



**BRAND  
GUIDELINES**

FOR REFINEMENT OF  
COMMUNICATION

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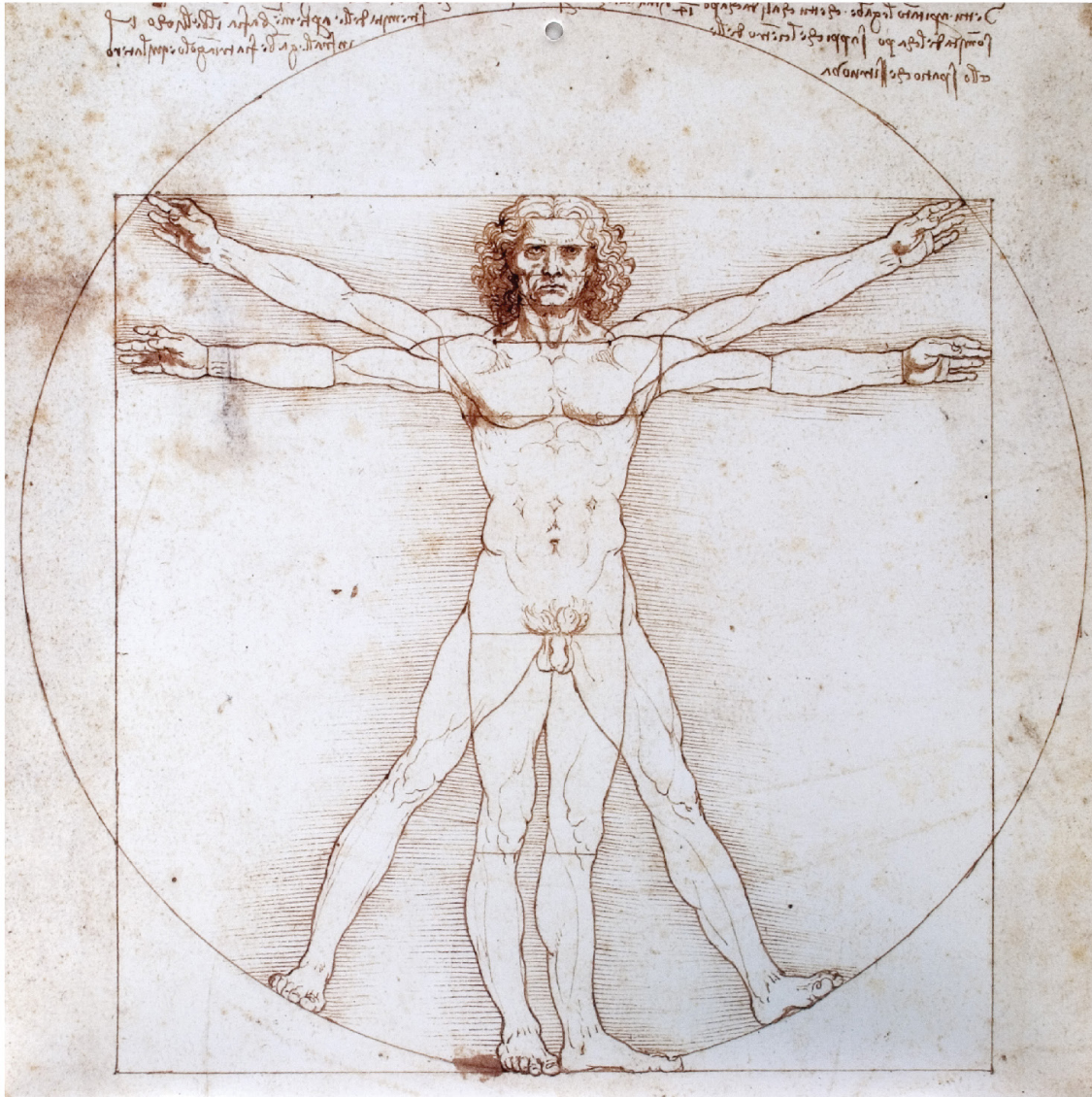
6 / SOUNDS

7 / INCORRECT USES

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## MISSION



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**MISSION****CO-CREATE VALUE,  
DISRUPTIVELY.**

---

**創造と破壊**

誰もやったことのないやりかたで、  
誰もやったことのないことをやる。  
既存の価値を壊すのは繊細に。  
新しい価値を創るのは大胆に。





## VISION

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**THE ART OF OPEN SOURCE,  
REIMAGINE INTELLIGENT VEHICLES.**

### 自動運転の民主化

---

自動運転に資するあらゆるテクノロジーを開放し、  
様々な組織、個人がその発展に貢献できる持続的  
なエコシステムを構築する。



## CORE VALUES

## THE PROFESSIONAL

## Create References, Empower People.

Intelligent vehicles will influence the way we live, and can even change our culture. Our goal is to develop autonomous driving technology for intelligent vehicles that enable new applications and enhance society, which in turn serve as the essential platform to improve our quality of life. TIER IV promises to create references that empower people.

## Make It Possible With Partners, Make It Feasible For Partners.

We believe that open-source software brings a unique and universal approach to autonomous driving technology that will reinvent how we live. To fulfill this epoch-making project, TIER IV is committed to the formation of open communities, in which we take the initiatives to make it possible with our partners and achieve our transformational vision.

## Proactive, Productive.

We aim to make intelligent vehicles affordable and available, so that they can be used by everyone, every day. TIER IV strives to work actively at the forefront of autonomous driving technology and provides the best engineering practices whenever needed, all while enjoying ourselves as we produce happiness through truly safe and efficient mobility.





