

File download

DOWNLOAD LOGO

The logo is available in the following formats:

- Full color for digital media and color printing
- 4-color for embroidery
- Grayscale for single-color printing
- Black or white for single-color screen-printing or etching

Use this one wherever possible

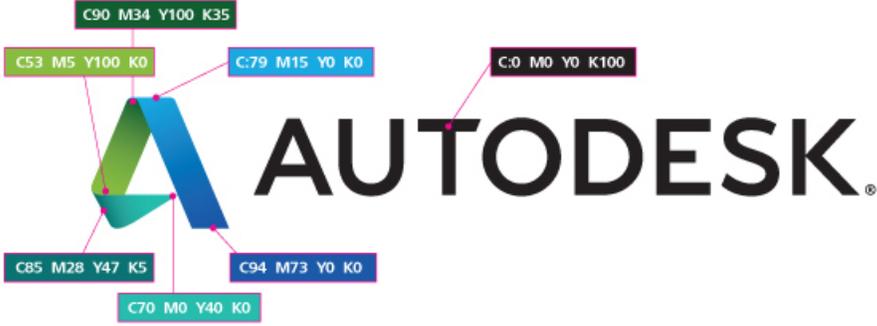


Each format is available in three sizes (small, medium, or large) to accommodate the scale and legibility of the registration mark [®]—no other aspect of the logo changes. Only the smallest black version of the logo is graphically different from the medium and large to maintain its visual integrity wherever it is reproduced.

Note: Whenever possible, use the full-color logo. The other versions were created to accommodate the many ways our logo will be seen, which will not always be on a high-resolution screen or a glossy brochure.

Color specifications for reproduction

CMYK gradients



PMS gradients

Coated PMS swatches

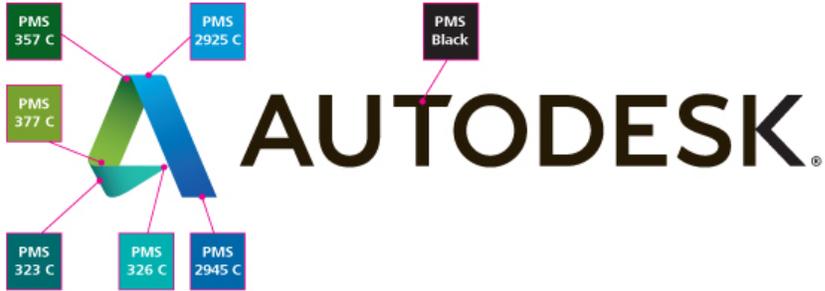


Uncoated PMS swatches

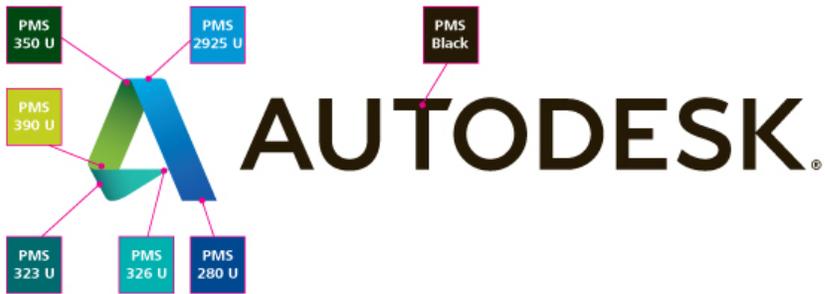


PMS spot

Coated PMS swatches

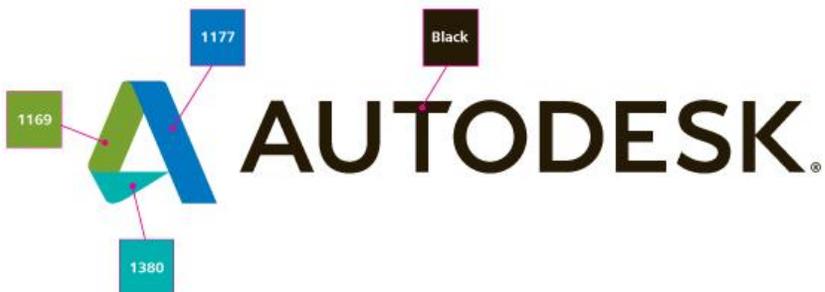


Uncoated PMS swatches



Madeira

Madeira thread specifications



Clear space

Respect the logo and prevent copy or imagery from interfering with it. This guide shows the minimum amount of space that should be maintained around the logo.



