



Autodesk Brand Best Practice Guidelines

15 August 2022

Brand Training Presentations—ALC

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Localization: Global (English)

Learning Partner Distributors and Learning Partners are **required** to complete all modules of Brand Training in ALC **before** they are given access to the new brand and product images in Partner DAM

Brand Review

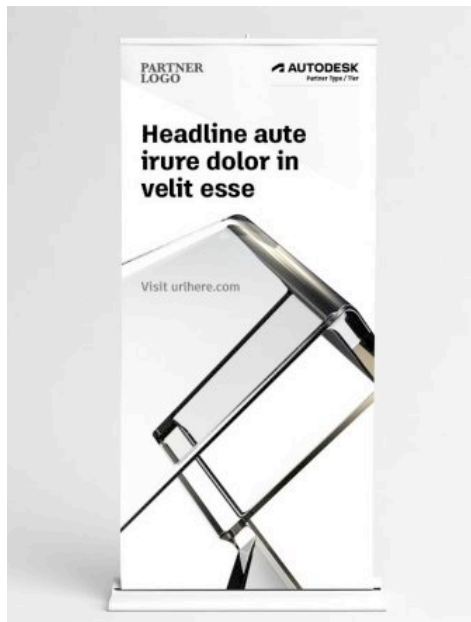
Design Principles

1. Support Parent Brand
2. Simplicity
3. Usability

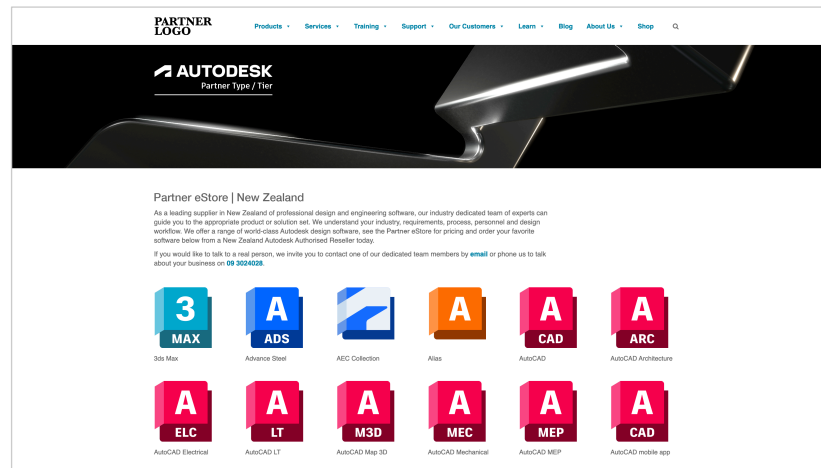


Parent and product hierarchy

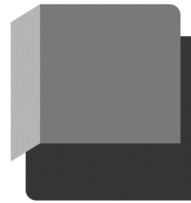
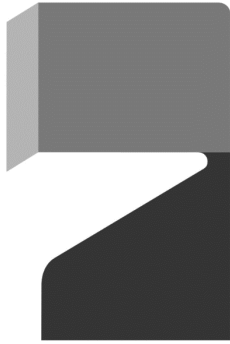
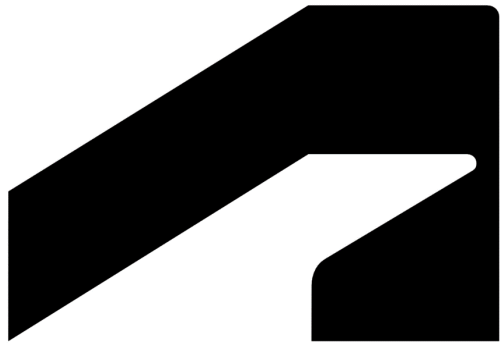
Lead with parent brand for marketing materials outside of an Autodesk established environment.



Only use product branding within an e-store or product page environment, where Autodesk is established first.



Product icons



Product icons

AEC



PD&M



M&E



Product-specific marketing materials

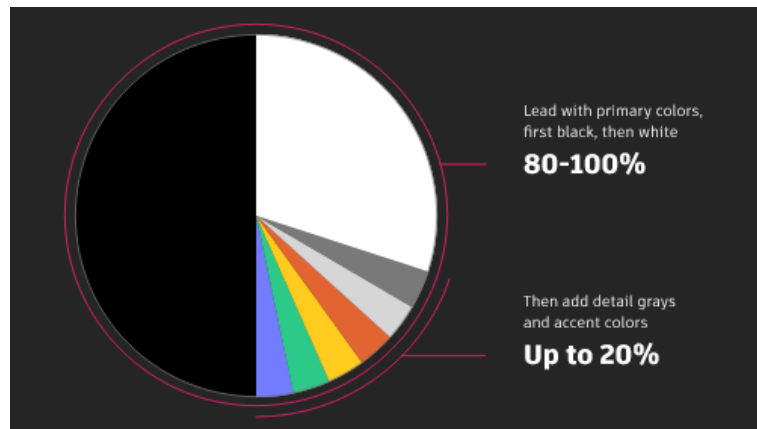
No icons, lockups, logotypes, or badges should be used in marketing materials; limit use of accent colors

This is an example of an FY22 Marketing asset. New Brand guidance—do **not** use product lockups in marketing assets. Limit use of accent color to 20% or less.



Unlock advanced manufacturing and make better use of CNC machines.

Your manufacturing department has invested in more expensive and capable CNC machinery. Access next generation Fusion 360 software to empower your team to improve collaboration and data management, reduce programming bottlenecks, shorten machining cycle times, and maximize CNC machine spindle up-time.



