

Building a Brand
Research studies
continue to prove
that a strong corporate
brand is simply good
for business.



autodesk®

Identity Guidelines

The **Autodesk Identity Guidelines** ensure that the visual and written aspects of the Autodesk brand are reflected consistently and accurately across all marketing communications. The Identity Guidelines are divided into three sections, including Strategic Foundation, Visual and Written Vocabulary, and Marketing Communications.

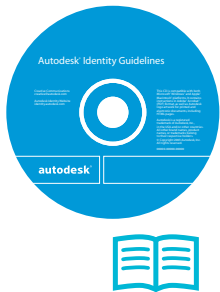
Creative Communications
The design and communications team responsible for managing worldwide coordination of a unified brand in all of our marketing. It is our mission to ensure that great writing and design reflect the Autodesk brand consistently.



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Identity Guidelines Table of Contents
To understand how the manual is organized, start with the table of contents.



Autodesk Identity Guidelines CD
On the CD-ROM, the table of contents is the navigation tool. Clicking on chapters, sections, and subsections will take you to the respective pages. Clicking on this icon returns you to the table of contents on the guidelines CD-ROM.

Chapter
These guidelines are divided into four primary chapters: General Instructions, Strategic Foundation, Visual and Written Vocabulary, and Marketing Communications.

Section
Sections are category designations for all components in the guidelines.

Page number and Subsection Name
Each subsection provides definitions, rationale, or specifications for the subject matter. Subsections in blue are included in this version of the guidelines. Gray subsections will be added in future versions.

Approved Copyright
Everything in the Autodesk Identity Guidelines is the copyright of Autodesk, Inc., in the year shown.

3.0 Marketing Communications

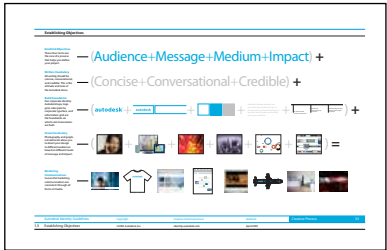
- 3.1 Advertising
- 103 Autodesk Advertising
- 107 Community Advertising
- Reseller Advertising

For Information
These guidelines were produced by Autodesk Creative Communications. For additional information or to comment, contact creative@autodesk.com

Date of Version
This is the release date of the subsection. The April 2003 edition supercedes Version 1.0. Updates are made periodically.

Title Block
Throughout the Identity Guidelines, a blue bar represents specifications or section pages. Portfolio pages have a black and gray footer.





Strategic Foundation

The single pages in the front of the Identity Guidelines lay the strategic foundation and explain the logic behind the instructional subsections and portfolio pages.

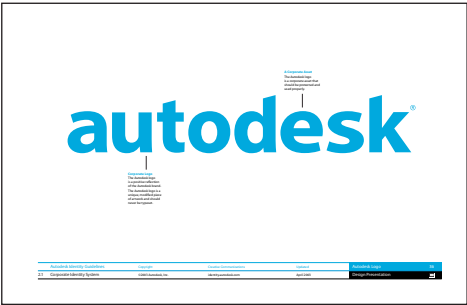
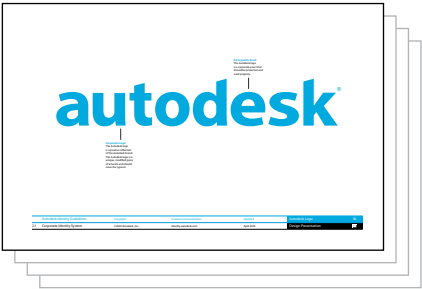


Design Portfolio

Design Portfolio pages highlight unique and current marketing communications and provide notes on creative direction. Each portfolio piece reflects the flexibility of our written and visual vocabulary. The portfolio pages are distinguished by a gray footer.

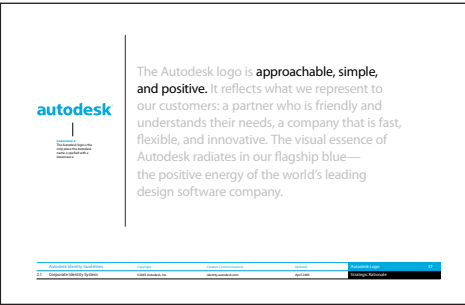
Instructional Subsections

These sections include multiple pages: the Design Presentation, the Strategic Rationale, and the Specifications.



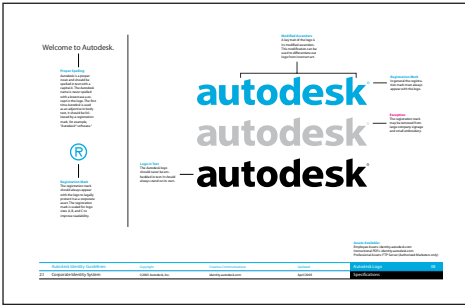
Design Presentation

The Design Presentation page presents the asset in a compelling way. It provides a presentation-quality design sample and highlights key messages. Every asset in our system has either a Design Presentation page or a Design Portfolio page.



Strategic Rationale

Each design asset plays a part in building the Autodesk brand. The Strategic Rationale page explains the thinking behind high-level assets and provides context within our graphic system. It explains why we do what we do.



Specifications

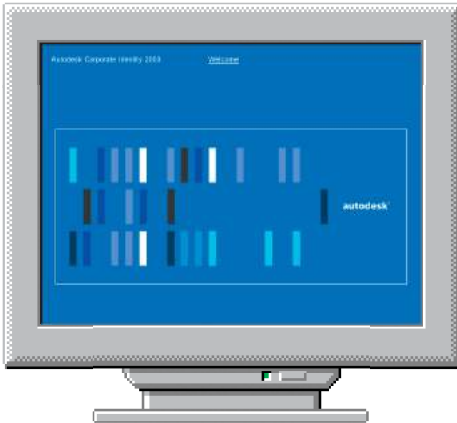
Specifications pages provide usage guidelines and indicate whether digital assets are available for distribution. You can use specifications pages as design guides for creating new communications within our expanding system. A topic may have several Specifications pages.



Asset Instructions



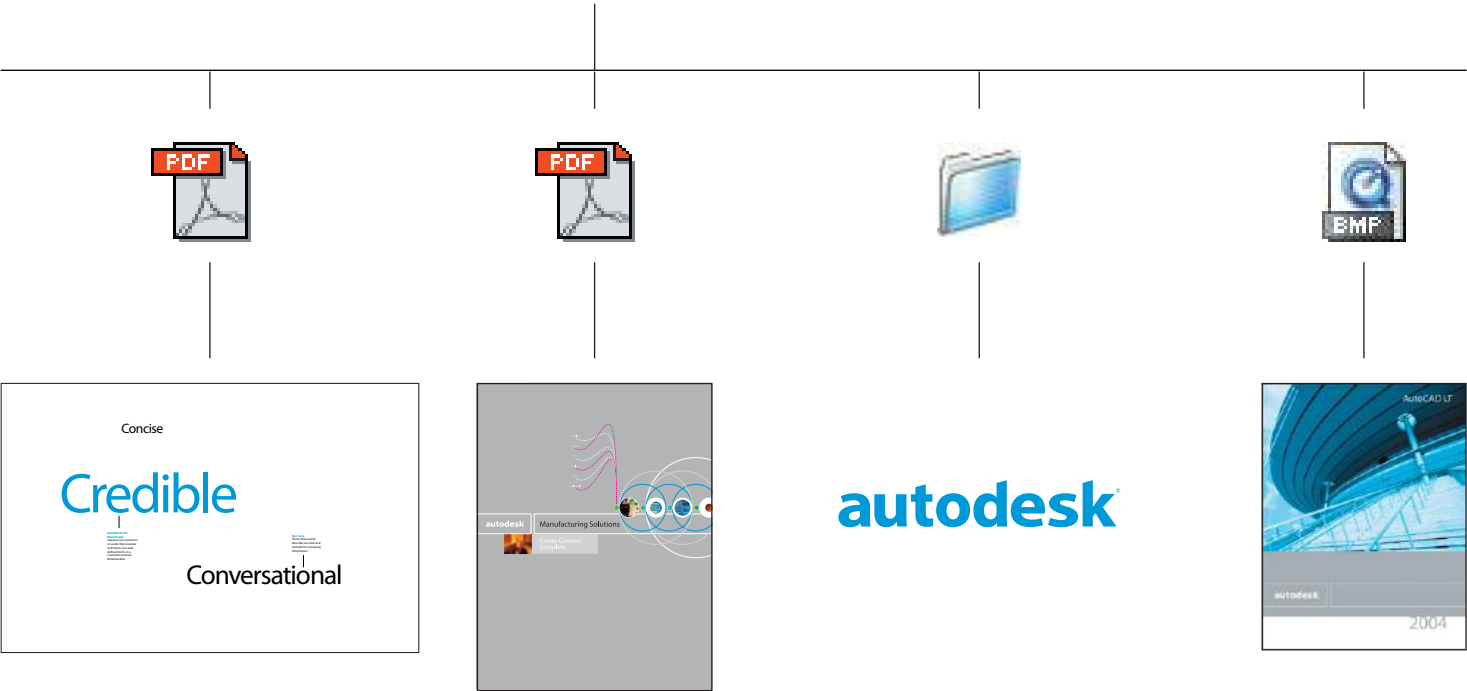
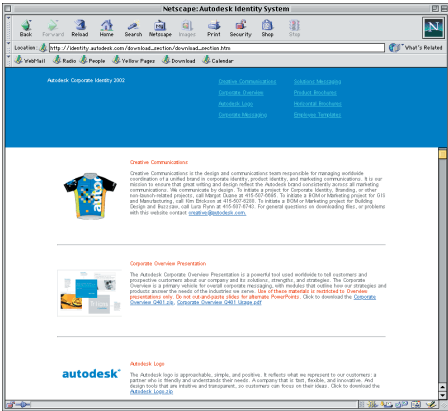
Access: identity.autodesk.com



For All Employees
All employees have access to basic guidelines and a selection of digital assets that can be downloaded from the corporate identity website.

Accessing Employee Assets
Using an FTP-enabled browser, any employee with access to the Autodesk intranet can download employee assets from the corporate identity website managed by Creative Communications.

Access: identity.autodesk.com



Available Employee Assets
Employee assets consist of instructional PDF files of corporate identity guidelines, brochures, PowerPoint and corporate templates, and basic digital files, such as our logo and signature icons. The identity guidelines assets are not available in their entirety to this audience.



Asset Instructions	
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- Art Distribution Coordinator
- Identity Guidelines Coordinator
- Marketing Communications Coordinator
- External Vendor

The screenshot shows a Windows XP desktop environment. A web browser window is open at the address <http://www.project-buzz.com/doc/cms/index.htm>. The browser's address bar shows the URL, and the page content includes a form for uploading a file. The form has a text input field for the file name, a 'Browse' button, and a 'Upload' button. Below the form, there is a table listing the contents of the 'Uploads' directory.

The 'Uploads' directory table has the following columns: Name, Author, Size, Type, Modified, Access, and Permissions. The table lists 15 files, all of which are images (jpg or png) and were uploaded by 'Jerry Wang'.

Name	Author	Size	Type	Modified	Access	Permissions
Advertise.jpg	Jerry Wang	49,326 bytes	Image/JpegPng	2/19/2008 16:36:25 PM	Allow	
Advertise_Mid.jpg	Jerry Wang	19,330 bytes	Image/JpegPng	2/19/2008 16:36:25 PM	Allow	
1-1-Product.jpg	Jerry Wang	23,566 bytes	Image/Png	2/19/2008 15:11:48 PM	Allow	
1-2-Product.jpg	Jerry Wang	15,477 bytes	Image/Png	2/19/2008 15:41:22 PM	Allow	
1-3-Product.jpg	Jerry Wang	24,852 bytes	Image/Png	2/19/2008 15:41:22 PM	Allow	
1-4-Product.jpg	Jerry Wang	14,777 bytes	Image/Png	2/19/2008 15:41:22 PM	Allow	
1-5-Product.jpg	Jerry Wang	20,837 bytes	Image/Png	2/19/2008 15:41:22 PM	Allow	
1-6-Product.jpg	Jerry Wang	49,365 bytes	Image/Png	2/19/2008 15:52:39 PM	Allow	
1-7-Product.jpg	Jerry Wang	46,803 bytes	Image/Png	2/19/2008 15:50:25 PM	Allow	
1-8-Product.jpg	Jerry Wang	4,833 bytes	Image/Png	2/19/2008 15:50:25 PM	Allow	
1-9-Product.jpg	Jerry Wang	15,254 bytes	Image/Png	2/19/2008 15:51:36 PM	Allow	
1-10-Product.jpg	Jerry Wang	229,176 bytes	Image/Png	2/19/2008 15:51:36 PM	Allow	
1-11-Product.jpg	Jerry Wang	31,769 bytes	Image/Png	2/19/2008 15:11:47 PM	Allow	
1-12-Product.jpg	Jerry Wang	35,359 bytes	Image/Png	2/19/2008 15:48:13 PM	Allow	
1-13-Product.jpg	Jerry Wang	14,425 bytes	Image/Png	2/19/2008 15:48:13 PM	Allow	
1-14-Product.jpg	Jerry Wang	25,495 bytes	Image/Png	2/19/2008 15:48:13 PM	Allow	
1-15-Product.jpg	Jerry Wang	79,383 bytes	Image/Png	2/19/2008 15:51:17 PM	Allow	
1-16-Product.jpg	Jerry Wang	41,800 bytes	Image/Png	2/19/2008 15:46:19 PM	Allow	
1-17-Product.jpg	Jerry Wang	15,560 bytes	Image/Png	2/19/2008 15:11:47 PM	Allow	
1-18-Product.jpg	Jerry Wang	14,378 bytes	Image/Png	2/19/2008 15:46:19 PM	Allow	
1-19-Product.jpg	Jerry Wang	25,192 bytes	Image/Png	2/19/2008 15:11:47 PM	Allow	
1-20-Product.jpg	Jerry Wang	25,113 bytes	Image/Png	2/19/2008 15:46:19 PM	Allow	
1-21-Product.jpg	Jerry Wang	60,539 bytes	Image/Png	2/19/2008 15:50:25 PM	Allow	
1-22-Product.jpg	Jerry Wang	26,736 bytes	Image/Png	2/19/2008 15:51:34 PM	Allow	
1-23-Product.jpg	Jerry Wang	47,942 bytes	Image/Png	2/19/2008 15:50:25 PM	Allow	
1-24-Product.jpg	Jerry Wang	51,348 bytes	Image/Png	2/19/2008 15:50:43 PM	Allow	
1-25-Product.jpg	Jerry Wang	97,393 bytes	Image/Png	2/19/2008 15:51:34 PM	Allow	
1-26-Product.jpg	Jerry Wang	35,357 bytes	Image/Png	2/19/2008 15:45:45 PM	Allow	
1-27-Product.jpg	Jerry Wang	47,573 bytes	Image/Png	2/19/2008 15:51:17 PM	Allow	

[illegible]

Professional assets are individual digital graphic files associated with various subsections of the Identity Guidelines—the Autodesk logo, graphical elements, and PDFs. These assets can be found on the server based on their section number as seen in the Identity Guidelines table of contents.



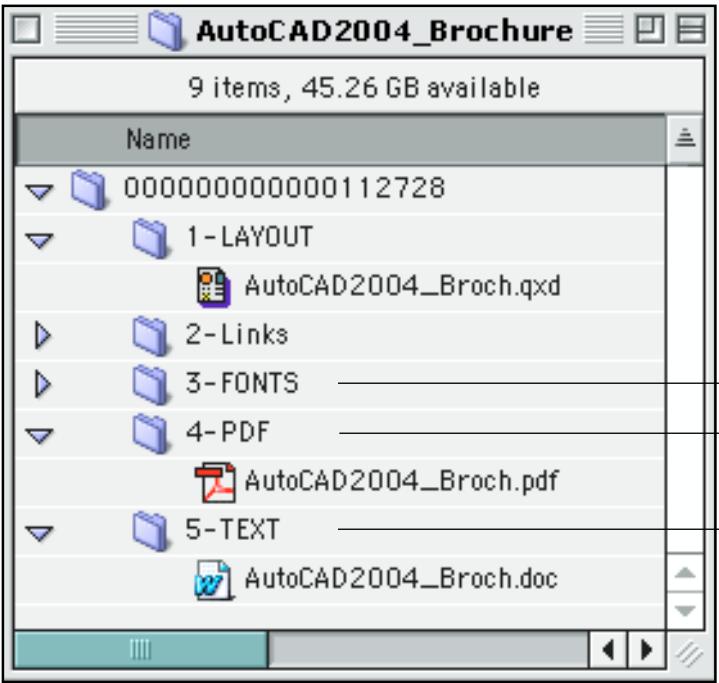
Professional Asset Folder Structure
All projects have the same basic folder structure, so multiple team members can locate pieces quickly and easily. Understanding this folder structure is the key to accessing our artwork.

Standard Graphical Programs
We use the following graphical programs to create marketing communications: Adobe® Photoshop®, Adobe® Illustrator®, and QuarkXpress™.

Folder Name
You can always find artwork by its description in English.

1-The Layout Folder
The Layout folder holds the print-ready master document.

2-The Links Folder
The Links folder contains all the files linked to the layout document that are required for display and printing.



3-The Fonts Folder
The fonts folder contains type fonts included with the artwork. We provide these as a convenience only, for use in compliance with the font publisher's licensing requirements. Fonts will always be in Macintosh format. Most documents require only Adobe® Myriad® MM, and some use no fonts at all.

4-The PDF folder
The PDF folder contains a low-resolution PDF preview of the layout. Use it for visualizing but never for reproduction. A PDF file containing image IDs, and licensing information, is also available for most jobs.

5-Text Folder
For most projects, we provide a text folder with a final Microsoft® Word document for translation purposes.





Worldwide File Formats

File formats available on the corporate identity website include standard graphic file formats such as EPS, PDF, and PSD. Contact creative@autodesk.com with file format questions.



EPS Files

Encapsulated Postscript (EPS) is the preferred file format for high-quality graphics. Print-ready artwork files are saved in this format. Printing EPS files requires an output device that can interpret PostScript files (for example, a laser printer).



PDF Files

Adobe® Acrobat® Portable Document Format (PDF) is used to create documents intended for onscreen preview. We don't use PDF for reproduction artwork.



AI Files

Adobe® Illustrator® (AI) files contain vector-based artwork. Image files linked to the file or fonts used in the artwork must be accessible for the file to display and print properly.



QXD Files

QuarkXpress™ Document (QXD) files usually contain multipage layout artwork. Image files linked to the file or fonts used in the artwork must be accessible for the file to display and print properly.



PSD Files

Adobe® Photoshop® (PSD) files contain raster-based artwork. These files may be constructed in layers and can be opened and modified only with Adobe Photoshop software.



JPEG Files

Joint Photographic Experts Group (JPEG) files are compressed image files typically used for web graphics.



BMP Files

Windows Bitmap (BMP) format is the native image format of Microsoft® Windows® and Windows application software.



GIF Files

Graphics Interchange Format (GIF) is a compressed image file format typically used for web graphics.



DOC Files

Microsoft® Word documents (DOC) usually store text-based information that can be opened or imported into any text-editing software. However, if you open DOC files in an application other than Microsoft Word, special text formatting will be lost.



PPT Files

PowerPoint presentations are saved in PPT format and can be opened or modified only in Microsoft® PowerPoint software.



