



Brand guidelines

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Introduction

Introduction

Welcome to the **Eclipse Software Defined Vehicle** brand guidelines.

This guide defines the visual identity of the Eclipse SDV brand and provides guidance for using its core brand elements consistently across all communications.

From the logo and colour palette to typography and graphic elements, every component has been designed to reflect the SDV Working Group's mission of advancing open source collaboration for software-defined vehicles.

Consistent application of these guidelines helps strengthen recognition of the SDV brand and ensures a cohesive experience across print, digital, presentations, events, and community communications.

2.0 Mission & values

Mission & values

Mission

The mission of the Eclipse Software Defined Vehicle (SDV) Working Group is to provide a forum for individuals and organizations to build and promote the open source software, specifications, and open collaboration models. The main goal of the SDV Working Group is to create a scalable, modular, extensible, industry-friendly open source licensed vehicle software platform to support in-vehicle and around-vehicle application development and deployment.

“Code first” manner

The primary objective of the Eclipse SDV Working Group is to encourage, develop, and promote open source solutions able to compete successfully in the challenging and fragmented automotive industry. The working group will have a strong focus on the implementation and onboarding of existing code artifacts from the working group members to build the ecosystem in a “code first” manner.

3.0 Brand identity



Primary logo

The Eclipse SDV logo is the primary visual representation of the Software Defined Vehicle Working Group.

Inspired by automotive technology and digital connectivity, the symbol combines geometric forms with clean typography to communicate innovation, precision, and collaboration.

The visual identity reflects SDV's mission of enabling an open, scalable, and modular software ecosystem for next-generation vehicles while remaining aligned with the Eclipse Foundation brand.



Logo variations

Use the version of the logo that provides the strongest contrast against the background to ensure maximum legibility. Monochrome variations are also available for situations where colour reproduction is limited. When placing the logo on any background, always choose the appropriate logo version and position it in a clear, readable area to maintain visibility and brand consistency.

TWO-COLOUR VERSION



GREYSCALE VERSION



MONOCHROME VERSIONS





Logo safezone

To preserve the integrity and legibility of the SDV logo, maintain a minimum clear space around all sides of the mark. Use "Eclipse" from the logotype as reference.

No text, graphics, or other visual elements should enter this exclusion zone. The relationship between the symbol and logotype must never be modified.





Minimum logo size

To maintain legibility and brand integrity, never scale the logo below the following dimensions:

- Minimum width: 120 pixels (digital) / 30 mm (print)

When in doubt, use larger sizes to preserve clarity, especially in digital or low-resolution formats.



Incorrect logo usage

Approved variations of the logo can be found and downloaded [here](#).

To maintain consistency of our logo, follow these guidelines:

- Do not distort or compress the logo.
- Do not alter the font size proportions within the logo.
- Do not change the colour of the logo.
- Do not reverse or rearrange the brand colours.
- Do not use drop shadows or other effects.
- Do not display only one word from the logo.



4.0 Colour system

Colour palette

The SDV colour system is built around a palette that reflects technology, innovation, and modern mobility.

Primary colours form the foundation of the brand identity and should be used consistently across all branded materials.

Supporting colours provide additional flexibility for diagrams, illustrations, presentations, and digital communications while maintaining visual cohesion.