When to use Product-specific icons, logotypes, lockups | Real-world correct use example

Website | Online Course Catalog or
Course marketplace landing page



AutoCAD



Professional | ~4 hr.

**Creating and Modifying Objects
with Accuracy for Design and
Drafting**

Course | Skill builder



AutoCAD

Professional | ~40 min.

Advanced editing commands

Module | Skill builder

[View overview](#)

[Quick view](#)



**Autodesk Certified Associate in
CAD for Mechanical Design**

Use your CAD skills and knowledge of rapid prototyping methods to earn your certification in CAD for mechanical design using Fusion 360.

[View certification details](#)



**Autodesk Certified Associate in
CAM for 2.5 Axis Milling**

Put your expertise into practice with a certification in CAM for 2.5 axis milling using Fusion 360. Prove your knowledge and skills for programming simple parts as well as operating CNC milling and lathe machines.



**Autodesk Certified Professional in
CAM for 3 Axis Milling**

Show your advanced skills in job and model preparation, toolpaths, and inspection for 3 axis milling applications using Fusion 360.

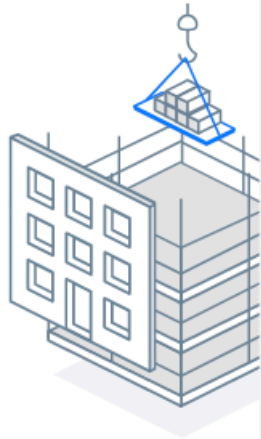
[View certification details](#)

Brand product icon

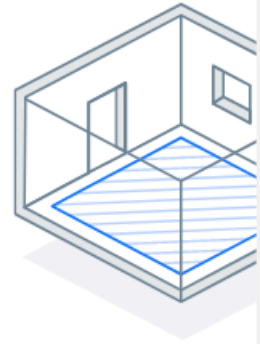
Real-world correct use example



Comprehensive field and project management software that delivers a broad, deep and connected set of tools for builders.

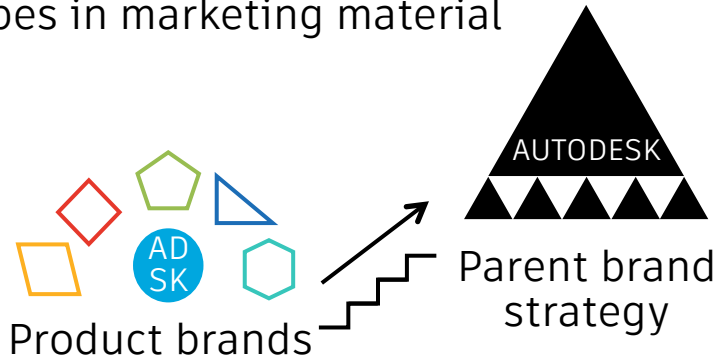


Perform accurate 2D takeoffs and generate automated quantities from 3D models in a single online solution.



Brand Notes—lead with Autodesk, not the product

- DO NOT modify or add elements to any of the brand assets
- All assets should be used as-is to ensure brand consistency across the board; all images should be new brand images
- Product icons are in-app only.
(Example is a comparison table);
do not use product lock-ups, icons, logotypes in marketing material
- Written copy (not product icons) should be used in marketing assets; Autodesk's **only** font is Artifact.
- Use Product icons on web pages to differentiate one product from another; ALP example is a course schedule
- Album covers meant **only** for Amazon-like pages
- Example heading for web landing page promoting Autodesk product training courses offered by a Learning partner:
“Autodesk product training from Nancy’s Training Center”