AVI Files

Audio Video Interleaved (AVI) files are multimedia files that store sound or animation.



SWF Files

Shockwave Flash (SWF) files are multimedia files that require a playback application (such as Macromedia Flash™ Player) or a Flash-enabled viewer like a web browser.



Photographic Guidelines

Due to the wide variety of worldwide offices, vendors, and freelancers for whom we provide or create marketing communications, the following guidelines must be taken into account:

Understanding Licensing Options

Be familiar with and refer to Autodesk's four license options chart, which details the license differences between commissioned photography, rights-protected photography, royalty-free photography, and customer imagery.

Communications for Localization

Photos that accompany marketing communications distributed for localization are not licensed to be used in other projects. Licenses have been purchased for the localized piece only.

Unlimited Use

In general, photography that has been commissioned by Autodesk is free to use in all marketing communications. Libraries of commissioned photographs or graphical elements are detailed in this version of the guidelines.

Illegal Use

It is illegal to use a photograph without proper licensing. If you are unsure about the licensing status of a particular photograph, contact us at creative@autodesk.com.

License PDF

A PDF file containing image IDs and licensing information for each photograph used in localized marketing communications will be distributed in the professional asset folder for the piece.

Four License Options for Images
At varying levels of cost, there are four ways in which Autodesk secures images for marketing collateral.



Commissioned Photography
Comissioned photogra-
phy is the most expen-
sive option. It requires
complete buyout to
have unlimited usage
rights. Examples of
comissioned photog-
raphy: Product People,
Professional People,
Monitors and Devices.
There is a selection of
legally cleared images
available to authorized
marketers.



Rights-Protected Photography
Rights-protected
photography generally
holds a two year inter-
national license for print
and web use. Examples
of comissioned photog-
raphy: Signature Images
and some Horizontal
Brochure images.



Royalty-Free Photography
Royalty-free photogra-
phy is the least costly
and will carry unlimited
usage rights. Examples
of royalty free photogra-
phy: Horizontal Brochure
images, direct mail, and
tradeshaw materials.
You can download
a complete list of
Autodesk-approved
CDs from the server as a
guideline for individual
purchase.



Customer Imagery
Customer imagery is re-
quested from Autodesk
customers, and must
have legal consent
from each customer for
proper usage. Both vec-
tor and raster customer
imagery is used in moni-
tors and devices, and it
is a supporting accent
to the photography sys-
tem. There is a selection
of legally cleared images
available to authorized
marketers.



1.1

Brand Definition



Building the corporate brand is simply **good for business**. Research studies continue to prove that a strong brand benefits a company by generating loyalty among all stakeholders—customers, prospects, resellers, partners, developers, investors, analysts, employees and the press.

Increase Valuation
Over time, as perception of a corporate brand's quality increases, so does the company's stock value.



The Autodesk brand depends on the consistent use of our visual and written vocabulary that make up our corporate identity. The images and words we use to describe Autodesk help communicate brand beliefs, personality, mission, and essence. This is the **foundation of the corporate brand.** It's our DNA and what makes us different from other companies.

Guiding Principles
We draw on our strategic foundation to create our corporate communications and maintain brand consistency.



Autodesk is the world’s **leading design software and digital content company**, offering customers progressive business solutions through powerful technology products and services. Autodesk helps customers in the building, manufacturing, infrastructure, digital media, and wireless data services fields increase the value of their digital design data and improve efficiencies across their entire project lifecycle management processes.

Elevator Speech
You should be able to describe Autodesk in 30 seconds or less.



Company Beliefs

Autodesk has a set of fundamental beliefs that guide company decisions.



**Empathetic
and Attentive**

Our customers want to work with a company that not only understands their problems but also takes action to solve them.

— Empathetic

Brand Personality

This is the personality of Autodesk. These three traits—empathetic, confident, innovative—describe Autodesk as if the company were a person.

Confident

**Confident, Perceptive,
and Purposeful**

Our customers want to work with a company that perceives emerging trends in the marketplace and makes calculated decisions in a purposeful way. They want the safety of working with a confident, established leader in their field.

Innovative

**Innovative
and Progressive**

Our customers look to Autodesk for progressive thinking that drives evolutionary improvements to the lifecycle process with innovative products and services.



Power of Design Information

Use as a Phrase
The brand essence can be used as a descriptive phrase within a sentence to provide an element of consistency in the way we communicate about Autodesk.

Design Software to Lifecycle Management
Autodesk helps customers create, manage, use and maximize the value of their digital data throughout the lifecycle of their projects.

Brand Essence
The core feeling a person has about Autodesk—based on all of their experiences with the company.



Our mission is to empower customers with innovative solutions that bring their ideas to reality and maximize the value of their digital design data throughout the lifecycle of the project.

Purpose
This is the reason why we exist. It is the promise we make to our customers and investors.



1.2

Creative Direction



Using the brand definition as a foundation, our visual and written vocabulary provides **building blocks** for our entire corporate identity. Divided into four systems, this identity distinguishes us to the outside world and is logically based on the Autodesk mission statement.

Four Systems
Our Visual and Written Vocabulary is composed of our Identity, Graphical, Image, and Messaging Systems.



Corporate Identity System

Autodesk Logo

Logo Grid

Color Palette

Corporate Typeface

Image System

Photography

Customer Imagery

Professional People

Graphical System

Information Grid

Monitors and Devices

Process Diagrams

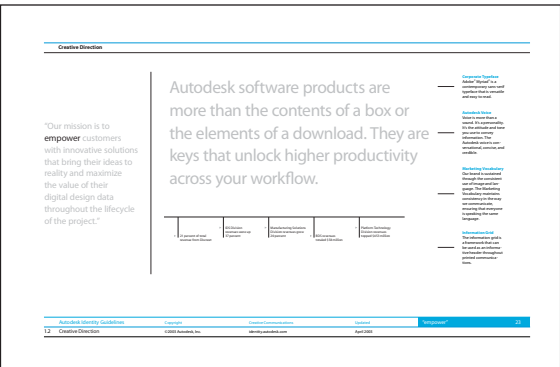
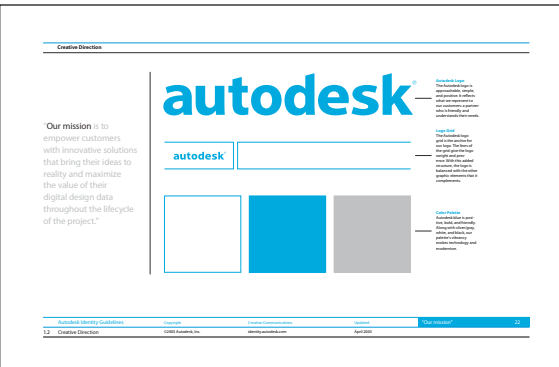
Image Bands

Messaging System

Autodesk Voice

Marketing Vocabulary

Audience Segmentation



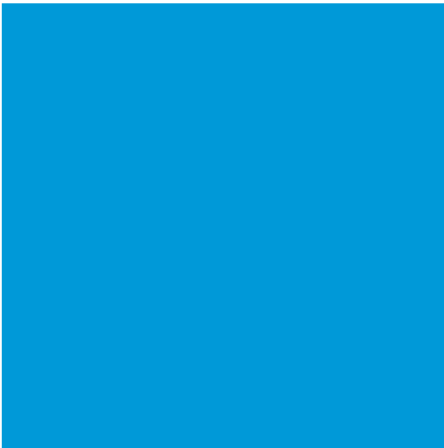
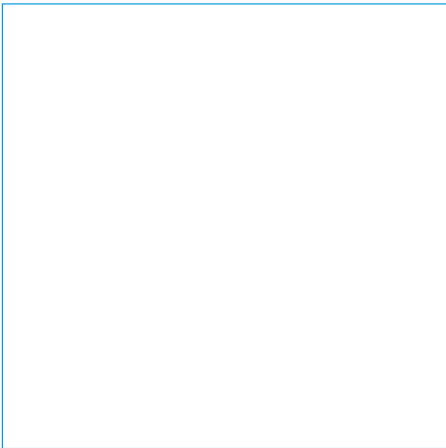
“Our mission is to empower customers with innovative solutions that bring their ideas to reality and maximize the value of their digital design data throughout the lifecycle of the project.”

autodesk®

Autodesk Logo
The Autodesk logo is approachable, simple, and positive. It reflects what we represent to our customers: a partner who is friendly and understands their needs.

autodesk®

Logo Grid
The Autodesk logo grid is the anchor for our logo. The lines of the grid give the logo weight and presence. With this added structure, the logo is balanced with the other graphic elements that it complements.



Color Palette
Autodesk blue is positive, bold, and friendly. Along with silver/gray, white, and black, our palette’s vibrancy evokes technology and modernism.



“Our mission is to **empower** customers with innovative solutions that bring their ideas to reality and maximize the value of their digital design data throughout the lifecycle of the project.”

Autodesk software products are more than the contents of a box or the elements of a download. They are keys that unlock higher productivity across your workflow.

▶ 21 percent of total revenue from Discreet	▶ IDS Division revenues were up 37 percent	▶ Manufacturing Solutions Division revenues grew 20 percent	▶ BDS revenues totaled \$58 million	▶ Platform Technology Division revenues topped \$453 million
---	--	---	-------------------------------------	--

Corporate Typeface
Adobe® Myriad® is a contemporary sans serif typeface that is versatile and easy to read.

Autodesk Voice
Voice is more than a sound. It’s a personality. It’s the attitude and tone you use to convey information. The Autodesk voice is conversational, concise, and credible.

Marketing Vocabulary
Our brand is sustained through the consistent use of image and language. The Marketing Vocabulary maintains consistency in the way we communicate, ensuring that everyone is speaking the same language.

Information Grid
The information grid is a framework that can be used as an informative header throughout printed communications.



“Our mission is to empower customers with innovative solutions that bring their ideas to reality and maximize the value of their digital design data throughout the lifecycle of the project.”



Photography
The photography used in Autodesk communications is inspired by our mission statement and brand personality. Human photography is colorful, confident, and active and shows the creators and users of our products and services.

Audience Segmentation
The Audience Segmentation Model provides a detailed overview of Autodesk’s target audiences and the solutions tailored to those audiences. This language helps you plan targeted messaging across all lines of business and marketing communications.



“Our mission is to empower customers with innovative solutions that bring their ideas to reality and maximize the value of their digital design data throughout the lifecycle of the project.”



Customer Imagery

Customers throughout the world provide customer images to Autodesk. A combination of vector and raster images, they demonstrate how our customers use our software and provide realistic examples of the capabilities of our products.

Monitors and Devices

Monitors and devices are images of desktop monitors, tablet PCs, PDAs, and cellular phones. Used throughout our marketing communications, they reinforce the idea that Autodesk is primarily a design software company.



“Our mission is to empower customers with innovative solutions that **bring their ideas** to reality and maximize the value of their digital design data throughout the lifecycle of the project.”



Photography

The photography used in Autodesk communications is inspired by our mission statement and brand personality. Abstract photography is energetic and powerful and possesses an intricate quality that is reminiscent of the creation process.



“Our mission is to empower customers with innovative solutions that bring their ideas to **reality** and maximize the value of their digital design data throughout the lifecycle of the project.”



Photography

The photography used in Autodesk communications is inspired by our mission statement and brand personality. Realistic photography spanning industry-specific, nature, and inspirational categories represents tangible “real-world” solutions.



“Our mission is to empower customers with innovative solutions that bring their ideas to reality and **maximize the value** of their digital design data throughout the lifecycle of the project.”



Process Diagrams

Process diagrams are creative illustrations that represent dynamic processes. We use them primarily to talk about solutions, digital design data, and lifecycle management.



“Our mission is to empower customers with innovative solutions that bring their ideas to reality and maximize the value of their digital design data throughout the lifecycle of the project.”

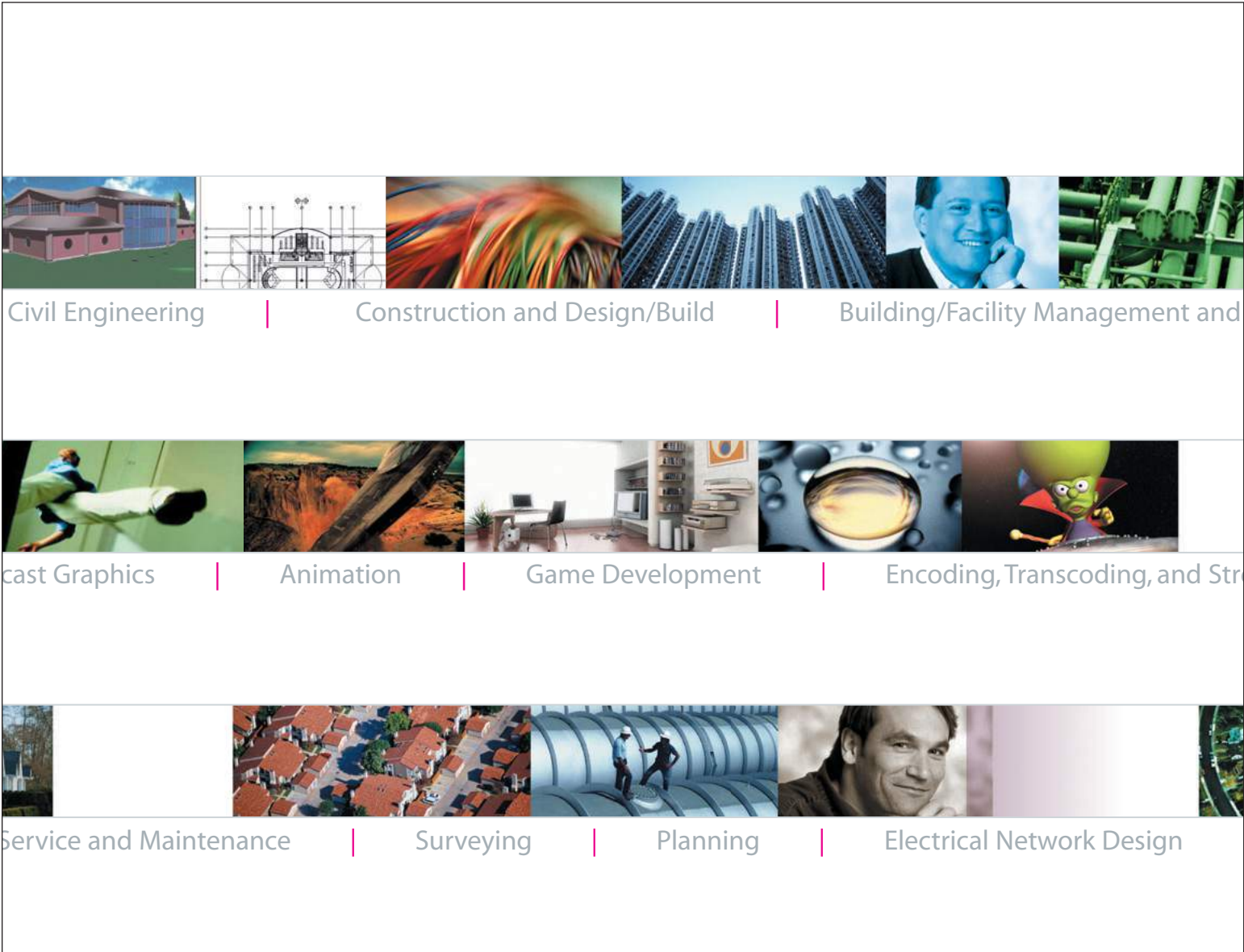


Image Bands
Image bands are horizontal grids filled with multiple photographs. They to speak to the tremendous breadth of industries that our products serve. We use image bands primarily when we talk about solutions, digital design data, process, and lifecycle management.



The Identity, Graphical, Image, and Messaging Systems make up our entire Visual and Written Vocabulary. Individually or together, elements from each system allow you to write and design successful marketing communications across a wide range of media, based on various marketing objectives.



1.3

Establishing Objectives



Creating successful marketing communications that look, feel, and sound like the Autodesk brand requires **establishing objectives** that support your marketing strategy. Knowledge of the target audience, the message to be conveyed, the delivery medium, and the desired impact affects the complexity of any marketing communication.



Establish Objectives

These four terms are the core of a process that helps you define your project.

Written Vocabulary

All writing should be concise, conversational, and credible. This is the attitude and tone of the Autodesk Voice.

Build Foundation

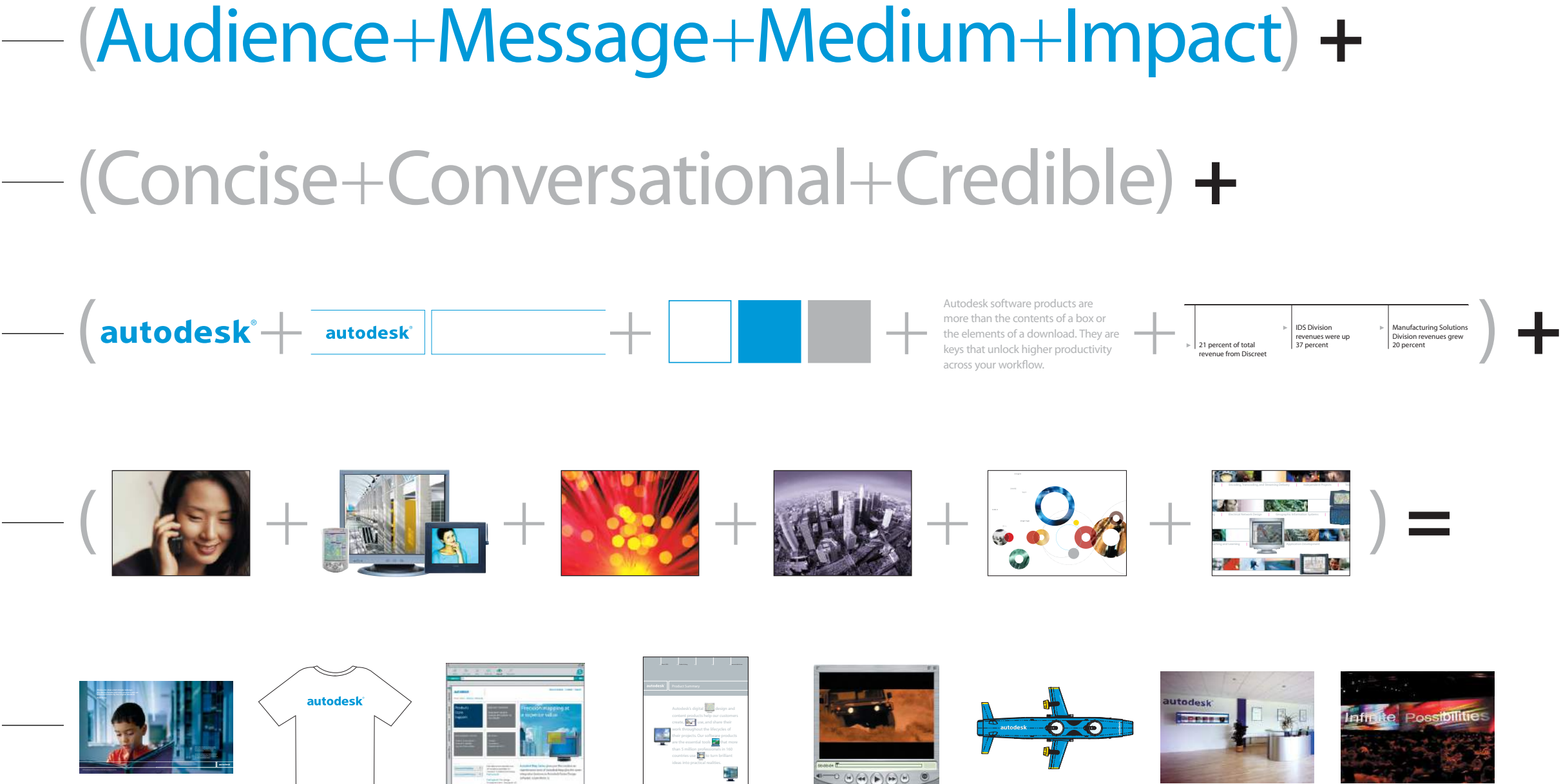
Our corporate identity: Autodesk logo, logo grid, color palette, corporate typeface, and information grid are the foundation on which communications are built.