## DESIGN LANGUAGE



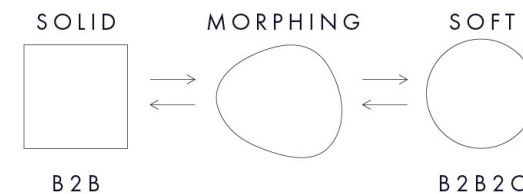
## DESIGN LANGUAGE

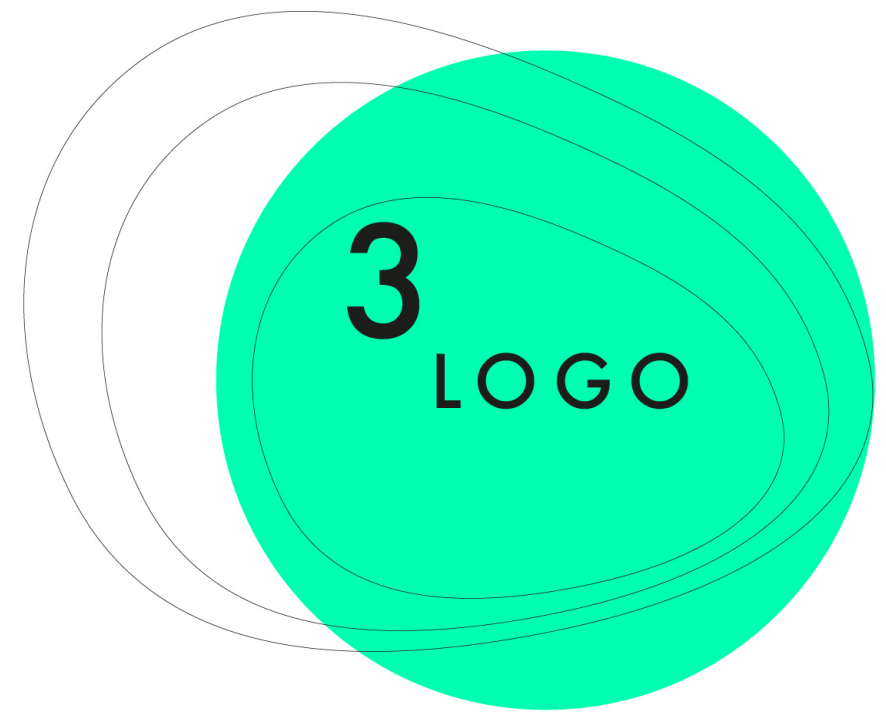
## NEXT EVERYDAY TOOLS

次の日常の道具

WE GOT OUR INSPIRATION FROM THE AESTHETICS OF JAPANESE TOOLS IN ORDER TO TELL TIER IV'S STORY OF HOW WE ARE TRANSFORMING AUTONOMOUS VEHICLES INTO CULTURAL & SOCIAL ESSENTIAL INFRASTRUCTURE TO ENABLE PEOPLE TO INNOVATE THEIR OWN COMMUNITIES. JAPANESE AESTHETICS HAVE FOUND BEAUTY IN SIMPLE DAILY LIFE THROUGHOUT HISTORY. THERE ARE TWO CATEGORIES OF JAPANESE TOOLS, THOSE FOR CRAFTSPEOPLE AND THOSE USED BY ORDINARY PEOPLE, WHICH MATCHES TIER IV'S BUSINESS. WE ADAPT THESE AESTHETICS TO TELL OUR STORY IN A MORE EFFECTIVE WAY.

STANDARD / TIMELESS / HONEST / CUTTING-EDGE





# LOGO MARK & LOGOTYPE

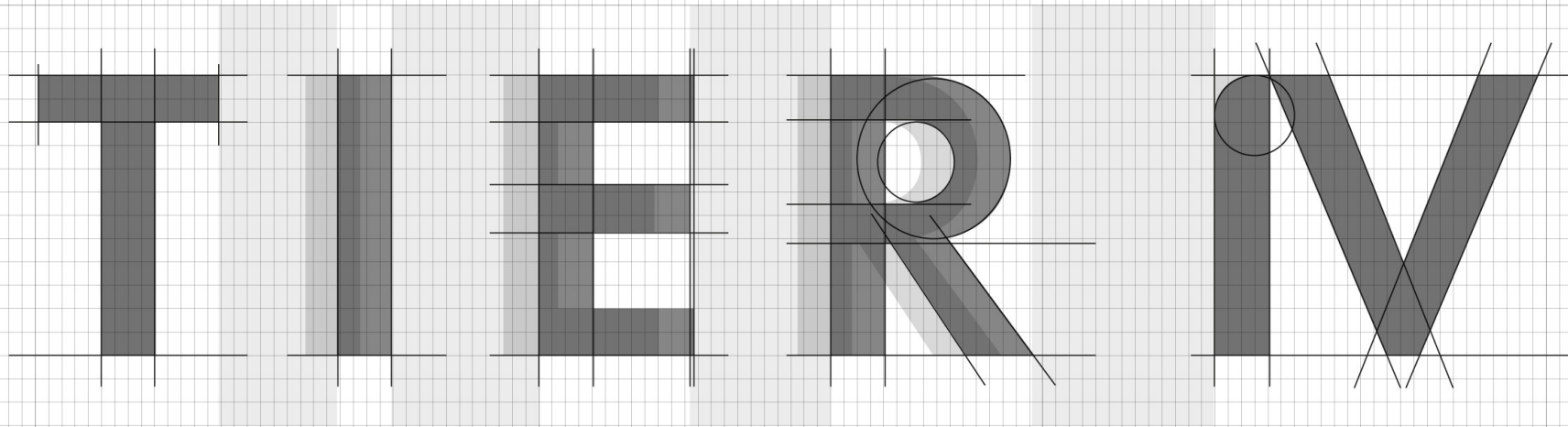
THERE ARE 7 DIFFERENT COMBINATIONS OF THE LOGO MARK, THE LOGOTYPE & THE SLOGAN WHICH ARE DESIGNED FOR DIFFERENT USE CASES. THESE ARE 4 MAIN LOGO COMBINATIONS AND THERE IS A HIERARCHY TO BE FOLLOWED.