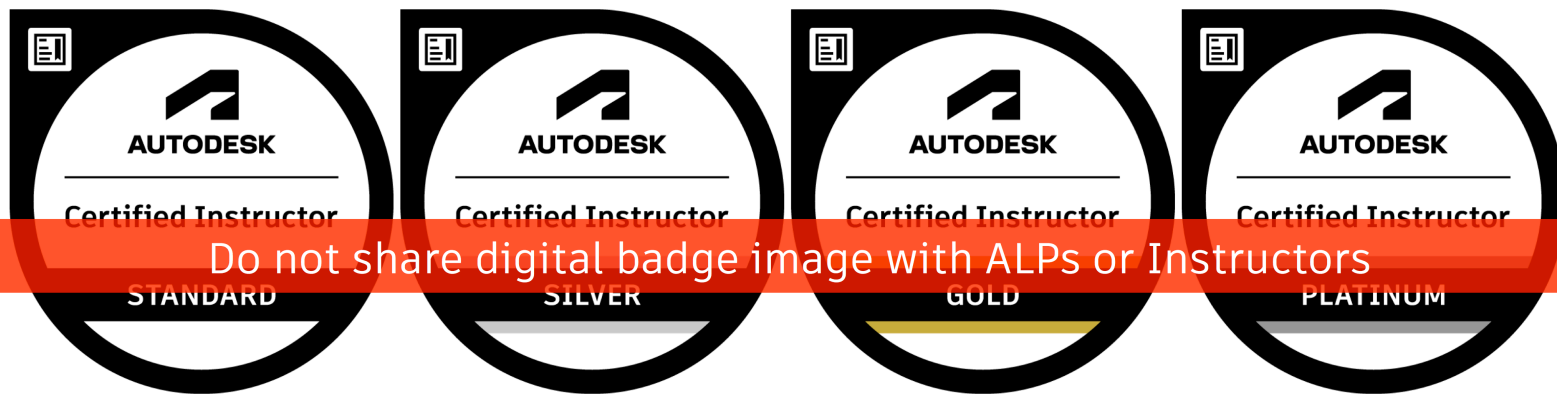




Brand Guidance

Autodesk Learning Partners
Autodesk Learning Partner Distributors

New Autodesk Certified Instructor Digital Badge Design



AUTODESK
Certified Instructor

AUTODESK
Certified Instructor

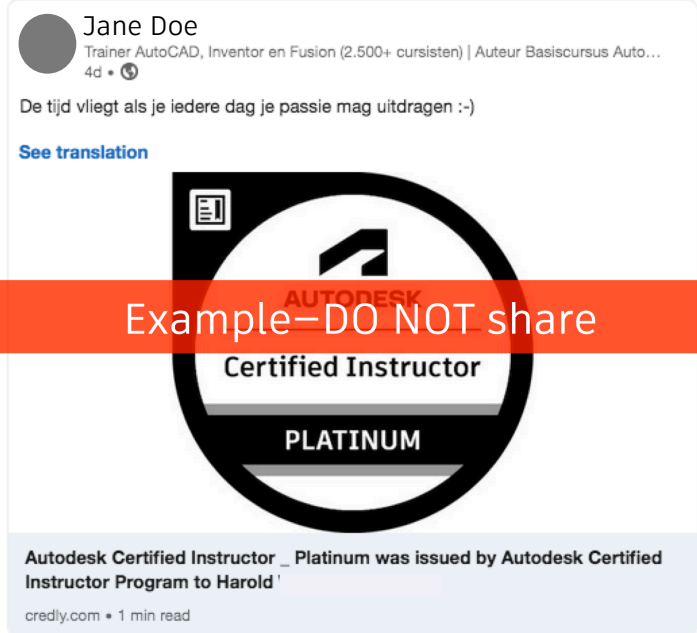
AUTODESK
Certified Instructor

Autodesk Certified Instructor Logo versus Badge

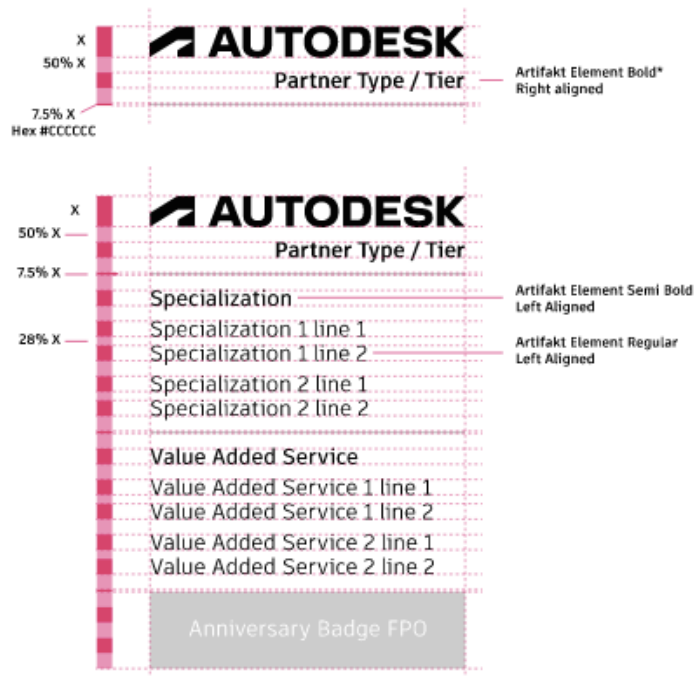
Learning Partner
utilizes the logo



ACI Instructor
utilizes the badge



Stacked Logo Example | Learning Partner



Specialization
Architecture, Engineering
& Construction

Certifications
Building
Process & Power
Civil Infrastructure

Anniversary Badge FPO



Authorised Training Centre
Authorised Academic Partner



Stacked Logo Examples | Learning Partner



Platinum Partner

Specialization

Architecture, Engineering
& Construction

Certifications

Building
Process & Power
Civil Infrastructure

Anniversary Badge FPO



Learning Partner

Authorised Training Centre
Authorised Academic Partner



Certified Instructor



Platinum Partner



Learning Partner

Authorised Training Centre
Authorised Academic Partner



Certified Instructor



Platinum Partner



Authorized Training Center



<https://brand.autodesk.com/brand-system/logo-system/>

Photography | Fusion 360 | Education

Images should show a learning journey

Category: New images [Clear all](#)

[Export](#)

1-Industry: EDU x

Image Credit Required: No x

5-Product: Fusion 360 x

Select All

1 - 158 of 158

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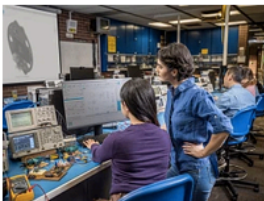


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[DVC-electronics-7675.tif](#)



[DVC-electronics-7651.tif](#)

Examples images that show a learning journey



Autodesk Voice in Action

Headline & Banner ad examples

...to the customer, student, or apprentice





- The future is yours to make
- What could you innovate with Autodesk?
- Be curious. Show Up. Learn.
- Prepare for your future
- Learn it!
- Learn by doing. Learn by making.
- Knowledge is power, especially with Autodesk