Visual Vocabulary

Photography and graphical elements allow you to direct your design to different audiences based on different levels of message and impact.

Marketing Communications

Successful marketing communications are consistent through all forms of media.



Establishing Objectives

Applying the Principals

Use of the visual and written vocabulary applies to all Autodesk media throughout the company.



Advertising

Brand and product advertising build on the foundation of the Autodesk voice, logo grid, and corporate typeface. They also rely heavily on one graphical element, which includes industry-specific, inspirational, and human photography.



Merchandise

Shirts, hats, pens, and other merchandise build on the foundation of the Autodesk logo and color palette, in its purest form due to spacial limitations. We seldom use additional graphical elements.



Interactive

Websites, demos, and interactive overviews where space is at a premium build on the foundation of the Autodesk voice, logo, color palette, and corporate typeface. We also combine graphical elements, including realistic, human, and abstract photography, with motion-based graphics.



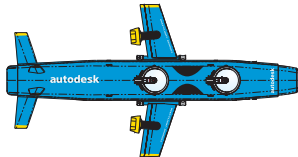
Print

Brochures and printed collateral heavily build on the foundation of the Autodesk voice, logo grid, color palette, corporate typeface, and information grid. We also use all of the graphical elements, including all types of photography from human to realistic, monitors and devices, process diagrams, and image bands in a hierarchical system of printed communications.



Video

Television spots, videos, and event openings build on the foundation of the Autodesk voice and logo. We place a major emphasis on motion-based graphical elements, including, industry-specific, inspirational, human, and abstract photography.



Sponsorship

From submarines to cars or robots, sponsorships build on the foundation of the Autodesk logo or logo grid, color palette, and corporate typeface. We may use other graphical elements based on the object.



Environmental Graphics

Autodesk offices, interiors, and signage build on the foundation of the Autodesk logo and color palette in its purest form. We seldom use additional graphical elements, except where there are opportunities to promote Autodesk products and services.



Events

Tradeshows, booths, and corporate events build heavily on the foundation of the Autodesk voice, logo grid, color palette, and corporate typeface. We also use all the graphical elements, including all types of photography, monitors and devices, process diagrams, and image bands.



2.1

Corporate Identity System





Corporate Logo
The Autodesk logo is a positive reflection of the Autodesk brand. It is a unique, modified piece of artwork and should never be typeset.

A Corporate Asset
The Autodesk logo is a corporate asset that should be actively protected and used properly.

Autodesk Identity Guidelines		Copyright	Creative Communications	Updated	Autodesk Logo	36
2.1	Corporate Identity System	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Design Presentation	





Lowercase a

The Autodesk logo is the only place the Autodesk name is spelled with a lowercase a.

The Autodesk logo is **approachable, simple, and positive.** It reflects what we represent to our customers: a partner who is friendly and understands their needs, a company that is fast, flexible, and innovative. The visual essence of Autodesk radiates in our flagship blue—the positive energy of the world’s leading design software company.

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2.1	Corporate Identity System	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Strategic Rationale	



Welcome to Autodesk.

Proper Spelling

Autodesk is a proper noun and should be spelled in text with a capital A. The Autodesk name is never spelled with a lowercase a except in the logo. The first time *Autodesk* is used as an adjective in body text, it should be followed by a registration mark, for example, "Autodesk® software."



Registration Mark

The registration mark should always appear with the logo to legally protect it as a corporate asset. The registration mark is scaled for logo sizes A, B, and C to improve readability.

Logo in Text

The Autodesk logo should never be embedded in text. It should always stand on its own.

Modified Ascenders

A key trait of the logo is its modified ascenders. This modification can be used to differentiate our logo from incorrect art.

Registration Mark

In general the registration mark must always appear with the logo.

Exception

The registration mark may be removed from large company signage and small embroidery.



Assets Available:

Employee Assets: identity.autodesk.com
Instructional PDFs: identity.autodesk.com
Professional Assets: FTP Server (authorized marketers only)

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Spot Color (Printing)
Blue: PMS Process Blue, DIC 640, Toyo CF0382
Silver: PMS 877 (metallic), DIC 621, Toyo CF1043
Silver Gray: PMS 429, DIC 651, Toyo CF0785
Black: 100% Black

Four-Color Process (Printing)
Blue: C=100 M=9 Y=0 K=6
Silver Gray: C=0 M=0 Y=0 K=35
Black: C=0 M=0 Y=0 K=100

RGB Colors (Screen, Film, Video)
Blue: R=0 G=102 B=204
Silver Gray: R=153 G=153 B=153
Black: R=0 G=0 B=0

Hex Colors (Web)
Blue: #0066CC
Silver Gray: #999999
Black: #000000

Textile Colors (Logo Merchandise)
Blue: Salus 417
Silver/Gray: RA 2592 (silver steel)

Paint Formula
Blue: RAL 5012, NCS=S 2065-B,
Benjamin Moore® (Big Country Blue 2066-30)
Silver: RAL 9022
Silver Gray: RAL 7035, NCS=S 2500-N,
Benjamin Moore® (Gull Wing Gray 2134-50)
Black: RAL 9005, NCS=S 9000-N



Approved Color Combinations
Autodesk blue, silver/gray, and black on a white background, or white on an Autodesk blue, silver/gray, or black background are the only approved color combinations for logo presentation.



Not Approved
Don't use Autodesk blue on silver/gray and silver/gray on blue.



Exception
For textile printing, embroidery and on-screen television graphics, the following color combinations may be used if none of the approved combinations are applicable: black on Autodesk blue, black on Autodesk silver/gray, or Autodesk blue on black. Don't use in print.

Assets Available:
Employee Assets: identity.autodesk.com
Instructional PDFs: identity.autodesk.com
Professional Assets: FTP Server (authorized marketers only)

Autodesk Identity Guidelines		Copyright	Creative Communications	Updated	Autodesk Logo	39
2.1	Corporate Identity System	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Specifications	



autodesk®

Web Logo

Use this logo as a navigational element on the Web. Kerning has been modified to optimize the logo's appearance online. For more information about interface design, contact the Internet Solutions Group.



Logo Spacing

Allow for adequate clear space around the logo, keeping a minimum of 1.5 times the x-height of the letter forms. Always keep the logo clear space free of any other element.

Logo Art Sizes

Logo art comes in three sizes. Each size is used for a specific range. The kerning and size of registration mark has been modified for each size to improve readability.

Logo Size A

The size range for logo size A is 80 percent to 100 percent. If you need a larger size, use logo size B.

Logo Size B

This logo can be reduced to a minimum of 75 percent of the original size and can be enlarged up to 140 percent. Use size C if you need a larger size.

Logo Size C

Use this logo for other enlargements, such as trade-show banners or building signage. This version can also be reduced to a minimum of 35 percent of the original size.

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Assets Available:
Employee Assets: identity.autodesk.com
Instructional PDFs: identity.autodesk.com
Professional Assets: FTP Server (authorized marketers only)

Autodesk Identity Guidelines		Copyright	Creative Communications	Updated	Autodesk Logo	40
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Not Approved
The logo should never be typeset. The Autodesk logo is a hybrid font creation of Myriad and Helvetica Neue. There are many visual nuances that make the logo unique. The most notable, are our slanted ascenders. Note in this typeset version they are flat.

autodesk® — **Not Approved**
Do not outline the logo.

autodesk® — **Not Approved**
Do not use the logo with a drop shadow.

autodesk — **Not Approved**
Do not use a blur filter effect on the logo.

autodesk — **Not Approved**
Do not show the logo in 3D.

autodesk®

autodesk®

autodesk

autodesk®

Not Approved
Do not use the logo with an emboss, distort, wind, or any other filter effect.

Assets Available:
Employee Assets: identity.autodesk.com
Instructional PDFs: identity.autodesk.com
Professional Assets: FTP Server (authorized marketers only)

Autodesk Identity Guidelines		Copyright	Creative Communications	Updated	Autodesk Logo	41
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autodesk®

Logo vs. the Logo Grid

Generally, we use the Autodesk logo on marketing communications that are small or very large, such as logo merchandise and building signage. We use the logo grid primarily on printed collateral, such as posters and brochures.

Logo Merchandise

On branded merchandise—pens, cups, t-shirts, and more—the Autodesk logo promotes and extends our corporate identity.

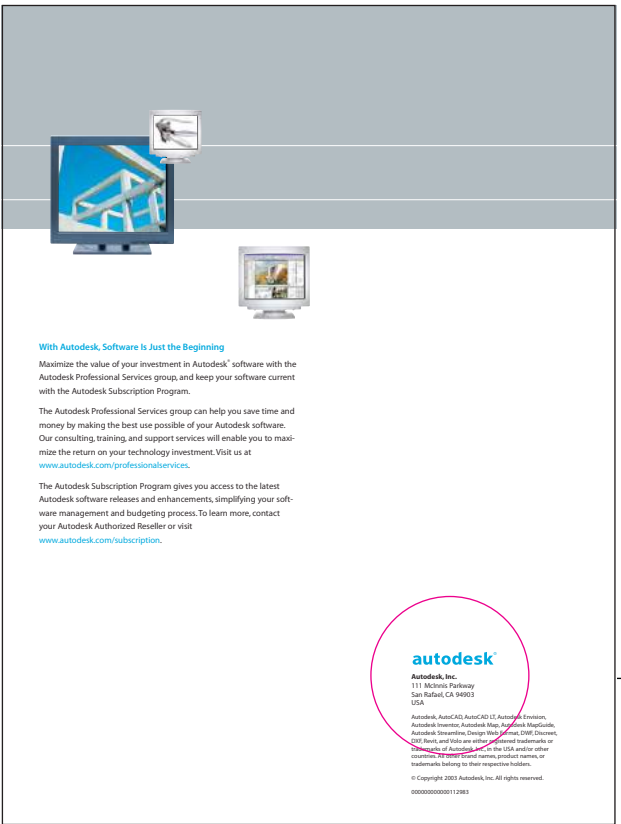
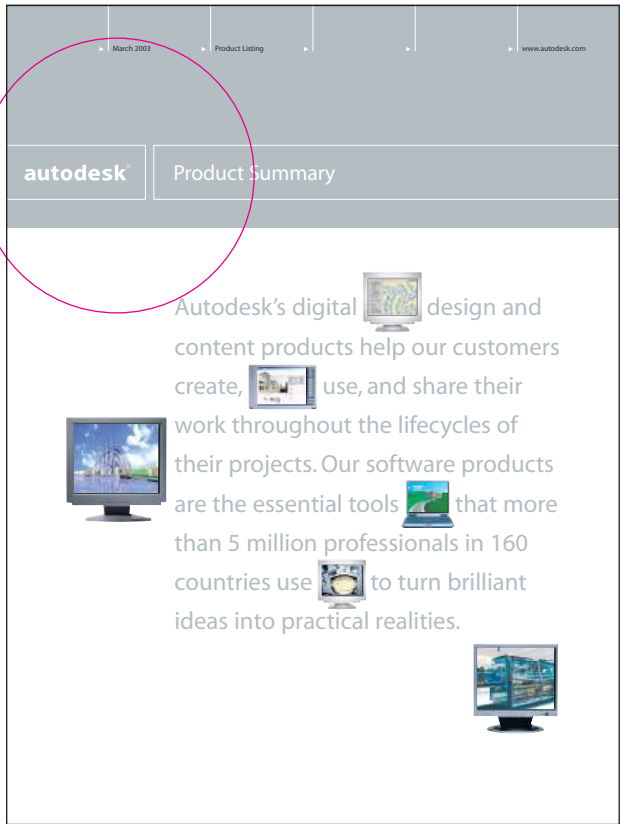


Display

For large exterior and interior signage, as well as events signage use the Autodesk logo for maximum readability and clarity.

Sign On

We use the Autodesk logo grid is most commonly used as a visual introduction to our work, for example, on brochures, white papers, presentations, and event materials.



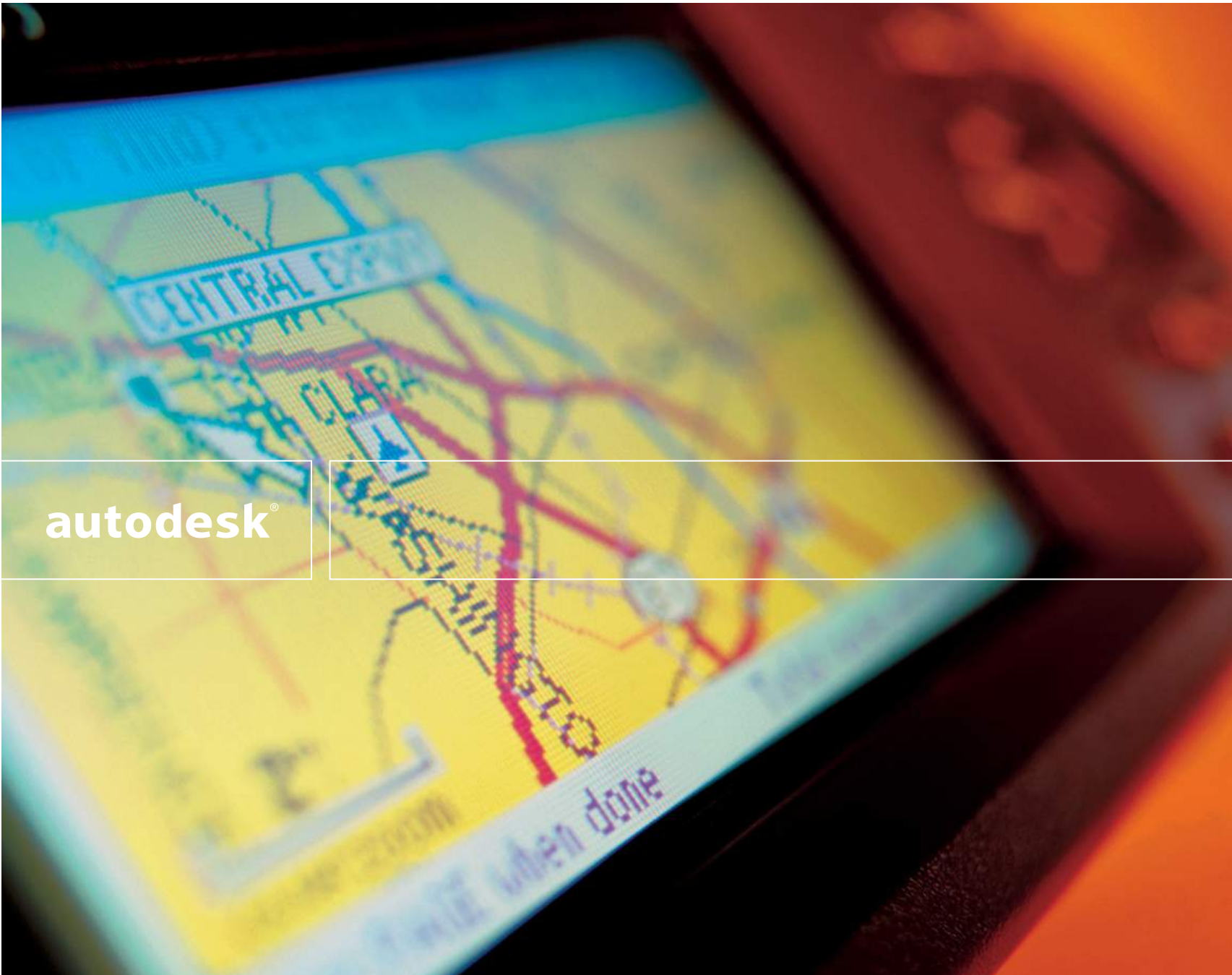
Sign Off

We often use the Autodesk logo on the back of printed materials such as brochures, invitations, and our business cards as a visual close or sign-off to the piece. The size shown on this brochure is logo size A @ 100 percent and is the preferred size of a sign-off logo.

Assets Available:

Employee Assets: identity.autodesk.com
Instructional PDFs: identity.autodesk.com

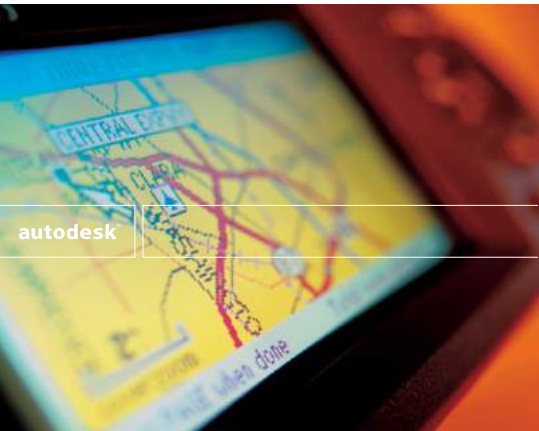




Anchoring the Logo
The logo grid provides the balance and structure necessary to use the logo on a photographic background. When anchored by the logo grid, the Autodesk logo is stronger and has presence on the page.

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Logo Usage

The guidelines for using the logo grid mirror guidelines for logo usage. Refer to both sections when designing marketing communications.

The Autodesk logo grid is the **anchor for our logo**. The lines of the grid give the logo weight and presence. With this added structure, the logo is balanced with the other graphic elements that it complements. The logo grid presents an ideal space to incorporate secondary information such as program and service names or mandatory descriptives.

Autodesk Identity Guidelines		Copyright	Creative Communications	Updated	Logo Grid	44
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Secondary titles in the logo grid should be short and concise. Don't use long sentences.

autodesk®

Employment Application

autodesk®

A/E/C Systems 2002

Primary Logo Grid Usage

The logo grid with the Autodesk logo on the left should be used on most corporate marketing communications.

Logo on the Left

Primary logo grid usage is with the logo on the left.

Logo Staging Within Grid

The logo is staged within the grid. Logo staging is based on the x-height of the letter a.

Sizes

The Autodesk logo grid is available in three sizes, each with different weights for the rule. The sizes for the logo grid correspond to the logo size specifications.

Logo Grid Orientation

You can position the logo grid vertically for signage or marketing collateral that has a narrow format.

Basic Logo Grid Staging

Allow for adequate clear space around the logo grid, keeping at least half the height of the logo grid clear of any other major elements.

Proper Left Side Alignment

Logo grid art is delivered with the proper spacing of 1.5x on the left hand side. The rules of the logo grid may be extended for bleed, but the left edge of the grid as provided, should align to the fold or edge of your marketing communication.

For staging logo within logo grid,
x = logo height.