TIER IV



TIER IV

LOGOTYPE



LOGOTYPE

**TIER IV**

**TIER IV**

PRIMARY LOGO COLOR



## PRIMARY LOGO COLOR

TIER IV PRIMARY LOGO COLOR IS THE SKY BLUE. FUNDAMENTALLY, THIS PRIMARY LOGO COLOR IS ONLY APPLIED ON THE MONO COLOR WHITE BACKGROUND. IN SOME CASES, IT CAN BE APPLIED ON OTHER MONO COLOR BACKGROUNDS. FOR OTHER BACKGROUNDS, GRADATION, DARK COLORS, AND MORE COMPLICATED COMBINATIONS, SECONDARY LOGO COLORS SHOULD BE USED.



## SECONDARY LOGO





LOGO  
MINIMUM SIZE

TIER IV

18 mm



10 mm



TIER IV

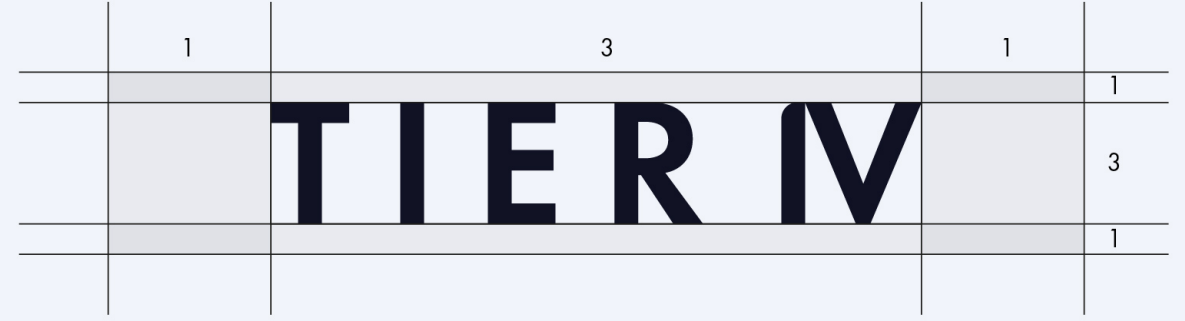
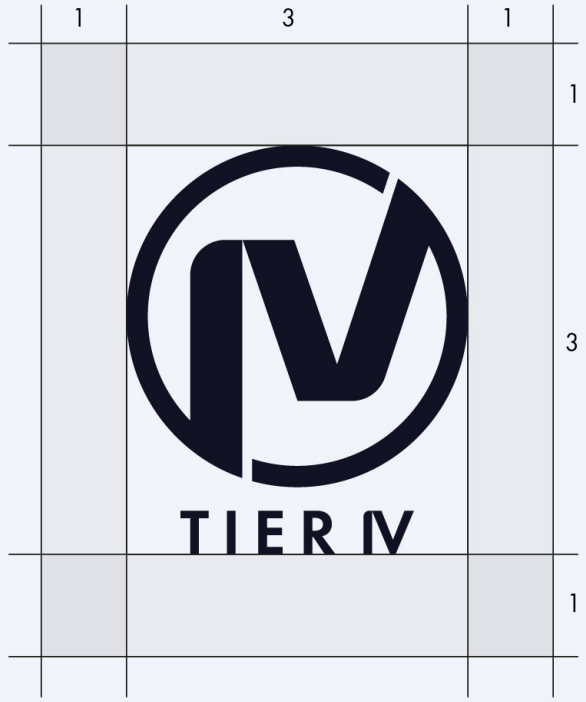
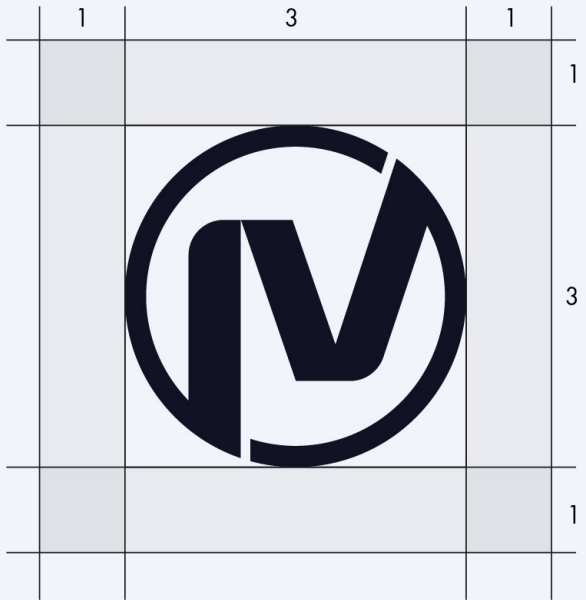
32 mm



42 mm

# LOGO

DO NOT PUT ANYTHING AROUND THE LOGO & LOGOTYPE.  
THE GRAY AREA SHOULD BE KEPT EMPTY.