...for the Learning Partner

- Made by Autodesk. Powered by Learning Partners.
- Knowledge is power, especially with Autodesk
- Learning. Your way to a better world.
- Creating a better future begins here
- Creating a better future begins with a Learning Partner
- Learn from an Autodesk Learning Partner today. Discover what's possible!
- No one knows Autodesk like Autodesk
- Creating a better future begins with an Autodesk Learning Partner

Primary & Accent Colors

Program & Corresponding Accent Color

Program	Accent Color
Authorized Training Center	 Plant
Authorized Academic Partner	 Iris
Autodesk Certified Instructor	 Dark Slate
Membership Training Provider	 Gold

Best Practice | Accent Colors

- Refer to the color proportion wheel for break down of color usage for visual materials:
 - Primary Colors = 80%–100%
 - Accent Colors up to 20%
- Accent colors are used to highlight key points, features, functions, or actions. No single accent color should be mistaken as a primary color.
- We recommend using no more than three accent colors per visual material.
- Do not use accent colors for type without checking the contrast level. Choose higher contrast combinations for pertinent information such as type and iconography.
- Do not combine accent colors with product colors. The accent colors are to be used on parent brand material only.
- Visual materials with product color should not use the accent colors.
- <https://brand.autodesk.com/brand-system/color/>

Brand Imagery–Autodesk ‘Chrome & Glass’

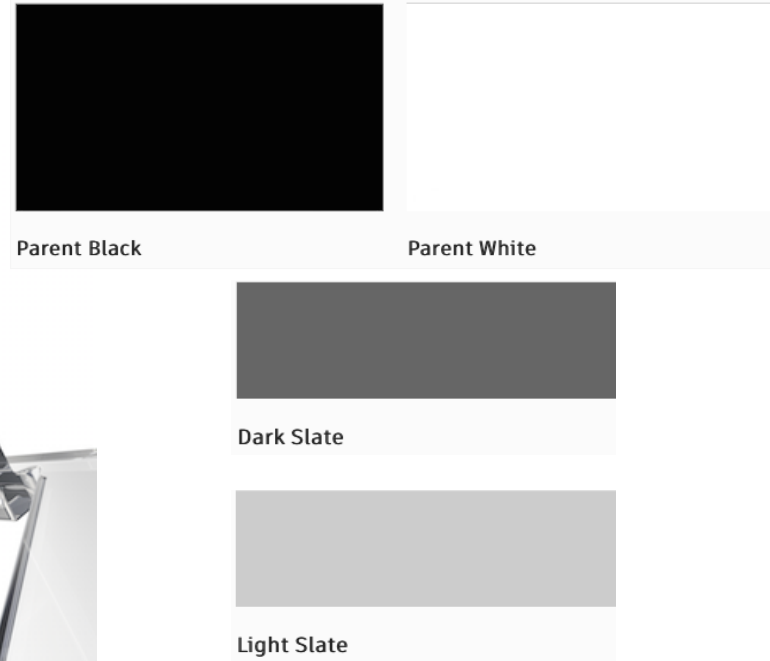
Learning Partner assets—for non-program specific use



[Brand-image-04.tif](#)



[Brand-image-09.tif](#)



Brand Imagery–Autodesk Chrome & Glass

ATC Program and AAP Program



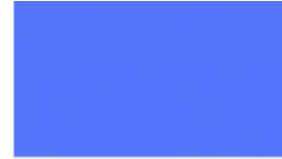
Brand-image-07.tif

Authorized Training
Center Program



Plant

Brand-image-01.tif



Iris

Brand-image-06.tif



Brand-image-11.tif

Authorized Academic
Partner Program

Brand Imagery—Autodesk Chrome & Glass

Autodesk Certified Instructor Program



Brand-image-05.tif

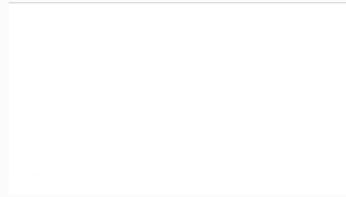


Brand-image-10.tif

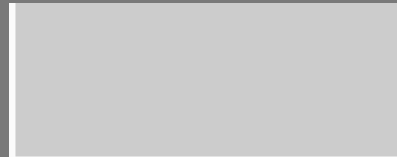
ACI Program



Parent Black



Parent White



Light Slate



Dark Slate

Brand Imagery—Autodesk Chrome & Glass

Membership Training Provider Program



[Brand-Image-08.tif](#)



Gold

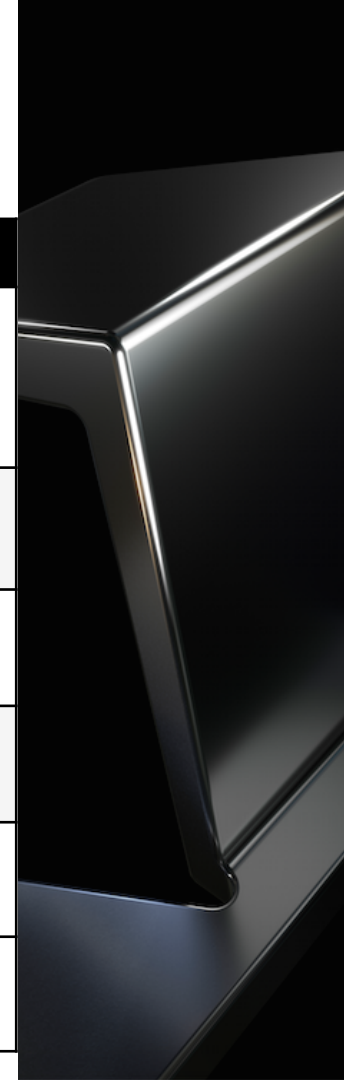
MTP Program



[Brand-Image-03.tif](#)