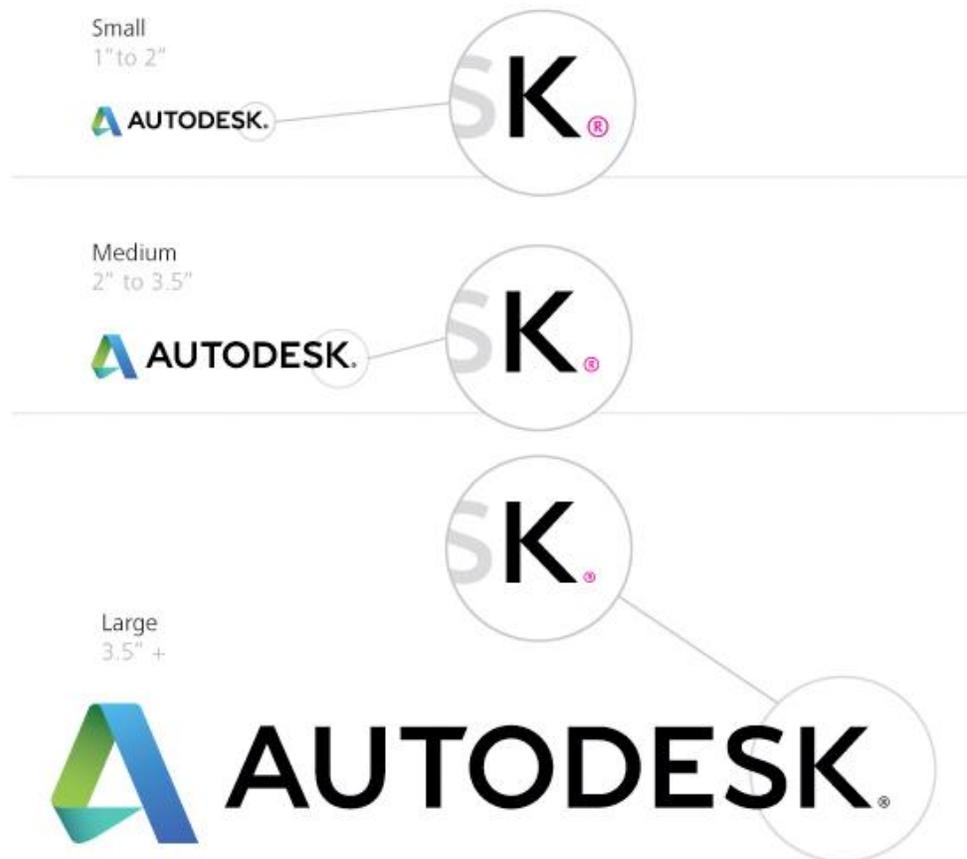
Sizing

The correct logo size depends on how it relates to the information on-screen or the printed page, and what you want the reader to see first (second, or third). Use common sense and the examples in the gallery to determine the best possible size for the logo in your layout.



Use the following graphic to determine the right logo to use for your design: three sizes are available in each format. There are slight differences between the three sizes to accommodate

the legibility of the logo and registration mark [®].



Usage

Anything new tends to attract lots of attention, which is why we all need to ensure the logo symbol is used properly. Follow these rules to the letter (sorry, couldn't help it):

- Only use approved versions of the new Autodesk logo.
- Never combine it with any other word, name, logotype, or dingbat.
- Whenever using the symbol as a graphic, work with us to ensure it is used appropriately. Contact the Brand Creative team to talk to us about your use case.

Acceptable uses



Light background



Dark background



Light neutral color



Dark neutral color



Light image or gradient



Dark image or gradient



Light material texture



Dark material texture

Prohibited uses



Do not delete the registration mark



Do not cut off any part of the logo



Don't stretch or affect shape of the logo



Never use drop shadows to stylize the logo



Never put a frame around the logo



Never typeset Autodesk



Don't combine the symbol with any other Autodesk name



Never stage the logo vertically with the symbol down close to the floor.



Never stack the symbol and logotype



Never use the logo in a sentence



Never change the colors in the logo



Don't rotate the symbol



Do not turn the symbol into a cartoon character



Do not use the logotype by itself



Don't use a color or textured background that would compromise the legibility of the logo