LOGO

MINIMUM SIZE



提雅智行

提雅智行

提雅智行

提雅智行  
TIER IV

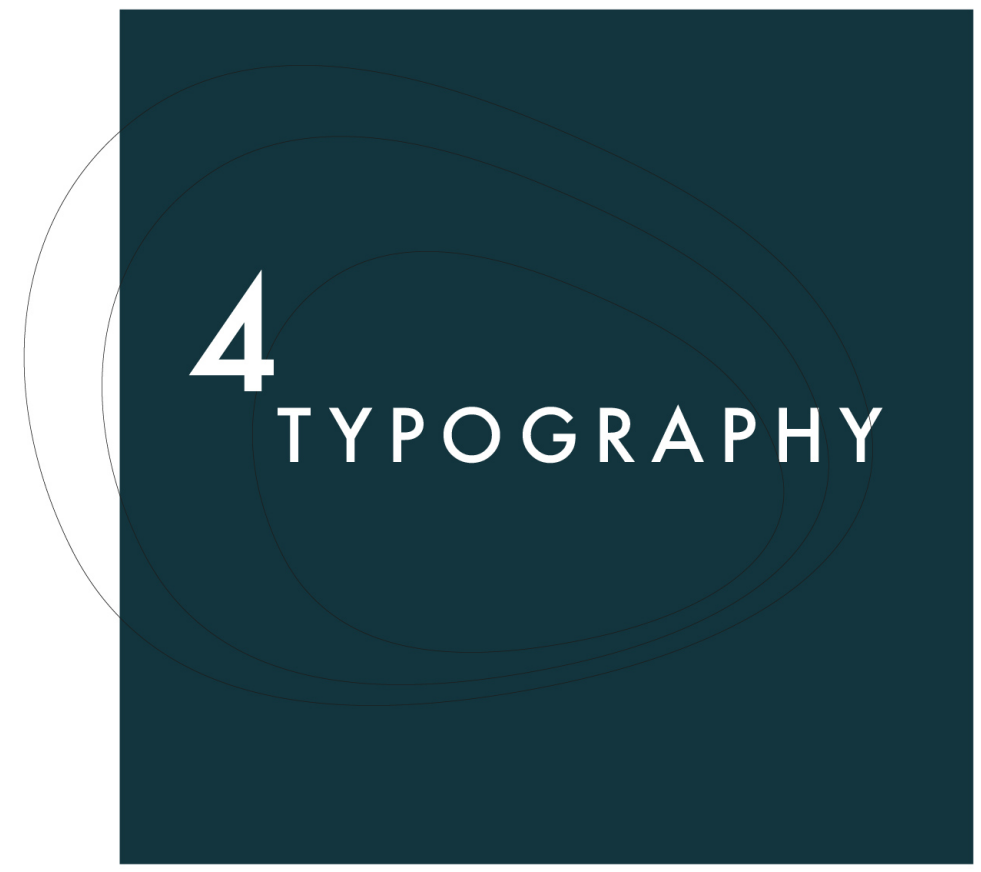
提雅智行  
TIER IV

提雅智行  
TIER IV

 提雅智行  
TIER IV

 提雅智行  
TIER IV

 提雅智行  
TIER IV



# TYPOGRAPHY

## CONCEPT

# NEXT EVERYDAY TOOLS

COMPATIBILITY FOR WEB

STANDARD / TIMELESS / EASY TO READ / HUMBLE  
HONEST / INTEGRITY

---

FINDING THE MOST APPROPRIATE TYPOGRAPHY TO REFLECT TIER IV'S STORY UNDER OUR DESIGN LANGUAGE, NEXT EVERYDAY TOOLS. UNDER THESE CIRCUMSTANCES, WE DEFINED SOME KEYWORDS FOR TYPOGRAPHY, SUCH AS EASY-TO-READ, STANDARD, TIMELESS, INTEGRITY, AND HUMBLE. AS A COMPANY WHICH IS DESIGNING NEW STANDARDS, THE TYPOGRAPHY ALSO NEED TO BE PLEASANTLY REGULAR, MEANING IT CAN FIT DIFFERENT OCCASIONS, EASY TO READ AND HARMONIOUS.

PRIMARY TYPOGRAPHY

**SANS-SERIF**

THE REASON

MORE LEGIBLE / MODERN STANDARDS

---

COMPARED WITH SERIF, SANS-SERIF IS MORE LEGIBLE IN GENERAL SINCE THE STYLING IS MORE GEOMETRIC AND HAS A CONSTANT THICKNESS. THUS, EVEN IN SMALL SIZES, SANS-SERIFS ARE LEGIBLE FROM DISTANCE.

## FUTURA PT

FUTURA IS A GEOMETRIC SANS-SERIF TYPEFACE DESIGNED BY PAUL RENNER AND RELEASED IN 1927. FUTURA MEANS FUTURE IN LATIN. FUTURA IS ONE OF THE MOST ICONIC & TIMELESS FONTS IN THE WORLD. FUTURA HAS AN APPEARANCE OF EFFICIENCY AND FORWARDNESS.

---

LIGHT

BOOK

MEDIUM

DEMI

HEAVY

BOLD

**EXTRA BOLD***MEDIUM OBLIQUE***Aa**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!#\$%&amp;@?

SECONDARY TYPOGRAPHY

# SERIF

THE REASON

AUTHENTIC / CLASSIC

---

COMPARED WITH SANS-SERIFS, SERIFS ARE MORE AUTHENTIC TYPEFACE. FROM THE HISTORY AND COMMON USE, SERIFS TEND TO BE USED IN FORMAL LETTER & DOCUMENTS. THIS IS BECAUSE SERIFS HAVE BETTER READABILITY THAN SANS-SERIF IN GENERAL. IT IS GOOD TO HAVE SERIF FOR SEVERAL USE CASES.

## NOTO SERIF

NOTO IS A FONT FAMILY COMPRISING OVER 100 INDIVIDUAL FONTS, WHICH ARE TOGETHER DESIGNED TO COVER ALL THE SCRIPTS ENCODED IN THE UNICODE STANDARD. THE NOTO FAMILY IS DESIGNED WITH THE GOAL OF ACHIEVING VISUAL HARMONY.

---

REGULAR

*ITALIC***BOLD*****BOLD ITALIC*****Aa**

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!#\$%&@?

PRIMARY TYPOGRAPHY

明朝体

THE REASON

AUTHENTIC / CLASSIC

---

COMPARED WITH ゴシック体, 明朝体 IS MORE AUTHENTIC TYPEFACE. FROM THE HISTORY AND COMMON USE, 明朝体 TENDS TO BE FOUND IN FORMAL LETTERS & DOCUMENTS. 明朝体 HAS BETTER READABILITY, COMPARED WITH ゴシック体. IT IS GOOD TO HAVE A 明朝体 FOR SEVERAL USE CASES.

游明朝体

游明朝体 WAS DESIGNED BY TSUTOMU SUZUKI. IT WAS CREATED TO PRINT "HISTORY NOVELS" IN JAPANESE. 游明朝体 IS A CLEAR & CLEAN FONT. THUS, IT HAS GOOD READABILITY.

---

游明朝体

DEMI

DEMI BOLD

EXTRA BOLD

あ

---

あいうえおかきくけこさしすせそたちつてとなに  
ぬねのはひふへほまみむめもやゆよわをん  
0123456789!#\$%&@?

