Automotive Visual Guidelines

Advancing TI’s reputation in the automotive industry is everybody’s responsibility.

March 2019

Texas Instruments

A brand’s visual identity is the basis for much of a brand’s personality; it should be standardized to reinforce the idea that TI is accelerating to the future of automotive by leveraging our decades of experience meeting complex automotive design needs and help customers get to market faster. In order for these concepts to be propagated, we need consistency in verbal and visual messages, regardless of who is doing the communicating.

However, recognize that the following are guidelines rather than rules. If a departure from images explicitly approved in the DAM is necessary to achieve goals and there is good reason, the addition of new imagery can be discussed through an approval process. Keep in mind, that one of the goals of the DAM is the reduction of stock photography purchased or design resources spent creating new images. Use your best judgment and protect the TI brand above all.

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OVERALL VISUAL IDENTITY GOALS

Key messaging for automotive is that Texas Instruments accelerates the future of automotive designs and these types of messages should be reinforced by the imagery we use. We want to be seen as a technologically advanced company that's forward-looking in this industry and truly drives car advancements; our technology meets the demands of today and the needs of the future – the imagery should reflect that. The goal of TI's brand image isn't to evoke feelings of amusement; it's more about evoking respect for what we do.

How to be consistent in imagery

Consistency is key when it comes to creating a cohesive brand and should be considered when making all imagery decisions. Consistency is important because when logos, fonts, colors, and images are repeated, they stick in the viewer's brain as a cohesive unit. When that recognition occurs, a brand becomes instantly recognizable.

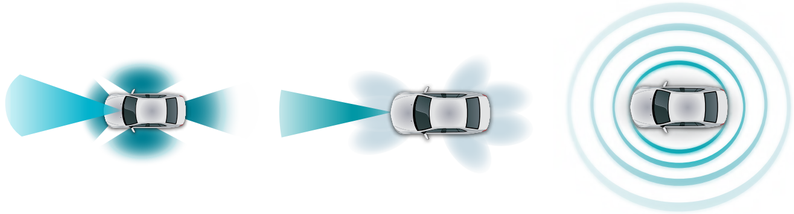
Basic imagery considerations: Some key things to look at when deciding if an image is consistent with TI's quality standards are: color, resolution, lighting, composition. More detailed information on TI's overall image standards can be found in the resources section.

COLOR	CONSERVATISM	LIGHTING	COMPOSITION	CARS
Colors should also be conservative rather than overly flashy and should incorporate the TI color palette; cars should be red, white or grey.	Images used shouldn't be dramatized, flashy or extravagant. Our images should be realistic, serious and clean.	Natural/studio lighting is preferred; images used must be bright and clear.	There should be a clear main subject in the image; select a single focus object, more than one leads to clutter. Collages are not acceptable in the TI brand.	TI uses brand-agnostic cars that are within the TI color palette (white, grey, red) in its images. Avoid cars whose brand can be identified, and cars in extreme colors.

It has been noted to keep automotive imagery "future looking", this means that all technology in the images should be modern. This does not mean that "futuristic" cars can depart from guidelines; they still should be conservative and not overly dramatized.

TI.com: Consistency on the TI website is the most crucial and requires the most rigorous vetting because TI.com should be where our brand is represented in its purest form. TI.com should be the basis for all other design decisions.

- **Portal pages:** It is important that images are in the same style; these images are right next to each other and invite comparison. Consider the list on page 4 when deciding if the images are consistent.
- The below examples are correct vs. incorrect consistency standards for automotive portal pages.



Camera | Radar | Sensor Fusion

ADAS | Infotainment & cluster | Body electronics & lighting | HEV/EV powertain

DO:

- Use images that are cohesive and obviously belong to the same company; each is in the same color family and style.

DO NOT:

- Use multiple graphic styles together (in this example, photography and illustration).
- Use a strong color theme outside of TI's color palette (in this example, bright blue).
- Use images that are too dark (ADAS), overly dramatized (BEL), or overly whimsical (HEV/EV).

Use considerations

As a rule of thumb, **rely primarily on photography or realistic illustration** as the basis of depicting automotive end applications in most promotions and on ti.com.

Realistic depictions are best to illustrate end applications, especially when the technology is current. When innovations take place in a recognizable form rather than in a completely foreign concept, it is more helpful to end users to get a realistic visualization of a product/concept.

It is recommended that you consider layering illustration, iconography and photography. This promotes the modification of existing auto images for different use cases. The modification section of these guidelines will have more examples.