Vibrant violet ★

PANTONE 2685 C
RGB 74, 11, 125 / **CMYK** 85, 100, 0, 10
HEX #4A0B7D

Plum ★

PANTONE 2617 C
RGB 138, 34, 127 / **CMYK** 50, 100, 0, 0
HEX #8A227F

Orange

PANTONE 158 C
RGB 240, 108, 2
CMYK 0, 70, 100, 0
HEX #F06C02

SDV plum

PANTONE 2415 C
RGB 240, 108, 2
CMYK 37, 100, 30, 0
HEX #AB216F

SDV violet

PANTONE 2766 C
RGB 64, 34, 95
CMYK 85, 100, 25, 20
HEX #40225F

Cloud grey

PANTONE Cool grey 1 C
RGB 241, 242, 244
CMYK 0, 0, 0, 5
HEX #F1F2F4

Mist grey

PANTONE Cool grey 2 C
RGB 223, 217, 226
CMYK 10, 13, 5, 0
HEX #DFD9E2

Charcoal

PANTONE Black 7 C
RGB 31, 31, 31
CMYK 70, 65, 65, 75
HEX #1F1F1F

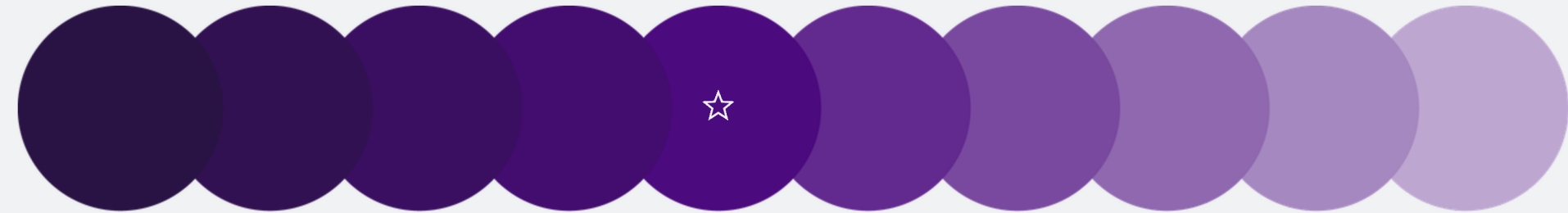
Tints and shades

The extended colour palette expands the visual language of the SDV brand while maintaining harmony with the primary colours.

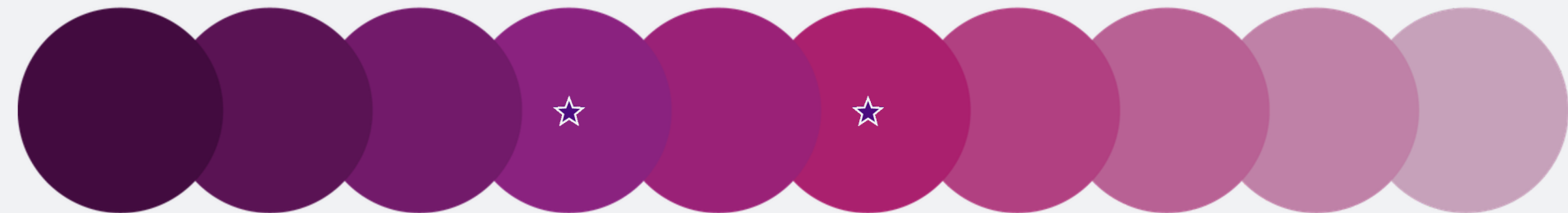
These colours are intended for charts, diagrams, infographics, and supporting graphics.

★ Colours from the primary palette

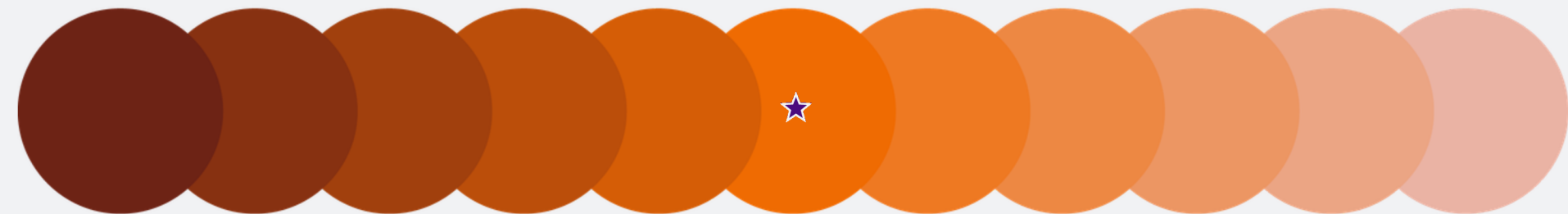
VIOLET



PLUM



ORANGE



GREY



Gradients

Gradient 1

SDV VIOLET >
PLUM >
ORANGE

Gradient 2

MIST GREY >
PLUM

Gradient 3

VIBRANT VIOLET >
PLUM

5.0 Typography



Primary typography

Aa

Sora font family

Light

Regular

Medium

Semi Bold

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%&*()?