SECONDARY TYPOGRAPHY

ゴシック体

THE REASON

MORE LEGIBLE / PLEASANTLY SIMPLE

---

COMPARED WITH 明朝体, ゴシック体 IS MORE LEGIBLE IN GENERAL SINCE THE STYLING IS MORE GEOMETRIC AND HAS A CONSTANT THICKNESS. THUS, EVEN IN SMALL SIZES, ゴシック体 MAINTAINS ITS VISIBILITY FROM DISTANCE.

## 游ゴシック体 / YU GOTHIC

游ゴシック体 WAS DESIGNED BY JIYU-KOBO IN 2008. THIS TYPEFACE WAS DESIGNED FOR BEING USED WITH 游明朝 / YU MINCHO.  
游ゴシック体 IS CLEAN AND HAS GOOD READABILITY

---

MEDIUM

**BOLD**

---

あいうえおかきくけこさしすせそたちつてとな  
にぬねのはひふへほまみむめもやゆよわをん  
0123456789!#\$%&@?

PRIMARY TYPOGRAPHY

黑体

THE REASON

MORE LEGIBLE / PLEASANTLY SIMPLE

---

COMPARED WITH 宋体, 黑体 IS MORE LEGIBLE IN GENERAL SINCE THE STYLING IS MORE GEOMETRIC AND HAS A CONSTANT THICKNESS. THUS, EVEN IN SMALL SIZES, 黑体 MAINTAINS ITS VISIBILITY FROM DISTANCE.

**SOURCE SANS SERIF**

SOURCE SANS SERIF IS A FONT FAMILY COMPRISING OVER 100 INDIVIDUAL FONTS, WHICH ARE TOGETHER DESIGNED TO COVER ALL THE SCRIPTS ENCODED IN THE UNICODE STANDARD.

---

EXTRA LIGHT

LIGHT

NORMAL

REGULAR

MEDIUM

**BOLD****HEAVY****阿**

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
01234567890?!"#\$%&'()

SECONDARY TYPOGRAPHY

宋体

THE REASON

AUTHENTIC / CLASSIC

---

COMPARED WITH 黑体, 宋体 IS LIKE MORE AUTHENTIC TYPEFACE. FROM THE HISTORY AND HOW IT IS OFTEN USED, 宋体 TEND TO BE USED IN FORMAL LETTER & DOCUMENTS. 宋体 IS EASIER TO BE READ, COMPARED WITH 黑体. IT IS GOOD TO HAVE 宋体 FOR SEVERAL USE CASES.

## SOURCE HAN SERIF CJK

SOURCE HAN SERIF IS A SERIF SONG/MING TYPEFACE CREATED BY ADOBE AND GOOGLE. 2 OTHER COMPANIES TOOK PART IN THE DESIGN AND FINISHED THE WORK ON CHINESE, JAPANESE & KOREAN GLYPHS.

---

EXTRA LIGHT

LIGHT

REGULAR

MEDIUM

SEMIBOLD

BOLD

HEAVY

阿

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
01234567890?!"#\$%&'()



# COLORS

## THE DIRECTION

### **THE TRINITY** OPEN SOURCE / DEEP TECH / A GOOD PARTNER

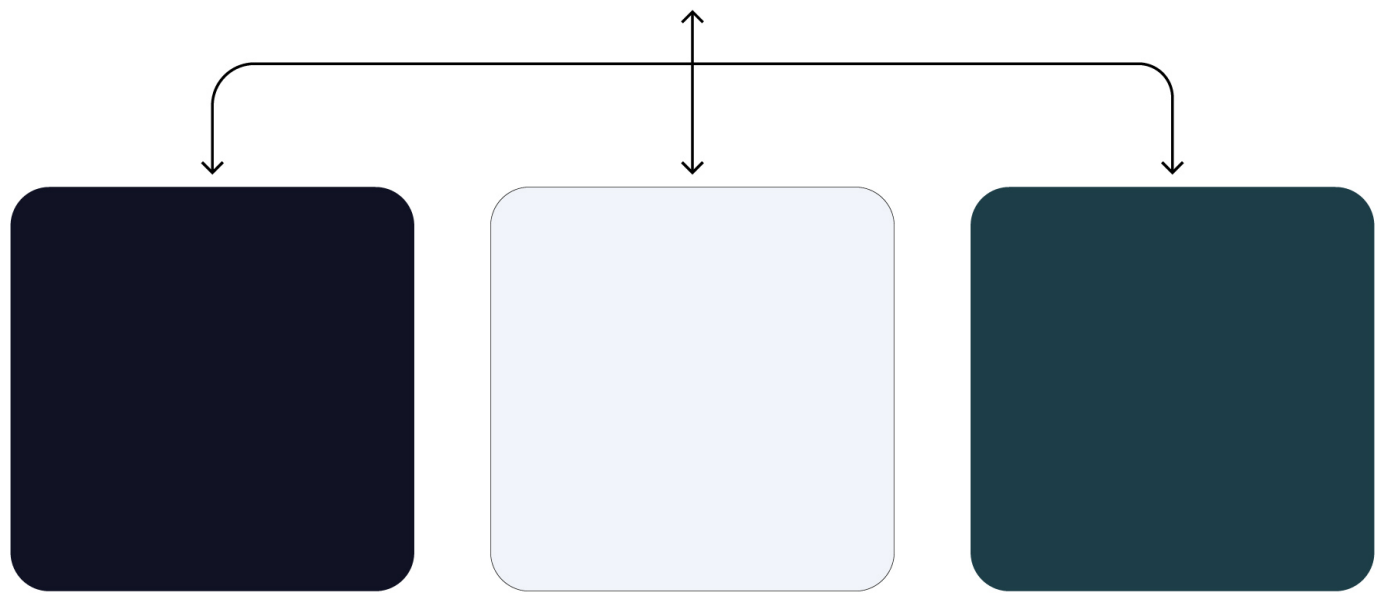
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COLORS SHOW THE CHARACTER OF THE COMPANY. TIER IV HAS 3 DIFFERENT FACES, OPEN SOURCE, DEEP TECH AND A GOOD PARTNER. TIER IV IS AN OPEN-SOURCE COMPANY THAT PROVIDES OPEN-SOURCE OPERATION SYSTEMS FOR INTELLIGENT VEHICLES. TIER IV IS A TECH COMPANY THAT DEVELOPS CUTTING-EDGE TECHNOLOGY. TIER IV IS ALSO A GOOD PARTNER, SUPPORTING CUSTOMERS IN THE CREATION OF VALUABLE INTELLIGENT VEHICLES FOR PEOPLE. WE SELECTED 3 SPECIAL COLORS WHICH REFLECT THE 3 DIFFERENT ASPECTS.

