

VNC Automotive

Brand identity guidelines



Version 2

January 2024

Contents

[Download our brand pack](#)

01 VNC Automotive

- Company mission
- Company vision
- Brand idea
- Values
- Tone-of-voice
- Product naming

02 Logo

- Overview
- Clear space & minimum size
- Colourways

03 Colour

- Primary
- Secondary
- Product UI
- Balance

04 Typography

- Primary typeface
- Secondary typeface
- Bespoke numerals
- Working with type

05 Graphic devices

- Connectivity lines
- Iconography
- Graphs & charts
- Illustration

06 Photography

- What we do - literal
- What we do
- What we enable

07 Applications

- PowerPoint - internal use
- PowerPoint - external use
- Word templates
- Company brochure
- Cobalt Cube® product datasheet
- Cobalt Cube® packing insert
- Events graphic design
- Technical drawings
- Recruitment postcard
- HR benefits booklet
- Social banners
- Stationery

Email footer

Marketing email template

08 Contact

VNC Automotive

Company mission

Company vision

Brand idea

Values

Tone-of-voice

Product naming



Contents

- 01 **VNC Automotive**
 - Company mission
 - Company vision
 - Brand idea
 - Values
 - Tone-of-voice
 - Product naming
- 02 **Logo**
 - Overview
 - Clear space & minimum size
 - Colourways
- 03 **Colour**
 - Primary
 - Secondary
 - Product UI
 - Balance
- 04 **Typography**
 - Primary typeface
 - Secondary typeface
 - Bespoke numerals
 - Working with type
- 05 **Graphic devices**
 - Connectivity lines
 - Iconography
 - Graphs & charts
 - Illustration
- 06 **Photography**
 - What we do - literal
 - What we do
 - What we enable
- 07 **Applications**
 - PowerPoint - internal use
 - PowerPoint - external use
 - Word templates
 - Company brochure
 - Cobalt Cube® product datasheet
 - Cobalt Cube® packing insert
 - Events graphic design
 - Technical drawings
 - Recruitment postcard
 - HR benefits booklet
 - Social banners
 - Stationery
 - Email footer
 - Marketing email template
- 08 **Contact**

VNC Automotive

Company mission, vision and brand idea

Company mission

To work with our customers and partners to create intuitive, market-leading, innovative products and deliver the most enriching in-vehicle experience possible.

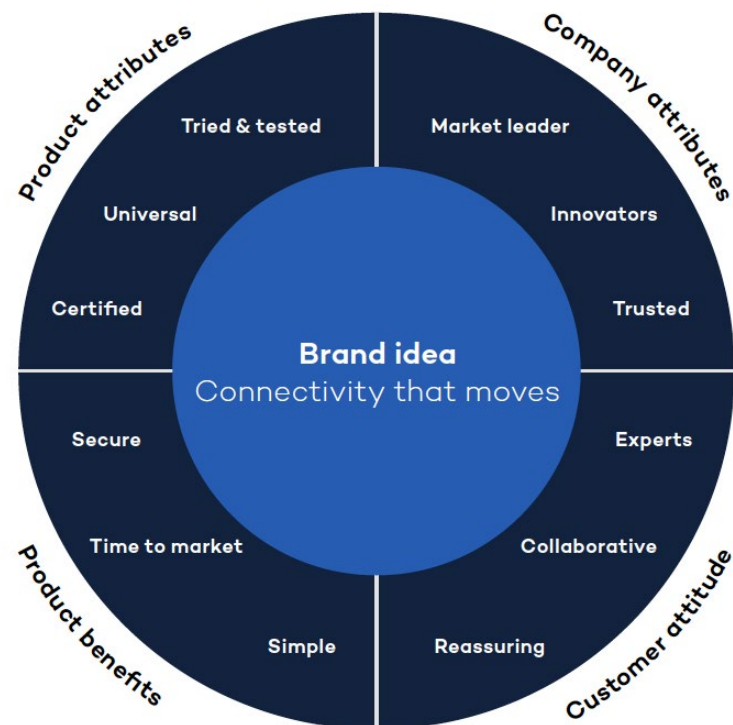
Company vision

World leaders in transport entertainment, telematics and connectivity technology

Brand idea

‘Connectivity that moves’

The physical; vehicular technology
The emotional; enriched driving experience



Contents

- 01 **VNC Automotive**
 - Company mission
 - Company vision
 - Brand idea
 - Values
 - Tone-of-voice
 - Product naming

- 02 **Logo**
 - Overview
 - Clear space & minimum size
 - Colourways

- 03 **Colour**
 - Primary
 - Secondary
 - Product UI
 - Balance

- 04 **Typography**
 - Primary typeface
 - Secondary typeface
 - Bespoke numerals
 - Working with type

- 05 **Graphic devices**
 - Connectivity lines
 - Iconography
 - Graphs & charts
 - Illustration

- 06 **Photography**
 - What we do - literal
 - What we do
 - What we enable

- 07 **Applications**
 - PowerPoint - internal use
 - PowerPoint - external use
 - Word templates
 - Company brochure
 - Cobalt Cube® product datasheet
 - Cobalt Cube® packing insert
 - Events graphic design
 - Technical drawings
 - Recruitment postcard
 - HR benefits booklet
 - Social banners
 - Stationery
 - Email footer
 - Marketing email template

- 08 **Contact**

VNC Automotive

Values

We are pioneers

We design, develop and deliver innovative technology to transform the connected vehicle experience.

We put the customer first

Our customers are the most important part of our business. We listen to their concerns and put them at the heart of everything we do.

We are best in class

We don't just offer 'good enough' products and services. Everything we create is of the highest quality - and delivers the best experience.

We value our people

The well-being and happiness of our staff is crucial to our success as a business. We treat our people right, and that starts from day one.

We have integrity

Integrity and respect for our customers, colleagues and partners is fundamental to the way we do business.

[Click here to download our brand pack](#)



Contents

- 01 **VNC Automotive**
 - Company mission
 - Company vision
 - Brand idea
 - Values
 - Tone-of-voice
 - Product naming
- 02 **Logo**
 - Overview
 - Clear space & minimum size
 - Colourways
- 03 **Colour**
 - Primary
 - Secondary
 - Product UI
 - Balance
- 04 **Typography**
 - Primary typeface
 - Secondary typeface
 - Bespoke numerals
 - Working with type
- 05 **Graphic devices**
 - Connectivity lines
 - Iconography
 - Graphs & charts
 - Illustration
- 06 **Photography**
 - What we do - literal
 - What we do
 - What we enable
- 07 **Applications**
 - PowerPoint - internal use
 - PowerPoint - external use
 - Word templates
 - Company brochure
 - Cobalt Cube® product datasheet
 - Cobalt Cube® packing insert
 - Events graphic design
 - Technical drawings
 - Recruitment postcard
 - HR benefits booklet
 - Social banners
 - Stationery
 - Email footer
 - Marketing email template
- 08 **Contact**

VNC Automotive

Tone-of-voice

[Read our tone-of-voice guide](#)

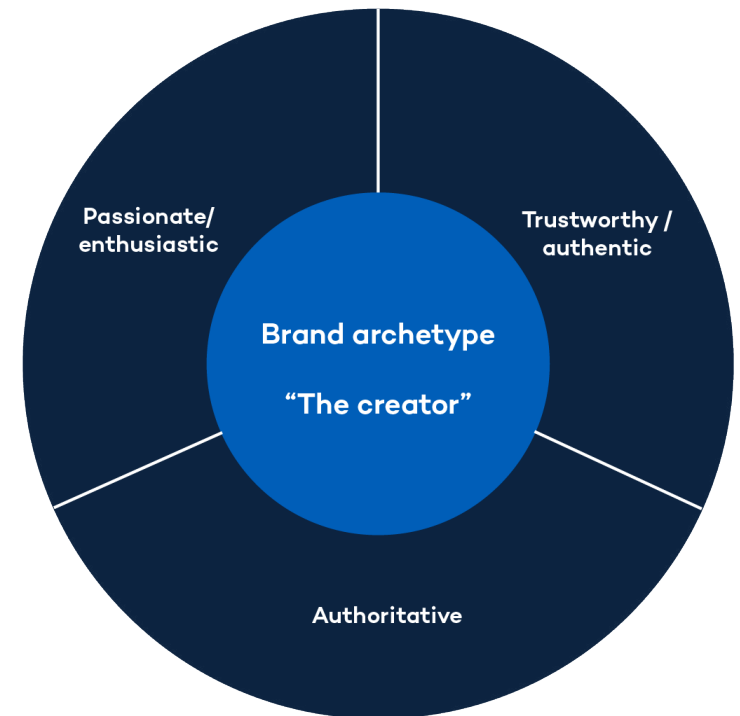
Our brand voice is an invaluable tool, but it can actually be detrimental to the brand if not regulated. Tone of voice is often difficult to gather from written communication, but there are subtle lexical nuances that can be employed to help improve the perception of communications amongst audiences in all brand communication scenarios.

Our brand personality is anchored around three characteristics **“authoritative”, “passionate/enthusiastic”** and **“trustworthy/authentic”**.

These characteristics are derived from our brand mission, vision and core values.

To read our full brand tone-of-voice guide, please click the button to the left.

Brand personality characteristics



[Click here to download our brand pack](#)

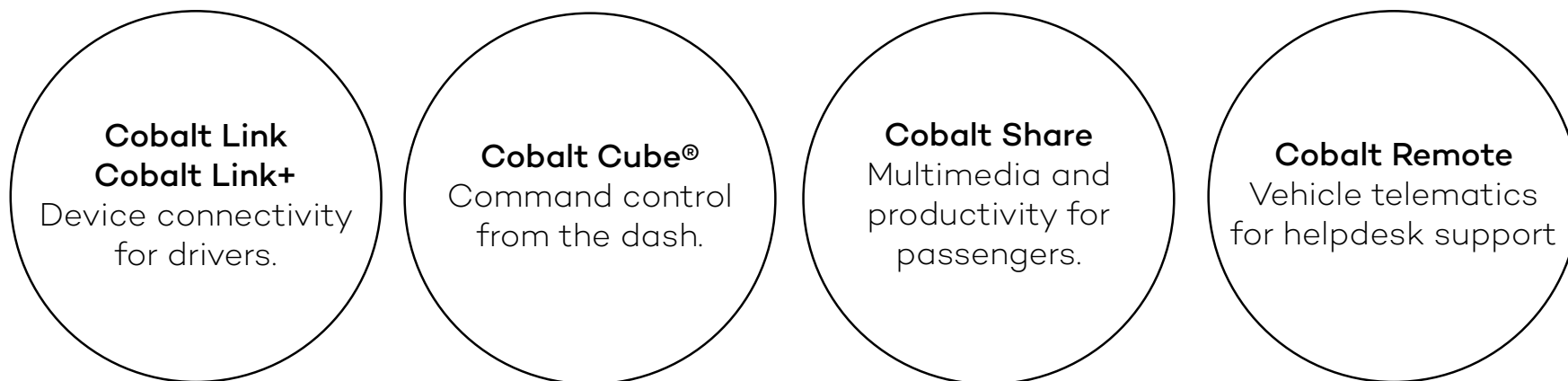


Contents

- 01 **VNC Automotive**
 - Company mission
 - Company vision
 - Brand idea
 - Values
 - Tone-of-voice
 - Product naming
- 02 **Logo**
 - Overview
 - Clear space & minimum size
 - Colourways
- 03 **Colour**
 - Primary
 - Secondary
 - Product UI
 - Balance
- 04 **Typography**
 - Primary typeface
 - Secondary typeface
 - Bespoke numerals
 - Working with type
- 05 **Graphic devices**
 - Connectivity lines
 - Iconography
 - Graphs & charts
 - Illustration
- 06 **Photography**
 - What we do - literal
 - What we do
 - What we enable
- 07 **Applications**
 - PowerPoint - internal use
 - PowerPoint - external use
 - Word templates
 - Company brochure
 - Cobalt Cube® product datasheet
 - Cobalt Cube® packing insert
 - Events graphic design
 - Technical drawings
 - Recruitment postcard
 - HR benefits booklet
 - Social banners
 - Stationery
 - Email footer
 - Marketing email template
- 08 **Contact**

VNC Automotive

Product naming



In external communications

Cobalt Cube is a registered trademark of VNC Automotive in the UK, EU, US, Japan, China and Korea with Canada and Australia pending; plus [patents in various countries](#).

When writing about Cobalt Cube we use the registered trademark symbol (®) in the first instance of “Cobalt Cube” in the heading and the first instance of “Cobalt Cube” in the body copy.