Secondary Title

The optional secondary title can include program names (for example, Subscription), descriptors (Demonstration), or titles (Features and Benefits, Questions and Answers).

Benefit of Secondary Title

The advantage of a secondary title is that groups, programs, and divisions can use the logo grid instead of individual logotypes.

For staging logo grid,
 $x = \text{logo grid height}$.

Assets Available:

Employee Assets: identity.autodesk.com
Instructional PDFs: identity.autodesk.com





Spot Color (Printing)
Blue: PMS Process Blue, DIC 640, Toyo CF0382
Silver: PMS 877 (metallic), DIC 621, Toyo CF1043
Silver Gray: PMS 429, DIC 651, Toyo CF0785
Black: 100% Black

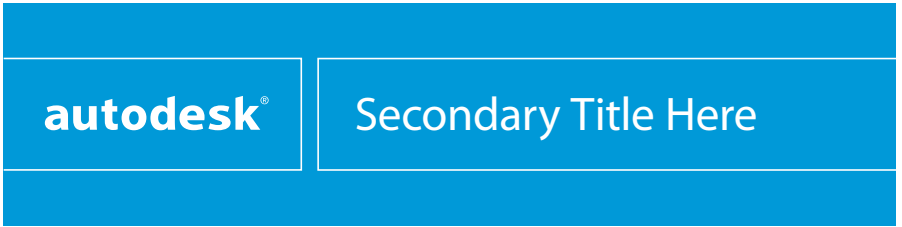
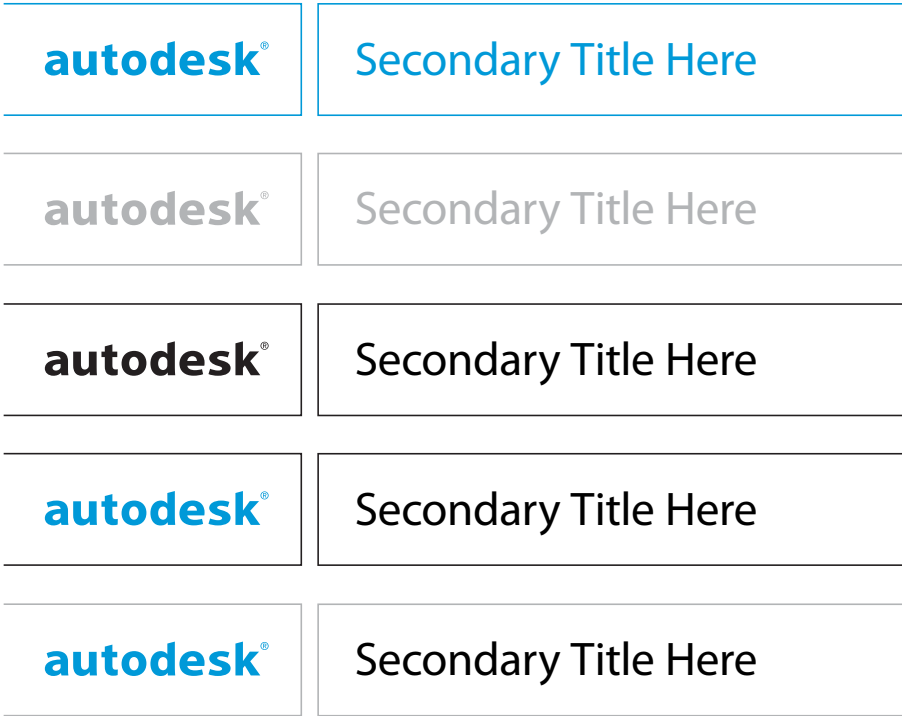
Four-Color Process (Printing)
Blue: C=100 M=9 Y=0 K=6
Silver Gray: C=0 M=0 Y=0 K=35
Black: C=0 M=0 Y=0 K=100

RGB Colors (Screen, Film, Video)
Blue: R=0 G=102 B=204
Silver Gray: R=153 G=153 B=153
Black: R=0 G=0 B=0

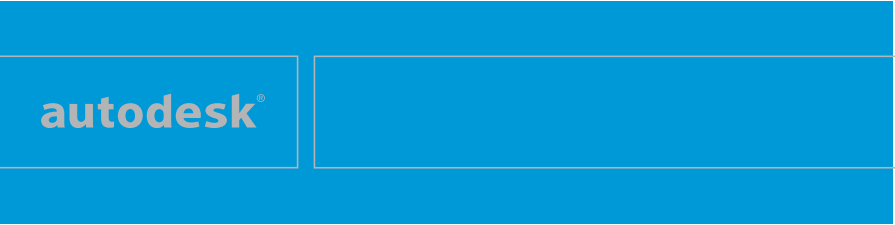
Hex Colors (Web)
Blue: #0066CC
Silver Gray: #999999
Black: #000000

Textile Colors (Logo Merchandise)
Blue: Salus 417
Silver/Gray: RA 2592 (silver steel)

Paint Formula
Blue: RAL 5012, NCS=S 2065-B,
Benjamin Moore® (Big Country Blue 2066-30)
Silver: RAL 9022
Silver Gray: RAL 7035, NCS=S 2500-N,
Benjamin Moore® (Gull Wing Gray 2134-50)
Black: RAL 9005, NCS=S 9000-N



Not Approved
Don't use gray over blue
or a white grid with a
blue logo.



**Power of the
Logo Grid Over
a Photograph**
You can use any
approved color
combination over a
photograph as long
as the Autodesk logo
is legible.



Assets Available:
Professional Assets: FTP Server (authorized marketers only)

Autodesk Identity Guidelines		Copyright	Creative Communications	Updated	Logo Grid	46
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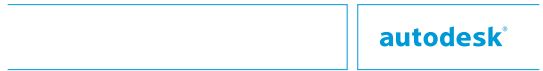
Secondary Logo Grid Usage

We use the logo grid with the Autodesk logo on the right only on advertising.



Logo on the Right

We use a flipped version of our logo grid with the logo on the right side as a sign-off. In this version, don't use a secondary title in the staging area.

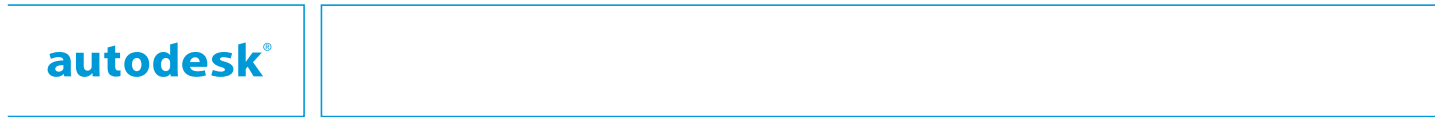


Logo Grid Art Sizes

Logo grid art comes in three sizes. Each size is used for a specific range. The kerning and size of the registration mark has been modified for each size to improve readability. Line stroke should scale when resizing the logo grid.

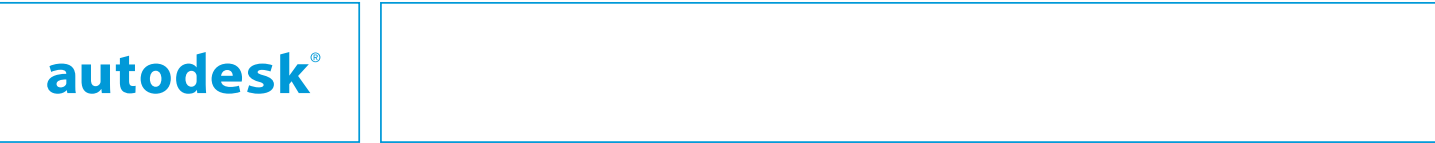
Logo Grid Size A

The size range for logo grid A is 80 percent to 100 percent. If you need a larger size, use logo grid B.



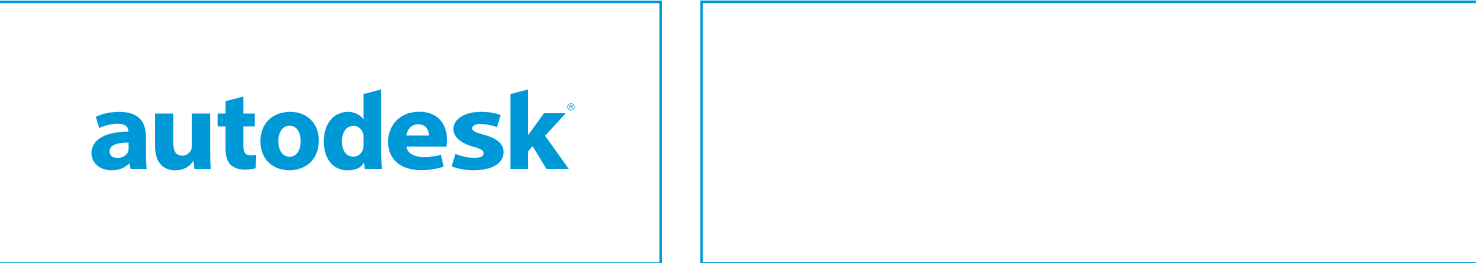
Logo Grid Size B

Logo grid B is designed to be used at this size (100 percent) and scaled down to a minimum of 85 percent.



Logo Grid Size C

Use this logo grid for other enlargements such as tradeshow banners or building signage. This version can also be reduced to a minimum of 35 percent of the original size. (Not shown)



Assets Available:
Professional Assets: FTP Server (authorized marketers only)

Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Logo Grid	47
2.1 Corporate Identity System	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Specifications	





Not Approved
Don't use the stationery logo grid in marketing communications. It employs an older version of the logo grid that we plan to modify in the future.

autodesk®

Product Name

autodesk®

Really Long Headline

autodesk® EMEA

autodesk®

Any Headline

autodesk®

Not Approved
Don't put product names and headlines with more than five words within the logo grid.

Not Approved
Don't change the placement of the logo within the logo grid or alter the structure of the grid.

Not Approved
Don't put headline text in the flipped logo grid version that is used for advertising.

autodesk®

Exception
For on-screen television graphics, Autodesk blue on black is acceptable. This color combination exception should never be used in print.

autodesk®

Autodesk, Inc.

111 McInnis Parkway
San Rafael, California 94903
USA

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© Copyright 2002 Autodesk, Inc. All rights reserved.
000000000000112805

7 pt. type

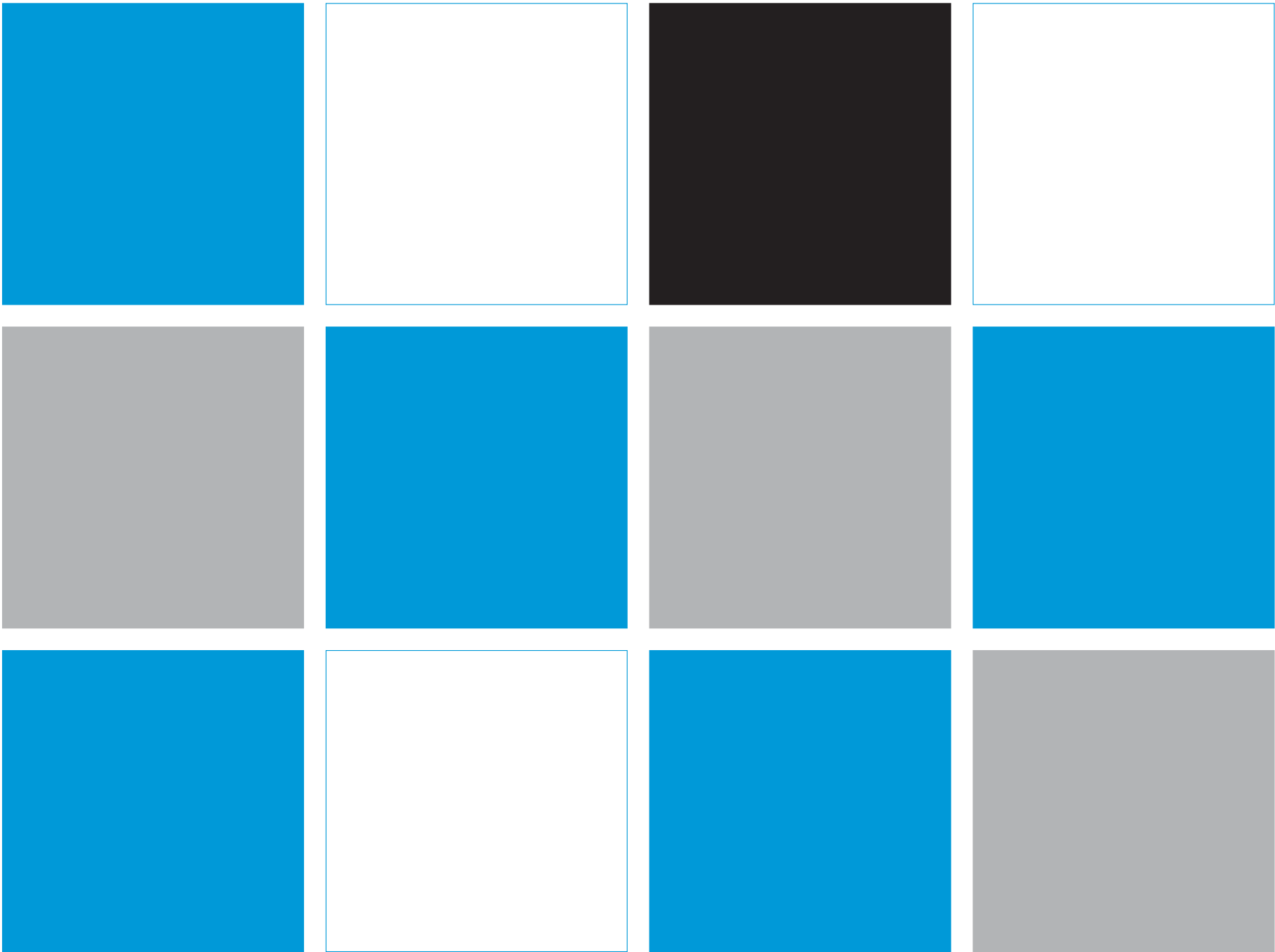
Exception
Autodesk address and trademark information may appear in the logo grid staging area on the back of brochures and product packaging only. 5.5 pt type is recommended.

Assets Available:
Professional Assets: FTP Server (authorized marketers only)

Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Logo Grid	48
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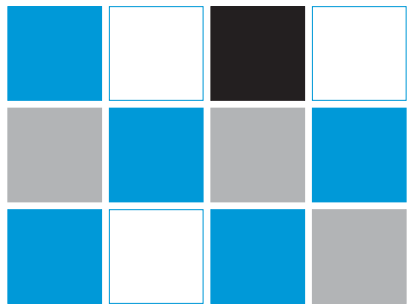


Corporate Colors
Blue, silver/gray, white,
and black make up
Autodesk's color palette.



Primary Color
Autodesk blue is vibrant,
energetic, and upbeat.
This is our primary
color and we use it
on all levels of
marketing collateral.





**Spectrum of
Color Processes**

Each of our corporate colors has corresponding values for PMS inks, CMYK (four-color process), RGB, Hex, DIC, and TOYO codes for interface and web design.

Autodesk blue is positive, bold, and friendly. **Its vibrancy evokes technology and modernism.** When you think of Autodesk, our blue comes to mind. It represents the power of our brand. Our neutral color is silver/gray, a complement to Autodesk blue. Silver/gray supports vibrant hues and suggests physical materials such as metal, concrete, and stone.

Autodesk Identity Guidelines		Copyright	Creative Communications	Updated	Color Palette	50
2.1	Corporate Identity System	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Strategic Rationale	





Spot Color (Printing)
Blue: PMS Process Blue, DIC 640, Toyo CF0382
Silver: PMS 877 (metallic), DIC 621, Toyo CF1043
Silver Gray: PMS 429, DIC 651, Toyo CF0785
Black: 100% Black

Four-Color Process (Printing)
Blue: C=100 M=9 Y=0 K=6
Silver Gray: C=0 M=0 Y=0 K=35
Black: C=0 M= 0 Y=0 K=100

RGB Colors (Screen, Film, Video)
Blue: R=0 G=102 B=204
Silver Gray: R=153 G=153 B=153
Black: R=0 G=0 B=0

Hex Colors (Web)
Blue: #0066CC
Silver Gray: #999999
Black: #000000

Textile Colors (Logo Merchandise)
Blue: Salus 417
Silver/Gray: RA 2592 (silver steel)

Paint Formula
Blue: RAL 5012, NCS=S 2065-B, Benjamin Moore® (Big Country Blue 2066-30)
Silver: RAL 9022
Silver Gray: RAL 7035, NCS=S 2500-N, Benjamin Moore® (Gull Wing Gray 2134-50)
Black: RAL 9005, NCS=S 9000-N

Blue

The corporate color of Autodesk, blue is the primary color used in the design system. Blue may also be used as a full bleed.



Spot Color (Printing)
PMS Process Blue, DIC 640, Toyo CF0382

Four-Color Process (Printing)
C=100 M=9 Y=0 K=6

RGB Colors (Screen, Film, Video)
R=0 G=102 B=204

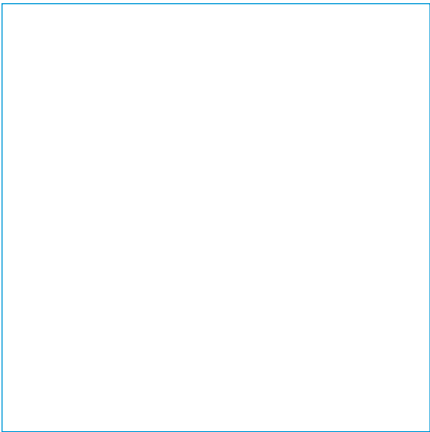
Hex Colors (Web)
#0066CC

Textile Colors (Logo Merchandise)
Salus 417

Paint
RAL 5012, NCS=S 2065-B, Benjamin Moore® (Big Country Blue 2066-30)

White

White is an important part of our color palette. It makes the other colors look their best. We reserve white for high-level corporate materials. White shows off photography, renderings, typography—just about everything.



RGB Colors (Screen, Film, Video)
R=255 G=255 B=255

Hex Colors (Web)
#FFFFFF

Silver/Gray

Silver complements blue but can also stand on its own. Whenever possible, use PMS silver ink instead of gray. Gray should be used as a secondary color only when silver is unavailable.



Spot Color (Printing)
PMS 877 (metallic), DIC 621, Toyo CF1043
PMS 429 (silver gray), DIC 651, Toyo CF0785

Four-Color Process (Printing)
C=0 M=0 Y=0 K=35

RGB Colors (Screen, Film, Video)
R=153 G=153 B=153

Hex Colors (Web)
#999999

Textile Colors (Logo Merchandise)
RA 2592 (silver steel)

Paint
RAL 9002 (silver), 7035 (silver gray), NCS=S 2500-N, Benjamin Moore® (Gull Wing Gray 2134-50)

Black

In general, don't use large areas of black. Reserved for formal events, broadcast, and logo merchandise.