PRIMARY COLORS



TIER IV BLUE /



TIER IV DEEP BLUE /  
DEEP BLUE  
**DEEP TECH**

TIER IV WHITE /  
TRANSPARENT WHITE  
**OPEN SOURCE**

TIER IV GREEN /  
AUTHENTIC GREEN  
**A GOOD PARTNER**

## PRIMARY COLORS

## THE TRINITY 三位一体 / 三面性

## PRIMARY COLORS



TIER IV DEEP BLUE /  
DEEP BLUE

#101224

R16G18B36

C85M79Y54K72



TIER IV WHITE /  
TRANSPARENT WHITE

#F1F4FA

R241G244B250

C4M2Y0K0



TIER IV GREEN /  
AUTHENTIC GREEN

#1D3E48

R29G62B72

C87M62Y54K44



CORPORATE MAIN COLOR

# DEEP BLUE

DEEP TECH COMPANY

AUTHENTIC  
TIMELESS  
PRIME QUALITY  
TECHNOLOGY  
DAWN

---

THE COLOR DEEP DARK BLUE COMMUNICATES INTEGRITY, HONESTY, SIMPLICITY AND TIMELESSNESS WHICH FITS TIER IV. AS A TECHNOLOGY-ORIENTED COMPANY, THIS DEEP DARK BLUE REFLECTS CUTTING-EDGE QUALITY AND RELIABILITY.

CORPORATE MAIN COLOR

# TRANSPARENT WHITE

---

OPEN-SOURCE

STANDARD

TIMELESS

HUMBLE

HONEST

PRIME QUALITY

OPENNESS

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THE COLOR, HUMANISTIC WHITE, SHOWS TIMELESS QUALITY WHICH FITS TIER IV. THIS WHITE HAS A TOUCH OF COLOR WHICH MAKES PEOPLE FEEL MORE COMFORTABLE. AS A TECHNOLOGY-ORIENTED COMPANY, THIS HUMANISTIC WHITE REFLECTS PURE RELIABILITY.



CORPORATE MAIN COLOR

# AUTHENTIC GREEN

---

AS A GOOD PARTNER

- CALMNESS
- INTEGRITY
- HUMBLE
- HONEST
- PRIME QUALITY

---

THE COLOR ,DEEP BLUEGREEN, COMMUNICATES AUTHENTICITY. AS A TECHNOLOGY-ORIENTED COMPANY, THIS DEEP BLUEGREEN REFLECTS INTEGRITY & HONEST COMMITMENT TO TECHNOLOGY.