Our product names should always be referred to in full and never truncated, even internally. Frequently used and unacceptable truncations include, but are not limited to: “Link”, “Link+”, “Cube” or “the Cube”.



Logo

Overview

Clear space & minimum size

Colourways



Contents

- 01 **VNC Automotive**
 - Company mission
 - Company vision
 - Brand idea
 - Values
 - Tone-of-voice
 - Product naming
- 02 **Logo**
 - Overview
 - Clear space & minimum size
 - Colourways
- 03 **Colour**
 - Primary
 - Secondary
 - Product UI
 - Balance
- 04 **Typography**
 - Primary typeface
 - Secondary typeface
 - Bespoke numerals
 - Working with type
- 05 **Graphic devices**
 - Connectivity lines
 - Iconography
 - Graphs & charts
 - Illustration
- 06 **Photography**
 - What we do - literal
 - What we do
 - What we enable
- 07 **Applications**
 - PowerPoint - internal use
 - PowerPoint - external use
 - Word templates
 - Company brochure
 - Cobalt Cube® product datasheet
 - Cobalt Cube® packing insert
 - Events graphic design
 - Technical drawings
 - Recruitment postcard
 - HR benefits booklet
 - Social banners
 - Stationery
 - Email footer
 - Marketing email template
- 08 **Contact**

Logo

Overview

Our logo is our most distinctive brand asset. It should be used in external communications to instil brand recognition amongst our audiences.

[Download our logo files](#)

Symbol

- Depicts perpetual connectivity

Wordmark

- A modified typeface for distinction
- 'V' and 'A' characters mirror each other

The physical; vehicular technology

The emotional; enriched driving experience

Our logo



Symbol/ favicon

Tagline

Wordmark

[Click here to download our brand pack](#)



Contents

- 01 **VNC Automotive**
Company mission
Company vision
Brand idea
Values
Tone-of-voice
Product naming

- 02 **Logo**
Overview
Clear space & minimum size
Colourways

- 03 **Colour**
Primary
Secondary
Product UI
Balance

- 04 **Typography**
Primary typeface
Secondary typeface
Bespoke numerals
Working with type

- 05 **Graphic devices**
Connectivity lines
Iconography
Graphs & charts
Illustration

- 06 **Photography**
What we do - literal
What we do
What we enable

- 07 **Applications**
PowerPoint - internal use
PowerPoint - external use
Word templates
Company brochure
Cobalt Cube® product datasheet
Cobalt Cube® packing insert
Events graphic design
Technical drawings
Recruitment postcard
HR benefits booklet
Social banners
Stationery
Email footer
Marketing email template

- 08 **Contact**

Logo

Overview

[Download our logo files](#)

Our logo has been meticulously crafted.

- Never**
- Distort the proportions of the logo
 - Change the colour of the logo
 - Change the tagline of the logo
 - Add elements to the logo
 - Place the logo over complex backgrounds
 - Place the logo into a holding shape

Constructing our logo



[Click here to download our brand pack](#)

Contents

- 01 **VNC Automotive**
 - Company mission
 - Company vision
 - Brand idea
 - Values
 - Tone-of-voice
 - Product naming
- 02 **Logo**
 - Overview
 - Clear space & minimum size
 - Colourways
- 03 **Colour**
 - Primary
 - Secondary
 - Product UI
 - Balance
- 04 **Typography**
 - Primary typeface
 - Secondary typeface
 - Bespoke numerals
 - Working with type
- 05 **Graphic devices**
 - Connectivity lines
 - Iconography
 - Graphs & charts
 - Illustration
- 06 **Photography**
 - What we do - literal
 - What we do
 - What we enable
- 07 **Applications**
 - PowerPoint - internal use
 - PowerPoint - external use
 - Word templates
 - Company brochure
 - Cobalt Cube® product datasheet
 - Cobalt Cube® packing insert
 - Events graphic design
 - Technical drawings
 - Recruitment postcard
 - HR benefits booklet
 - Social banners
 - Stationery
 - Email footer
 - Marketing email template
- 08 **Contact**

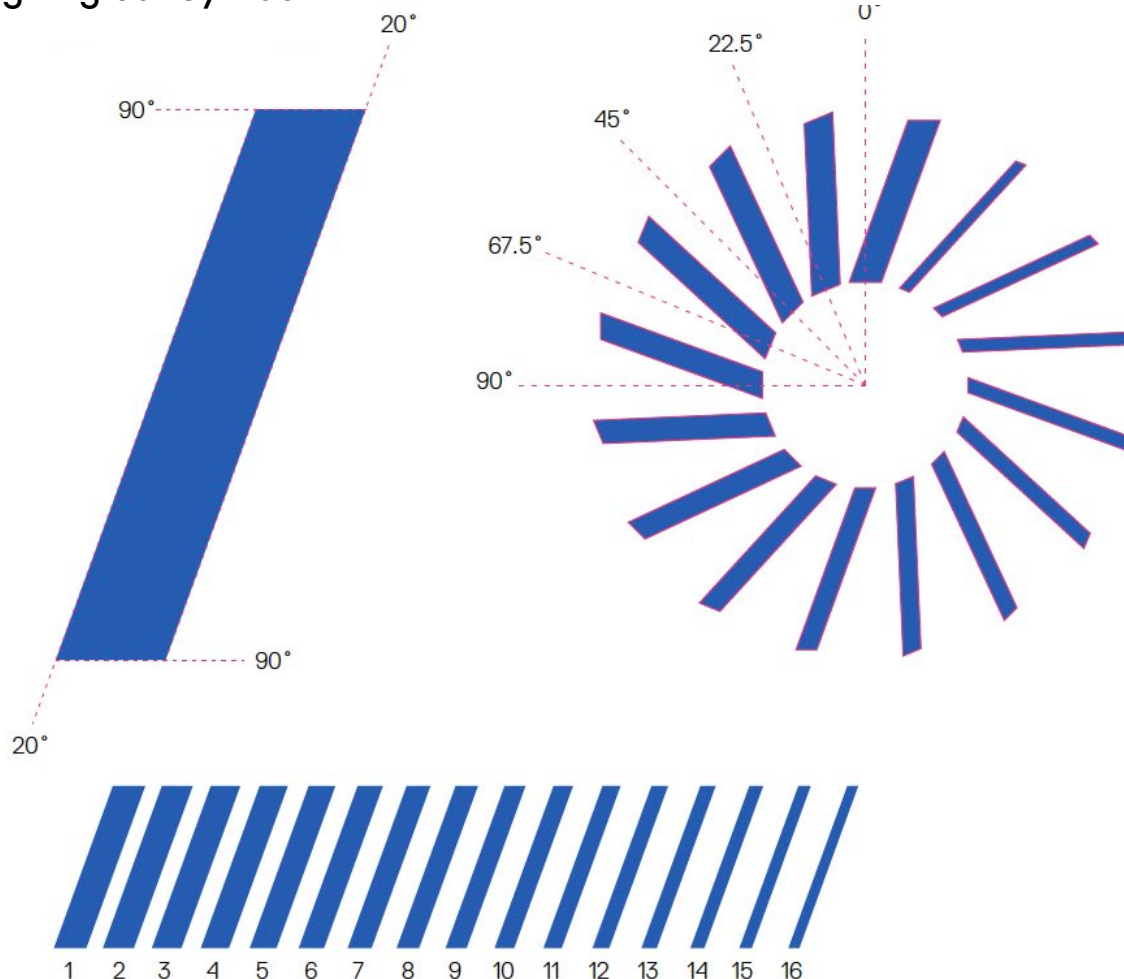
Logo

Overview

[Download our logo files](#)

Our symbol has been designed to sit in harmony with our wordmark. It's essence is taken from the ascender of the 'V'. We refer to these individual elements as 'spokes'.

Designing our symbol



[Click here to download our brand pack](#)



Contents

- 01 **VNC Automotive**
 - Company mission
 - Company vision
 - Brand idea
 - Values
 - Tone-of-voice
 - Product naming
- 02 **Logo**
 - Overview
 - Clear space & minimum size
 - Colourways
- 03 **Colour**
 - Primary
 - Secondary
 - Product UI
 - Balance
- 04 **Typography**
 - Primary typeface
 - Secondary typeface
 - Bespoke numerals
 - Working with type
- 05 **Graphic devices**
 - Connectivity lines
 - Iconography
 - Graphs & charts
 - Illustration
- 06 **Photography**
 - What we do - literal
 - What we do
 - What we enable
- 07 **Applications**
 - PowerPoint - internal use
 - PowerPoint - external use
 - Word templates
 - Company brochure
 - Cobalt Cube® product datasheet
 - Cobalt Cube® packing insert
 - Events graphic design
 - Technical drawings
 - Recruitment postcard
 - HR benefits booklet
 - Social banners
 - Stationery
 - Email footer
 - Marketing email template
- 08 **Contact**

Logo

Clear space & minimum size

[Download our logo files](#)

Exclusion zone

The logo should be surrounded by a minimum area of clear space at all times. This area is called our exclusion zone. The exclusion zone around the brandmark is based on the 'V' character from the wordmark.

Digital applications

For digital applications the exclusion zone can be reduced to 50% of the 'V'.

Minimum size – with tagline

To ensure legibility of the tagline the minimum size of the brandmark is 30mm in width.

Minimum size – without tagline

To ensure legibility the minimum size of the brandmark is 20mm in width.

Exclusion zone



Minimum size –
with tagline



30mm

Minimum size –
without tagline



20mm

[Click here to download our brand pack](#)



Contents

- 01 **VNC Automotive**
 - Company mission
 - Company vision
 - Brand idea
 - Values
 - Tone-of-voice
 - Product naming
- 02 **Logo**
 - Overview
 - Clear space & minimum size
 - Colourways
- 03 **Colour**
 - Primary
 - Secondary
 - Product UI
 - Balance
- 04 **Typography**
 - Primary typeface
 - Secondary typeface
 - Bespoke numerals
 - Working with type
- 05 **Graphic devices**
 - Connectivity lines
 - Iconography
 - Graphs & charts
 - Illustration
- 06 **Photography**
 - What we do - literal
 - What we do
 - What we enable
- 07 **Applications**
 - PowerPoint - internal use
 - PowerPoint - external use
 - Word templates
 - Company brochure
 - Cobalt Cube® product datasheet
 - Cobalt Cube® packing insert
 - Events graphic design
 - Technical drawings
 - Recruitment postcard
 - HR benefits booklet
 - Social banners
 - Stationery
 - Email footer
 - Marketing email template
- 08 **Contact**

Logo

Colourways

[Download our logo files](#)

Always use the preferred logo colourways whenever possible in external communications.

Black and white

Use these versions when the application requires a single colour. For example, single colour printing.

Preferred colourways



Alternate colourways



[Click here to download our brand pack](#)



Colour

Primary
Secondary
Product UI
Balance



Contents

- 01 **VNC Automotive**
 - Company mission
 - Company vision
 - Brand idea
 - Values
 - Tone-of-voice
 - Product naming

- 02 **Logo**
 - Overview
 - Clear space & minimum size
 - Colourways

- 03 **Colour**
 - Primary
 - Secondary
 - Product UI
 - Balance

- 04 **Typography**
 - Primary typeface
 - Secondary typeface
 - Bespoke numerals
 - Working with type

- 05 **Graphic devices**
 - Connectivity lines
 - Iconography
 - Graphs & charts
 - Illustration

- 06 **Photography**
 - What we do - literal
 - What we do
 - What we enable

- 07 **Applications**
 - PowerPoint - internal use
 - PowerPoint - external use
 - Word templates
 - Company brochure
 - Cobalt Cube® product datasheet
 - Cobalt Cube® packing insert
 - Events graphic design
 - Technical drawings
 - Recruitment postcard
 - HR benefits booklet
 - Social banners
 - Stationery
 - Email footer
 - Marketing email template

- 08 **Contact**

Colour

Primary

Primary palette

When selecting colours for use in external communications, our primary colour palette should be your first port of call.

Using colour

Make sure you use the correct colour space for the type of communication. Screen is always RGB or Hex. For print applications, use CMYK or Pantone.