Learning Partner Program Alignment with Brand Colors, Accent Colors, & Images

Partner–Program	Accent Color	Brand Images
Autodesk Learning Partner	Parent Black Parent White Dark Slate Light Slate	Brand-image-09 (White Background) Brand-image-04 (Black Background)
Authorized Training Center	Plant	Brand-image-07 (White Background) Brand-image-01 (Black Background)
Authorized Academic Partner	Iris	Brand-image-11 (White Background) Brand-image-06 (Black Background)
Autodesk Certified Instructor	Dark Slate	Brand-image-10 (White Background) Brand-image-05 (Black Background)
Membership Training Provider	Gold	Brand-image-08 (White Background) Brand-image-03 (Black Background)
Learning Partner Distributor		Brand-image-02 (Black Background)



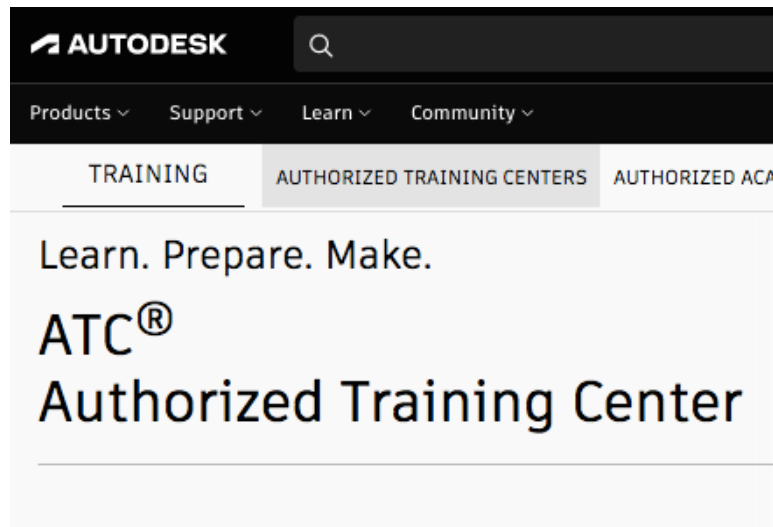
Authorized Training Centers | ATC®

ATC® is an Autodesk Registered Trademark

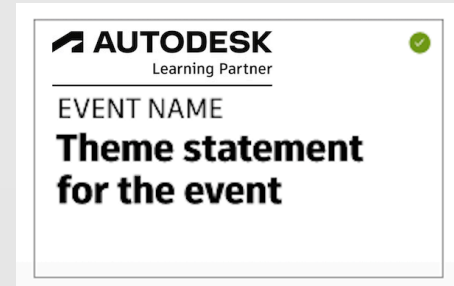
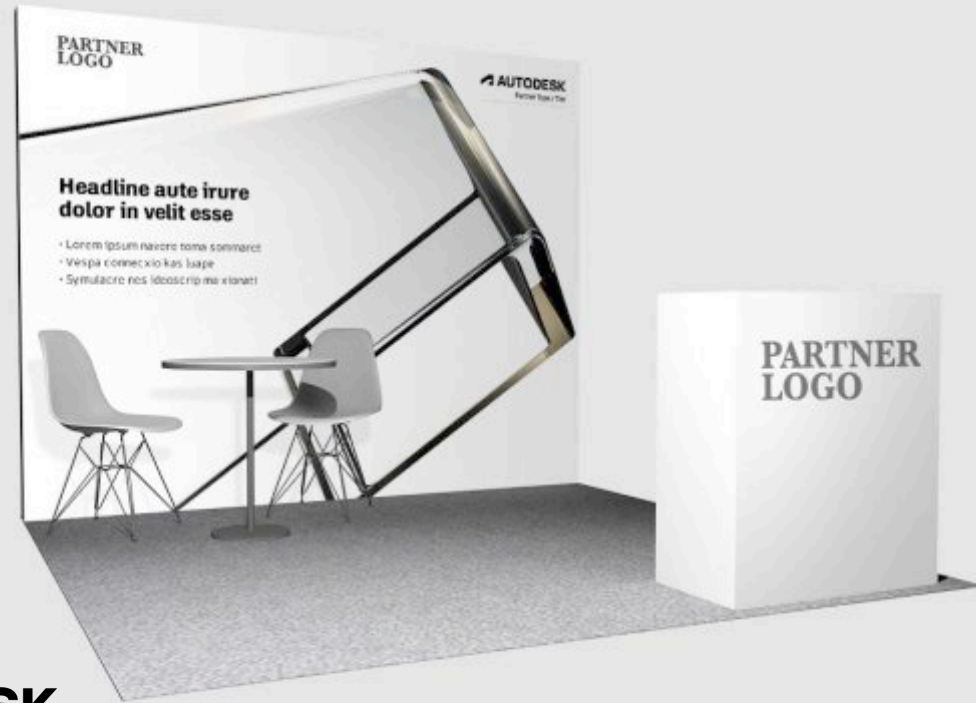
ATCs must include ATC® on their course schedule landing page where Autodesk training services are promoted

ATCs participating in Autodesk-funded workshops must include the ATC logo lock-up in their stacked partner logo

ALPs must include the ALP logo lock-up in their stacked partner logo or on their web site where partnerships and / or Autodesk training services are promoted