Spot Color (Printing)
100% Black

Four-Color Process (Printing)
C=0 M= 0 Y=0 K=100

RGB Colors (Screen, Film, Video)
R=0 G=0 B=0

Hex Colors (Web)
#000000

Paint
RAL 9005, NCS=S 9000-N

Assets Available:
Instructional PDFs: identity.autodesk.com

Autodesk Identity Guidelines		Copyright	Creative Communications	Updated	Color Palette	51
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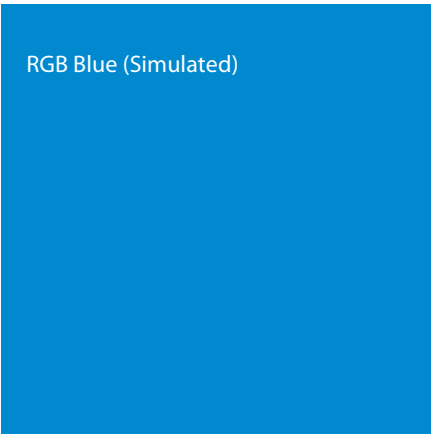
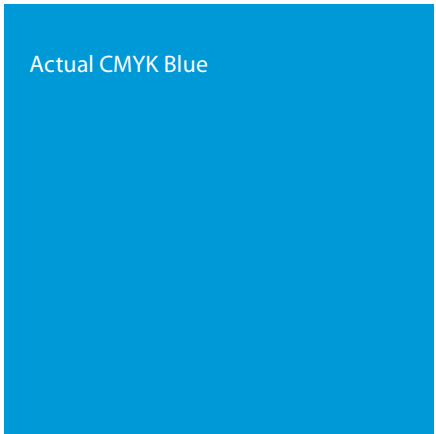




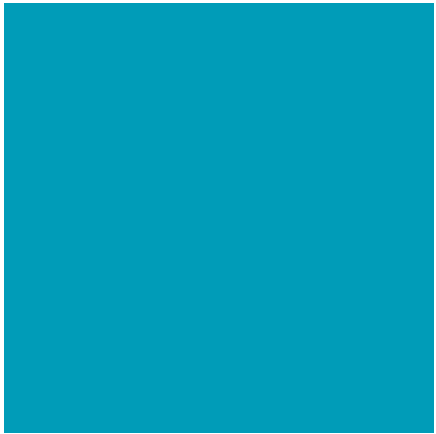
Hex and RGB
The Hex and RGB blue is a darker blue. Don't use the RGB values for print collateral.



Spot and CMYK
Don't automatically convert color for print to color for screen, because the conversion is inexact. Use formulas to achieve the closest color match.



Two Different Blues
CMYK and RGB do not convert across mediums. The values are not equal. Limit use to the respective mediums. RGB and Hex for on-screen; Spot and CMYK for print.



Not Approved
Don't use the four-color process blue for large print areas, because it tends to shift to blue/teal on press. To print large areas of blue, use PMS Process Blue.



Not Approved
Don't use a percentage (80%, 70%, 60%, etc.) of the Autodesk Blue.



Not Approved
For large areas always use PMS 877 silver and PMS 429 gray at full strength, never tinted.



Not Approved
Don't use large areas of black. Use it for text and as an accent color.

Assets Available:
Instructional PDFs: identity.autodesk.com



Corporate Typeface

Readability
Adobe® Myriad® is especially legible because of its clean and open letterforms and even letterspacing.

Versatility
Adobe Myriad is a contemporary sans serif typeface that works very well across our marketing communications.

Autodesk Identity Guidelines		Copyright	Creative Communications	Updated	Corporate Typeface	53
2.1	Corporate Identity System	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Design Presentation	



Corporate Typeface

Multiple Font Formats
Typefaces in the Adobe® Myriad® family have been published in several formats. Myriad Multiple Master and Myriad Pro are both suited to print, while Myriad Web is optimized for electronic displays. Only Myriad Pro and Myriad Web are now offered for sale at www.adobe.com.

The Autodesk corporate typeface, Adobe Myriad, is used to tie together the look and feel of our design system. It is an extension of the brand and complements the Autodesk logo. Myriad, a contemporary sans serif typeface, is **versatile and easy to read**. It’s friendly and instantly recognizable. It reflects the way we speak to our customers.

Autodesk Identity Guidelines		Copyright	Creative Communications	Updated	Corporate Typeface	54
2.1	Corporate Identity System	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Strategic Rationale	



Adobe® Myriad®
Multiple Master Fonts

- Myriad MM

215 LT 700 SE
- Myriad MM

215 LT 300 CN
- Myriad MM

215 LT 600 NO
- Myriad MM

400 RG 700 SE
- Myriad MM

400 RG 300 CN
- Myriad MM

400 RG 600 NO
- Myriad MM

565 SB 700 SE
- Myriad MM

565 SB 300 CN
- Myriad MM

565 SB 600 NO
- Myriad MM

700 BD 700 SE
- Myriad MM

700 BD 300 CN
- Myriad MM

700 BD 600 NO
- Myriad MM

830 BL 700 SE
- Myriad MM

830 BL 300 CN
- Myriad MM

830 BL 600 NO

Font Usage

Myriad Multiple Master (Myriad MM) has been the font format used most often for printed work. The approved styles appear in black above. Fonts that appear in gray are installed by default but are not approved for use.

Primary Weight

We recommend Myriad Pro Regular or Myriad Multiple Master 400 RG 600 NO as the text weight for marketing communications.

Myriad Pro Regular

or Myriad MM
400 RG 600 NO
Use this font for
body copy.

Myriad Pro Semibold

or Myriad MM
565 SB 600 NO
Use this font for
subheads.

Myriad Pro Bold

or Myriad MM
700 BD 600 NO
Use this font for
main headings.

Assets Available:
Instructional PDFs: identity.autodesk.com

Autodesk Identity Guidelines		Copyright	Creative Communications	Updated	Corporate Typeface	55
2.1	Corporate Identity System	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Specifications	





To Purchase Adobe® Myriad®
You must purchase a license for every copy of the typeface you use and follow the license agreement.

Myriad Pro (OpenType® Format)
www.adobe.com/type/browser/P/P_1706.jhtml
or by calling Adobe at 800-833-6687.
Myriad Pro, package 1706.

Myriad Web (TrueType® Format)
www.adobe.com/type/browser/P/P_911.jhtml
or by calling Adobe at 800-833-6687.
Myriad Web, package 911. Don't use this font for printed materials.

Myriad MM (Multiple Master Format)
Myriad Multiple Master, package 275, is no longer regularly available.

Macintosh Users
Myriad Pro: for Mac OS 8.6–9.2 and Classic (with Adobe® Type Manager®); Mac OSX.
Myriad Web : for Mac OS 8.1–Mac OS X.
Myriad MM: as for Myriad Pro above, with the addition of Mac OS 8.1.

Windows Users
Myriad Pro: for Microsoft® Windows® 98, Windows Me, and Windows NT 4 (SP4) with Adobe Type Manager; Windows 2000 and Windows XP.
Myriad Web: for Windows 95–Windows XP.
Myriad MM: as for Myriad Pro above, with the addition of Windows 95.

Western European
For print, both Myriad Pro and Myriad Multiple Master support the Latin-1 character set for the following European languages:
• Danish • Italian
• Dutch • Norwegian
• English • Portuguese
• Finnish • Spanish
• French • Swedish
• German

Non-Roman Characters
Myriad Pro is appropriate for the following languages:
• Greek
• Russian

Asian Character Sets
To typeset languages not supported within the Myriad family, use a sanserif font that harmonizes with Myriad as much as possible.

Kommunizieren

Communiquer

Επικοινωνία

コミュニケーション

沟通

Localization
Our corporate marketing communications are typically localized in the following languages:
• Chinese (Traditional and Simplified)
• Dutch
• Finnish
• French
• German
• Italian
• Japanese
• Korean
• Norwegian
• Portuguese
• Spanish
• Swedish

Assets Available:
Instructional PDFs: identity.autodesk.com

Autodesk Identity Guidelines		Copyright	Creative Communications	Updated	Corporate Typeface	56
2.1	Corporate Identity System	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Specifications	



New Caledonia

Not Approved
New Caledonia is the old Autodesk corporate typeface. Do not use New Caledonia.

Special Introductions
An example of a special use of Adobe® Myriad® is taken from the Product Summary brochure. In this case, the text is 24-point type on 34-point leading.

Headlines and Introductions
The headline and introductory text from a product brochure, illustrates the use of the Adobe Myriad typeface. In this case, the headline is Myriad Regular, 14-point type on 15-point leading. The introductory text is Myriad Semi-bold, 10.5-point type on 15-point leading.

Subheads and Text
In text from a solution brochure, the subhead is Myriad Semibold, 9-point type on 11-point leading with 5 points of extra leading between subhead and text. The text is Adobe Myriad Regular.

Autodesk® software products are more than the contents of a box or the elements of a download. They are keys that unlock higher productivity across your workflow.

Your GIS Data—Anytime, Anywhere

Critical decisions speed across your network or out to your mobile workforce through direct, live access to interactive maps, designs, and geospatial data. Autodesk MapGuide®6 software connects to multiple data sources simultaneously, including industry-standard data formats and spatial information systems, and then securely delivers data to your Internet or intranet application. Plus you can easily extend the value of your data by building custom applications with Autodesk MapGuide software’s standards-based development tools. Simple to deploy, Autodesk MapGuide software provides direct access to data—helping you streamline data maintenance, boost productivity, and reduce data distribution costs.

Founded in 1982, Autodesk, Inc., is the world’s leading design software and digital content company. Autodesk offers solutions for professionals in building design, geographic information systems, manufacturing, digital media, and wireless data services. By delivering progressive products and services, Autodesk helps customers create, manage, use, and maximize the value of their digital data throughout the lifecycle of their projects. A solid company with the right technology, tools, and partnerships, Autodesk is the ideal choice to help you realize the potential of location-enabled wireless data services.

A Foundation for Location Services
Building on Autodesk’s core strengths in mapping, visualization, and location analysis, Autodesk® LocationLogic was designed from its inception to meet the specific requirements of wireless carriers and network operators. The platform offers reliable processing of high transaction volumes, provides real-time data communications, and supports all the most popular end-user devices, such as mobile phones, PDAs, and laptops. With a J2EE-compliant multitier architecture, Autodesk LocationLogic aggregates, integrates, and manages user-specific data, geographic content, and location-sensitive information. So real-world, high-value applications can be deployed quickly and cost effectively.

Designed for Wireless Carriers
Location-enabling your wireless data services is necessary to stay competitive. But it’s not an easy task. You need software that can integrate into your existing infrastructure. Software that is scalable, reliable, secure, and carrier-grade. You need a platform that is proven, from a partner with the expertise and longevity to ensure your deployment is a success. Autodesk LocationLogic is a proven platform that integrates the technologies, content, and services you need to location-enable your service offerings today.

Assets Available:
Instructional PDFs: identity.autodesk.com

Autodesk Identity Guidelines		Copyright	Creative Communications	Updated	Corporate Typeface	57
2.1	Corporate Identity System	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Specifications	



2.2

Image System



Range of
Photographic
Choices

The following system
provides a range of
visual choices for all
types of marketing
communications.





Flexibility

Our photography categories are a set of flexible guidelines that provide a foundation for choosing photography for marketing communications.

The **photography** used in Autodesk communications is inspired by our mission statement and brand personality. There are three categories that provide a variety of styles for photographic use in marketing communications: realistic, human, and abstract. Customer imagery is used as a secondary visual element to photography.

Autodesk Identity Guidelines		Copyright	Creative Communications	Updated	Photography	60
2.2	Image System	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Strategic Rationale	



Royalty-Free CDs
Royalty-free photography is the most efficient and cost effective way to produce marketing communications worldwide. "Royalty-free" means that you pay only once for an image that may be used for multiple projects over an unlimited period of time.



Photographic Rights
As a general rule, photographic rights need to be purchased individually by the vendor or GEO creating the marketing communications. Photographs that are distributed with collateral to be localized will have rights purchased for that use only.

Realistic Photography
There are three subcategories: industry-specific, nature, and inspirational.

Human Photography
There are three subcategories: professional people, people in action, and product people.

Abstract Photography
There are three subcategories: geometric, textural, and motion.

Choosing Photography
The vendor or GEO creating the marketing communications will select photography with the help of the following chart and audience segmentation.



Industry-Specific



Nature



Inspirational



Signature Images



Professional People



People in Action



Product People



Geometric



Textural



Motion

Exception
Although signature images fall within our realistic photography category, they are not to be used freely in marketing communications. They are an integral part of the product identity system. If used, the product logotype and logo grid must be included.

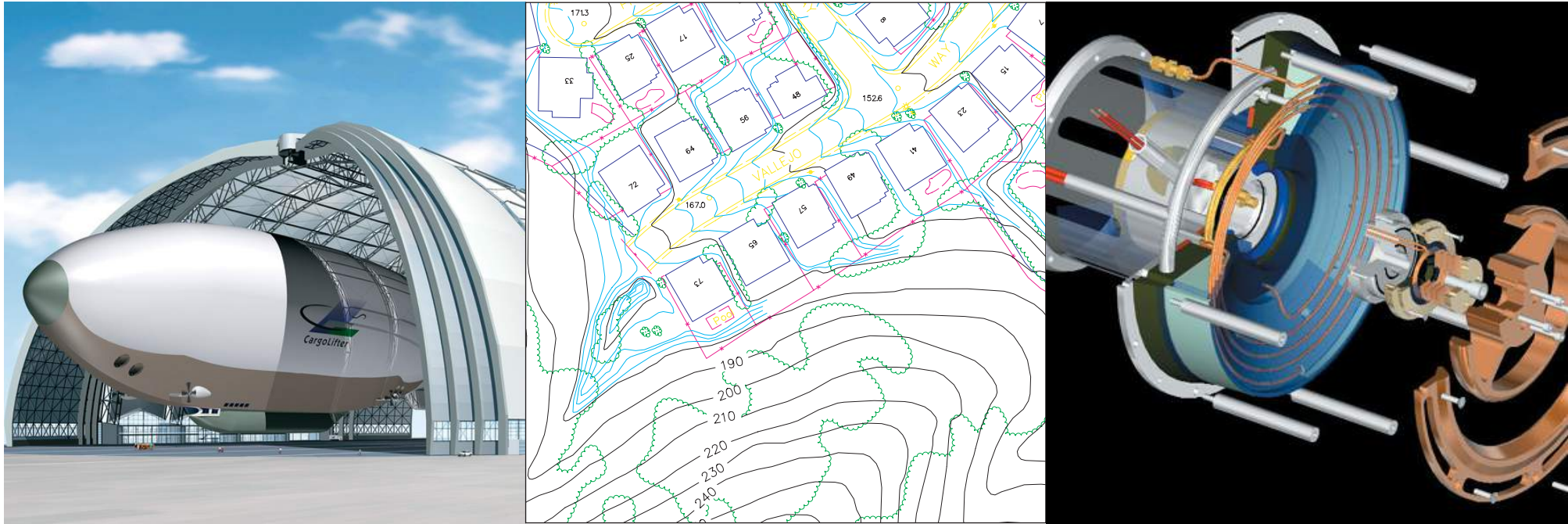
Assets Available
Employee Assets: identity.autodesk.com

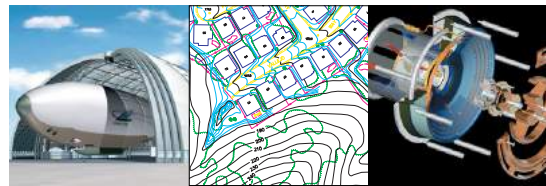
Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Photography	61
2.2 Image System	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Specifications	



**Range of
Customer Imagery**

We use customer images as a secondary accent to our photography system. They span our three primary market solutions, Building, Infrastructure, and Manufacturing.





Part of the process

Customer imagery evokes the creative process because it shows the framework or visual simulation of a project before implementation.

Customers throughout the world provide images to Autodesk. A combination of vector and raster images, these images demonstrate how customers use our software and provide realistic examples of the capabilities of our products. From the most technical use of a data-heavy vector file, to a realistic raster rendering, the use of customer images helps to inform and inspire.

Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Customer Imagery	66
2.2 Image System	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Strategic Rationale	



For marketing communications, use photography as your primary image choice whenever possible.



Use customer imagery as a secondary image element next to photography.

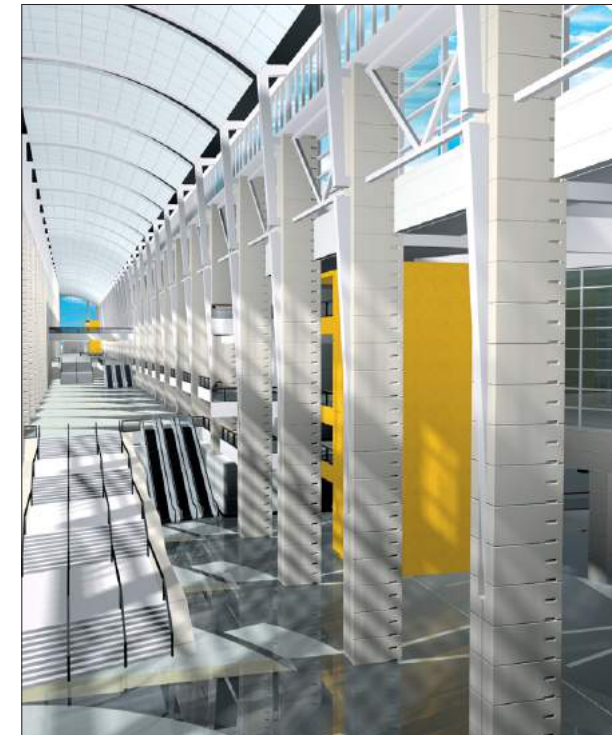
Customer imagery is available for authorized marketers. You'll find these assets on the server under their section number.

You'll need Autodesk software to manipulate vector art in the native DWG format.



Vector images have been converted to an EPS format and can be used for high-resolution output of marketing communications.

You can manipulate
raster art with
universal graphic
programs.



Raster images are provided in a TIFF format. Images may vary in resolution and dimension.

Professional Assets: FTP Server (authorized marketers only)



Available Professional Assets

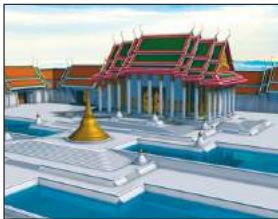
The following images, divided by industries, are available for global and unlimited use by authorized marketers. Image file names are provided for a quick find. Future installments of customer imagery are pending.



Images in Use

Customer imagery is most commonly used in the graphical element “monitors and devices”.

