



BRAND GUIDELINES
& STANDARDS

Welcome

At Algotive we are developing the world's first autonomous artificial intelligence platforms on the planet, for the benefit of humankind.

We see a future world where machines are delegated tasks that are designed for humans, by humans, and our autonomous artificial intelligence detects, decides, and responds to them with unparalleled precision and scope.



AN UNPARALLELED ALLY IN
THE FIGHT AGAINST CRIME.

vehicleDRX identifies individuals on motorcycles behaving suspiciously on public roads, and, if a threat is registered, it alerts authorities instantly.

The solution also searches, locates, and determines the course of any vehicle of interest, performing automated tracking without human intervention.

Logo



The main idea of the logo is the union of different shapes that together give the impression of a protective shield of an object.

Minimum sizing



The vehicleDRX logo may scale up as large as desired, but should never be used smaller than 50px height.

Safety Area



To ensure the integrity and legibility of the logo, the minimum safety zone should always measure exactly the element size.

Use of the safety zone between the logo and other graphic elements (images, type, other logos, etc.)

Icon



The vehicleDRX Icon may scale up as large as desired, but should never be used smaller than 50px height.

Background Colors



Misuse



Primary color palette



PANTONE 5115 C
CMYK 72 / 95 / 31 / 30
HEX 532454
RGB 83 / 36 / 84



PANTONE 7656 C
CMYK 53 / 81 / 19 / 4
HEX 89467F
RGB 137 / 70 / 127



PANTONE 7651 C
CMYK 63 / 92 / 30 / 25
HEX 662A5B
RGB 102 / 42 / 91



PANTONE BLACK 6C
CMYK 96 / 86 / 53 / 85
HEX 030318
RGB 3 / 3 / 24

Primary font

Montserrat Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890'?'“!”(%)[#{@}/&\<-+÷×=>

The corporate typography is Montserrat in its light, regular and bold versions. This will be used by studios and design agencies. When this is not possible, the secondary will be used.

Secondary Font

Avenir Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890'?''"!"(%)[#] {@}/&\<-+÷×=>

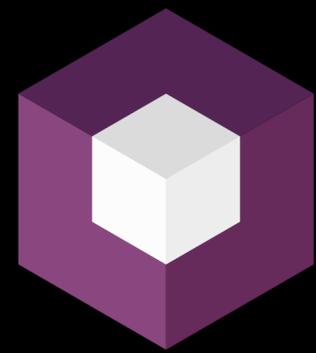
Roboto Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890'?''"!"(%)[#] {@}/&\<-+÷×=>

The secondary font is Avenir Family and Roboto Family in its light, regular and bold versions, which will be used for supports or applications that, for technical reasons, do not allow the use of corporate fonts.



vehicle **DRX**.[®]

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