Connectivity blue	Screen RGB: 0 / 94 / 184 HEX: #005eb8	Print CMYK: 99 / 50 / 0 / 0 Pantone: 300	Environment: RAL: 0000					
VNC Automotive dark blue	Screen RGB: 12 / 35 / 64 HEX: #0c2340	Print CMYK: 100 / 76 / 12 / 70 Pantone: 289	Environment: RAL: 0000					
VNC Automotive green	Screen RGB: 73 / 197 / 177 HEX: #49c5b1	Print CMYK: 59 / 0 / 30 / 0 Pantone: 3258	Environment: RAL: 0000					
VNC Automotive purple	Screen RGB: 120 / 78 / 144 HEX: #784e90	Print CMYK: 70 / 81 / 0 / 0 Pantone: 2082	Environment: RAL: 0000					
VNC Automotive red	Screen RGB: 188 / 32 / 75 HEX: #bc204b	Print CMYK: 0 / 100 / 45 / 12 Pantone: 7636	Environment: RAL: 0000					
White	Screen RGB: 255 / 255 / 255 HEX: #ffffff	Print CMYK: 0 / 0 / 0 / 0	Environment: RAL: 0000					
Black	Screen RGB: 0 / 0 / 0 HEX: #000000	Print CMYK: 0 / 0 / 0 / 100	Environment: RAL: 0000					
10%	20%	30%	40%	50%	60%	70%	80%	90%

[Click here to download our brand pack](#)

Contents

- 01 **VNC Automotive**
 - Company mission
 - Company vision
 - Brand idea
 - Values
 - Tone-of-voice
 - Product naming
- 02 **Logo**
 - Overview
 - Clear space & minimum size
 - Colourways
- 03 **Colour**
 - Primary
 - Secondary
 - Product UI
 - Balance
- 04 **Typography**
 - Primary typeface
 - Secondary typeface
 - Bespoke numerals
 - Working with type
- 05 **Graphic devices**
 - Connectivity lines
 - Iconography
 - Graphs & charts
 - Illustration
- 06 **Photography**
 - What we do - literal
 - What we do
 - What we enable
- 07 **Applications**
 - PowerPoint - internal use
 - PowerPoint - external use
 - Word templates
 - Company brochure
 - Cobalt Cube® product datasheet
 - Cobalt Cube® packing insert
 - Events graphic design
 - Technical drawings
 - Recruitment postcard
 - HR benefits booklet
 - Social banners
 - Stationery
 - Email footer
 - Marketing email template
- 08 **Contact**

Colour

Secondary

Secondary palette

These colours compliment our primary palette; use them for highlights and accents.

Using colour

Make sure you use the correct colour space for the type of communication. Screen is always RGB or Hex. For print applications, use CMYK or Pantone.

VNC Automotive yellow	Screen RGB: 255 / 184 / 28 HEX: #ffb81c	Print CMYK: 0 / 31 / 98 / 0 Pantone: 1235	Environment: RAL: 0000
VNC Automotive grey	Screen RGB: 190 / 198 / 196 HEX: #bec6c4	Print CMYK: 22 / 4 / 15 / 8 Pantone: 441	Environment: RAL: 0000
VNC Automotive beige	Screen RGB: 209 / 204 / 189 HEX: #d1ccbd	Print CMYK: 5 / 5 / 15 / 8 Pantone: 7534	Environment: RAL: 0000
VNC Automotive light blue	Screen RGB: 155 / 203 / 235 HEX: #9bcbeb	Print CMYK: 38 / 4 / 0 / 0 Pantone: 291	Environment: RAL: 0000
VNC Automotive orange	Screen RGB: 232 / 119 / 34 HEX: #e87722	Print CMYK: 0 / 62 / 95 / 0 Pantone: 158	Environment: RAL: 0000

[Click here to download our brand pack](#)



Contents

- 01 **VNC Automotive**
 - Company mission
 - Company vision
 - Brand idea
 - Values
 - Tone-of-voice
 - Product naming
- 02 **Logo**
 - Overview
 - Clear space & minimum size
 - Colourways
- 03 **Colour**
 - Primary
 - Secondary
 - Product UI
 - Balance
- 04 **Typography**
 - Primary typeface
 - Secondary typeface
 - Bespoke numerals
 - Working with type
- 05 **Graphic devices**
 - Connectivity lines
 - Iconography
 - Graphs & charts
 - Illustration
- 06 **Photography**
 - What we do - literal
 - What we do
 - What we enable
- 07 **Applications**
 - PowerPoint - internal use
 - PowerPoint - external use
 - Word templates
 - Company brochure
 - Cobalt Cube® product datasheet
 - Cobalt Cube® packing insert
 - Events graphic design
 - Technical drawings
 - Recruitment postcard
 - HR benefits booklet
 - Social banners
 - Stationery
 - Email footer
 - Marketing email template
- 08 **Contact**

Colour

Product UI




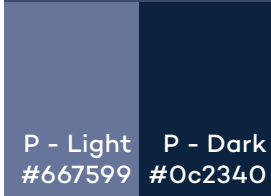



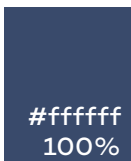

[Read our product UI guidelines](#)

Our product UI colour palette is derived from our primary brand colour palette. To read our full product UI guidelines, please click the button to the left.

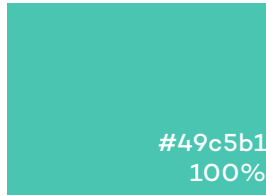
Using UI colours

- Colours detailed in this section that **are not** present in our primary or secondary colour palettes are for use in UI design only.
- The UI colour palette is comprised of two complimentary light and dark mode palettes, with some colour exceptions dependent on application.
- For more information about UI colour use, please refer to our full product UI guidelines.

Light mode colours

Background	 #394a6b 100%	Primary	 #394a6b 100%		
Surface	 #667599 100%		 P - Light #667599 P - Dark #0c2340		
Navbar	 #0c2340 100%	Secondary	 #005eb8 100%		
Error	 #bc204b 100%	Text on P	 #ffffff 100%	Text on S	 #ffffff 100%

Dark mode colours

Background	 #0c2340 100%	Primary	 #0c2340 100%		
Surface	 #394a6b 100%		 P - Light #394a6b P - Dark #00001b		
Navbar	 #00001b 100%	Secondary	 #49c5b1 100%		
Error	 #bc204b 100%	Text on P	 #ffffff 100%	Text on S	 #ffffff 100%

[Click here to download our brand pack](#)



Contents

- 01 **VNC Automotive**
 - Company mission
 - Company vision
 - Brand idea
 - Values
 - Tone-of-voice
 - Product naming
- 02 **Logo**
 - Overview
 - Clear space & minimum size
 - Colourways
- 03 **Colour**
 - Primary
 - Secondary
 - Product UI
 - Balance
- 04 **Typography**
 - Primary typeface
 - Secondary typeface
 - Bespoke numerals
 - Working with type
- 05 **Graphic devices**
 - Connectivity lines
 - Iconography
 - Graphs & charts
 - Illustration
- 06 **Photography**
 - What we do - literal
 - What we do
 - What we enable
- 07 **Applications**
 - PowerPoint - internal use
 - PowerPoint - external use
 - Word templates
 - Company brochure
 - Cobalt Cube® product datasheet
 - Cobalt Cube® packing insert
 - Events graphic design
 - Technical drawings
 - Recruitment postcard
 - HR benefits booklet
 - Social banners
 - Stationery
 - Email footer
 - Marketing email template
- 08 **Contact**

Colour

Balance

Shapes & graphical devices

+ Connectivity blue	+ Black	+ White	+ Red	+ Green	+ Purple	+ Grey (30% K or less)	+ Grey (40% K or more)	
+ Dark blue	+ Black	+ White	+ Red	+ Green	+ Purple	+ Grey (30% K or less)	+ Grey (40% K or more)	

Text

+ Connectivity blue	+ Black	+ White	+ Red	+ Green	+ Purple	+ Grey (30% K or less)	+ Grey (40% K or more)	
+ Dark blue	+ Black	+ White	+ Red	+ Green	+ Purple	+ Grey (30% K or less)	+ Grey (40% K or more)	

Gradients

Colour: #bc204b
Opacity: 100%

Colour: #005eb8
Opacity: 100%

Colour: #005eb8
Opacity: 0%

Colour: #005eb8
Opacity: 100%

Gradient fades to background

Gradients can be used to smooth transitions in graphics, particularly when incorporating images into designs.

Never use more than one colour in a gradient, rather, set the gradient to the same colour at each point and adjust the opacity as required.



[Click here to download our brand pack](#)

Typography

Primary typeface

Secondary typeface

Bespoke numerals

Working with type



Contents

- 01 **VNC Automotive**
 - Company mission
 - Company vision
 - Brand idea
 - Values
 - Tone-of-voice
 - Product naming
- 02 **Logo**
 - Overview
 - Clear space & minimum size
 - Colourways
- 03 **Colour**
 - Primary
 - Secondary
 - Product UI
 - Balance
- 04 **Typography**
 - Primary typeface
 - Secondary typeface
 - Bespoke numerals
 - Working with type
- 05 **Graphic devices**
 - Connectivity lines
 - Iconography
 - Graphs & charts
 - Illustration
- 06 **Photography**
 - What we do - literal
 - What we do
 - What we enable
- 07 **Applications**
 - PowerPoint - internal use
 - PowerPoint - external use
 - Word templates
 - Company brochure
 - Cobalt Cube® product datasheet
 - Cobalt Cube® packing insert
 - Events graphic design
 - Technical drawings
 - Recruitment postcard
 - HR benefits booklet
 - Social banners
 - Stationery
 - Email footer
 - Marketing email template
- 08 **Contact**

Typography

Primary typeface

[Download Campton typeface](#)

Overview

Campton is our brand's typeface and should be used for all professionally designed applications both digital and print.

Installing Campton on your device

Internal users can download Campton and an installation guide using the button to the left.

Headlines

Always set headlines in Campton SemiBold.

Sub-headings and highlights

Always set sub-headings and highlights in Campton Medium.

Body copy

Always set body copy in Campton Light.

Campton SemiBold *Italic*
Campton Medium *Italic*
Campton Light *Italic*



[Click here to download our brand pack](#)



Contents

- 01 **VNC Automotive**
 - Company mission
 - Company vision
 - Brand idea
 - Values
 - Tone-of-voice
 - Product naming
- 02 **Logo**
 - Overview
 - Clear space & minimum size
 - Colourways
- 03 **Colour**
 - Primary
 - Secondary
 - Product UI
 - Balance
- 04 **Typography**
 - Primary typeface
 - Secondary typeface
 - Bespoke numerals
 - Working with type
- 05 **Graphic devices**
 - Connectivity lines
 - Iconography
 - Graphs & charts
 - Illustration
- 06 **Photography**
 - What we do - literal
 - What we do
 - What we enable
- 07 **Applications**
 - PowerPoint - internal use
 - PowerPoint - external use
 - Word templates
 - Company brochure
 - Cobalt Cube® product datasheet
 - Cobalt Cube® packing insert
 - Events graphic design
 - Technical drawings
 - Recruitment postcard
 - HR benefits booklet
 - Social banners
 - Stationery
 - Email footer
 - Marketing email template
- 08 **Contact**

Typography

Secondary typeface

Overview

Verdana is our brand's system and web-safe typeface and should be used for applications where custom fonts are not widely supported, for example; emails and internal documents.

Headlines and sub-headings

Always set headlines and sub-headings in Verdana Bold.

Body copy

Always set body copy in Verdana Regular.

Verdana Bold *Italic*
Verdana Regular *Italic*

A Z



Contents

- 01 **VNC Automotive**
Company mission
Company vision
Brand idea
Values
Tone-of-voice
Product naming

- 02 **Logo**
Overview
Clear space & minimum size
Colourways

- 03 **Colour**
Primary
Secondary
Product UI
Balance

- 04 **Typography**
Primary typeface
Secondary typeface
Bespoke numerals
Working with type

- 05 **Graphic devices**
Connectivity lines
Iconography
Graphs & charts
Illustration

- 06 **Photography**
What we do - literal
What we do
What we enable

- 07 **Applications**
PowerPoint - internal use
PowerPoint - external use
Word templates
Company brochure
Cobalt Cube® product datasheet
Cobalt Cube® packing insert
Events graphic design
Technical drawings
Recruitment postcard
HR benefits booklet
Social banners
Stationery
Email footer
Marketing email template

- 08 **Contact**

Typography

Bespoke numerals

[Download our bespoke numerals](#)

Overview

A set of bespoke numerals have been created to be used selectively across our brand touch-points. Use them at large scale to add pace and interest on print, digital and environmental applications.