- Icons are excellent to show a simple idea that lends quick understanding. Icons can be layered over photography/illustration to add visual interest and combine concepts in a way that doesn't add as much visual clutter.
  - Red icons to the right act as a simple way of labeling.
- Illustration is also recommended when layered over photography/photorealism to show abstract concepts.
  - ADAS applications cannot be literally shown - as they are an abstract concept, layered illustration is required here.

Recommendations by sector

Which image style to use is dependent on the technology and how to best show that technology in its use cases.

AUTOMOTIVE OVERALL	ADAS	INFOTAINMENT AND CLUSTER	BODY ELECTRONICS AND LIGHTING	HEV/EV AND POWERTRAIN
When showing a whole car without a single specific sector being highlighted, use photography/photorealistic illustration.	Layering illustration of ADAS applications over photography/photorealistic illustration is recommended to help the viewer visualize the end equipment's function.	Photography is best for many INFO technologies because many of these applications already exist (e.g. audio jacks, head units, etc.), however, many up-and-coming technologies such as the integrated cockpit may require some illustration over photography.	Similarly to INFO, this sector benefits from many end equipments (EE) having existing physical representation that can be shown in photos.	Photorealistic illustration is best in this case because original photography of many of these parts is difficult to obtain. Additionally, many of these parts are best abstracted. For example, a battery in an electric vehicle is simply a box; this is neither visually interesting nor representative of its function. In such cases, the user does not benefit by seeing the realistic image. In these scenarios, cases can be made for more interesting – even if abstracted – images.

How to best modify our automotive images

TI has a significant amount of imagery, both photography and illustrations, that can be repurposed for campaigns with an automotive element. The following are examples of how that has been done in the past.

The “White Car”

This photorealistic illustration is a 3-D vector image that can be seen from virtually any angle, as shown below. This car has been modified to meet many campaign needs and serves as a prime example of the adaptability of a single image. From 2019, a 3-D model of an SUV is also available.

Existing renders of our cars can be found by searching for the keywords ‘automotive 3d’ in the DAM master files.
If a new angle is required, please contact the automotive team.

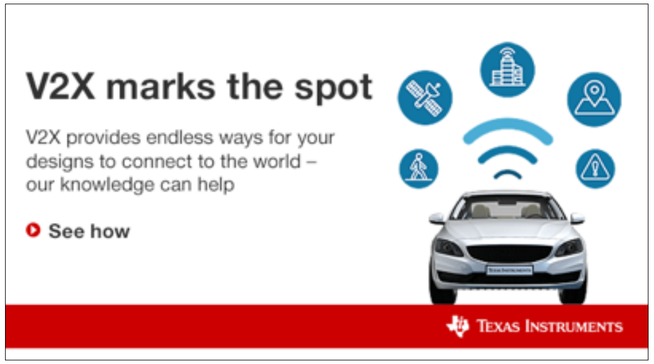





Web Banners/Email

- Rear-facing angle of the car was recolored grey and used to promote rear lighting EEs.

- Front-facing angle was used with specially made iconography to represent different types of connectivity.



Wall Panels for ALE trade show

- The white car is shown from a side angle for large-scale use with lighting illustration overlaid.

It is obvious, despite modifications, that the campaign materials belong to one brand – this is one of the main goals of the DAM and these guidelines.

Requesting new stock photography

Image requests should only follow careful examination of existing assets and consideration of if those assets could potentially be modified for use; if most images are based on common adaptations from the DAM, consistency and brand cohesion will naturally follow. If specific goals or campaign requirements cannot be met through modification of existing imagery, purchasing a new image can be justified. However, purchasing should be avoided by utilizing existing resources and careful planning of campaigns.

Stock photography standards:

Photos selected must adhere to basic consistency considerations previously outlined.

Uploading to the DAM:

Full instructions for DAM/JIRA submission can be found in the resources section but there are certain things to note for automotive in this process.
See chart on next page.

Uploading to the DAM

RESTRICTED USE

Some images are suitable for a specific non-automotive brand related use. For example, the mmWave image below is not within the automotive brand guidelines, but is within the mmWave brand guidelines (a key indicator is the pink sensor waves).

METADATA

When submitting a JIRA request, metadata is available to fill in and to keep the DAM searchable.

Title: should describe what the image shows. Ask yourself, “if I only read the title without the image in front of me, would I know what the image was?”

Keywords: should be what you want the image associated to. This includes things like the folder location, market, sector, EE or topic of interest (meaning a non-EE specific use case i.e. connected car, autonomous driving, etc.). Including the market tag (‘automotive’) and a sector tag (HEVEV, INFO, BEL, ADAS) is required to keep the DAM organized and easily searchable.