Building Solutions



BS1.tiff



BS2.tiff



BS3.tiff



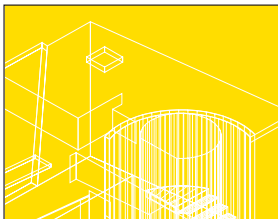
BS4.tiff



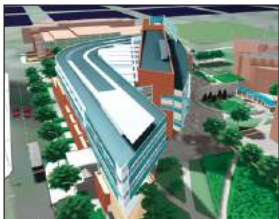
BS5.tiff



BS6.tiff

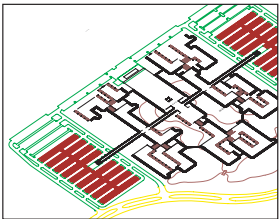


BS7.eps



BS8.tiff

Infrastructure Solutions



IS1.eps



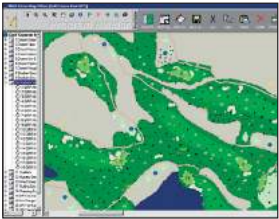
IS2.tiff



IS3.tiff



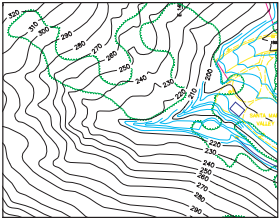
IS4.tiff



IS5.tiff



IS6.tiff

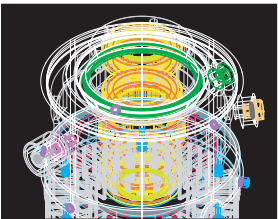


IS7.eps

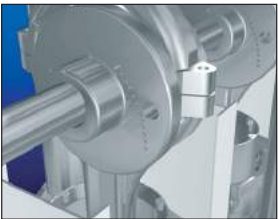


IS8.eps

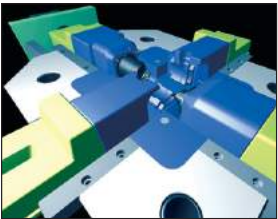
Manufacturing Solutions



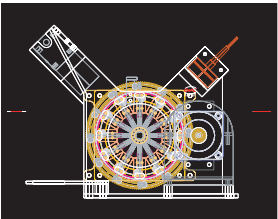
MS1.eps



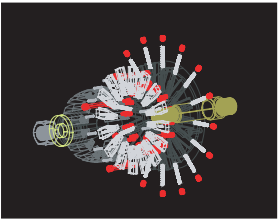
MS2.tiff



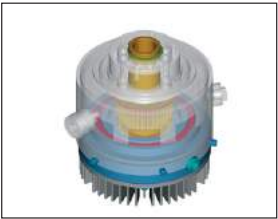
MS3.tiff



MS4.eps



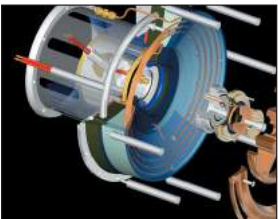
MS5.eps



MS6.tiff



MS7.tiff



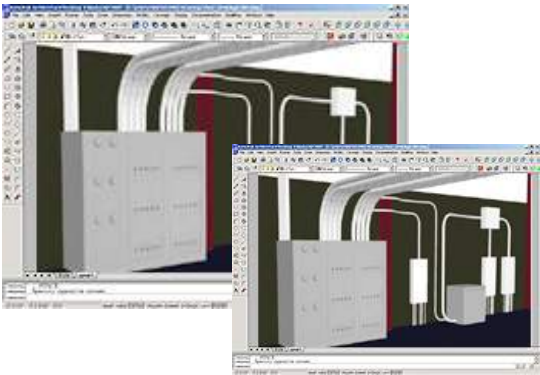
MS8.tiff

Assets Available:
Professional Assets: FTP Server (authorized marketers only)



Legal Consent

You need legal consent from your customer before creating and using screenshots.



Unacceptable Screenshots

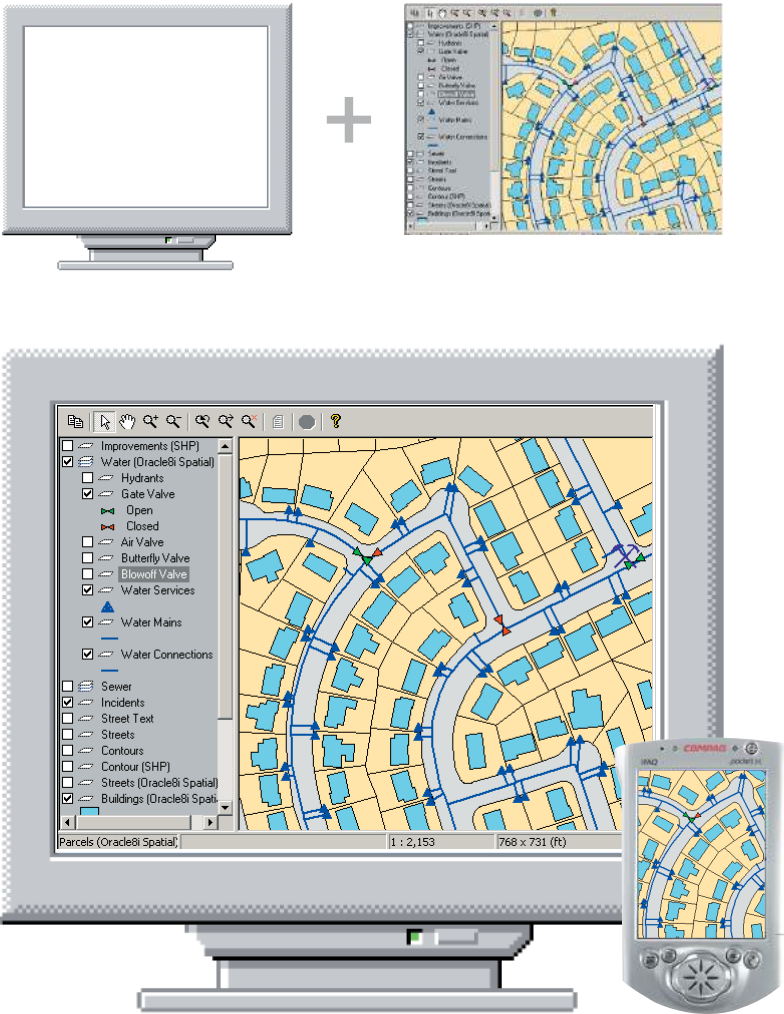
Do not resize, resample, resave, process, or embed the images in an alternate program (such as Microsoft® Word). Such treatments remove the ability to color correct or extract files.

Customer Imagery vs. Customer Screenshots

If customer imagery does not fulfill your needs, create a screenshot of software interfaces to put into your monitor or device.

Instructions for Creating Screenshots:

1. Set monitor to largest supported screen area (1152x882, 1600x1200, etc.).
2. Set color to highest available resolution, at a minimum, True Color or High Color.
3. Maximize the image window.
4. When composing the shot, zoom the image as large as possible.
5. From the File menu, select Print Screen and save in Paint (or use a screen capture program) as a 24-bit BMP.



Assets Available:
Professional Assets: FTP Server (authorized marketers only)



Relating to the Customer
Professional people represents the customer and are often coupled with messaging centered on customer pain points. They appear most often in high-level pieces like the corporate overview and professions brochures.





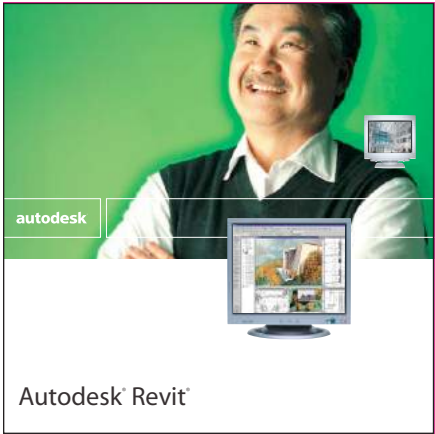
Our Customers

Our customers range from facilities managers, to interior designers, civil engineers, game developers, and IT managers. Professional people images imply enthusiasm among our customers through exuberant color and facial expression.

The professional people images represent Autodesk customers from various professions. These images set a colorful, active, and bold tone perfectly suited for large-scale marketing communications at events.

Autodesk Identity Guidelines		Copyright	Creative Communications	Updated	Professional People	71
2.2	Image System	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Strategic Rationale	





Large-scale Graphics
Professional people images set a colorful, active and bold tone perfectly suited for large-scale marketing communications.

Library of Professional People



□ Alan.tif



□ Alvaro.tif



□ Chauncy.tif



□ Eric.tif



□ Gabriella.tif



□ Greg.tif



□ Helen.tif



□ Jeanne.tif



□ Jeff.tif



□ Jerry.tif



□ Julie.tif



□ Litha.tif



□ Manhar.tif



□ Marie.tif



□ Roderick.tif



□ Sean.tif



□ Steve.tif



□ Terrence.tif

Assets Available:
Professional Assets: FTP Server (authorized marketers only)

Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Professional People	72
2.2 Image System	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Specifications	



2.3

Graphical System

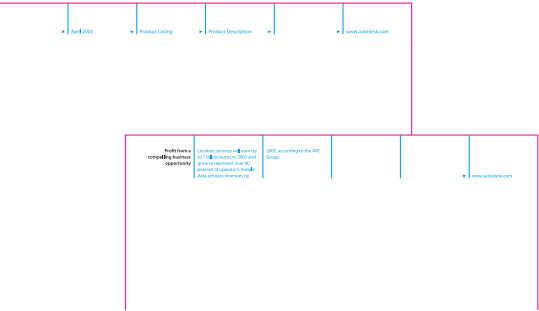


Secondary Information

The information grid is used as a graphical device to highlight and provide a structured layer for supplementary information.

▶ April 2003	▶ Product Listing	▶ Product Description	▶ www.autodesk.com
Profit from a compelling business opportunity. Location services will earn up to 1 billion euros in 2002 and grow to represent over 40 percent of operator's mobile data services revenues by 2007, according to the ARC Group. ▶ www.autodesk.com			



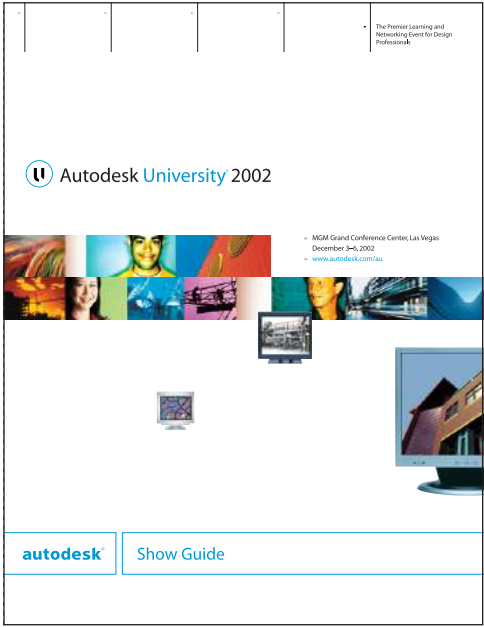


Information Types
The information grid can host an array of information types to expand the levels of information portrayed in your marketing communication.

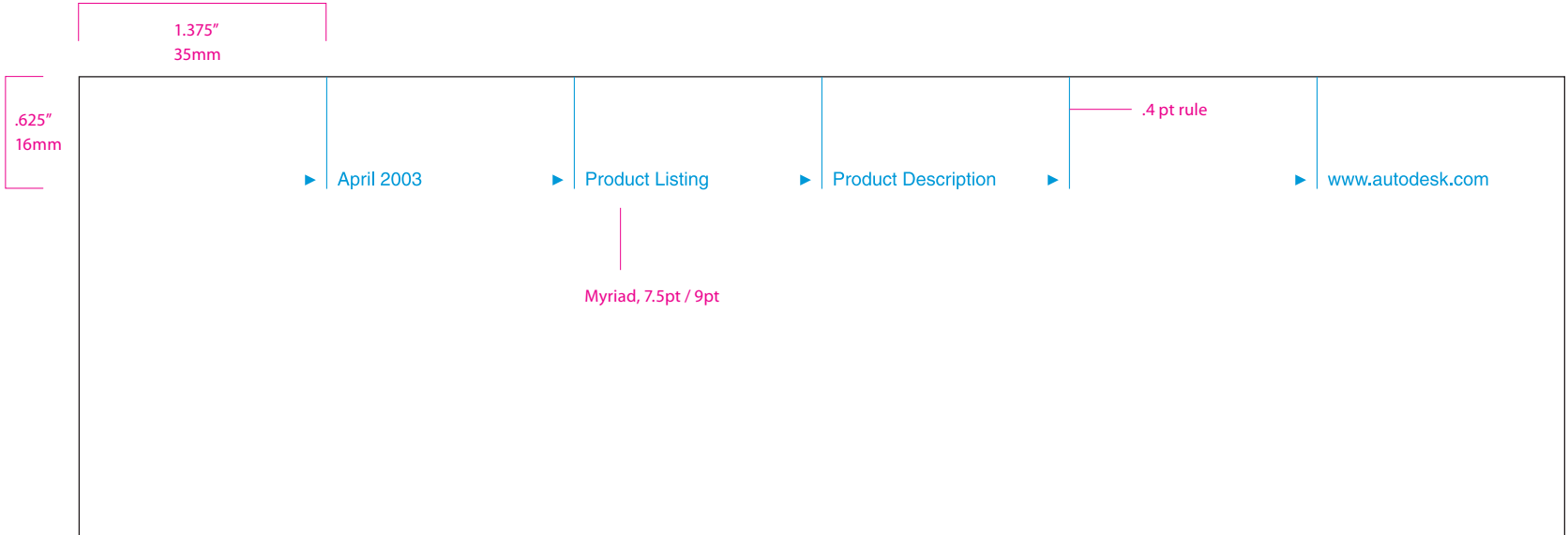
The information grid is a framework that you can use in printed communications as an informative header. When combined with titles, simple vocabulary, company factoids, product names, descriptions, and URLs, the information grid becomes a **secondary layer of information**. This visual pointer is easy to read and can act as a call to action, allowing for a quick take on a variety of information.



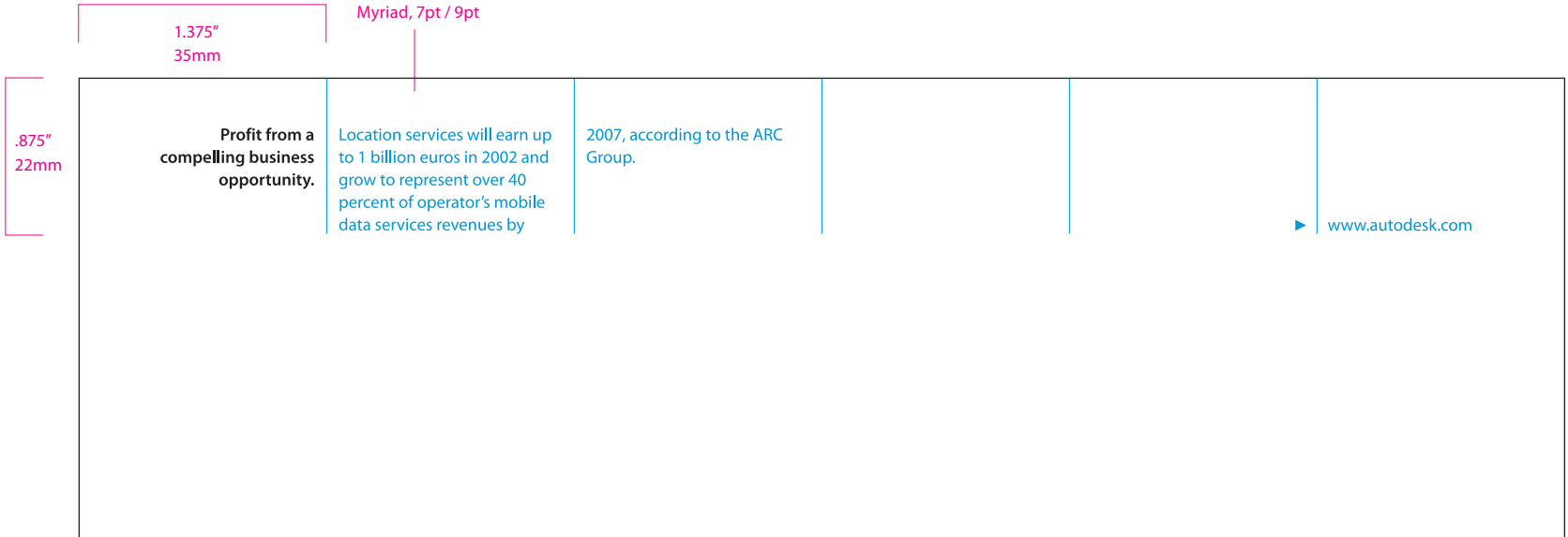
Placement
Always use the information grid at the top of your communication piece.



Short Lines



Long Lines



Templates
Templates of the basic structure of the information grid are available in two vertical line lengths: short, with a .625" (16mm) line length for minimal copy, and long at a .875" (22mm) line length for extended copy. They also are delivered in black, for white backgrounds, and white for colored or photographic backgrounds.

Assets Available:
Professional Assets: FTP Server (authorized marketers only)

Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Information Grid	76
2.3 Graphical System	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Specifications	





Information Types
Many types of information can be added to the grid, and they may be used together or separately.

					www.autodesk.com
		Autodesk® Architectural Studio		Autodesk® VIZ 4	
	Autodesk® Professional Services	Support	Training	Consulting	www.autodesk.com
	More than 2.2 million copies of AutoCAD® software have been shipped.	In 2001, autodesk.com alone had approximately 10 million visitors and 40 million page views.	There are more than 2800 Registered Developers of Autodesk products.	Manufacturing Solutions	www.autodesk.com

URLs
Referencing the Internet empowers the reader by offering access to more in-depth information.

Product Names
When you're promoting multiple products in a marketing document, the grid creates spaces for highlighting their names individually.

Simple vocabulary
Use the information grid to highlight key topics or include words to reinforce the marketing message.

Company Factoid
The information grid can anchor statements that do not necessarily fit in the body copy of a marketing document.

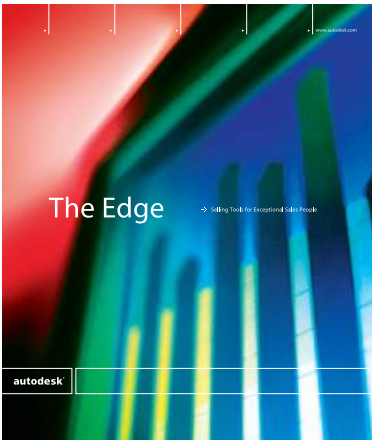
Assets Available:
Professional Assets: FTP Server (authorized marketers only)

Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Information Grid	77
2.3 Graphical System	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Specifications	



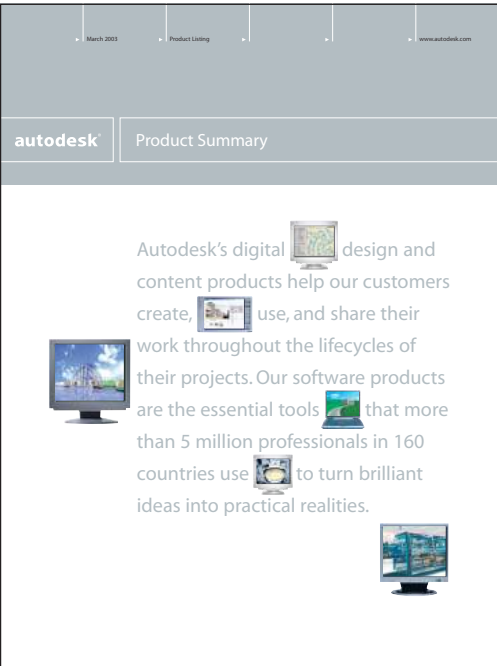
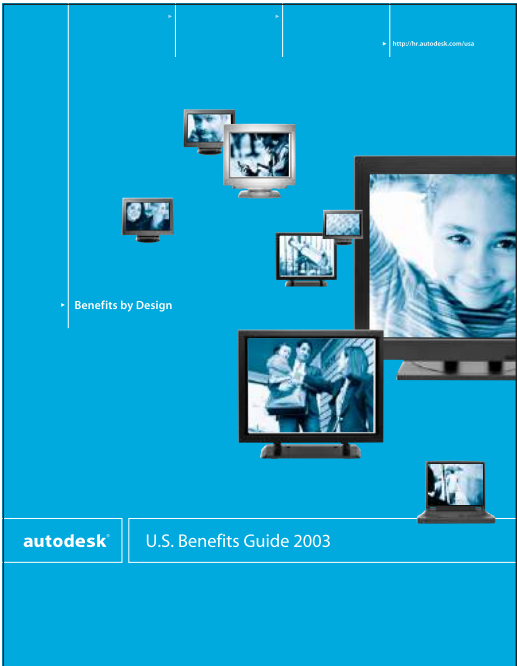
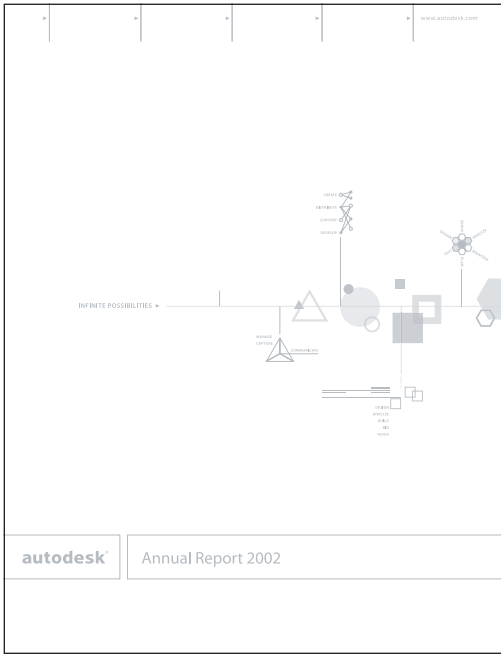
Placement

The information grid should bleed from the top of your marketing communications and span the width of an inside spread.



