Brand Guidelines

EXTERNAL PARTNERS

Plus

Brand Guidelines

Welcome to the Plus Brand Guidelines!

This document will help you better understand everything related to the Plus brand.

The goal of these guidelines is to help our partners and vendors deliver a consistent brand experience for Plus at every touch point and through every medium.

While this document covers a lot, please reach out if you have questions regarding implementation or anything not specifically covered here.

Plus Marketing Team
pr@plus.ai

The Plus Voice

The Plus voice helps us stand out from the competition and is a representation of who we are as a company and the people behind our name. Maintaining a consistent voice is important in building familiarity, trust and a connection with our audiences. Use the following traits as tonal guides whenever developing content for Plus.

Inspired

We truly believe our technology can improve the world and are committed to working towards that reality.

Approachable

We make autonomous technology accessible and welcoming for all – whether you're an engineer, a driver, or just curious.

Credible

We speak with confidence and know-how which makes people listen and trust our word.

Pragmatic

We are problem solvers that get things done to deliver tangible impact in practical ways.

Voice Do's and Don'ts

Use this guide as examples of how to properly bring the Plus voice to life.

TRAIT	DESCRIPTION	DO	DON'T
Inspired	We truly believe our technology can improve the world and are committed to working towards that reality.	• Connect back to our vision • Tell creative stories of impact • Describe the future we are building	• Use negative or pessimistic language • Lean into fear mongering • Use overused cliches
Approachable	We make autonomous technology accessible and welcoming for all – whether you're an engineer, a driver, or just curious.	• Use simple and straightforward language • Create opportunities for dialogue • Use active language	• Assume our audience knows our space or technology • Use overly technical or corporate language when avoidable • Talk down on the competition
Credible	We speak with confidence and know-how that makes people listen and trust our word.	• Be open and transparent • Make direct claims and cite sources • Reference our experience and track record	• Over-promise • Make unrealistic or vague claims • Avoid answering questions
Pragmatic	We are problem solvers that get things done to deliver tangible impact in practical ways.	• Use real world examples • Tie everything back to problems being solved • Always mention outcomes and results	• Over-complicate what we say • Make our vision seem too distant • Be impractical

Logo Lock-ups

The Plus logo has two lock-up variations to be used as needed in different scenarios. The horizontal lock-up is our primary logo and should be used in most instances. In instances where horizontal space is limited, the vertical lock-up should be used as a secondary logo.

Color Variations

The dark logos in Plus deep blue (Hex #18186D) should always be used as a first option. Dark logos are best suited on white or light backgrounds. The light variations are to be used on dark backgrounds.

Logo Assets

To ensure you are using the most up to date logo assets, please always reference and download logo files from our library below.

LOGO LIBRARY →

PRIMARY DARK | Horizontal

PRIMARY LIGHT | Horizontal

SECONDARY DARK | Vertical

SECONDARY LIGHT | Vertical

Minimum Clearance Space

For optimal legibility, the Plus logo should always maintain a minimum clear spacing on all sides equal to the height of the Plus mark - identified here as "X". This applies to both horizontal and vertical lock- ups. This ensures the logo is not crowded or competing with other visual or text elements.
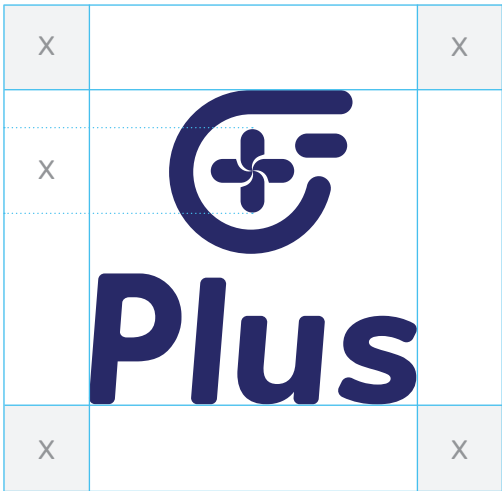
Minimum Sizing

To maintain clarity, the logo should not be reproduced any smaller than the minimum sizes outlined below.

Digital: 57px
Print: 0.6in/16.8mm

Digital: 32px
Print: 0.35in/8.9mm

Misuse

It's important that the appearance of the Plus logo remains consistent across every touch point. To achieve this, it may not be misinterpreted, modified, or added to. Its orientation, color, and composition should remain as indicated in this document.

If unsure about correct logo usage, please contact the Plus marketing team for final review.

The following are examples of how the Plus logo should not be used:

Do not distort, stretch or tilt the logo

Do not recolor the logo

Do not add a stroke to the logo

Do not outline the logo

Do not add harsh drop shadows to the logo

Do not place logo over distracting or busy backgrounds

The Plus Emblem

The Plus emblem is a visual representation of our evolutionary approach to autonomy. We bring together the appropriate building blocks to create iterative and sustainable pathways to full autonomy, delivering value every step of the way.