Never

- Use the numerals at body copy level
- Overuse several on a single application
- Distort the angle of the lines they are constructed from



[Click here to download our brand pack](#)

Contents

- 01 **VNC Automotive**
 - Company mission
 - Company vision
 - Brand idea
 - Values
 - Tone-of-voice
 - Product naming
- 02 **Logo**
 - Overview
 - Clear space & minimum size
 - Colourways
- 03 **Colour**
 - Primary
 - Secondary
 - Product UI
 - Balance
- 04 **Typography**
 - Primary typeface
 - Secondary typeface
 - Bespoke numerals
 - Working with type
- 05 **Graphic devices**
 - Connectivity lines
 - Iconography
 - Graphs & charts
 - Illustration
- 06 **Photography**
 - What we do - literal
 - What we do
 - What we enable
- 07 **Applications**
 - PowerPoint - internal use
 - PowerPoint - external use
 - Word templates
 - Company brochure
 - Cobalt Cube® product datasheet
 - Cobalt Cube® packing insert
 - Events graphic design
 - Technical drawings
 - Recruitment postcard
 - HR benefits booklet
 - Social banners
 - Stationery
 - Email footer
 - Marketing email template
- 08 **Contact**

Typography

Working with type

Leading

- As a general rule, leading should be 120% of the type size.
- Round leading up to the nearest half or full pt size.

Orphans

An orphan is a single word, part of a word or very short line, except it appears at the beginning of a column or a page. Fix them by reworking the rag or editing the copy.

Rags

When setting type with a ragged margin, pay attention to the shape that the ragged line endings make. A good rag goes in and out from line to line in small increments.

Widows

A widow is a very short line – usually one word, or the end of a hyphenated word – at the end of a paragraph or column. Fix them by reworking the rag or editing the copy.

Line lengths

The optimal line length for your body text is 7 to 10 words.

Never

Force justify copy.

- A Title**
 - Bold
 - Case sentence
 - Type size variable
 - Leading 120%
 - Kerning Optical | Tracking 0
- B Introduction**
 - Weight variable
 - Type size variable
 - Leading 120%
 - Kerning Optical | Tracking 0
- C Sub headings**
 - Bold
 - Case sentence
 - Type size variable
 - Leading 120%
 - Kerning Optical | Tracking 0
- D Body copy**
 - Light
 - Case sentence
 - Type size variable
 - Leading 120%
 - Kerning Optical | Tracking 0
- E Annotations, statistics and quotes**
 - Variable weights of Italic
 - Case sentence
 - Type size variable
 - Leading 120%
 - Kerning Optical | Tracking 0

A Title here

B Introduction paragraph here. Pe officil imin ratem eles velitiam es exerspelis quid ut alia dolorerum aborerectate perspispid ellamenet experatatur?

C Sub headings
Body copy here. Ximaion pera sequatur quodita temodignis alit offic tesequi aut illo volorum volor re, sum faccupis mintiatia eum es velit la plab incium estem fugit fuga. Ti debis aut optatem porepeliquia quunt plitentium.

C Sub headings
Body copy here. Ximaion pera sequatur quodita temodignis alit offic tesequi aut illo volorum volor re, sum faccupis mintiatia eum es velit la plab incium estem fugit fuga. Ti debis aut optatem porepeliquia quunt plitentium.

D Sub headings
Body copy here. Ximaion pera sequatur quodita temodignis alit offic tesequi aut illo volorum volor re, sum faccupis mintiatia eum es velit la plab incium estem fugit fuga. Ti debis aut optatem porepeliquia quunt plitentium.

D Sub headings
Body copy here. Ximaion pera sequatur quodita temodignis alit offic tesequi aut illo volorum volor re, sum faccupis mintiatia eum es velit la plab incium estem fugit fuga. Ti debis aut optatem porepeliquia quunt plitentium.

E

*Annotations, statistics and quotes.
Ti debis aut optatem porepeliquia quunt plitentium.*



Graphic devices

Connectivity lines
Iconography
Graphs and charts
Illustration



Contents

- 01 **VNC Automotive**
Company mission
Company vision
Brand idea
Values
Tone-of-voice
Product naming
- 02 **Logo**
Overview
Clear space & minimum size
Colourways
- 03 **Colour**
Primary
Secondary
Product UI
Balance
- 04 **Typography**
Primary typeface
Secondary typeface
Bespoke numerals
Working with type
- 05 **Graphic devices**
Connectivity lines
Iconography
Graphs & charts
Illustration
- 06 **Photography**
What we do - literal
What we do
What we enable
- 07 **Applications**
PowerPoint - internal use
PowerPoint - external use
Word templates
Company brochure
Cobalt Cube® product datasheet
Cobalt Cube® packing insert
Events graphic design
Technical drawings
Recruitment postcard
HR benefits booklet
Social banners
Stationery
Email footer
Marketing email template
- 08 **Contact**

Graphic devices

Connectivity lines

[Download our connectivity lines](#)

Overview

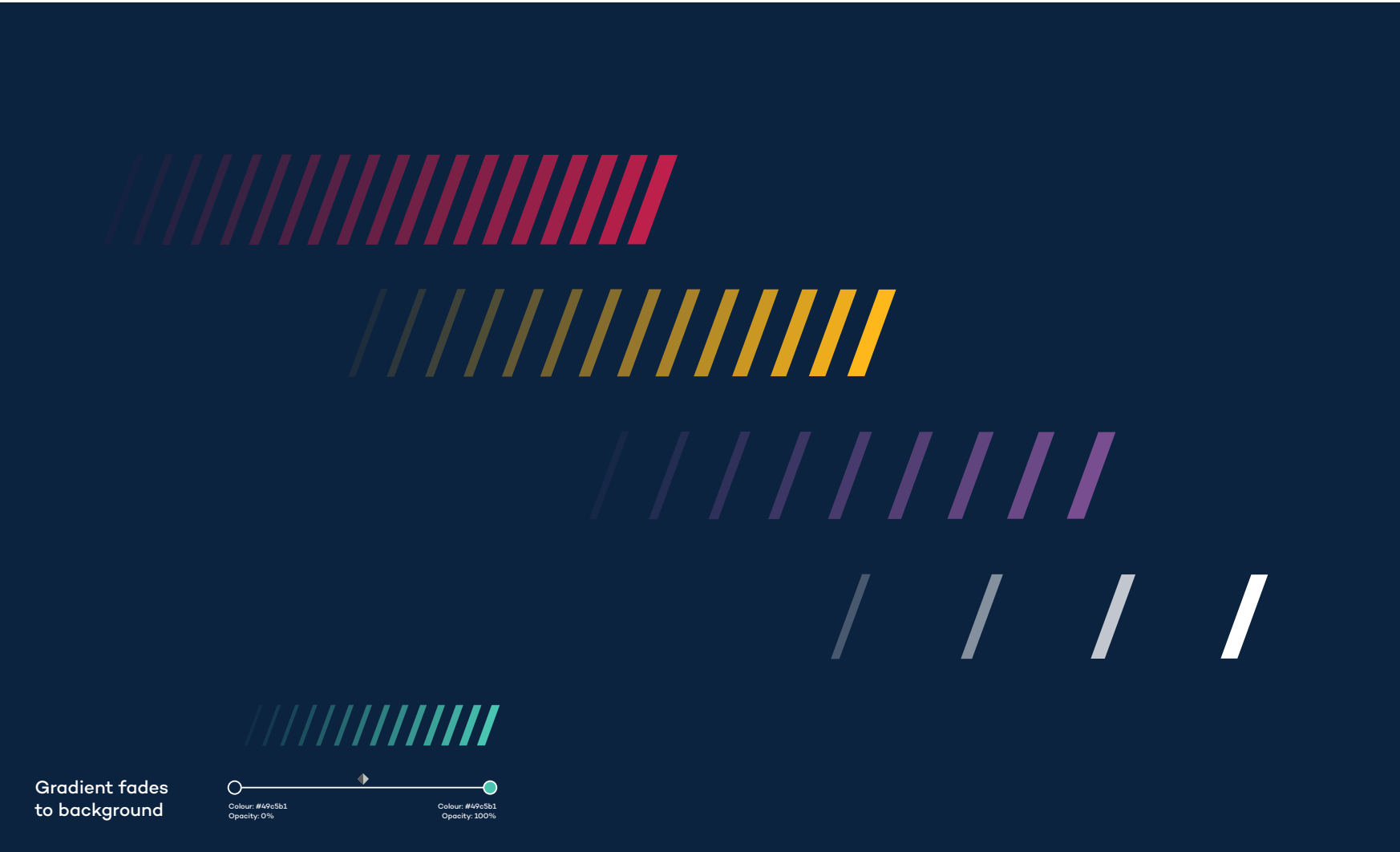
Our visual expression depicts the core brand idea of 'connectivity that moves'. These connectivity trails are essential to creating brand recognition.

Spokes

The individual angled lines. These are created by using a rectangle shape and skewing it 20° clockwise.

Connectivity trails

When individual spokes are blended together to give the appearance of movement. Connectivity trails travel in a forwards motion, left to right with the thickest spoke leading.



[Click here to download our brand pack](#)

Contents

- 01 **VNC Automotive**
 - Company mission
 - Company vision
 - Brand idea
 - Values
 - Tone-of-voice
 - Product naming
- 02 **Logo**
 - Overview
 - Clear space & minimum size
 - Colourways
- 03 **Colour**
 - Primary
 - Secondary
 - Product UI
 - Balance
- 04 **Typography**
 - Primary typeface
 - Secondary typeface
 - Bespoke numerals
 - Working with type
- 05 **Graphic devices**
 - Connectivity lines
 - Iconography
 - Graphs & charts
 - Illustration
- 06 **Photography**
 - What we do - literal
 - What we do
 - What we enable
- 07 **Applications**
 - PowerPoint - internal use
 - PowerPoint - external use
 - Word templates
 - Company brochure
 - Cobalt Cube® product datasheet
 - Cobalt Cube® packing insert
 - Events graphic design
 - Technical drawings
 - Recruitment postcard
 - HR benefits booklet
 - Social banners
 - Stationery
 - Email footer
 - Marketing email template
- 08 **Contact**

Graphic devices

Connectivity lines

[Download our connectivity lines](#)

Gradient

Create a gradient from a solid colour to the background canvas colour you are using. Create 2 spokes; one at 0% opacity and one at 100% opacity.

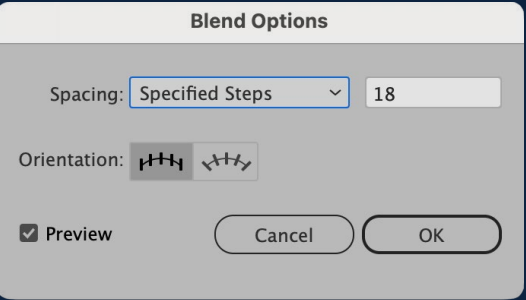
Blend

Use the blend tool within Adobe Illustrator to blend the two spokes together and create connectivity trails.

1. Create the spokes and place them at opposing ends and centre align. Set the opacity of the thinnest, trailing spoke to 0% and the opacity of the thickest, leading spoke to 100%.



2. Use the blend tool to create the connectivity line and select the number of additional spokes to add.



[Click here to download our brand pack](#)

Contents

- 01 **VNC Automotive**
 - Company mission
 - Company vision
 - Brand idea
 - Values
 - Tone-of-voice
 - Product naming

- 02 **Logo**
 - Overview
 - Clear space & minimum size
 - Colourways

- 03 **Colour**
 - Primary
 - Secondary
 - Product UI
 - Balance

- 04 **Typography**
 - Primary typeface
 - Secondary typeface
 - Bespoke numerals
 - Working with type

- 05 **Graphic devices**
 - Connectivity lines
 - Iconography
 - Graphs & charts
 - Illustration