Sora's clean geometric forms and contemporary character reflect the innovation, precision, and forward-thinking nature of software-defined vehicles. It should be used for headlines, subheadings, key messaging, and highlighted text.

Secondary typography

Aa

Inter font family

Light

Regular

Medium

Semi Bold

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%&*()?

Chosen for its exceptional readability and versatility, Inter complements Sora while providing a clear and accessible reading experience across all communications. Inter should be used for body copy, longer documents, captions, and interface elements where clarity are essential.

Typography guidelines

Type hierarchy & best practices

- **Headlines:** Sora Bold (700)
- **Subheadings:** Sora SemiBold (600)
- **Highlighted text:** Sora Medium (500)
- **Body copy:** Inter Regular (400)
- **Captions and supporting text:** Inter Medium (500)

Accessibility considerations

- Ensure sufficient contrast between text and background to meet WCAG AA standards.
- Use Sora for emphasis and display text only. Avoid setting long paragraphs in Sora, as Inter provides better readability for extended reading.
- Maintain consistent spacing, hierarchy, and alignment to create clear and accessible layouts across print and digital applications.

6.0 Graphic elements

Graphic elements

The system is built around clean, modern compositions enhanced by rich gradient treatments and abstract geometric line forms. These elements introduce a sense of motion, innovation, and technical precision while maintaining a minimal aesthetic.

Whether used as subtle background features, standalone graphics, or supporting icons, they should be applied consistently to create a distinctive and unified brand experience.



Graphic elements usage

- Use the vibrant gradient palette, blending purple, magenta, orange, and blue tones to create depth, energy, and a contemporary visual aesthetic.
- Keep graphic elements secondary to the content. Maintain strong contrast and clear space for text and logos.
- Use richer compositions for large-format, and a lighter touch for social media and content-heavy layouts.