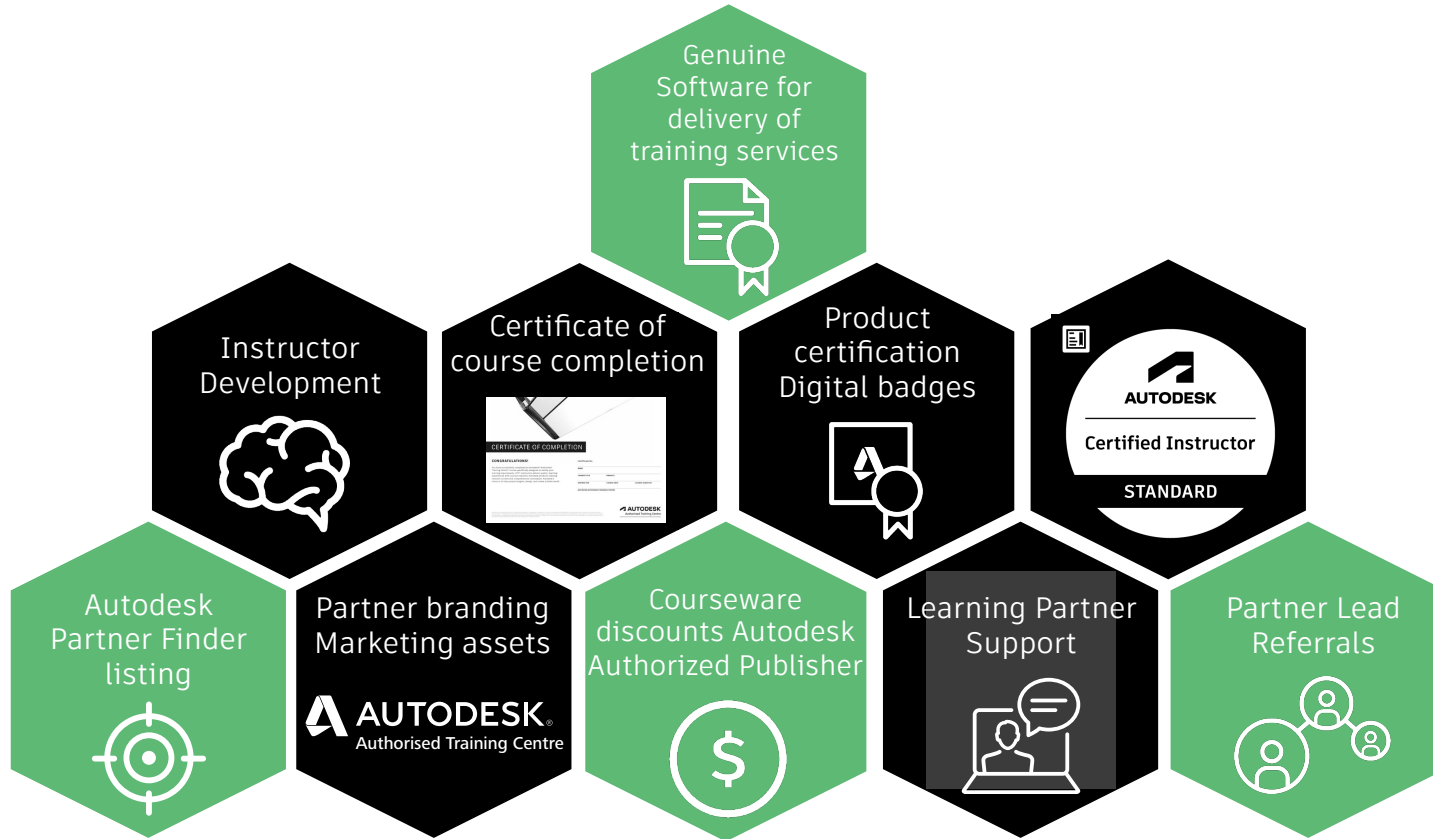


Co-Branding Example

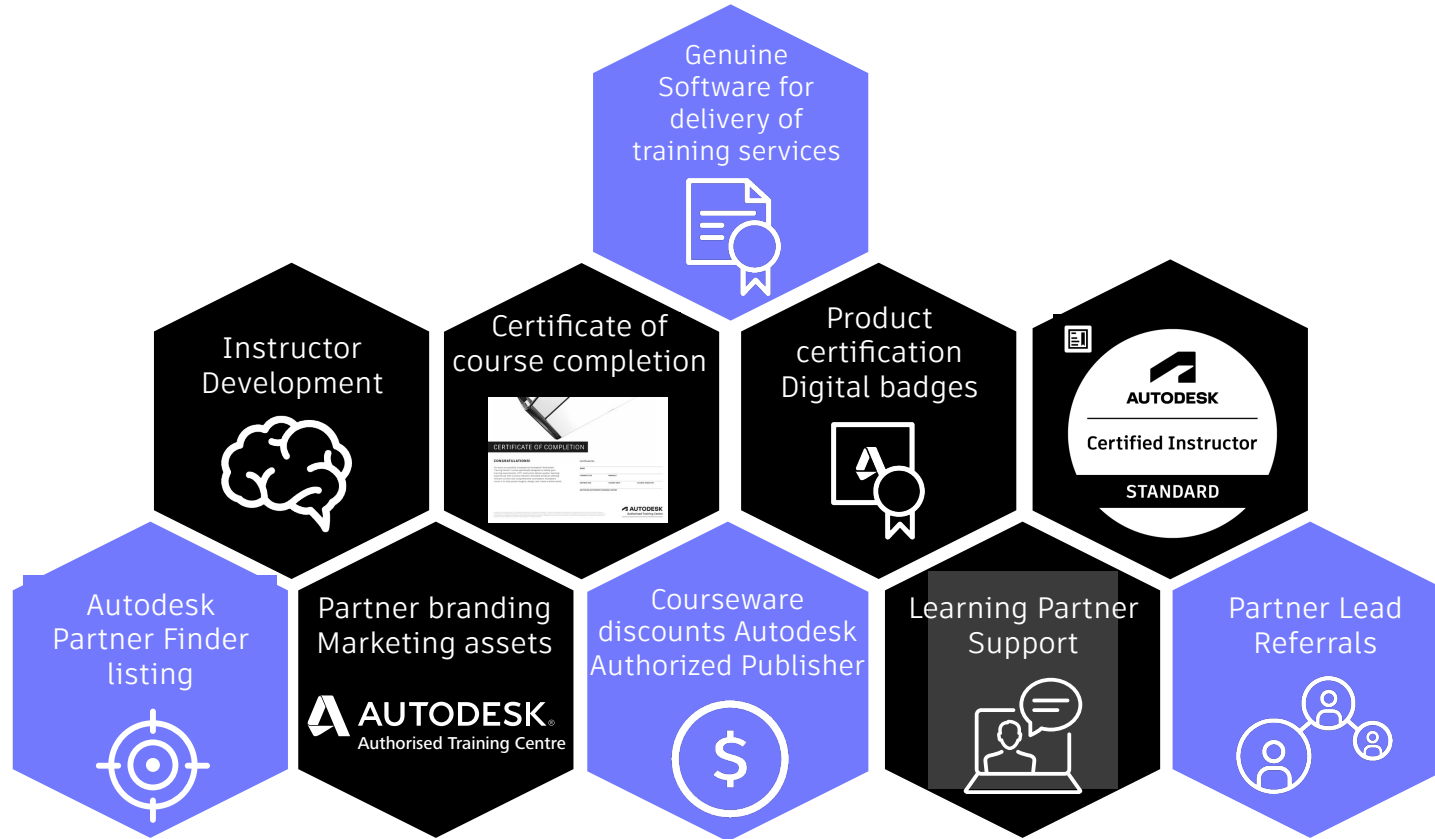