Title:

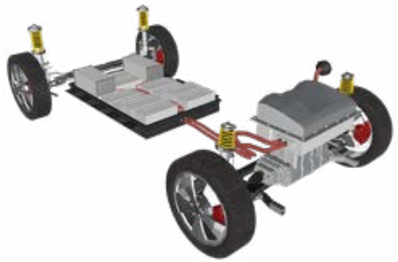
Empty front seats with blue digital cockpit

Keywords:

Market – automotive

Sector – infotainment, INFO

EE – HUD (head up display), digital cockpit, reconfigurable digital cluster



Title:

Powertrain sensor

Keywords:

Market – automotive

Sector – hybrid/electric and powertrain systems, HEV/EV

EE – current sensors, exhaust, fluid concentration, knock, position, pressure, temperature, torque

Other – mechanical, car, chassis

Title:

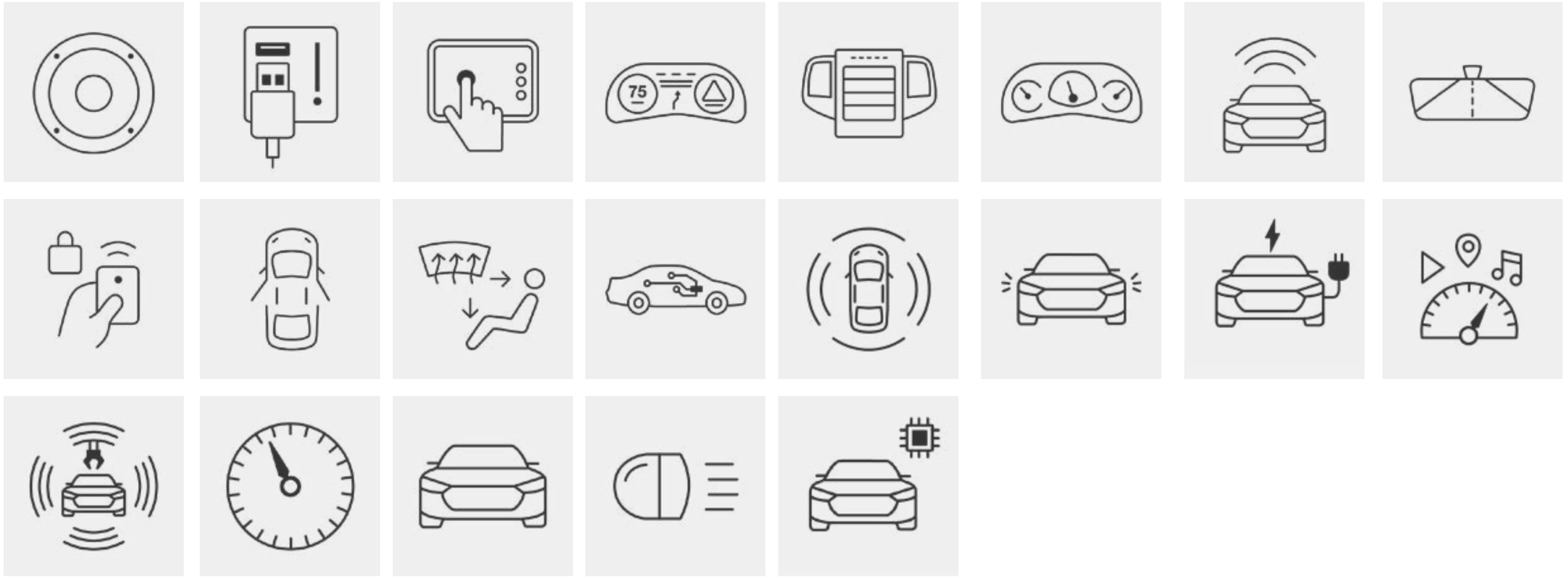
Side view of white car on teal background

Keywords:

Market – automotive

Automotive icons

Icons can be found in the AEM automotive illustrative icons folder.



Resources

- TI Brand Guidelines – https://infolink.sc.ti.com/brand-guidelines/w/brand-guidelines-pages
- Automotive Visual Guideline training – https://infolink.sc.ti.com/brand-guidelines/w/brand-guidelines-pages/10844/automotive-visual-guidelines
- DAM Training: AEM/DAM, permissions/roles/expectations, metadata/tagging, how to browse, how to view metadata, how to download assets.
  - https://confluence.itg.ti.com/display/DCPWWCM/Read+Only+Users+-+Training
  - https://confluence.itg.ti.com/display/DCWBEX/DAM+Image+Tagging+Process+Guide
- Contact the automotive team to address specific questions:

  https://infolink.sc.ti.com/business_rooms/worldwide_communications/digital_marketing/m/dmorgcharts

Texas Instruments

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