# PRIMARY COLORS

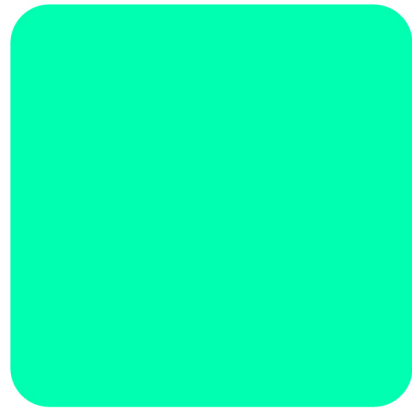


TIER IV DEEP BLUE /  
DEEP BLUE  
#101224  
R16G18B36  
C85M79Y54K72

TIER IV WHITE /  
TRANSPARENT WHITE  
#F1F4FA  
R241G244B250  
C4M2Y0K0

TIER IV GREEN /  
AUTHENTIC GREEN  
#1D3E48  
R29G62B72  
C87M62Y54K44

## ACCENT COLORS



FREAK GREEN

#00FFB1

R42G255B177

C58M0Y65K0



FREAK PINK

#FF006C

R255G000B108

C0M99Y37K0



CALM YELLOW

#AC8725

R172G135B37

C32M42Y100K8

# SECONDARY COLORS



T4 BLUE /  
DEEP BLUE

AO / BLUE

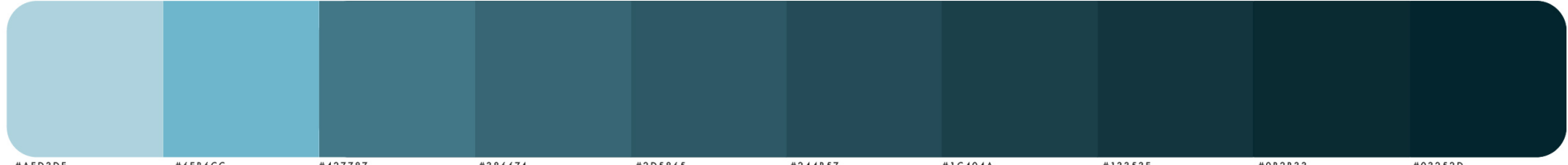


#C9D4F5 #8A99C7 #59627F #515973 #454C64 #3A4157 #31374A #282C3E #1F2233 #101224

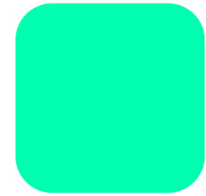


TIER IV GREEN /  
AUTHENTIC GREEN

RYOKUSHO / BLUE GREEN

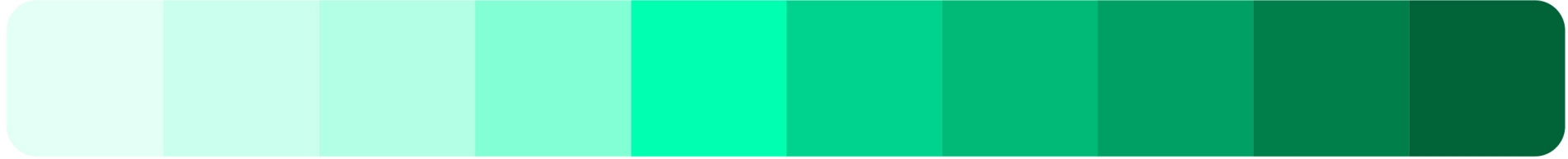


#AED3DE #6EB6CC #427787 #386674 #2D5865 #244B57 #1C404A #13353E #0B2B33 #03252D



FREAK GREEN

MIDORI / GREEN

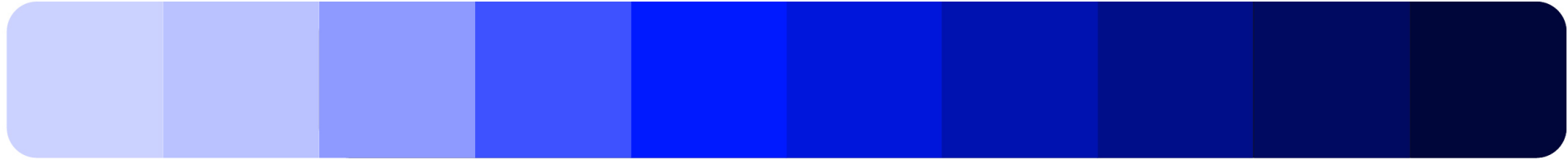


#E3FFF6 #CBFFEE #B3FFE6 #83FFD6 #00FFB1 #00D38D #00BA77 #00A063 #007F4B #006338



PURE BLUE

AO / BLUE



#CCD2FF #BAC2FF #8E9AFF #3E52FF #001AFF #0016DB #0012AF #000E89 #000A60 #000639



PURE WHITE  
#FFFFFF



#E0E0E0 #D9D9D9 #C6C6C6 #B1B1B1 #9C9C9C #868686 #6F6F6E #575756 #3C3C38 #1D1D18 #000000

# SECONDARY COLORS



FREAK PINK  
#FF006C



#FFA6D1 #FF5AA9 #FF006C #E5006E #C40067 #A5005E #890055 #72004C



RED  
#FF002B



#FF7D9F #FF4069 #FF002B #ED0044 #D6004D #B50038 #7A0020 #580014



CALM YELLOW  
#FFAA00



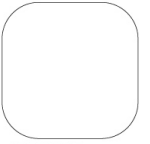
#FFD28A #FFB843 #FFAA00 #E87E00 #D37800 #A05000 #773E00 #512F03



DARK YELLOW  
#AC8725



#FFC67B #DDAA5F #C99A4F #AD873E #957535 #81672D #715B26 #695514



PURE WHITE  
#FFFFFF



#E0E0E0 #D9D9D9 #C6C6C6 #B1B1B1 #9C9B9B #868686 #6F6F6E #575756 #3C3C38 #1D1D18 #000000

COLORS / GRADATION



TIER IV GRADATION  
RED BLUE

#FB047C

R251G04B124

C00M98Y17K00

#022120

R02G33B32

C84M61Y66K74



TIER IV GRADATION  
BLUE

#131324

R19G19B36

C84M79Y54K72

#97A8D1

R151G168B209

C41M28Y02K00



TIER IV GRADATION  
BLUE GREEN

#131324

R19G19B36

C84M79Y54K72

#2E4D5D

R46G77B93

C84M61Y46K30



TIER IV GRADATION  
GREEN

#01031F

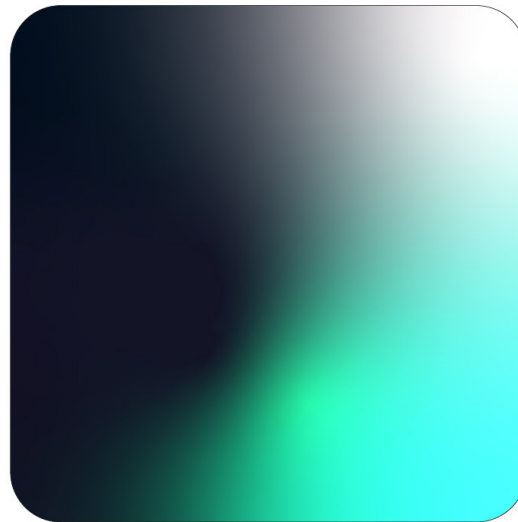
R01G03B31

C85M78Y57K76

#00FFB1

R00G255B177

C57M00Y52K00



TIER IV GRADATION  
DARK GREEN

#0F1928

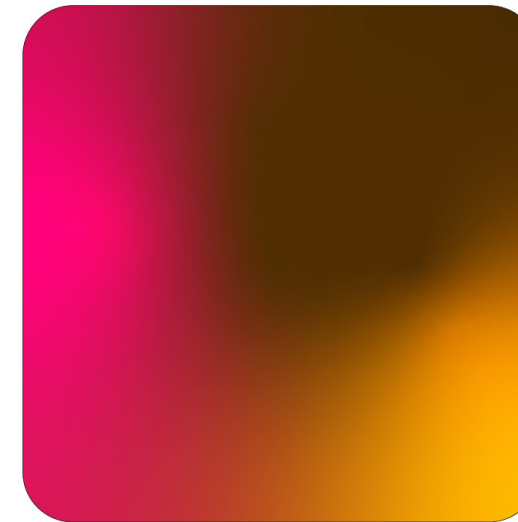
R15G25B40

C88M77Y55K70

#28F8AD

R40G248B173

C56M00Y52K00



TIER IV GRADATION  
RED ORANGE

#D37800

R211G120B000

C14M60Y100K002

#FB086B

R251G08B107

C00M98Y33K00



# SOUNDS

## EXAMPLES

# HUMAN-ROBOTICS

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SOUNDS ARE IMPORTANT. SOUNDS INCLUDE NOT ONLY MUSIC BUT ALSO EVERY SINGLE SOUND USED BY TIER IV. PEOPLE CAN REMEMBER SOUNDS QUITE WELL AND EASILY ASSOCIATE THEM WITH THE IMAGE OF A COMPANY. THEREFORE, WE DO CARE ABOUT SOUNDS THAT CAN REINFORCE OUR STORY, ESPECIALLY OUR CORE VALUES AND DESIGN LANGUAGE. THE THEMES OF THE SOUNDS ARE SMOOTH-EXPERIMENTAL, CUTTING-EDGE AND HUMAN-ROBOTICS.