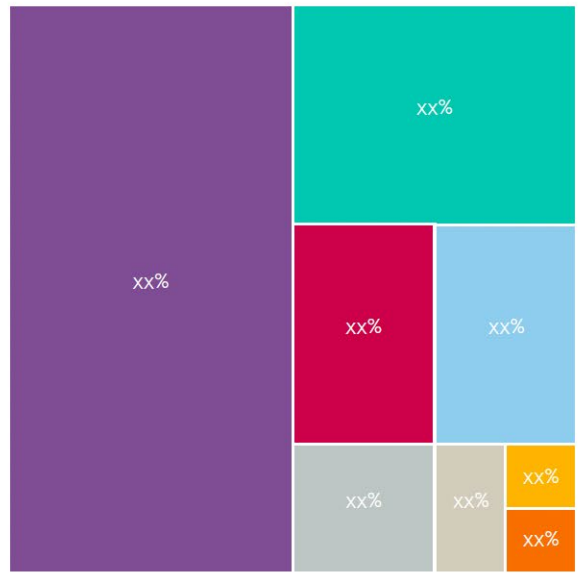
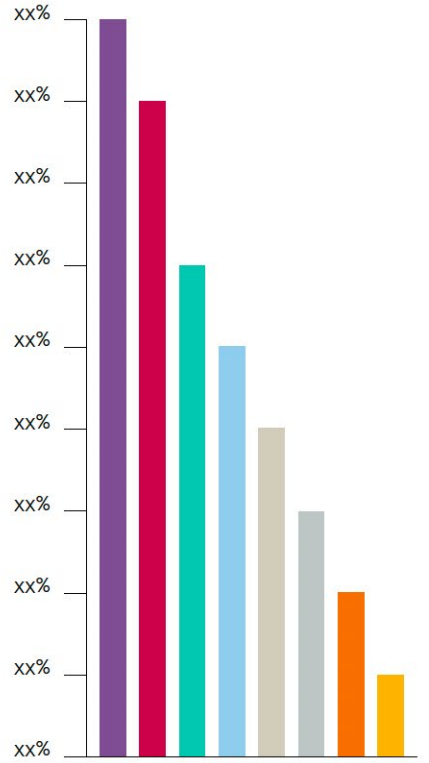
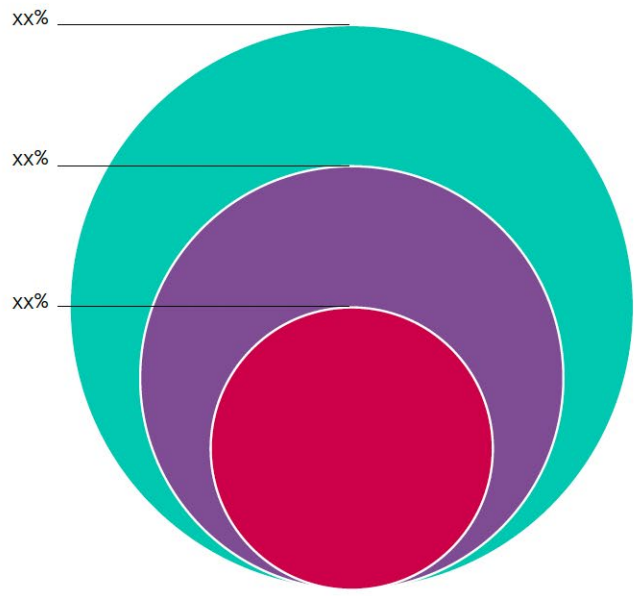
- 06 **Photography**
 - What we do - literal
 - What we do
 - What we enable

- 07 **Applications**
 - PowerPoint - internal use
 - PowerPoint - external use
 - Word templates
 - Company brochure
 - Cobalt Cube® product datasheet
 - Cobalt Cube® packing insert
 - Events graphic design
 - Technical drawings
 - Recruitment postcard
 - HR benefits booklet
 - Social banners
 - Stationery
 - Email footer
 - Marketing email template


- 08 **Contact**

Graphic devices

Graphs and charts



[Click here to download our brand pack](#)



Contents

- 01 **VNC Automotive**
 - Company mission
 - Company vision
 - Brand idea
 - Values
 - Tone-of-voice
 - Product naming

- 02 **Logo**
 - Overview
 - Clear space & minimum size
 - Colourways

- 03 **Colour**
 - Primary
 - Secondary
 - Product UI
 - Balance

- 04 **Typography**
 - Primary typeface
 - Secondary typeface
 - Bespoke numerals
 - Working with type

- 05 **Graphic devices**
 - Connectivity lines
 - Iconography
 - Graphs & charts
 - Illustration

- 06 **Photography**
 - What we do - literal
 - What we do
 - What we enable

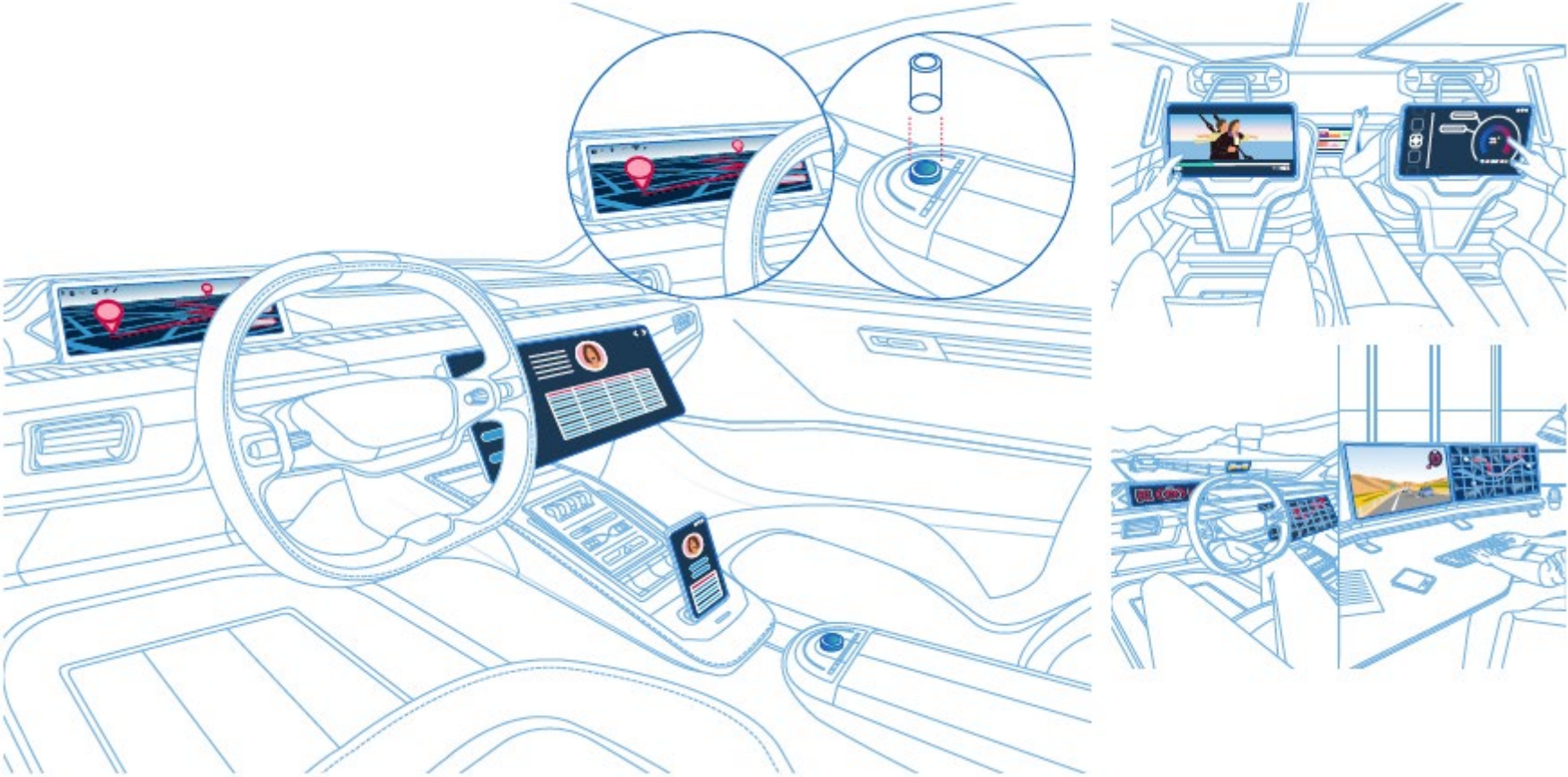
- 07 **Applications**
 - PowerPoint - internal use
 - PowerPoint - external use
 - Word templates
 - Company brochure
 - Cobalt Cube® product datasheet
 - Cobalt Cube® packing insert
 - Events graphic design
 - Technical drawings
 - Recruitment postcard
 - HR benefits booklet
 - Social banners
 - Stationery
 - Email footer
 - Marketing email template

- 08 **Contact**

Graphic devices

Illustration

[Download our illustrations](#)



[Click here to download our brand pack](#)



Photography

What we do - literal

What we do

What we enable



Contents

- 01 **VNC Automotive**
Company mission
Company vision
Brand idea
Values
Tone-of-voice
Product naming

- 02 **Logo**
Overview
Clear space & minimum size
Colourways

- 03 **Colour**
Primary
Secondary
Product UI
Balance

- 04 **Typography**
Primary typeface
Secondary typeface
Bespoke numerals
Working with type

- 05 **Graphic devices**
Connectivity lines
Iconography
Graphs & charts
Illustration

- 06 **Photography**
What we do - literal
What we do
What we enable

- 07 **Applications**
PowerPoint - internal use
PowerPoint - external use
Word templates
Company brochure
Cobalt Cube® product datasheet
Cobalt Cube® packing insert
Events graphic design
Technical drawings
Recruitment postcard
HR benefits booklet
Social banners
Stationery
Email footer
Marketing email template

- 08 **Contact**

Photography

What we do - literal

[Download our photography](#)

Subject matter

- Contextual imagery to denote what we do:
- Infotainment systems
 - Integrated rear screens
 - Mirroring phone screens
 - Demonstration kit (R&D)
 - Head units (R&D)
 - Test simulations (R&D)
 - Helpdesk

Image guidance

- Natural lighting
- Uncluttered set-ups
- Positive facial expressions

Things to avoid

- Overly staged compositions
- People looking into the camera
- Extreme filters and effects



[Click here to download our brand pack](#)

Contents

- 01 **VNC Automotive**
 - Company mission
 - Company vision
 - Brand idea
 - Values
 - Tone-of-voice
 - Product naming

- 02 **Logo**
 - Overview
 - Clear space & minimum size
 - Colourways

- 03 **Colour**
 - Primary
 - Secondary
 - Product UI
 - Balance

- 04 **Typography**
 - Primary typeface
 - Secondary typeface
 - Bespoke numerals
 - Working with type

- 05 **Graphic devices**
 - Connectivity lines
 - Iconography
 - Graphs & charts
 - Illustration

- 06 **Photography**
 - What we do - literal
 - What we do
 - What we enable

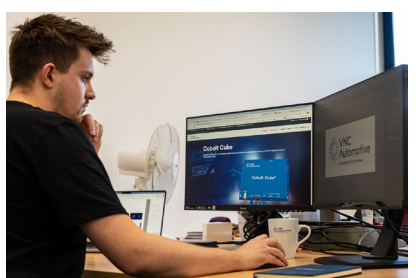
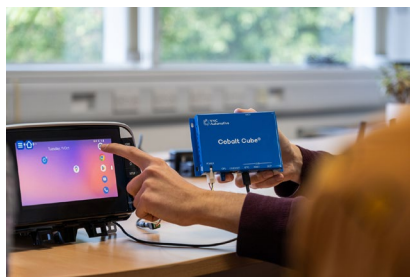
- 07 **Applications**
 - PowerPoint - internal use
 - PowerPoint - external use
 - Word templates
 - Company brochure
 - Cobalt Cube® product datasheet
 - Cobalt Cube® packing insert
 - Events graphic design
 - Technical drawings
 - Recruitment postcard
 - HR benefits booklet
 - Social banners
 - Stationery
 - Email footer
 - Marketing email template

- 08 **Contact**

Photography

What we do

[Download our photography](#)



[Click here to download our brand pack](#)

Contents

- 01 **VNC Automotive**
Company mission
Company vision
Brand idea
Values
Tone-of-voice
Product naming

- 02 **Logo**
Overview
Clear space & minimum size
Colourways

- 03 **Colour**
Primary
Secondary
Product UI
Balance

- 04 **Typography**
Primary typeface
Secondary typeface
Bespoke numerals
Working with type

- 05 **Graphic devices**
Connectivity lines
Iconography
Graphs & charts
Illustration

- 06 **Photography**
What we do - literal
What we do
What we enable

- 07 **Applications**
PowerPoint - internal use
PowerPoint - external use
Word templates
Company brochure
Cobalt Cube® product datasheet
Cobalt Cube® packing insert
Events graphic design
Technical drawings
Recruitment postcard
HR benefits booklet
Social banners
Stationery
Email footer
Marketing email template

- 08 **Contact**

Photography

Why we do it - emotional

[Download our photography](#)

Subject matter

- Contextual imagery to denote why we do it:
- Inspiring road trips
 - Epic landscapes (urban and rugged)
 - Recreational, first response and heavy duty vehicles
 - Mining and agricultural environments

Image guidance

- Natural lighting
- Uncluttered set-up
- Positive facial expressions (delight)

Things to avoid

- Overly staged compositions
- People looking into the camera
- Extreme filters and effects



[Click here to download our brand pack](#)

Applications

PowerPoint - internal use
PowerPoint - external use
Word templates
Company brochure
Cobalt Cube® product datasheet
Cobalt Cube® packing insert
Events graphic design
Technical drawings
Recruitment postcard
HR benefits booklet
Social banners
Stationery
Email footer
Marketing email template



Contents

- 01 **VNC Automotive**
Company mission
Company vision
Brand idea
Values
Tone-of-voice
Product naming
- 02 **Logo**
Overview
Clear space & minimum size
Colourways
- 03 **Colour**
Primary
Secondary
Product UI
Balance
- 04 **Typography**
Primary typeface
Secondary typeface
Bespoke numerals
Working with type
- 05 **Graphic devices**
Connectivity lines
Iconography
Graphs & charts
Illustration
- 06 **Photography**
What we do - literal
What we do
What we enable
- 07 **Applications**
PowerPoint - internal use
PowerPoint - external use
Word templates
Company brochure
Cobalt Cube® product datasheet
Cobalt Cube® packing insert
Events graphic design
Technical drawings
Recruitment postcard
HR benefits booklet
Social banners
Stationery
Email footer
Marketing email template

08 **Contact**

Click here to download our brand pack



Applications

PowerPoint - internal use

[Download the template](#)

Usage

Please use the internal slide deck template for internal presentations only.