Color and Photographic Backgrounds

You can layer the information grid over solid colors or photographic imagery. When over a white background, it is silver or process blue. When placed over colors and photographs, the grid is white. Legibility of the information is the primary goal.



Assets Available:
Professional Assets: FTP Server (authorized marketers only)

Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Information Grid	78
2.3 Graphical System	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Specifications	





Desktops of the Future

Use monitors and devices as a visual framework to showcase our products in application and reinforce the idea that Autodesk is a design software company.



Scale

Monitors and devices are appropriate to use at various sizes, from small to fit on a direct mail postcard, to medium for a poster or extra large for tradeshow displays.

Monitors and devices are images of desktop monitors, tablet PCs, PDAs and cellular phones. Used throughout our marketing communications, they reinforce the idea that Autodesk is primarily a **design software company**. The creation of innovative software continues to be our core strength. We use monitors and devices to prominently display product images and our interfaces in action. They also illustrate the power of digital design at the point of work.

Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Monitors and Devices	80
2.3 Graphical System	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Strategic Rationale	





Assets Available
Monitors and devices exist in three template sizes: small, medium, and large. All files are 300dpi and provided as EPS files saved for both Mac and PC users. They are available for FTP download to authorized marketers. These assets can be found on the server under their section number.

Discreet Monitors
High-definition monitors have exceptional image quality and are required to run the following Discreet® Software and products: fire®, flame®, flint®, inferno®, and smoke®.

Desktop Monitors
Various styles of desktop monitors represent the primary workstation and apply to both PC and MAC platforms.

Laptop Computers
Laptops are compact and mobile desktop devices.

Tablets
Tablets are flat, pen-based, often portable screen devices.

Handhelds and PDAs
Handhelds and PDAs are small, mobile devices that provide computing and information storage.

Cellular Devices
Cellular devices are wireless telephones that work with transmitters over large areas.



□ mond_crt1_sm.eps



□ mond_princeton1_sm.eps



□ mod_sg1_sm.eps



□ mond_sgiflat1_sm.eps



□ mon_compaq1_sm.eps



□ mon_compaq2_sm.eps



□ mon_generic1_sm.eps



□ mon_ibm1_sm.eps



□ mon_plasma1_sm.eps



□ lap_fujitsu1_sm.eps



□ lap_panasonic1_sm.eps



□ lap_panasonic2_sm.eps



□ lap_sony1_sm.eps



□ lap_tecra1_sm.eps



□ lap_tecra2_sm.eps



□ lap_travelmate1_sm.eps



□ tab_casio1_sm.eps



□ tab_pacebl1_sm.eps



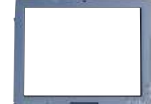
□ tab_stylistic1_sm.eps



□ tab_stylistic2_sm.eps



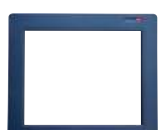
□ tab_stylistic4_sm.eps



□ tab_travelmt1_sm.eps



□ tab_wacom2_sm.eps



□ tab_wacom3_sm.eps



□ pda_ipaq1_sm.eps



□ pda_motorola1_sm.eps



□ pda_motorola2_sm.eps



□ pda_palm1_sm.eps



□ pda_pocketpc1_sm.eps



□ cel_ericsson1_sm.eps



□ cel_ericsson2_sm.eps



□ cel_ericsson3_sm.eps



□ cel_motorola1_sm.eps



□ cel_motorola2_sm.eps



□ cel_nokia1_sm.eps



□ cel_samsung1_sm.eps

Assets Available:
Professional Assets: FTP Server (authorized marketers only)





+



=



Building a Monitor with Image

The combination of your imagery and the monitors or device of your choice, will render a completed graphic. Never use monitors and devices without an image.

Realistic Photography

There are three subcategories: industry-specific, nature, and inspirational.



Industry-Specific



Nature



Inspirational



Signature Images

Exception

Don't use signature images in monitors and devices.

Human Photography

There are three subcategories: professional people, people in action, and product people.



Professional People



People in Action



Product People

Abstract Photography

There are three subcategories: geometric, textural, and motion.



Geometric



Textural



Motion

Customer Imagery

There are two categories: raster and vector.



Raster



Vector

Choosing Photography

The vendor or GEO creating the marketing communications will select photography with the help of the following chart and audience segmentation.

Assets Available:

Professional Assets: FTP Server (authorized marketers only)





PDA Image Limitations
Recommended content is customer imagery or actual interface screenshots.

Not Approved
Never place monitors and devices within the title area of the logo grid.

autodesk®



Product Overview

Composition

Monitors and devices may appear grouped, interspersed within text, bleeding off page edges, and overlapping other images and graphical elements.

Mixed Imagery

Selections from multiple photographic categories are the most common usage and shows Autodesk's breadth of market and provides visual variety in your marketing communications.



Consistent Imagery

Similar photography choices can create a streamlined look that caters to a specific message or industry.

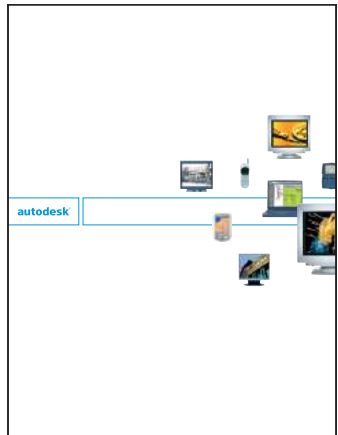


Assets Available:

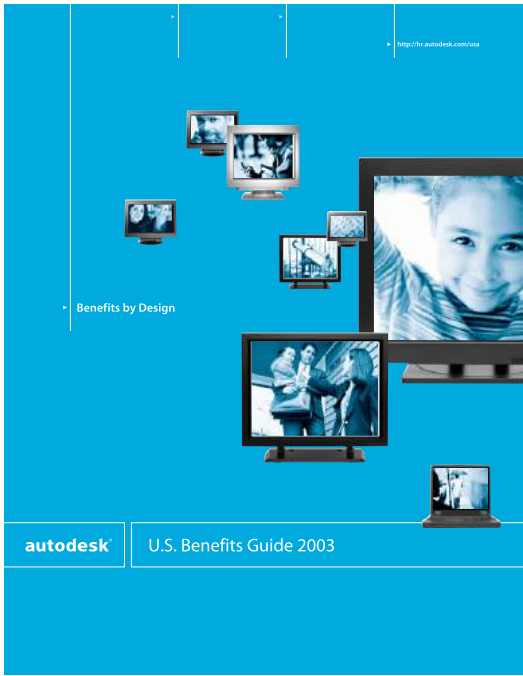
Professional Assets: FTP Server (authorized marketers only)



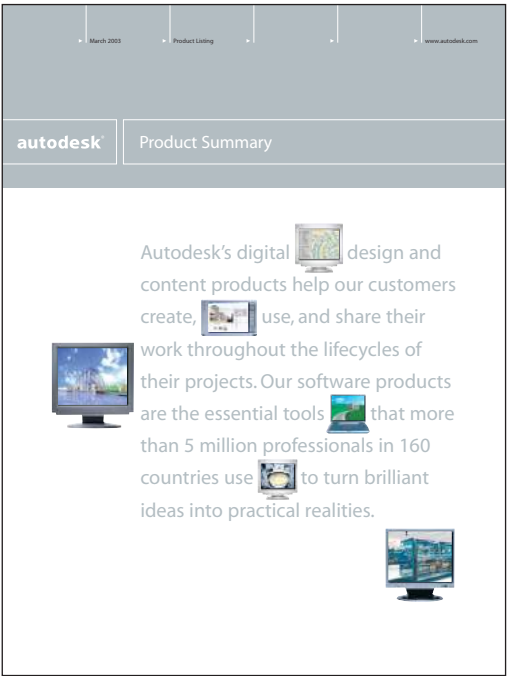
Flexible Quantity
You can use monitors and devices in large or small groupings.



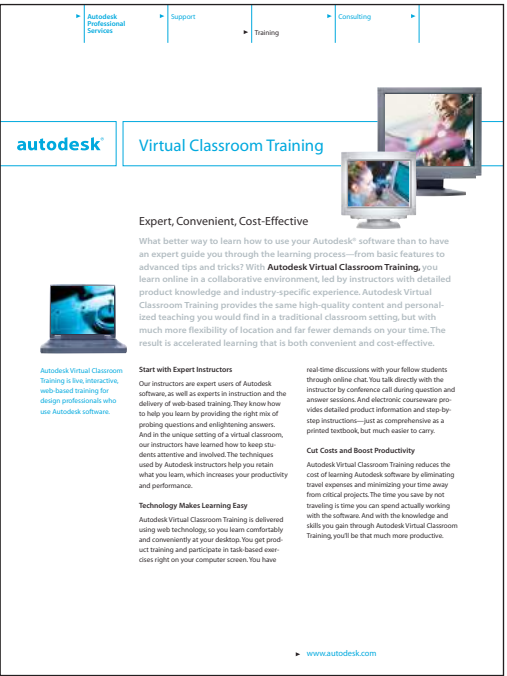
Leading the Eye
Combining the monitors and devices in a tight grouping with a right bleed visually leads the reader to open the brochure.



Consistent Use of Photography in Monitors
Similar photographic choices can create a streamlined look that caters to a specific message or industry.



Interspersed in Text
For a bold opening statement, lightly scatter monitors and devices throughout the text.



Independent Placement
A singular laptop device placed in the left sidebar helps ground the quote below it.

Assets Available:
Professional Assets: FTP Server (authorized marketers only)





Process Diagrams
Process diagrams are creative illustrations that represent dynamic processes. We use them primarily when we talk about solutions, digital design data, and life-cycle management.





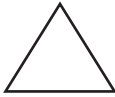
Process made abstract
Each shape relates to a specific industry and captures the organic nature of the project development processes Autodesk software is used to enhance.

Process diagrams are creative illustrations that represent dynamic processes. We use them primarily to talk about solutions, digital design data, and **lifecycle management**. Process diagrams come in two forms: symbolic versions that represent each Autodesk market solution, and analytical versions that convey factual information that supports lifecycle management.



- 

Manufacturing Solutions
Circles, the shape symbol for manufacturing, suggest movement and unity.
- 

Building Solutions
Squares, the shape symbol for building design, suggests solid forms.
- 

Infrastructure Solutions
Triangles, the shape symbol for landscape, suggests precision.
- 

Wireless Data Solutions
Hexagons, the shape symbol for wireless, suggests connection.

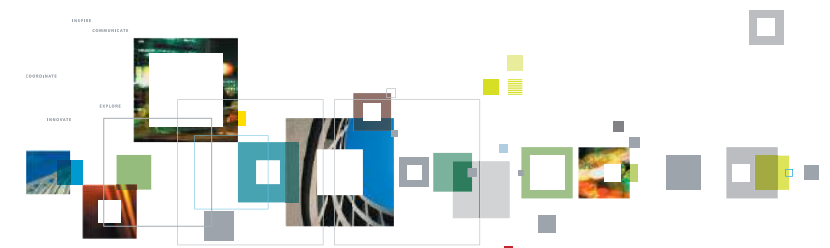
Symbolic Diagrams
The following process diagrams appear most often on solutions brochures, but you can use them as graphical elements to represent individual markets.



□ pd_circle.eps



□ pd_triangle.eps



□ pd_square.eps



□ pd_hexagon.eps

Assets Available:
Professional Assets: FTP Server (authorized marketers only)

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Professional Asset
Adobe® Illustrator® files in EPS format are available with the following analytical diagrams for use on marketing communications. Diagram names are listed below the diagram.

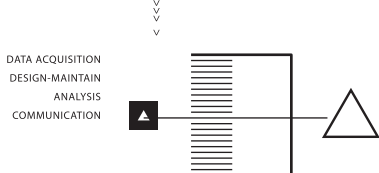
Analytical Diagrams
These diagrams, made up of abstract charts and measurement elements, are often used in multiples and in combination with the symbolic diagrams to further reinforce process.



pd_analyt1.eps



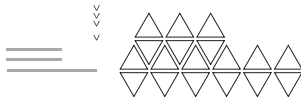
pd_analyt2.eps



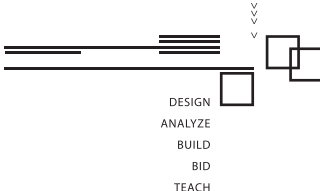
pd_analyt3.eps



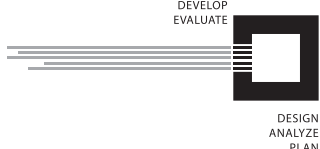
pd_analyt4.eps



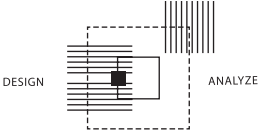
pd_analyt5



pd_analyt6.eps

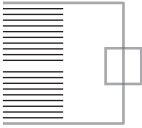


pd_analyt7.eps

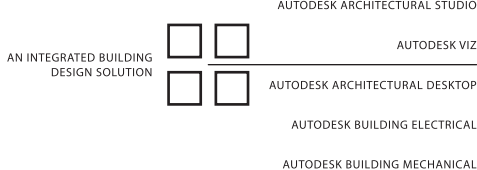


pd_analyt8

DRAFTING, AUTOCAD
OBJECTS, AUTODESK ARCHITECTURAL DESKTOP / AUTODESK BUILDING
ELECTRICAL / AUTODESK BUILDING MECHANICAL



pd_analyt9.eps

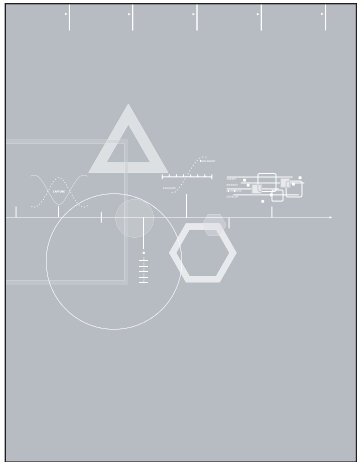


pd_analyt10.eps

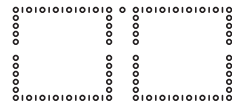
Assets Available:
Professional Assets: FTP Server (authorized marketers only)

Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Process Diagrams	88
2.3 Graphical System	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Specifications	

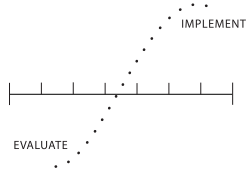




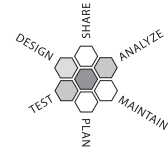
Lifecycle Management
Process diagrams
help highlight key
processes and lifecycle
management.



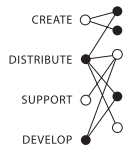
pd_analyt11.eps



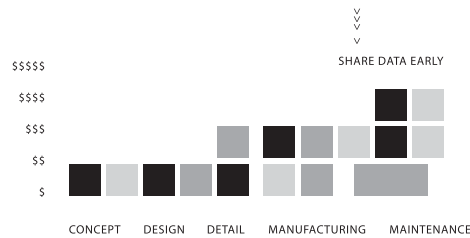
pd_analyt12.eps



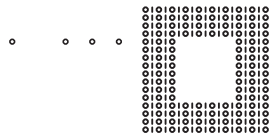
pd_analyt13.eps



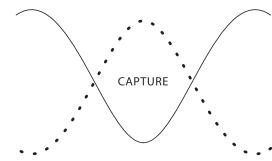
pd_analyt14.eps



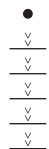
pd_analyt15.eps



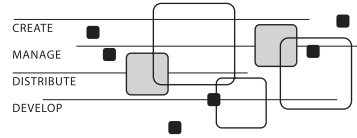
pd_analyt16.eps



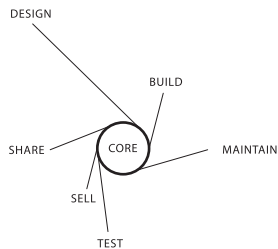
pd_analyt17.eps



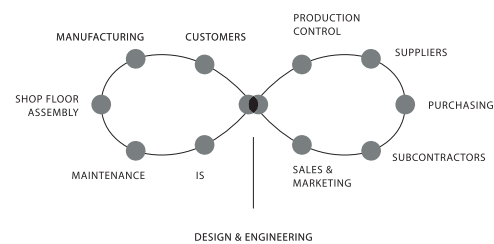
pd_analyt18.eps



pd_analyt19.eps



pd_analyt20.eps



pd_analyt21.eps

Assets Available:
Employee Assets: identity.autodesk.com
Instructional PDFs: identity.autodesk.com





Not only do image bands show the breadth of our customer's industries and professions, but they can also tell an effective visual story.



Image Band Placement
Image bands may extend across a full spread; may enter from the left page, or right page or they may begin and end in the center of a page.

Image bands are horizontal grids filled with multiple photographs. They speak to the **tremendous breadth of industries** that our products serve. Single images cannot adequately represent this diversity to multiple audiences and professions. We use image bands primarily when we talk about solutions, digital design data, process, and lifecycle management. They have a sense of time and motion.





Multiple Markets
The multiple photographs in image bands show the breadth of markets that Autodesk products and services span. From direct mail postcards to conference posters, the image band is a very effective design device.

Image Band A
A simple layout of an image band incorporates a single row of photos at the same height.

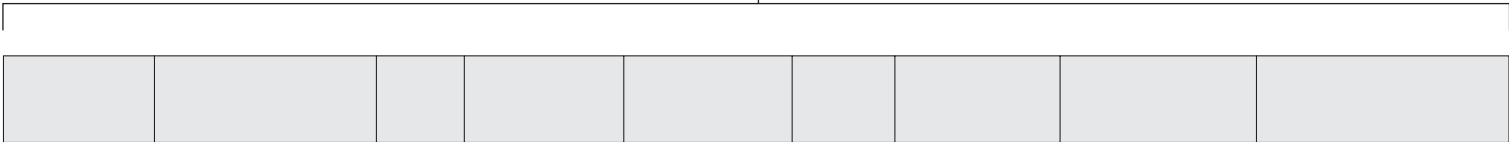


Image Band B
A complex layout is larger and introduces smaller inset photos and a monitor or device.