Appendix

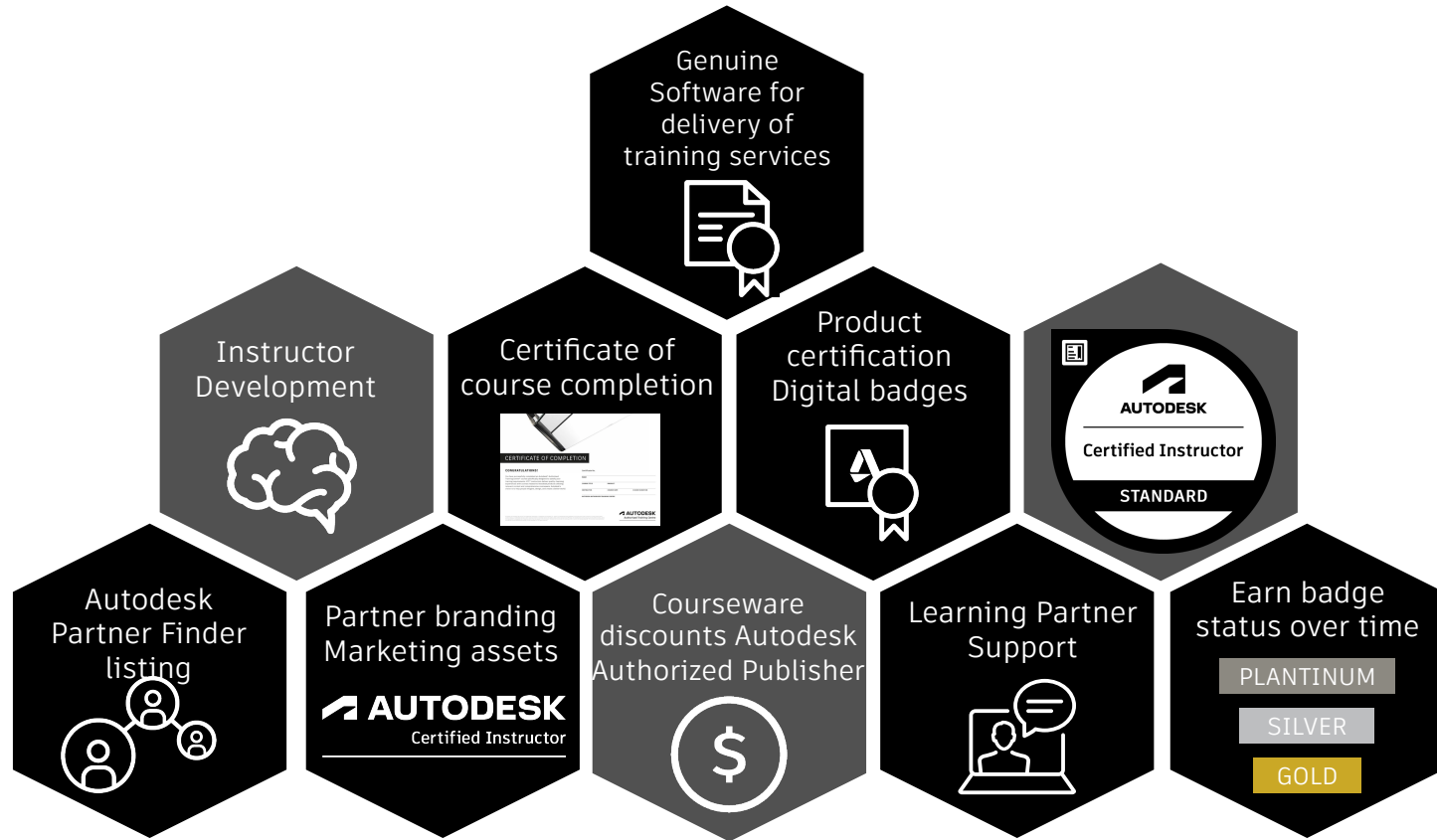
ATC Program benefit pyramid—brand refresh