Format

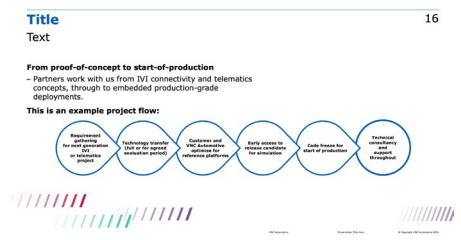
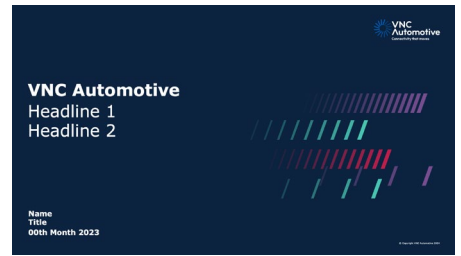
The internal slide deck uses our web-safe font Verdana and can be shared easily within our organisation as a .PPTX file, or a .PDF file.

Download

Please click the button below to download the latest version of the internal presentation template.

Internal training

A separate presentation has been created for Cobalt Cube internal training. Available to download [here](#).



Contents

- 01 **VNC Automotive**
Company mission
Company vision
Brand idea
Values
Tone-of-voice
Product naming

- 02 **Logo**
Overview
Clear space & minimum size
Colourways

- 03 **Colour**
Primary
Secondary
Product UI
Balance

- 04 **Typography**
Primary typeface
Secondary typeface
Bespoke numerals
Working with type

- 05 **Graphic devices**
Connectivity lines
Iconography
Graphs & charts
Illustration

- 06 **Photography**
What we do - literal
What we do
What we enable

- 07 **Applications**
PowerPoint - internal use
PowerPoint - external use
Word templates
Company brochure
Cobalt Cube® product datasheet
Cobalt Cube® packing insert
Events graphic design
Technical drawings
Recruitment postcard
HR benefits booklet
Social banners
Stationery
Email footer
Marketing email template

- 08 **Contact**

Applications

PowerPoint - external use

[Download the template](#)

Usage

Please use the external slide deck template for presentations to prospects, customers and partners.

Formats

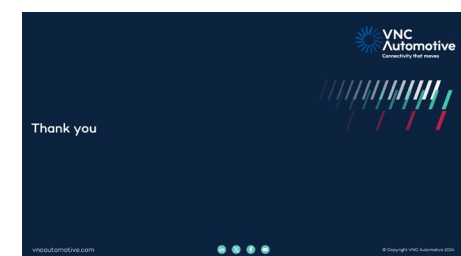
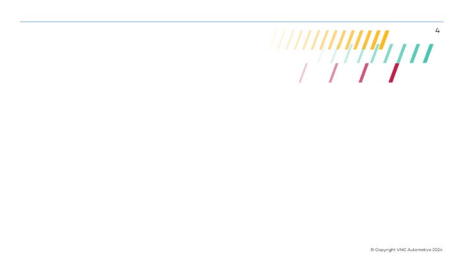
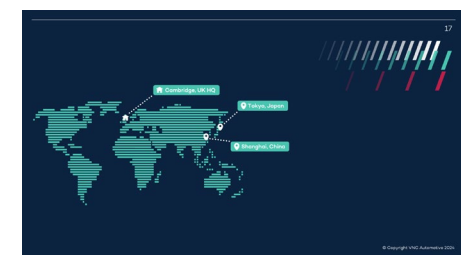
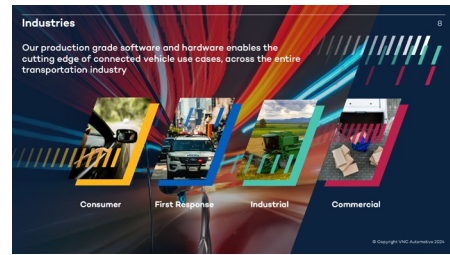
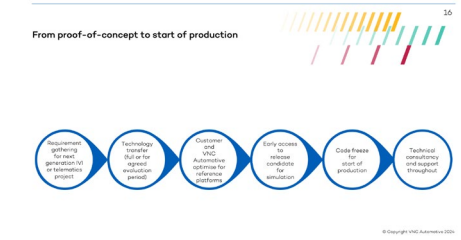
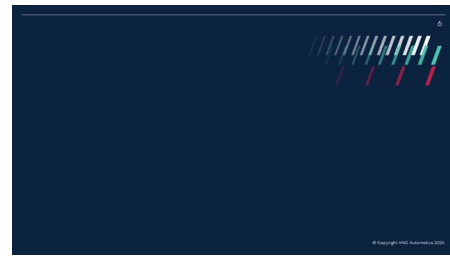
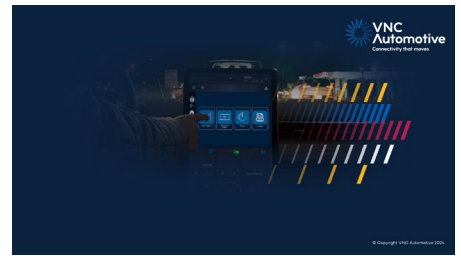
The external slide deck uses our custom brand font, Campton which is not widely supported. Never send the PPTX file to external individuals, instead export the slide deck to send as a PDF.

Variations

This template has been used to create a company presentation and a Cobalt Cube internal training presentation. These specific presentations are available to [download in the brand pack on SharePoint](#).

Download

Please click the button to the left to download the latest version of the internal presentation template.



[Click here to download our brand pack](#)

Contents

- 01 **VNC Automotive**
Company mission
Company vision
Brand idea
Values
Tone-of-voice
Product naming

- 02 **Logo**
Overview
Clear space & minimum size
Colourways

- 03 **Colour**
Primary
Secondary
Product UI
Balance

- 04 **Typography**
Primary typeface
Secondary typeface
Bespoke numerals
Working with type

- 05 **Graphic devices**
Connectivity lines
Iconography
Graphs & charts
Illustration

- 06 **Photography**
What we do - literal
What we do
What we enable

- 07 **Applications**
PowerPoint - internal use
PowerPoint - external use
Word templates
Company brochure
Cobalt Cube® product datasheet
Cobalt Cube® packing insert
Events graphic design
Technical drawings
Recruitment postcard
HR benefits booklet
Social banners
Stationery
Email footer
Marketing email template

- 08 **Contact**

Applications

Word templates

[Download the templates](#)


Variations

There are two Word templates available. One is in Verdana, for internal use, and one is in Campton for external use.

Download

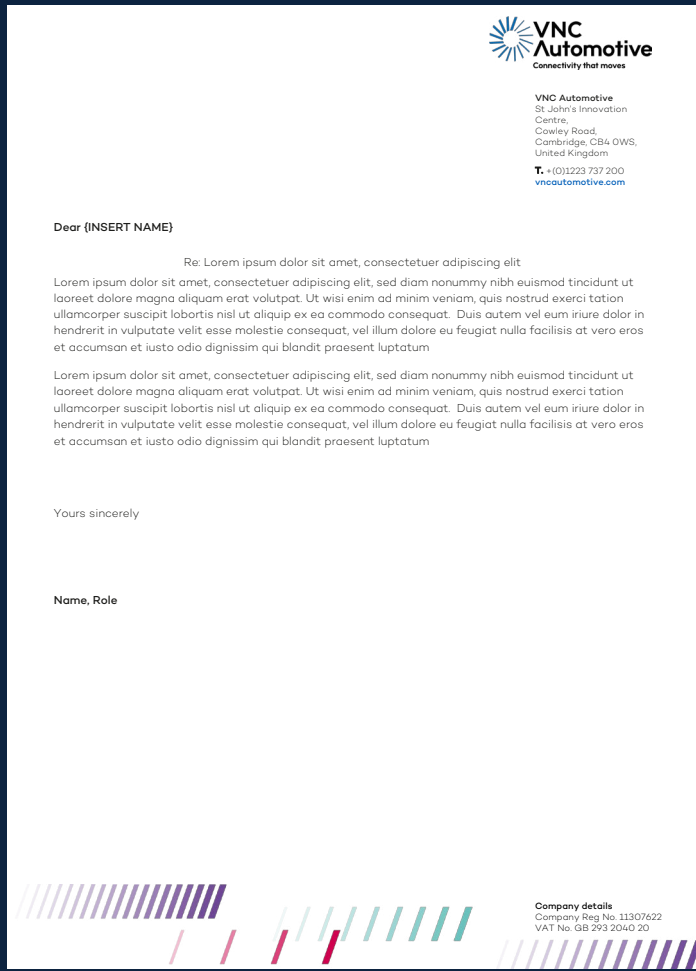
Please click the button to download the latest versions of the Word templates from our brand pack.

Internal use - Verdana



The preview shows a letter template for internal use in the Verdana font. It includes the VNC Automotive logo, company contact details, a salutation 'Dear {INSERT NAME}', a subject line 'Re: Lorem ipsum dolor sit amet, consectetur adipiscing elit', and two paragraphs of placeholder text. The signature line reads 'Yours sincerely' followed by 'Name, Role'. At the bottom, there is a decorative graphic of vertical bars and the company details: 'Company details, Company Reg No. 11307622, VAT No. GB 293 2040 20'.

External use - Campton



The preview shows a letter template for external use in the Campton font. It includes the VNC Automotive logo, company contact details, a salutation 'Dear {INSERT NAME}', a subject line 'Re: Lorem ipsum dolor sit amet, consectetur adipiscing elit', and two paragraphs of placeholder text. The signature line reads 'Yours sincerely' followed by 'Name, Role'. At the bottom, there is a decorative graphic of vertical bars and the company details: 'Company details, Company Reg No. 11307622, VAT No. GB 293 2040 20'.

[Click here to download our brand pack](#)

Contents

- 01 **VNC Automotive**
Company mission
Company vision
Brand idea
Values
Tone-of-voice
Product naming
- 02 **Logo**
Overview
Clear space & minimum size
Colourways
- 03 **Colour**
Primary
Secondary
Product UI
Balance
- 04 **Typography**
Primary typeface
Secondary typeface
Bespoke numerals
Working with type
- 05 **Graphic devices**
Connectivity lines
Iconography
Graphs & charts
Illustration
- 06 **Photography**
What we do - literal
What we do
What we enable
- 07 **Applications**
PowerPoint - internal use
PowerPoint - external use
Word templates
Company brochure
Cobalt Cube® product datasheet
Cobalt Cube® packing insert
Events graphic design
Technical drawings
Recruitment postcard
HR benefits booklet
Social banners
Stationery
Email footer
Marketing email template
- 08 **Contact**

Applications

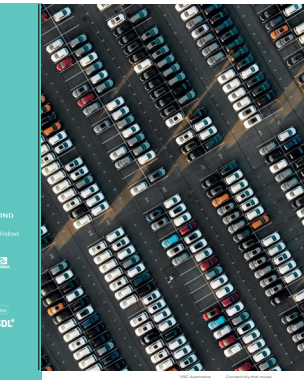
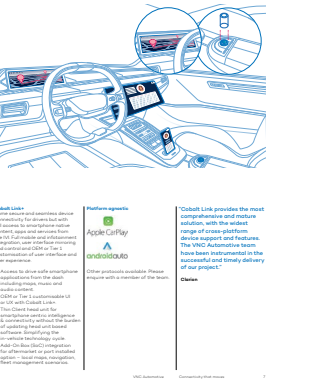
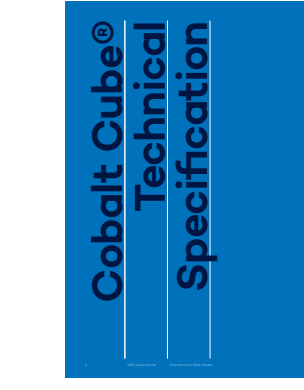
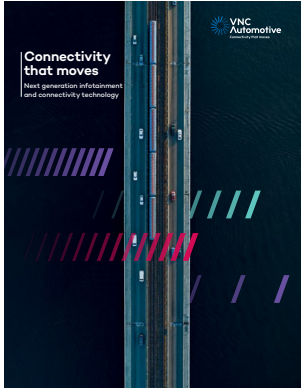
Company brochure

[Download the brochure](#)

Download
Please click the button to download the latest versions of the company brochure from our brand pack.