Whenever separated from the full Plus logo lock-up, it should be treated as a badge of honor and not altered in any way. This includes changing colors, altering proportions, flipping direction, or adding any embellishments.
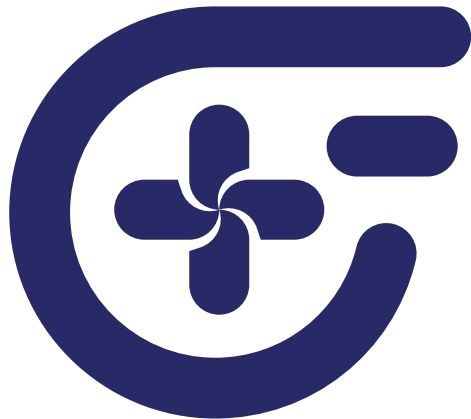
Dark Emblem

Light Emblem

Solutions Wordmarks

PlusProtect™, PlusVision™, PlusDrive®, and SuperDrive™ are our packaged solution offerings which make up the Plus Solutions Suite. These wordmarks are meant to be used whenever marketing our solutions in sales presentations, industry tradeshows, and digital communications.

Our solutions wordmarks can be used alongside the full Plus logo or on their own but never altered from the below variations. Only the all-white version of the wordmark should be used in solution interfaces.

SOLUTIONS WORDMARKS →

SuperDrive – Color

SuperDRIVE™

PlusVision – Color

PlusVISION™

PlusDrive – Color

PlusDRIVE®

PlusProtect – Color

PlusPROTECT™

SuperDrive – White

SuperDRIVE™

PlusVision – White

PlusVISION™

PlusDrive – White

PlusDRIVE®

PlusProtect – White

PlusPROTECT™

Plus

Primary Typeface: Rubik

Rubik is our primary typeface and should be used consistently across all branded collateral. It is a strong and bold san-serif typeface with round corners that match the Plus logo. Rubik should be used for headlines, sub-headlines, and buttons.

DOWNLOAD RUBIK →

Driving a smarter and safer future

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Light: The Future of Trucking
Regular: The Future of Trucking
Medium: The Future of Trucking
Bold: The Future of Trucking

Secondary Typeface: Roboto

Roboto is an easy to read san-serif typeface to be used in larger bodies of copy or whenever Rubik is unavailable.

DOWNLOAD ROBOTO →

Driving a smarter and safer future

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Light: The Future of Trucking
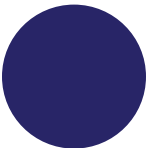Regular: The Future of Trucking
Medium: The Future of Trucking
Bold: The Future of Trucking

Plus

Color Palette

The Plus color palette is another way to represent who we are and reinforce a cohesive brand experience.

PRIMARY

Deep Blue
CMYK 100 100 22 19
RGB 24 24 109
HEX #18186D

SECONDARY

Teal Green
CMYK 76 30 44 5
RGB 63 138 139
HEX #3F8A8B

ACCENT

Light Blue
CMYK 62 5 0 0
RGB 60 192 246
HEX #3CC0F6

ACCENT

Neon Green
CMYK 13 0 84 0
RGB 230 230 76
HEX #E6E64C

GRADIENT

Deep Blue
HEX #18186D
Teal Green
HEX #3F8A8B

SUPPLEMENTAL

Light Grey
CMYK 8 4 4 0
RGB 231 235 237
HEX #E6EAEE

Visual Elements

Our visual brand goes beyond a logo and color palette. Use a combination of the following visual elements to create a dynamic and memorable brand experience. See examples of these visual elements in action in the pages following this one.

Gradient

Our signature gradient is used sparingly and when used, it should take over the whole area. When possible, set the gradient at a 45 degree angle starting with deep blue at the bottom and blending into teal green up top.

Plus Mark

When used outside of the Plus logo and emblem, the Plus mark may be used as an accent embellishment. It may be styled over-sized, bleeding off the edges, or with different opacities, but never taken apart from the Plus configuration.
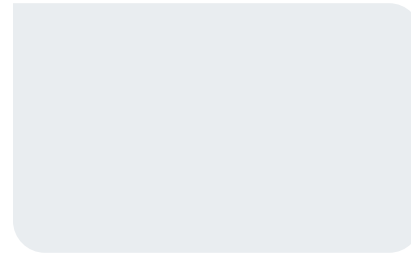
Stylized Corners

Use rectangles with a mix of perpendicular and rounded corners as containers to highlight images or content. This added element adds visual interest and gives a feel of layered movement.

Illustration & Iconography

Illustrations and icons are another way to quickly communicate complex ideas or concepts. We use simple line-art style illustrations that are easy to understand and are flexible to use. Icons should stick to one color unless they are part of a pre-determined icon group like those assigned to our technology, products, and features.

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Thank You!

Everyone at Plus, including our partners, play a vital part in representing our brand internally and externally. We appreciate you taking the time to review our brand guidelines and are here to help answer any questions you may have.

Plus Marketing Team
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