



**Connected Vehicle Trade Association
Brand Book**

v1.0

1 Purpose:

This *Connected Vehicle Trade Association (CVTA) Brand Book* was created to provide guidance to CVTA members on the proper use of CVTA trademarks, membership marks and trade names.

CVTA trademarks are intellectual property and are important and valuable assets of the corporation. To maintain the value of CVTA trademarks, it is necessary that all members use CVTA trademarks consistently in all products, internal and external communications. To this end, the guidelines provided herein must be strictly followed, without deviation.

NOTE: Questions regarding usage of CVTA trademarks that are not covered in this book can be directed to: secretary@CVTA.org.

2 About CVTA:

The Connected Vehicle Trade Association (CVTA) is a non-profit business league comprised of companies, public entities, standards organizations and educational institutions established to facilitate the interaction, and advance the interests, of the entities involved in the vehicle communication environment.

3 Rules and Guidelines for Using CVTA Trademarks:

Use of a CVTA trademark indicates that a licensee or third-party user has a valid CVTA license and the licensee's branded implementation complies with all applicable CVTA specification requirements.

The following guidelines apply to CVTA members and other Board-approved third parties (e.g., customers, consultants, outside vendors, etc.):

3.1 CVTA Trademarks

CVTA trademarks consist of two trademarks and three word marks. This section of the CVTA Brand Book describes the proper usage of these marks by licensees, as referenced in the CVTA Standard License Agreement, Section 3.3; Trademark / Service Mark Licenses. No deviation from these rules and guidelines is allowed.

The CVTA is the owner of these CVTA trademarks and any and all corresponding rights.

CVTA trademarks consist of:

- The CVTA trademark
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- The CVTA membership mark
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- The CVTA Corporate Member membership mark variation
- The CVTA Public Entity Member membership mark variation
- The CVTA Associate Member membership mark variation
- The CVTA Education Member membership mark variation
- The CVTA Advisory Member membership mark variation
- The CVTA word mark in its four forms:
 1. Connected Vehicle Trade Association
 2. connected vehicle trade association
 3. CVTA
 4. cvta

3.2 The CVTA Trademark

The CVTA logo is a stand-alone trademark. This trademark is always used with a “free zone,” within which no text, pictures, illustrations or any other elements shall be present, except as noted in the Combined Membership and Word Mark section of these guidelines. Figure #1 shows the proper usage of the trademark utilizing the free zone.



Figure #1 – CVTA Trademark

The trademark should be reproduced in Pantone 293 (blue) whenever possible. Black on a white background or inverted (white on a black background) are also allowed. In addition, when the trademark is printed directly onto a product, white or silver over a dark background is acceptable, providing that a proper contrast is achieved to ensure that the trademark can be easily identified. Examples of acceptable variations are shown in Figure #2.



Figure #2 – Acceptable variations of the CVTA Trademark

No other colors, or combinations of colors, are permitted. In addition, no other styles are permitted; this includes outlines, italics, etc.

The resolution of the trademark should be at the highest possible resolution to reproduce the best possible quality trademark.

3.3 CVTA Membership Mark

The CVTA Membership Mark is a stand-alone trademark which may be used by any member, at any membership level to identify their participation in the Connected Vehicle Trade Association. The trademark should be reproduced in Pantone 293 (blue) whenever possible (see Figure 4). The word mark is the same length as the trademark and its height is proportional to its length using the Arial Narrow font. The CVTA

membership combined word and trademarks are also acceptable in black and white and inverted (see Figure 4).



CVTA Membership Mark in Pantone 293



CVTA Membership Mark in Black



CVTA Membership Mark inverted

Figure #4 – Acceptable CVTA Membership Marks

3.4 CVTA Membership Level identifying combined word and Membership marks

The CVTA membership mark is a stand-alone trademark. The membership mark should be reproduced in Pantone 293 (blue) whenever possible (see Figure 5). The word mark is the same length as the membership mark and its height is proportional to its length using the Arial Narrow font. The CVTA membership combined word and membership marks are also acceptable in black and white and inverted from black and white.