Print
Please contact marketing for a print version.

Localisation
The company brochure is currently available in UK English, Chinese and Japanese.



[Click here to download our brand pack](#)

Contents

- 01 **VNC Automotive**
 - Company mission
 - Company vision
 - Brand idea
 - Values
 - Tone-of-voice
 - Product naming
- 02 **Logo**
 - Overview
 - Clear space & minimum size
 - Colourways
- 03 **Colour**
 - Primary
 - Secondary
 - Product UI
 - Balance
- 04 **Typography**
 - Primary typeface
 - Secondary typeface
 - Bespoke numerals
 - Working with type
- 05 **Graphic devices**
 - Connectivity lines
 - Iconography
 - Graphs & charts
 - Illustration
- 06 **Photography**
 - What we do - literal
 - What we do
 - What we enable
- 07 **Applications**
 - PowerPoint - internal use
 - PowerPoint - external use
 - Word templates
 - Company brochure
 - Cobalt Cube® product datasheet
 - Cobalt Cube® packing insert
 - Events graphic design
 - Technical drawings
 - Recruitment postcard
 - HR benefits booklet
 - Social banners
 - Stationery
 - Email footer
 - Marketing email template

08 Contact

Applications

Cobalt Cube® product datasheet

[Download the datasheets](#)



Localisation

The Cobalt Cube datasheet is currently available in UK English, US English, French and German.

Download

Please click the button to download the latest digital versions of the Cobalt Cube product datasheet from our brand pack.

Print

Please contact marketing for a print version.

Bringing together essential apps, devices, and vehicle systems from the infotainment screen

Cobalt Cube® is a system-on-chip (SoC) device that provides a consistent, intelligent applications hosting platform, with the vehicle HMI acting as the display. Increasingly popular for OEM line-fit or aftermarket fitment, it allows OEMs to provide applications and services for its customers independent of smartphone handset, head unit or global location. Cobalt Link+ is embedded within Cobalt Cube and provides virtually instantaneous connectivity between the device and the in-built vehicle display.

- Feature rich**
Fully loaded, feature rich device that is integrated discreetly within the vehicle during production or as an aftermarket option.
- Expandability**
Enables car makers to vastly expand the functionality of their infotainment system in a cost-effective way. For example Android applications can run independently of head unit or OS.
- Simple updates**
Software updates are simplified via the Cobalt Cube rather than traditional embedded systems.
- Customisable**
User interface and user experience can be fully customised, branded and controlled by the automaker, OEM or Tier 1.
- Configuration**
Pre-configured for seamless access to maps, multimedia and any other specific applications the customer defines.
- Screen mirroring**
Full screen display and control of smartphone user interface from the dashboard screen, via bridging from Cobalt Cube.

Technical specification

- > **Compliance:** FCC, CE and UKCA
- > **Power:** 12V (flexible jack/adaptor options available) In, 5V USB Type-C In, 5V USB Type-A Out
- > **Average power consumption:** 4.6W
- > **CPU:** Quad-Core ARM Cortex A53
- > **GPU:** Embedded ARM 3D; OpenCL 1.2; OpenGL ES 3.1
- > **Networking:** Wi-Fi (802.11 a/b/g/n/ac) 2.4/5 GHz; Ethernet 10/100MB/s; Bluetooth 5.0
- > **GPS/GLONASS QN40**
- > **Car connectivity:** Android Auto (wireless and wired), Cobalt Link+ (wireless and wired), MirrorLink
- > **Memory:** RAM: LPDDR3. 4GB; ROM: eMMC 8/16/32GB; USB flash via USB Type-A port
- > **USB ports:** 1 x USB 2.0 Type-A, 1 x USB 2.0 Type C (OTG), 1 x USB A (5V out, dedicated charging)
- > **Display out:** HDMI 1.4, 2.0 (HDCP 1.4, HDCP 2.2)
- > **Telematics:** Cobalt Remote
- > **Operating System:** Android 9
- > **Dimensions:** 143 x 94 x 22.1 mm



"Cobalt Cube is the latest addition to our successful Cobalt product line and it provides a flexible, extensible and future-proof set up for the IVI."

Peter Galek
Product Engineering Director

Get in contact via:
vncautomotive.com/contact-us
+44 (0) 1223 737200

Copyright © 2024 VNC Automotive Limited. All rights reserved. Cobalt Cube® is a registered trademark of VNC Automotive. Other trademarks and logos are the property of their respective owners.

[Click here to download our brand pack](#)

Contents

- 01 **VNC Automotive**
Company mission
Company vision
Brand idea
Values
Tone-of-voice
Product naming

- 02 **Logo**
Overview
Clear space & minimum size
Colourways

- 03 **Colour**
Primary
Secondary
Product UI
Balance

- 04 **Typography**
Primary typeface
Secondary typeface
Bespoke numerals
Working with type

- 05 **Graphic devices**
Connectivity lines
Iconography
Graphs & charts
Illustration

- 06 **Photography**
What we do - literal
What we do
What we enable

- 07 **Applications**
PowerPoint - internal use
PowerPoint - external use
Word templates
Company brochure
Cobalt Cube® product datasheet
Cobalt Cube® packing insert
Events graphic design
Technical drawings
Recruitment postcard
HR benefits booklet
Social banners
Stationery
Email footer
Marketing email template

- 08 **Contact**

Applications

Cobalt Cube® packing insert

Usage
The packing insert is for use within physical shipments of Cobalt Cube.

Knowledge base
The packing insert contains a QR code and password linking to the [Cobalt Cube knowledge base](#) for customers.

Print
Please contact marketing for a print version.



We are delighted that you've chosen Cobalt Cube® for your vehicle connectivity project. Please scan the QR code on this postcard to access the Cobalt Cube knowledge base, where you'll find video tutorials and other resources to help you get started.

If you have additional questions or require further assistance, feel free to reach out to your VNC Automotive contact. Alternatively, you can use the contact form on our website. We're happy to help.

In the meantime, let's keep in touch via social media. Follow us on the platforms below for product demos, automotive news and regular updates from our team here at VNC Automotive.

- VNC Automotive
- VNC Automotive
- @VNCAutomotive



Knowledge base password:
CoB4LT_Cub3*

Click here to download our brand pack

Contents

- 01 **VNC Automotive**
Company mission
Company vision
Brand idea
Values
Tone-of-voice
Product naming
- 02 **Logo**
Overview
Clear space & minimum size
Colourways
- 03 **Colour**
Primary
Secondary
Product UI
Balance
- 04 **Typography**
Primary typeface
Secondary typeface
Bespoke numerals
Working with type
- 05 **Graphic devices**
Connectivity lines
Iconography
Graphs & charts
Illustration
- 06 **Photography**
What we do - literal
What we do
What we enable
- 07 **Applications**
PowerPoint - internal use
PowerPoint - external use
Word templates
Company brochure
Cobalt Cube® product datasheet
Cobalt Cube® packing insert
Events graphic design
Technical drawings
Recruitment postcard
HR benefits booklet
Social banners
Stationery
Email footer
Marketing email template
- 08 **Contact**

Applications

Events graphic design

Example

The graphics below are an example of stand graphic design for live events. Taken from IACP 2023.

Content

- Messaging should be clear and concise
- A URL to our website should always be included

- The VNC Automotive logo in a primary colourway should always be featured prominently
- Featured imagery should always be relevant to the event and never below 300dpi quality
- Use connectivity lines and gradients to tie elements together

Stand backdrop example



Roller banner example



[Click here to download our brand pack](#)

Applications

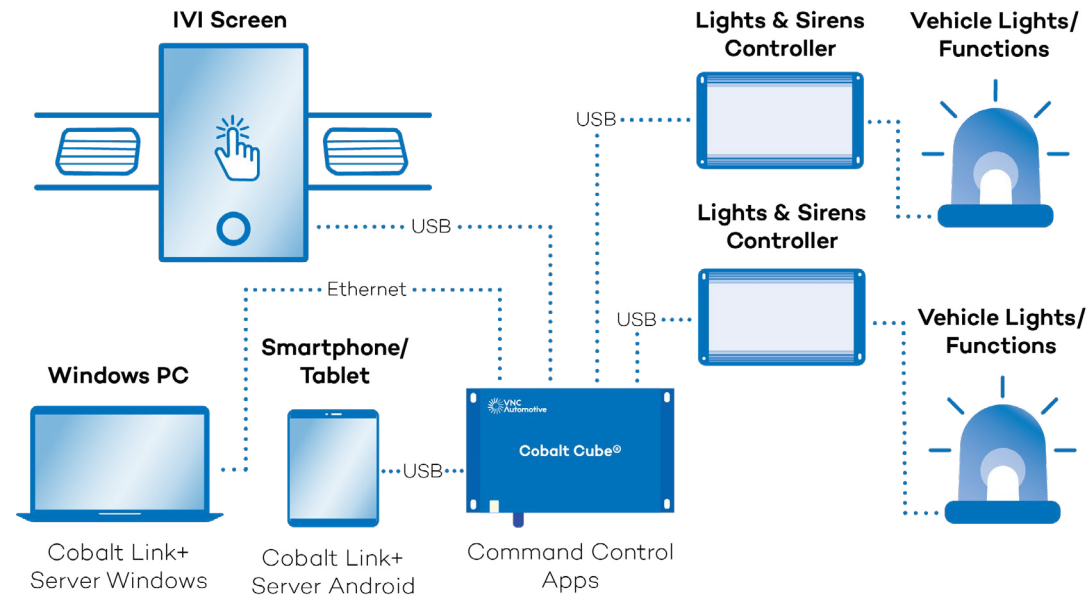
Technical drawings

Design & Print
Please contact marketing for design and printing.

Contents

- 01 **VNC Automotive**
 - Company mission
 - Company vision
 - Brand idea
 - Values
 - Tone-of-voice
 - Product naming
- 02 **Logo**
 - Overview
 - Clear space & minimum size
 - Colourways
- 03 **Colour**
 - Primary
 - Secondary
 - Product UI
 - Balance
- 04 **Typography**
 - Primary typeface
 - Secondary typeface
 - Bespoke numerals
 - Working with type
- 05 **Graphic devices**
 - Connectivity lines
 - Iconography
 - Graphs & charts
 - Illustration
- 06 **Photography**
 - What we do - literal
 - What we do
 - What we enable
- 07 **Applications**
 - PowerPoint - internal use
 - PowerPoint - external use
 - Word templates
 - Company brochure
 - Cobalt Cube® product datasheet
 - Cobalt Cube® packing insert
 - Events graphic design
 - Technical drawings
 - Recruitment postcard
 - HR benefits booklet
 - Social banners
 - Stationery
 - Email footer
 - Marketing email template
- 08 **Contact**

Command Control



[Click here to download our brand pack](#)



Contents

- 01 **VNC Automotive**
Company mission
Company vision
Brand idea
Values
Tone-of-voice
Product naming

- 02 **Logo**
Overview
Clear space & minimum size
Colourways

- 03 **Colour**
Primary
Secondary
Product UI
Balance

- 04 **Typography**
Primary typeface
Secondary typeface
Bespoke numerals
Working with type

- 05 **Graphic devices**
Connectivity lines
Iconography
Graphs & charts
Illustration

- 06 **Photography**
What we do - literal
What we do
What we enable

- 07 **Applications**
PowerPoint - internal use
PowerPoint - external use
Word templates
Company brochure
Cobalt Cube® product datasheet
Cobalt Cube® packing insert
Events graphic design
Technical drawings
Recruitment postcard
HR benefits booklet
Social banners
Stationery
Email footer
Marketing email template

- 08 **Contact**

Applications

Recruitment postcard

Print
Please contact marketing for printing.

Join the team

We are a Cambridge (UK) technology spin-out who are truly and modestly brilliant at car connectivity and telematics software. Our cutting edge solutions are already deployed by the worlds leading vehicle manufacturers, mobile device and infotainment system providers.

Connectivity that moves

What we believe
Whether you join us as a software developer, tester, or technical sales person, what brings us all together is our common desire to:

- > Be at the forefront of automotive tech development.
- > Take what our customers need, or even what they didn't know they needed, and produce something great!
- > Apply skills and intellect to solve complex problems.