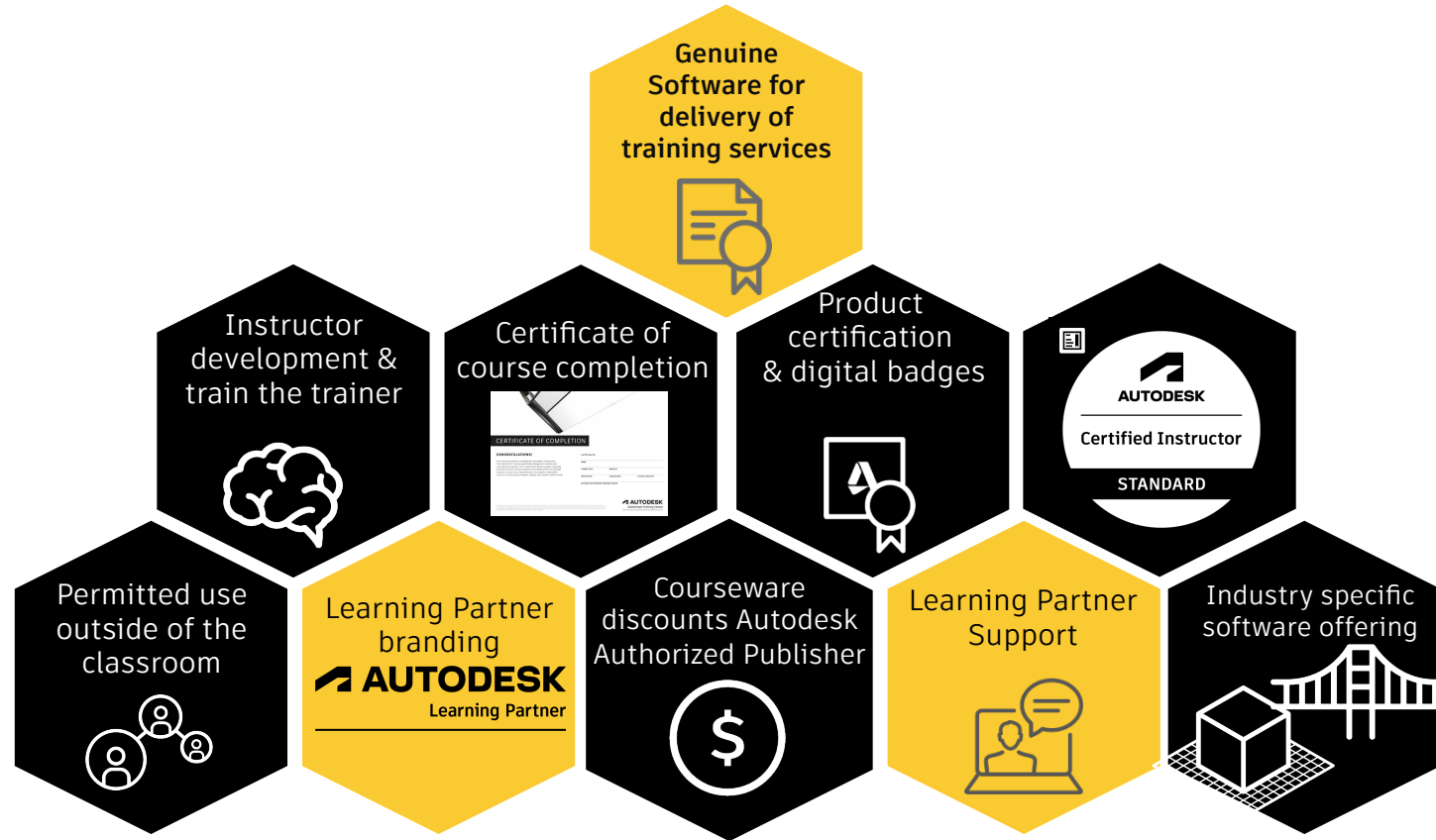
AAP Program benefit pyramid—brand refresh



ACI Program benefit pyramid—brand refresh



MTP Program benefit pyramid—brand refresh





Customer Story Templates

Autodesk Learning Partner

<Insert Customer Name>

Situation

- Concisely list the situation (use bullet points)
- Include customer or audience and the key problem
- Maximum 3 bullet points per section

Solution

- Concisely state your strategy
- State how the ALP or Customer solved the problem

Results

State the results, insight, or lessons learned
–results are very important

GEO–<insert country here>



<Insert Customer Name>

Situation

- Concisely list the situation (use bullet points)
- Include customer or audience and the key problem
- Maximum 3 bullet points per section

Solution

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- State how the ALP or Customer solved the problem

Results

State the results, insight, or lessons learned—results are very important

GEO—<insert country here>





“

Quote goes here. It can extend to multiple lines. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

”

Name

Job Title