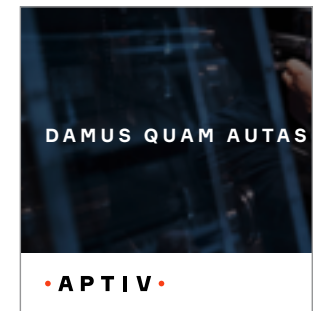
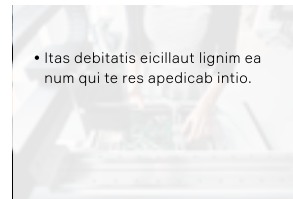
Text over dark images

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.



Photography: Misuse

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



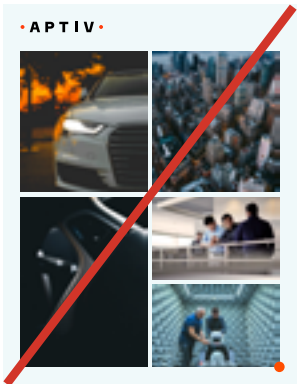
Do **not** use other holding shapes that are not rectangular



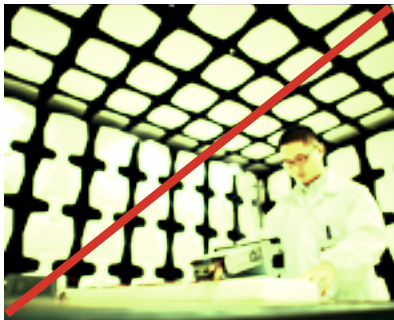
Do **not** deviate from the grid



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



Applications



PowerPoint

A new 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.

To transfer content from an older template:

- Choose a slide from the new template that most closely matches the old content
- Copy the old content and paste it into the new template's text/image fields

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

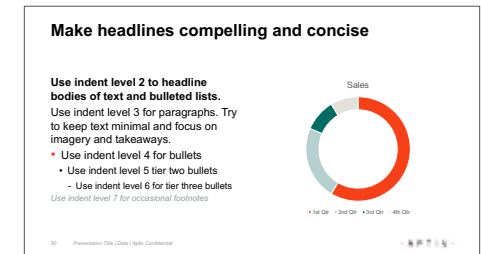
Cover slide



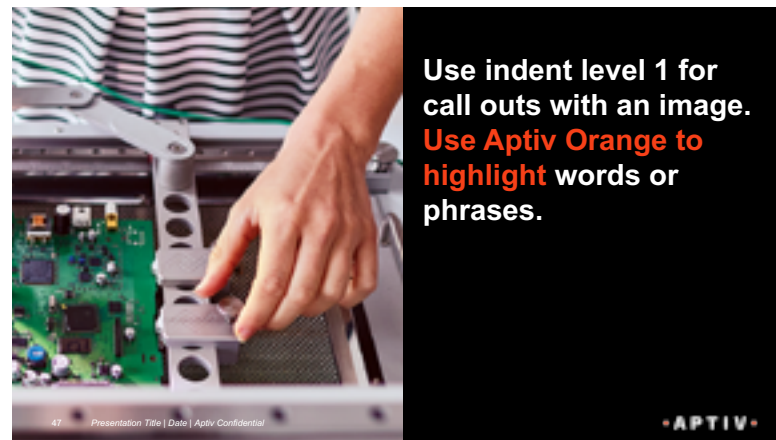
Divider slide



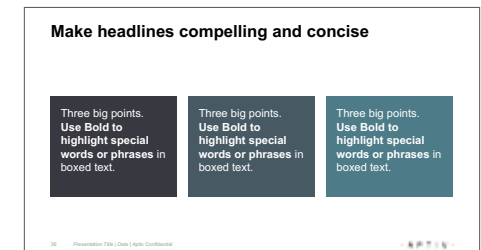
Slide with text and data visualization



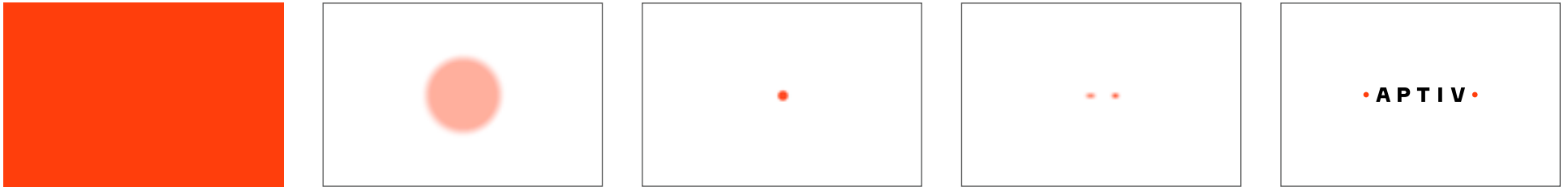
Slide with text and photo



Slide with boxed text



Logo Animation



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 three versions of the animation, each with an opening screen that is either Aptiv Orange, black, or white.

Email Signatures: Standard

Aptiv email signatures have been installed on employee computers in December 2017. Microsoft Exchange templates can be found at this location:

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

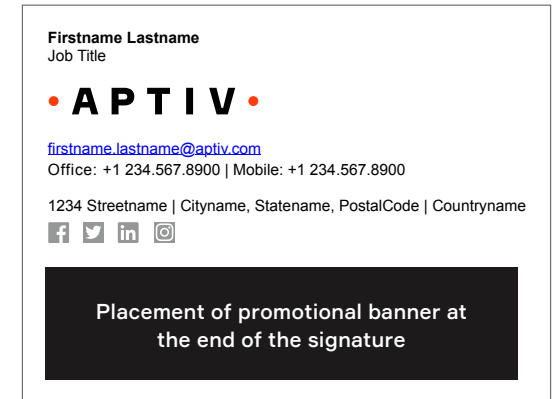
Aptiv general signature



Aptiv reply signature



Aptiv promotional signature



Email Signatures: Polish + German

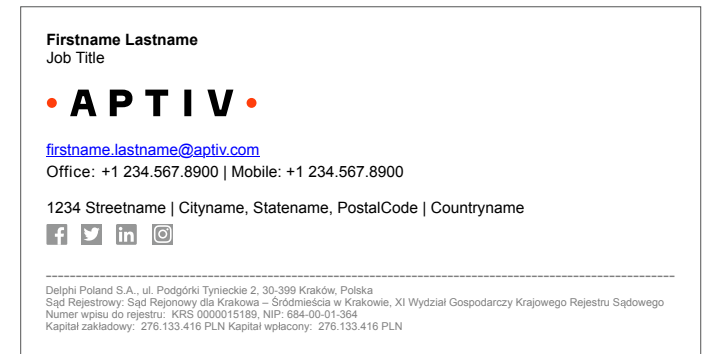
Aptiv email signatures have been installed on employee computers in December 2017. Microsoft Exchange templates can be found at this location:

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

Aptiv German signature



Aptiv Polish signature



Resources

For any questions regarding these guidelines, please contact:

Americas: Rachelle Valdez
rachel.r.valdez@aptiv.com

South America: Mariana Fontainhas
mariana.fontainhas@aptiv.com

Mexico: Vanya Gonzalez
vanya.gonzalez@aptiv.com

EMEA: Anna Homa
anna.homa@aptiv.com

Asia Pacific: Nicole Wang
nicole.wang@aptiv.com