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MAINLY BASED ON ELECTRONIC MUSIC & SOUNDS

EXPERIMENTAL  
CUTTING-EDGE  
CHILLAX

---

NOT RECOMMENDED

SIMPLE FASHIONABLE MUSIC  
SOUND EFFECTS & MUSIC WHICH DO NOT SUIT  
TIER IV'S HISTORY & MESSAGE



## INCORRECT USES

## INCORRECT USES

## BASICS

FOR LOGO

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THERE ARE SOME INCORRECT USE CASES FOR THE LOGO WHICH ARE INAPPROPRIATE TO COMMUNICATE OUR BRAND TO PEOPLE, THEREFORE A FEW GUIDELINES ARE DEFINED SO AS NOT TO UNDERMINE THE IMPACT OF OUR BRAND IMAGE. FOR EXAMPLE, WE DO NOT RECOMMEND USING OUR LOGO & LOGOTYPE ON SOMETHING LIKE DISPOSABLE STUFF AND INAPPROPRIATE ITEMS, SUCH AS PAPER CUPS, PET BOTTLES, MASKS, FLOOR MATS AND SO ON.

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## MAIN INCORRECT USES

DIFFERENT COLORS

BLURRED

GRADATION

PUTTING SOMETHING AROUND THE LOGOTYPE

MODIFIED

## INCORRECT USES / NOT RECOMMENDED



1 / DO NOT USE A COLOR WHICH DOES NOT HAVE ENOUGH CONTRAST



2 / DO NOT USE OTHER COLORS



3 / DO NOT USE GRADATIONS



4 / DO NOT USE OUTLINES



5 / DO NOT USE SHADOWS & 3D EFFECTS



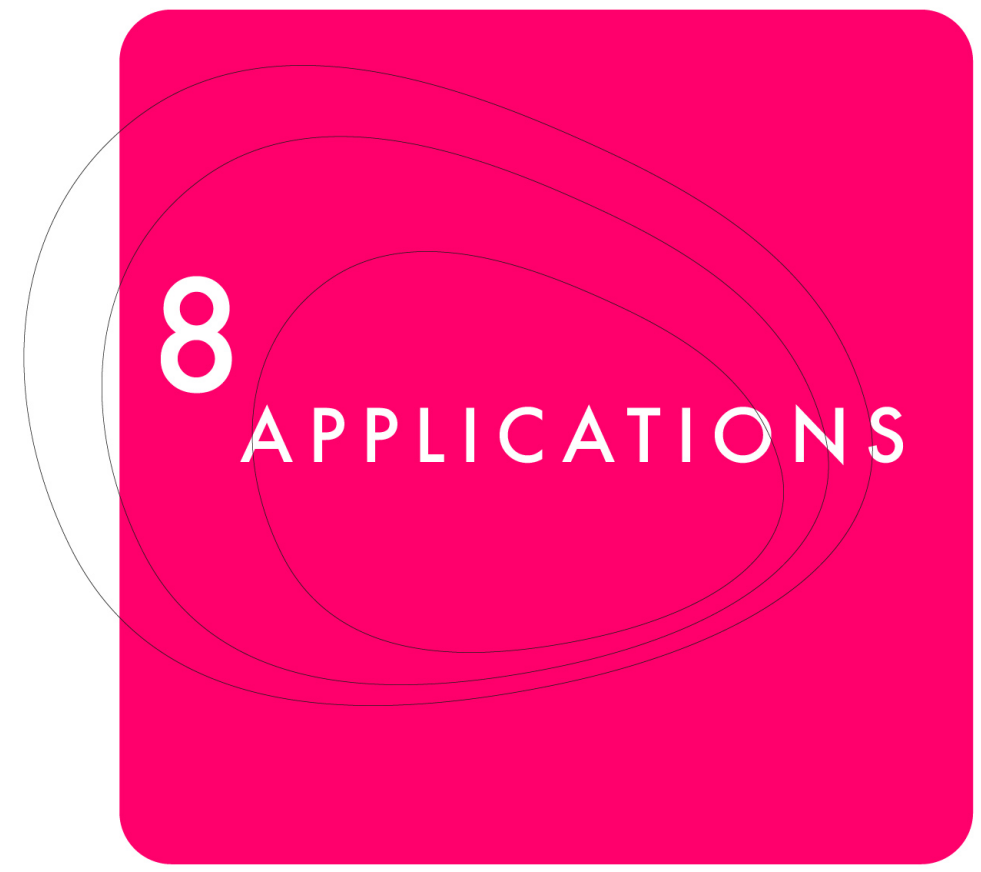
6 / DO NOT USE ANY SHAPES AROUND THE LOGOTYPE WHICH SEEM TO BE INTEGRATED WITH IT



7 / DO NOT ROTATE



8 / DO NOT DEFORM



APPLICATIONS

SAMPLES

BUSINESS CARD / ID CARD /  
DOCUMENTS / etc

---

HERE ARE SOME SAMPLES WHICH REFLECT THESE BRAND GUIDELINES.  
THESE APPLICATIONS SHOW HOW EACH ELEMENT NEEDS TO MATCH ALL OTHERS TO  
CREATE HARMONY.

# SAMPLES

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BRAND GUIDELINES APPLIES TO

WEBSITES

ALL EXTERNAL AND SOME INTERNAL DOCUMENTS

VIDEOS

etc



