

## Audi Brand Guidelines

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Visible, tangible, perceptible: our brand inspires people with progressive premium mobility. We combine perfection and quality with the will to go one step further. For us this means Vorsprung, it's what drives us at Audi. Our passion for progressive premium is something people should be able to sense in our brand at every moment - which is why we have further developed the design of our brand appearance.

*Brand Appearance - Audi*

Audi business areas, subsidiaries and Audi Centres can use a wordmark for communication purposes. These wordmarks always consist of the element "Audi" and a specific supplement.

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This ensures that the association with the brand and the relevant function are instantly recognizable at all times. Competing logos and brand names for subsidiaries and products are not permitted in the Audi visual appearance.

## *Corporate Branding / Wordmarks - Audi*

Audi sets a clear statement for Vorsprung. Our attitude of progressive premium is conveyed through a high degree of flexibility and the bold use of basic elements that shape our brand. The Audi CI Portal is a direct, uncomplicated way for the creative handling of our brand. It offers many examples that inspire and convey the essentials - and it's structured in such a way that you can get started right away.

## *Redefining Progress - Audi*

March 6, 2018 12:44 pm. Audi has made the brand guidelines for its new visual identity, which was launched last year, freely available to the public in a bid to be "open" and "accessible to everyone". The German car company was given a new visual identity in 2017, which aimed to make it a "digital-first" brand, and help it function better across online platforms, including in-car interfaces.

*How Audi's "digital-first" identity looks to make branding ...*

Audi Brand Guideline. The Audi guidelines

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cover 9 elements: Rings; Tagline; Colours; Typography; Layout Structure; Imagery; Illustration; Icons; Animation; But that's just the basics, and apart from that you'll also find other sections with guides on user interface, communication media, corporate sound, motion pictures and more.

## *7 Best Examples of Brand Guidelines - Ebaqdesign™*

That Audi understands marketing effectiveness should come as little surprise. The brand picked up the IPA Effectiveness Grand Prix at last year's awards for its 'beauty and brains' strategy, created with BBH, which focused on both the design of its cars and technical innovations, and generated an estimated £1.78bn in incremental value for the brand between 2015 and 2017.

## *How Audi is bringing creativity to marketing effectiveness*

Here, few elements are more striking in terms of perception than Audi Type Extended. Applied in headlines - from Normal to Bold - this font style is a key distinguishing feature of the brand. The Audi Type font styles establish simple, clear-cut hierarchies. They are not assigned to any particular vehicle model, vehicle category or business area.

## *Basics / Typography - Audi*

White, black and a progressive red: these are

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the Audi brand colours. The order is immaterial because there is no hierarchy here. What matters is that the colours support the message you want to convey and the overall layout is not too colourful. Audi Colour Library. ZIP.

## *Basics / Colours - Audi*

What Are Brand Guidelines? Brand guidelines, also called a brand style guide, are essentially an instruction manual and rule book on how to communicate your brand. They lay out all the visual details, as well as important notes about the company's voice, tone, and messaging.

## *12 Great Examples of Brand Guidelines (And Tips to Make ...*

The automotive industry is experiencing radical upheaval. The Audi Group is likewise in the process of redefining itself for the future and playing an instrumental role in shaping the transformation as we head into a new age of mobility.

## *Strategy | audi.com*

Audi brand architecture - one system for all purposes • A firmly defined protective zone emphasises the value of the logo and is at least equal to the height of one ring in the Audi brand logo. ••••

*Audi Brand Guidelines by Lukasz Kulakowski -  
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Audi Branding Guidelines on Behance Audi Brand Guideline ( in Russian ) Few notes : the brand guideline is in Russian. Although - I'm sure you'll understand every brand design rule even if you don't speak the language. Some of the materials inside ( like the form design diagram ) are in German, so most probably it's a Russian ...

*Audi Brand Guidelines - repo.koditips.com*  
Guideline. The Audi Brand Logo. Status: 04/2009. Corporate Design | Brand Logo .pdf. Standard print version .eps. Only for QuarkXPress up to version 6.5 .tif. Mar 17, 2017 Title: Audi Brand Guidelines, Author: Lukasz Kulakowski, Name: Audi Brand All individual files are available in PDF and EPS format. Audi Logos Guidelines Branding Colors ...

*Audi brand guidelines pdf - Lunar Gaming*  
Brand New, is a division of UnderConsideration, displaying opinions, and

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focusing solely, on corporate and brand identity work. More... UnderConsideration is a graphic design firm generating its own projects, initiatives, and content while taking on limited client work. Run by Bryony Gomez-Palacio and Armin Vit in Bloomington, IN.

*Brand New: New Global Identity for Audi by Strichpunkt ...*

Audi Brand Guidelines by Lukasz Kulakowski - Issuu March 6, 2018 12:44 pm. Audi has made the brand guidelines for Page 4/11. Download File PDF Audi Brand Guidelines its new visual identity, which was launched last year, freely available to the public in a bid to be "open" and "accessible to

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## *Brand Identity Guidelines Audi*

Audi has unveiled the RS 6 GTO concept, a high-performance wagon inspired by an iconic race car of the brand's past. Based on the showroom-specification RS 6 Avant wagon, the RS 6 GTO concept pays ...

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