What next?
We have immediate growth ambitions and numerous open career opportunities across our engineering and commercial teams. Please visit our website to learn more about who we are, what we do and to apply for any of the roles on offer.

Get in touch
www.vncautomotive.com/careers
careers@vncautomotive.com
 +44 (0)1223 737 200

Click here to download our brand pack

Contents

- 01 VNC Automotive
 - Company mission
 - Company vision
 - Brand idea
 - Values
 - Tone-of-voice
 - Product naming
- 02 Logo
 - Overview
 - Clear space & minimum size
 - Colourways
- 03 Colour
 - Primary
 - Secondary
 - Product UI
 - Balance
- 04 Typography
 - Primary typeface
 - Secondary typeface
 - Bespoke numerals
 - Working with type
- 05 Graphic devices
 - Connectivity lines
 - Iconography
 - Graphs & charts
 - Illustration
- 06 Photography
 - What we do - literal
 - What we do
 - What we enable
- 07 Applications
 - PowerPoint - internal use
 - PowerPoint - external use
 - Word templates
 - Company brochure
 - Cobalt Cube® product datasheet
 - Cobalt Cube® packing insert
 - Events graphic design
 - Technical drawings
 - Recruitment postcard
 - HR benefits booklet
 - Social banners
 - Stationery
 - Email footer
 - Marketing email template
- 08 Contact

Applications

HR benefits booklet

Print
Please contact marketing for printing.



Your Employee Benefits Guide



Welcome to the team!

We are so pleased to be welcoming you into the team here at VNC Automotive. In case you didn't know, we offer a comprehensive range of employee benefits.

This guide provides you with an in-depth look at all the benefits available to you. These benefits are split into three categories: **Finance, wellbeing and lifestyle**.



There are 3 different types of benefits:

Core benefits | Designed to provide a minimum level of cover for the wellbeing and protection of employees.

Flexible benefits | Some core benefits have additional flexibility to enable employees to amend them to suit their needs.

Voluntary benefits | VNC Automotive has used its buying power to enable employees to access these benefits at competitive group rates. Payments will be deducted through payroll.

If you have any further questions please feel free to contact me via email at:
samanthagammage@vncautomotive.com

Alternatively, you can come by my desk anytime for a chat.

Enjoy your first day!

Samantha Gammage
HR & Talent Manager

Finance Benefits

Pension Scheme | All employees are entitled to join the Pension Scheme. If you qualify, you will be automatically enrolled at a rate of 5%. We will match your contributions up to a maximum of 6%.

Life Assurance | All employees are covered by our Group Life Assurance (Death in Service) scheme. Your nominated beneficiaries may be entitled to six year annual basic salary on the unfortunate event of your death.

Staff Referral Scheme | VNC Automotive seeks to encourage professional recruitment by utilising employees' existing contacts. You can be rewarded a referral bonus of £2,000 for a positive referral, paid in two instalments.

Season Ticket Loan | All employees are entitled to a 0% season ticket loan for train travel to and from Cambridge. Repayment will be made through your salary across 6 or 12 months. As we are part of the Travel for Cambridgeshire scheme, you are also able to receive a 10% discount on all season tickets purchased for travel to work by train.

Shared Parental Leave | With the aim of providing new parents/ adopters the ability to have more flexibility in how they share the caring of their child in the first year, VNC Automotive has enhanced its shared parental pay.

Adoption Pay | Making sure employees spend as much time as possible with their new addition, VNC Automotive will support the primary adopter by offering pay which mirrors that of enhanced maternity pay. A secondary adopter will be entitled to receive statutory adoption pay.

Enhanced Maternity/ Paternity Pay | With the aim of supporting new parents, VNC Automotive has enhanced its maternity & paternity pay.

Share Scheme | VNC Automotive operates a highly tax efficient EMI Share Options scheme and periodically issues share options. Keep an eye out for announcements giving you more details about the scheme.

Wellbeing Benefits

Dental & Private Medical Insurance | All employees are eligible for dental and medical cover under our company healthcare plans, on completion of their probation. The schemes cover all staff and can also be extended to you partner and direct family members. These insurance plans have 'benefit in kind' tax implications.

Free Flu Jobs | All employees are entitled to a free flu jab between the months of September and March. You can claim back up to £10.00 to cover the cost of your flu jab through our expenses process.

Free Eye Tests | We will reimburse reasonable costs of examinations through our expense's procedure. If you have specific requirements in relation to your sight test which will result in the cost exceeding £50, please speak to HR.

Giving back a day | Each year (January-December), all employees are entitled to one day to 'give back', whether that is supporting a charitable event or helping at a local school or care home.



Social Events | We organise regular social events for employees to attend. Including ice-skating, pub lunches and regular cake days.

Gymflex | Gymflex is a scheme which enables you to purchase a gym membership at a discounted rate. Rather than paying the gym direct, you will be able to pay via salary sacrifice enabling you to benefit from NI savings. Gymflex has benefit in kind tax implications.

YuLife App Access | You will receive an invite to join the YuLife app where you will have access to SmartHealth GP & YuMatter Mental Health support.

Lifestyle Benefits

Holiday | All employees are entitled to 23 days holiday per year (pro rata for part-time employees). You will receive an extra day's holiday for each complete year of service, up to 28 days holiday.

Travel Insurance | All employees are entitled to enroll onto our travel insurance policy. The travel insurance is also extended to cover your partner and any dependent children travelling with you. Travel insurance has 'benefit in kind' tax implications.

Cyclescheme | Cyclescheme is a Government initiative that allows permanent employees to get a tax-free bike and safety equipment to assist with their commute. Visit www.cyclescheme.co.uk and enter our code: **ddeeb0** to enroll.

Payroll Giving | VNC Automotive supports employees who want to give to their local or large charitable organisations through this voluntary benefit. Donations are deducted from salary before tax is paid, enabling employees to make a significant saving or to donate more.

Our Values

We are pioneers
We design, develop and deliver innovative technology to transform the connected vehicle experience.

We put the customer first
Our customers are the most important part of our business. We listen to their concerns and put them at the heart of everything we do.

We are best in class
We don't just offer 'good enough' products and services. Everything we create is of the highest quality - and delivers the best experience.

We have integrity
Integrity and respect for our customers, colleagues and partners is fundamental to the way we do business.

We value our people
The well-being and happiness of our staff is crucial to our success as a business. We treat our people right, and that starts from day one.




Buying Holiday | All employees have the opportunity to purchase an extra weeks holiday in our annual enrolment window.

Flexible Work Environment | We believe in a healthy work/life balance. Our full time employees work a 35-hour week but everyone has the opportunity to work flexibly from their home or our office.

For our employees who balance other commitments alongside their role with us, we also accommodate part time working.

Cambridge Location
Our HQ is in Cambridge technology cluster, the good of global ups and spin-out the most of our open air cinema, or eating out to our successes.

Click here to download our brand pack 

Contents

- 01 **VNC Automotive**
Company mission
Company vision
Brand idea
Values
Tone-of-voice
Product naming

- 02 **Logo**
Overview
Clear space & minimum size
Colourways

- 03 **Colour**
Primary
Secondary
Product UI
Balance

- 04 **Typography**
Primary typeface
Secondary typeface
Bespoke numerals
Working with type

- 05 **Graphic devices**
Connectivity lines
Iconography
Graphs & charts
Illustration

- 06 **Photography**
What we do - literal
What we do
What we enable

- 07 **Applications**
PowerPoint - internal use
PowerPoint - external use
Word templates
Company brochure
Cobalt Cube® product datasheet
Cobalt Cube® packing insert
Events graphic design
Technical drawings
Recruitment postcard
HR benefits booklet
Social banners
Stationery
Email footer
Marketing email template

- 08 **Contact**

Applications

Social banners



VNC Automotive

Truly and modestly brilliant at vehicle connectivity and telematics software.

Motor Vehicle Manufacturing · Cambridge, Cambridgeshire · 830 followers · 11-50 employees

↗ Message
✓ Following
⋮

- Home
- My Company
- About
- Posts
- Jobs
- People

Click here to download our brand pack

Contents

- 01 **VNC Automotive**
Company mission
Company vision
Brand idea
Values
Tone-of-voice
Product naming

- 02 **Logo**
Overview
Clear space & minimum size
Colourways

- 03 **Colour**
Primary
Secondary
Product UI
Balance

- 04 **Typography**
Primary typeface
Secondary typeface
Bespoke numerals
Working with type

- 05 **Graphic devices**
Connectivity lines
Iconography
Graphs & charts
Illustration

- 06 **Photography**
What we do - literal
What we do
What we enable

- 07 **Applications**
PowerPoint - internal use
PowerPoint - external use
Word templates
Company brochure
Cobalt Cube® product datasheet
Cobalt Cube® packing insert
Events graphic design
Technical drawings
Recruitment postcard
HR benefits booklet
Social banners
Stationery
Email footer
Marketing email template

- 08 **Contact**

Applications

Stationery

Print
Please contact marketing for printing.

with compliments



VNC Automotive
 St John's Innovation Centre,
 Cowley Road,
 Cambridge, CB4 0WS
 United Kingdom
T. +44 (0)1223 737 200
vncautomotive.com


Company details
 Company Reg No. 11307622
 VAT No. GB 293 2040 20



Your Name Here
Your Title Here
—
E. first.last@vncautomotive.com
T. +44 (0)1223 737200

vncautomotive.com

 VNC Automotive
 VNC Automotive
 @VNCAutomotive

Click here to download our brand pack 

Contents

- 01 **VNC Automotive**
 - Company mission
 - Company vision
 - Brand idea
 - Values
 - Tone-of-voice
 - Product naming

- 02 **Logo**
 - Overview
 - Clear space & minimum size
 - Colourways

- 03 **Colour**
 - Primary
 - Secondary
 - Product UI
 - Balance

- 04 **Typography**
 - Primary typeface
 - Secondary typeface
 - Bespoke numerals
 - Working with type

- 05 **Graphic devices**
 - Connectivity lines
 - Iconography
 - Graphs & charts
 - Illustration

- 06 **Photography**
 - What we do - literal
 - What we do
 - What we enable

- 07 **Applications**
 - PowerPoint - internal use
 - PowerPoint - external use
 - Word templates
 - Company brochure
 - Cobalt Cube® product datasheet
 - Cobalt Cube® packing insert
 - Events graphic design
 - Technical drawings
 - Recruitment postcard
 - HR benefits booklet
 - Social banners
 - Stationery
 - Email footer
 - Marketing email template

- 08 **Contact**

Applications

Email footer



Michael Chubb
Marketing Executive

Office +44 (0)1223 737200
michael.chubb@vncautomotive.com



vncautomotive.com | [LinkedIn](#) | [Twitter](#) | [YouTube](#) | [Youku](#) | [Facebook](#)

VNC Automotive Ltd is a limited company registered in England and Wales with registered number 11307622
Registered office: : St John's Innovation Centre, Cowley Road, Cambridge CB4 0WS, United Kingdom

Click here to download our brand pack



Contents

- 01 **VNC Automotive**
 - Company mission
 - Company vision
 - Brand idea
 - Values
 - Tone-of-voice
 - Product naming

- 02 **Logo**
 - Overview
 - Clear space & minimum size
 - Colourways

- 03 **Colour**
 - Primary
 - Secondary
 - Product UI
 - Balance

- 04 **Typography**
 - Primary typeface
 - Secondary typeface
 - Bespoke numerals
 - Working with type

- 05 **Graphic devices**
 - Connectivity lines
 - Iconography
 - Graphs & charts
 - Illustration

- 06 **Photography**
 - What we do - literal
 - What we do
 - What we enable

- 07 **Applications**
 - PowerPoint - internal use
 - PowerPoint - external use
 - Word templates
 - Company brochure
 - Cobalt Cube® product datasheet
 - Cobalt Cube® packing insert
 - Events graphic design
 - Technical drawings
 - Recruitment postcard
 - HR benefits booklet
 - Social banners
 - Stationery
 - Email footer
 - Marketing email template

08 Contact

Applications

Marketing email template



Dear ,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



We take your privacy seriously, if you'd like to find out more, please review our [privacy policy](#).

Trouble displaying images or accessing links in this email? Please check your firewall.

VNC Automotive, St. Johns Innovation Centre, Cowley Road, Cambridge, Cambridgeshire
 CB4 0WS, United Kingdom
[Unsubscribe](#) [Manage preferences](#)

Click here to download our brand pack

Contact

Use these guidelines to craft consistent and engaging communications.

For further help:
marketing@vncautomotive.com

[Download our brand pack](#)