Acceptable Membership Mark variation for Corporate Member



Acceptable Membership Mark variation for Public Entity Member



Acceptable Membership Mark variation for Associate Member



Acceptable Membership Mark variation for Educational Member



Acceptable Membership Mark variation for Advisory Member

Figure #5 – Acceptable CVTA membership level combined Word and Membership Marks

3.5 Acceptable Variation of CVTA Membership Mark for Business Cards

Due to space limitations on business cards, which prohibit the combined use of the AMI-C figure and word mark as depicted in the “Combined Figure and Word Mark” section above, the following variation is acceptable for business cards only (see Figure 6):



Acceptable variation of CVTA Membership Mark in Pantone 293



Acceptable variation of CVTA Membership mark in black

Figure #6 – Acceptable variations of CVTA Membership Mark

3.6 The CVTA Word Mark

The CVTA word mark consists of four forms:

1. Connected Vehicle Trade Association
2. connected vehicle trade association
3. CVTA
4. cvta

The spelling or case of the four CVTA word marks cannot be altered in any way or translated into another language. The CVTA word marks must always be used in English. The CVTA word marks shall never be used or portrayed in a negative manner.

3.7 General Guidelines

- Use of CVTA trademarks are solely authorized by CVTA in the Membership Agreement
- CVTA Trademarks may not be altered in any manner. For example, its proportion, color and font cannot be changed.
- CVTA trademarks may not be displayed in any manner that implies sponsorship or endorsement by CVTA of the member's (or other third party's) product or service that it sells or offers for sale.
- CVTA trademarks may not be used to disparage CVTA, its products or services in a manner that, in CVTA's sole discretion, may diminish or otherwise damage CVTA's reputation or the goodwill associated with the trademark.
- The trademark must appear by itself, with reasonable spacing (at least the height of the trademark) between other graphic or textual elements.
- CVTA must be identified as the owner of the trademark that appears on the Member's website. For example, the following statement is acceptable: "CVTA is a trademark of the Connected Vehicle Trade Association."
- The Member acknowledges that all rights, titles, and interests in and to the trademark are the exclusive property of CVTA.
- CVTA reserves the right, in its sole discretion, to modify these guidelines at any time. CVTA reserves the right to take action against any use that does not conform to these guidelines.

4 Reservation of Rights

CVTA is the owner of all rights, titles, and interests in CVTA trademarks and logos. No person or entity may reproduce or use (or authorize the reproduction or use of) a CVTA trademark or logo in any manner other than expressly authorized by CVTA. Unauthorized use of CVTA trademarks and logos is strictly prohibited.

CVTA may, at its sole discretion, modify a CVTA trademark or logo at any time. In order to assure compliance and quality of control, CVTA may request that you provide samples of any marketing, advertising, or other material that includes a CVTA trademark or logo.

5 Usable CVTA Messages

The following information may be used in internal and external communications and/or product information to describe CVTA:

What is CVTA?

CVTA is a non-profit corporation comprised of eight automotive manufacturers and numerous contributing organizations (automotive suppliers, telematics experts, computer and software developers, network developers, standards development organizations, etc.) working to facilitate the development, promotion and standardization of automotive specifications for mobile information and entertainment systems.

Our Vision is to Create:

- A vibrant economy surrounding the products and services that arise when the vehicle can interact with the external environment
- Increased opportunity and an enhanced ability for participants to access opportunities in the Connected Vehicle space
- Solid architectural and implementation consensus across all elements of the public and private Connected Vehicle value chain

Our Mission is to:

- Promote and educate the industry relative to the value of Connected Vehicle services and the adoption of feasible technical and organizational approaches
- Provide means to link industry participants to foster business development and technical exchange
- Facilitate consensus among all connected vehicle industry participants

- Support creation and execution of Connected Vehicle concept and deployment projects

Our Objectives are to:

- Facilitate the engagement, collaboration and consensus building required to leverage resources, refine technological approaches, improve safe vehicle operation and advance business opportunities
- Provide a robust and useful means of testing, evaluating, and demonstrating the enabling technologies, and provide a unified and trusted voice to communicate this information equitably and universally
- Participate in industry activities as ambassadors to promote Connected Vehicle concept and market
- Provide web based registry and program support for industry, organizational and governmental participants

CVTA Headquarters

CVTA's principal office is located in Plymouth, Michigan, U.S.A

CVTA's Slogan

- Communication, Collaboration, Consensus

CVTA's slogan is both the copyright and trademark of the Connected Vehicle Trade Association. The slogan can only be used in conjunction with one of the trademarks, membership marks or word marks identified in the brand book.