EXAMPLES

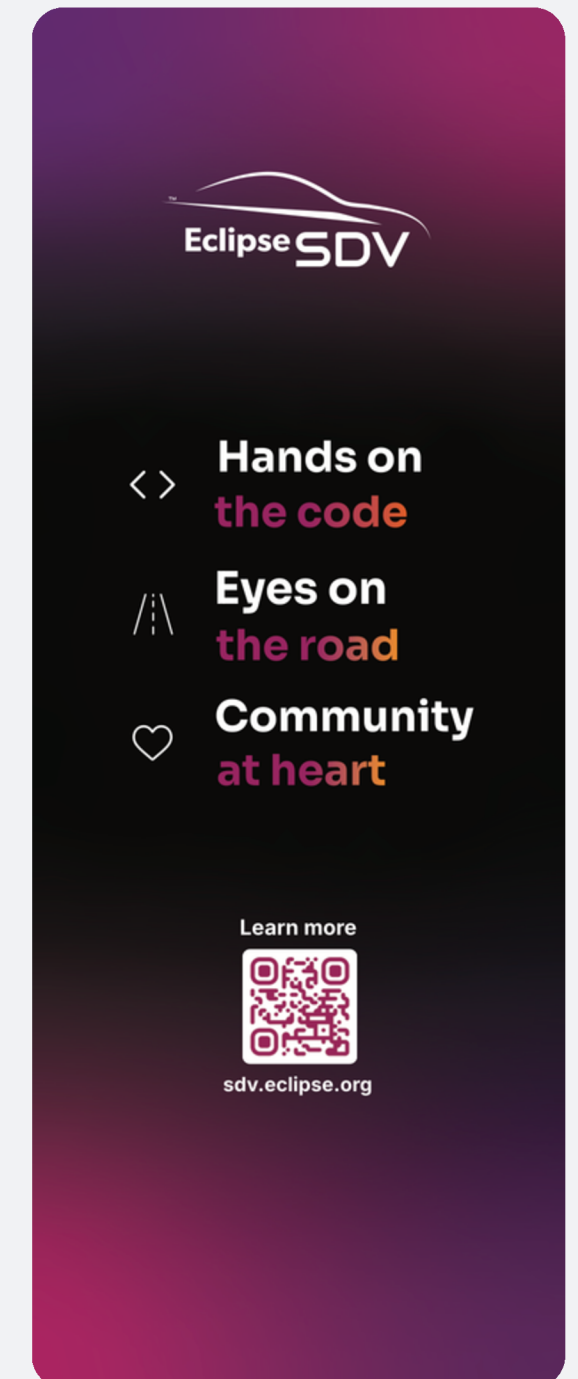
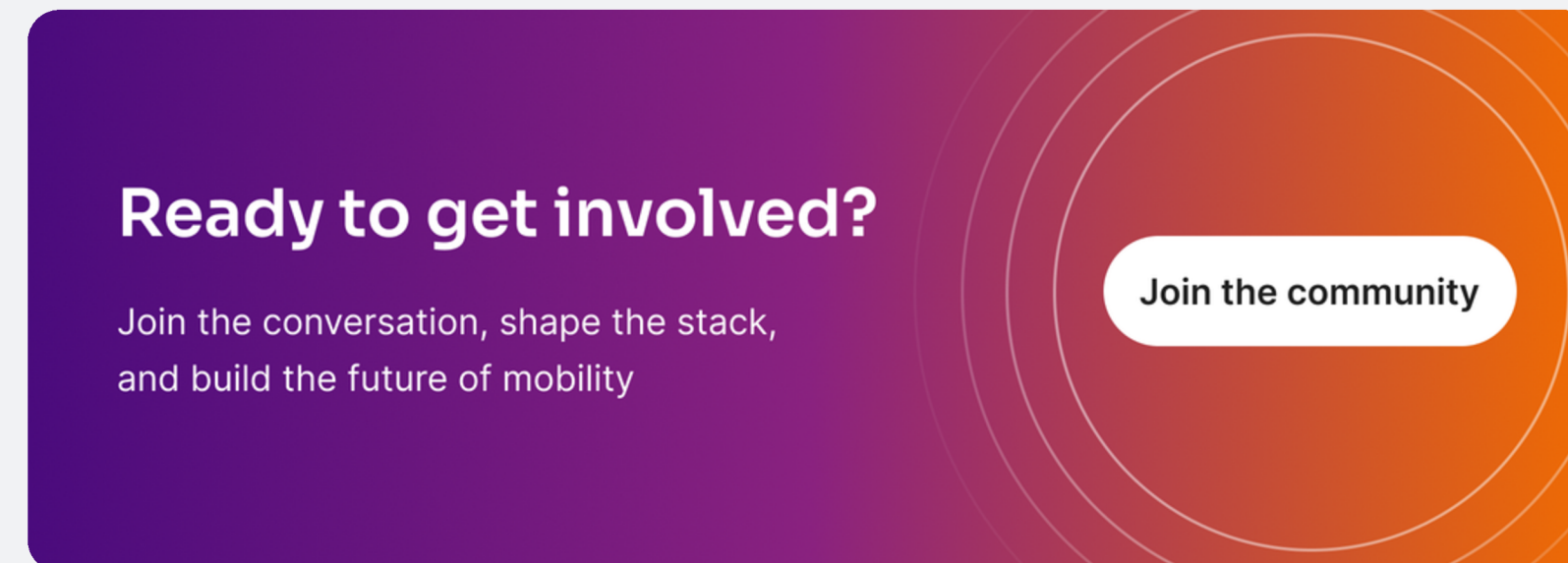
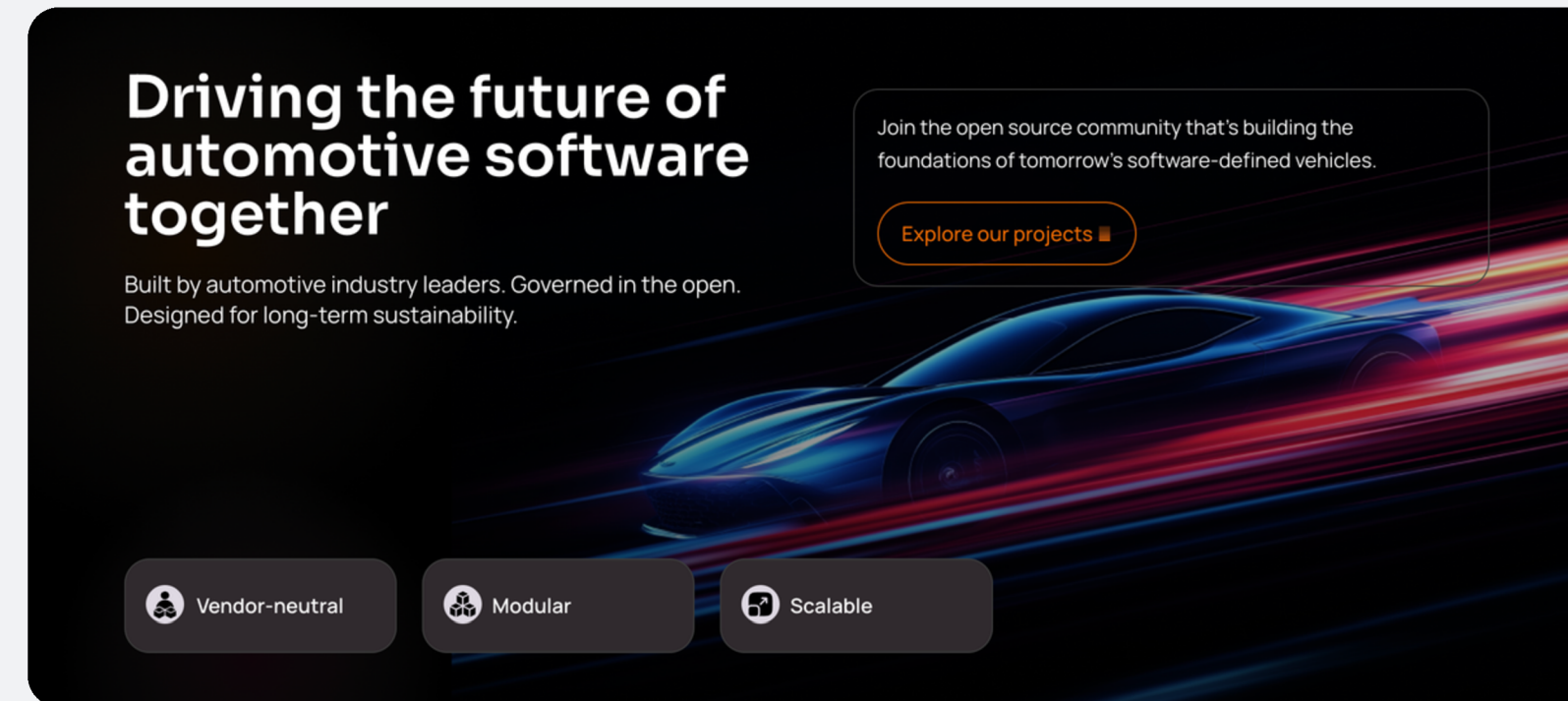


Photo style

Eclipse SDV imagery should reflect the evolution of automotive software through bold, contemporary visuals. Imagery combines realistic vehicles with digital overlays, wireframe elements, gradient lighting, and motion effects to communicate connectivity, speed, and innovation.

Keywords:

Modern, innovative, dynamic, connected



7.0

Trademark and usage

Trademark and usage

The SDV logo is a trademark of the Eclipse Foundation.

Names of trademarks and logos are the intellectual property of the Eclipse Foundation and cannot be altered without the Eclipse Foundation permission.

Please see our [Trademark usage policy](#).

Contact us

For questions related to these brand guidelines please reach out to the Eclipse SDV Working Group. If you wish to report an infringement of the Eclipse Foundation trademarks, or wish to use a Eclipse Foundation trademark in a way not explicitly provided for in these guidelines, then contact us by sending an email to license@eclipse.org.

A full listing of the Eclipse Foundation Marks may be found at: eclipse.org/artwork.



eclipsesdv.org