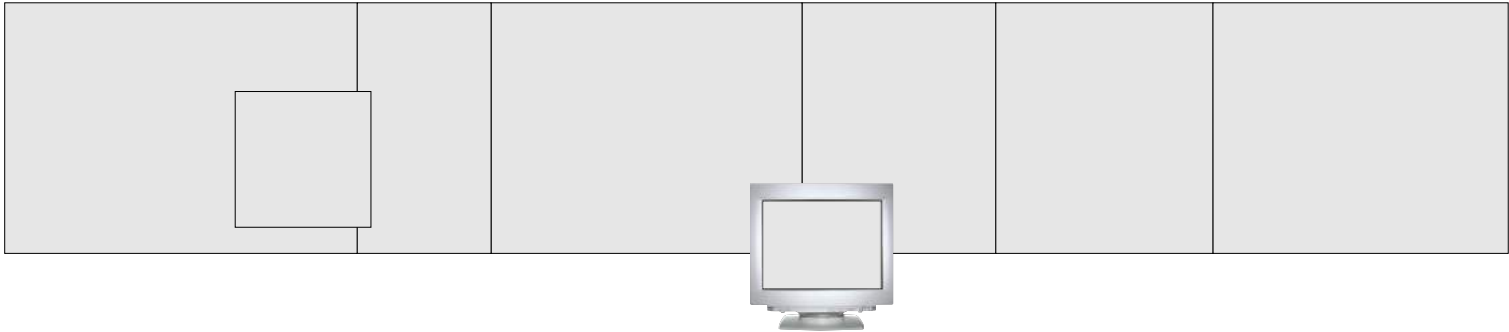
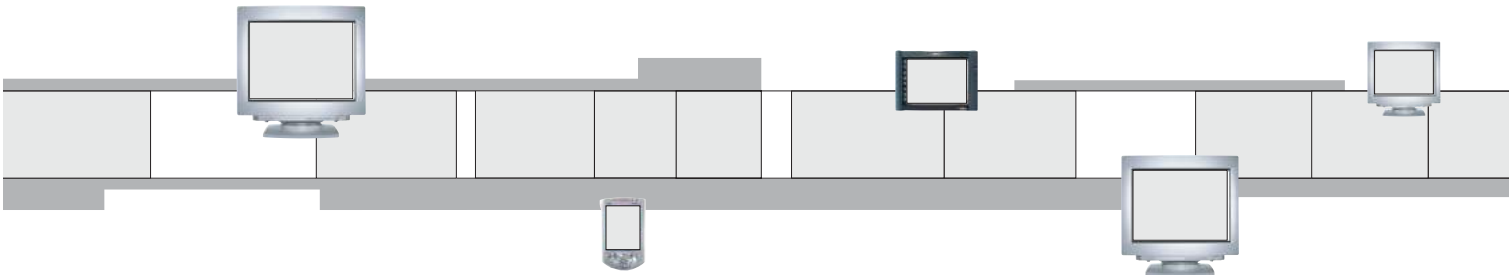


Image Band C
The most complex layout incorporates photos, color gradations, multiple monitors and devices, and silver banding.

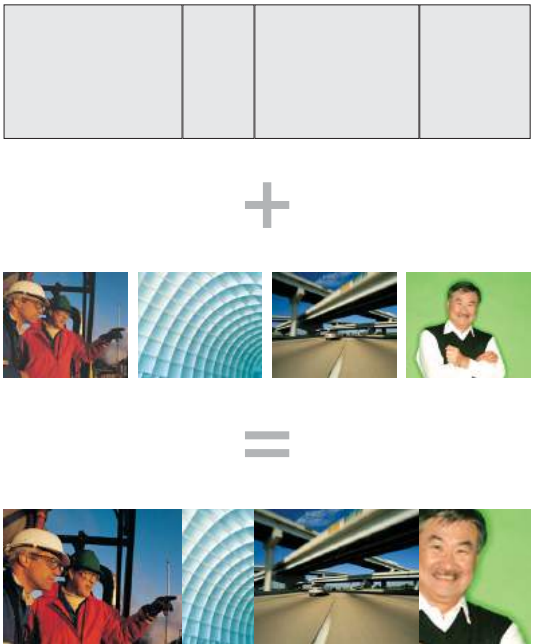


Templates
We have basic templates to use as a guide when creating an image band but you can use any variation that looks like a “band” of horizontal images.

Assets Available:
Professional Assets: FTP Server (authorized marketers only)

Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Image Bands	92
2.3 Graphical System	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Specifications	





Building an Image Band
The combination of your chosen photographic elements and the use of the provided template will render a completed image band.

Realistic Photography
There are three subcategories: industry-specific, nature, and inspirational.

Human Photography
There are three subcategories: professional people, people in action, and product people.

Abstract Photography
There are three subcategories: geometric, textural, and motion.

Customer Imagery
There are two categories: raster and vector.

Choosing Photography
The vendor or GEO creating the marketing communications will select photography with the help of the following chart and audience segmentation.



Industry-Specific



Nature



Inspirational



Signature Images

Exception
Although the signature images fall within our realistic photography category, they are not to be used freely in marketing communications. They are an integral part of the product identity system. If used, the product logotype and logo grid must be included. Don't use signature images in image bands.



Professional People



People in Action



Product People



Geometric



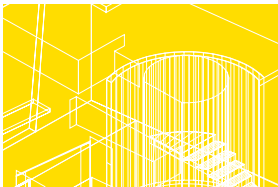
Textural



Motion



Raster



Vector

Assets Available:
Professional Assets: FTP Server (authorized marketers only)

Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Image Bands	93
2.3 Graphical System	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Specifications	





Text Overlap
For a dramatic effect, you can layer text over an image band.

Image Band A
Size A is perfect for smaller marketing collateral, such as direct mail and tradeshow booklets and handouts.



Image Band B
Size B is used for 4-page product, horizontal, and professions brochures.



Image Band C
Size C is often used for solutions brochures and high end collateral.



Overlap
Image bands may overlap each other and monitors and devices may overlap image bands.

Silver Adds Complexity
Use silver/grey to add another level of complexity to the image band. These notched bands also create movement and add a level of sophistication.

Number, Size, and Scale
An image band can be composed with as few as 3 and as many as 20 images. The band may also be different widths, heights, and lengths.

Assets Available:
Professional Assets: FTP Server (authorized marketers only)

Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Image Bands	94
2.3 Graphical System	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Specifications	





Image Bands on Photographs
You can layer image bands over full-bleed photographs.



Image Bands Are Flexible
You can create variations of image bands, from simple to complex, based on your collateral requirements and page layout needs.

Placement Options
Place image bands at the top of a page, center of the page, or wherever is appropriate for the design. You can also place multiple image bands together.

Assets Available:
Professional Assets: FTP Server (authorized marketers only)



2.4

Messaging System



Credible

Concise

Conversational

Real Words for
Real People

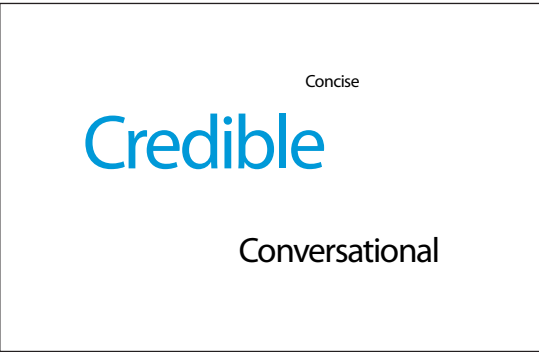
Speak to our customers
in words that resonate
with them. Use well-
defined terms in a
consistent manner.
Be believable.

Our Tone

These three words
describe our tone and
attitude for conveying
information.



Autodesk Voice
These characteristics
of the Autodesk voice
should guide the cre-
ation of all customer-
facing content.



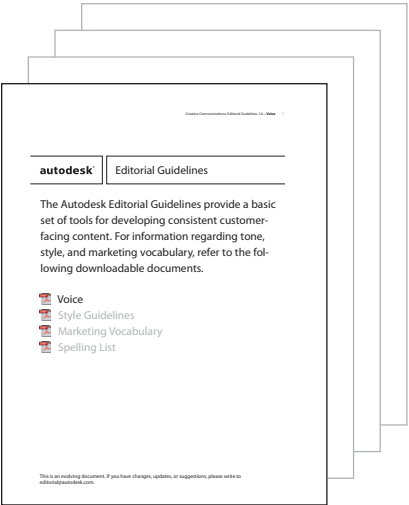
Voice is more than a sound. It’s a personality. It’s the attitude and tone you use to convey information—the way a trusted professional speaks that makes you eager to listen. The Autodesk voice is **credible, conversational, and concise**. While the elements of the Autodesk voice are aimed at keeping your reader engaged, it is the facts that will persuade them to action.

Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Autodesk Voice	98
2.4 Messaging System	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Strategic Rationale	



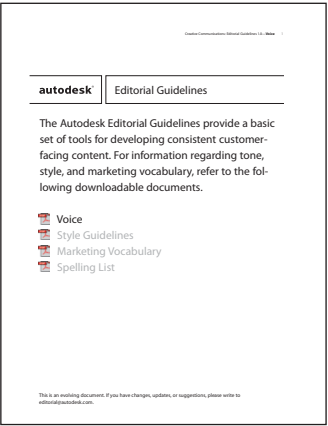
Editorial Guidelines

The Editorial Guidelines consist of the Autodesk Voice, Marketing Vocabulary, Style Guidelines, and a Spelling List.



For All Employees

Acrobat PDFs of this information are available for download on identity.autodesk.com.



Concise

Keep it Simple

Highlight your messages by being concise. Get to your main points quickly. Summarize in the first sentence and follow with supporting detail.

Credible

Get it Straight

Earn your reader's respect by being credible. Show that you understand the customer's business without talking down.

Conversational

Talk About Them

Draw your readers in by being conversational. Write as if you are talking to the reader. Address the reader as *you*. Focus on your readers.

Assets Available:

Employee Assets: identity.autodesk.com
Instructional PDFs: identity.autodesk.com

Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Autodesk Voice	99
2.4 Messaging System	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Specifications	



Digital Design Data

Marketing Vocabulary
Just as important as which words you use is how you use them. Use words that are current, consistent with Autodesk’s Marketing Vocabulary and easily understood.

Intelligent Objects

Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Marketing Vocabulary	100
2.4 Messaging System	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Design Presentation	



Speaking in Unison
Our story is effective only when we are all telling it in the same way. Use the Marketing Vocabulary to guide your use of common Autodesk terms.

Metadata

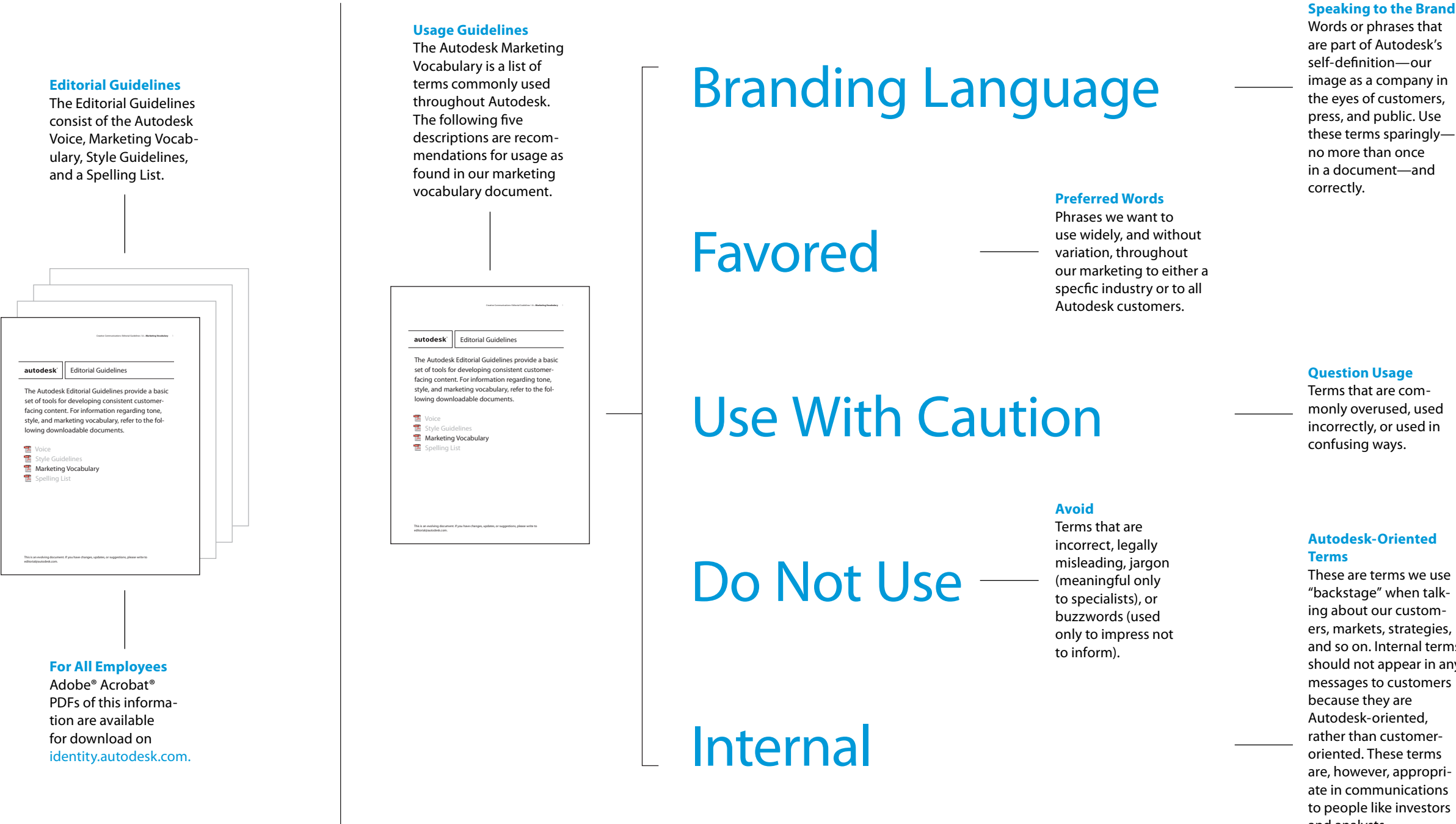
Digital Design Data

Intelligent Objects

Our brand is sustained through the consistent use of image and language. This results in a look-and-feel and a familiar voice that the public recognizes as uniquely Autodesk. The Marketing Vocabulary **maintains consistency** in the way we communicate, ensuring that everyone is speaking the same language.

Autodesk Identity Guidelines		Copyright	Creative Communications	Updated	Marketing Vocabulary	101
2.4	Messaging System	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Strategic Rationale	





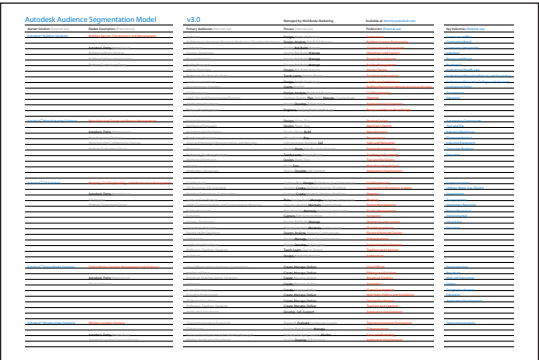
Autodesk Identity Guidelines		Copyright	Creative Communications	Updated	Marketing Vocabulary	102
2.4	Messaging System	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Specifications	





Autodesk Identity Guidelines		Copyright	Creative Communications	Updated	Audience Segmentation	103
2.4	Messaging System	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Design Presentation	





Know Your Audience
From tradeshow signage to the corporate overview, focusing on a single audience helps increase messaging and visual impact on individual markets and customers.

The Audience Segmentation Model is a detailed overview of Autodesk’s target audiences and the solutions tailored to those audiences. The purpose of this model is to provide a common vocabulary for describing audience segments, both internally and externally. This language establishes a **consistent, global foundation** for planning targeted messaging across all lines of business and marketing communications.



v3.0

Model Updates

The purpose of this model is to establish a consistent vocabulary across all marketing programs. The model will be updated as appropriate.

Autodesk Entity

These Autodesk groups are responsible for developing products for our customers. These names are primarily for internal use and generally not for customer communications

Market Description

These are shorthand and longhand terms that describe Autodesk's solutions.

Process Phases

These activities, listed in the order in which they are performed, show the phases of use for each industry and support initiatives to market process-based solutions.

Key Industries

These are the key industries that Autodesk focuses on. This column shows where the various audiences use Autodesk solutions.

Autodesk Audience Segmentation Model

Market Solution (External use)	Market Description (External use)
Autodesk® Building Solutions	Building Design, Construction, and Management
Autodesk Entity (Internal use)	
Building Industry Division	
Building Collaboration Services	
Platform Technology Group	
Autodesk® Manufacturing Solutions	Manufacturing Design and Process Management
Autodesk Entity (Internal use)	
Manufacturing Division	
Manufacturing Collaboration Services	
Platform Technology Group	
Autodesk® GIS Solutions	Mapping, Civil Engineering, and Infrastructure Management
Autodesk Entity (Internal use)	
GIS Division	
Platform Technology Group	
Autodesk® Digital Media Solutions	Digital Media Creation, Management, and Delivery
Autodesk Entity (Internal use)	
Media Division	
Autodesk® Wireless Data Solutions	Wireless Location Services
Autodesk Entity (Internal use)	
Autodesk Location Services Division	

v3.0

Managed by Worldwide Marketing

Available at: identity.autodesk.com

Primary Audiences (Internal use)	Process (Internal use)	Professions (External use)
Architects	Design, Bid, Build, Manage	Architecture
Architectural, Structural, Electrical, Mechanical, Plumbing Engineers	Design, Analyze, Bid, Build, Manage	Building Systems Engineering
Contractors	Design, Bid, Build, Manage	Construction Management
Owners, Developers	Design, Bid, Build, Manage	Operations and Leasing
Project Managers	Design, Bid, Build, Manage	Project Management
Facility Managers	Design, Bid, Build, Manage	Facility Management
Interior Designers	Design, Bid, Build, Manage	Interior Design
Professors, Teachers, Students	Teach, Learn, Design, Export	Teaching and Learning
Landscape Architects	Design, Bid, Build, Manage	Landscape Architecture
Manufacturers, Suppliers	Create, Publish	Building Equipment Manufacturing and Supply
Civil Engineers	Design, Analyze, Bid, Build, Manage	Civil Engineering
Land, City, and Environmental Planners	Capture, Design, Plan, Build, Manage, Communicate	Planning
Application Developers	Design, Develop, Sell, Support	Application Development
Process Plant Engineers	Engineer, Design, Bid, Build, Manage	Process and Power Plant Design
Design Engineers	Design, Share, Test	Product Design
Mechanical Engineers	Design, Share, Test	Machinery Design
Manufacturing Engineers	Design, Share, Build	Manufacturing
Purchasing Managers	Share, Source, Buy	Procurement
Sales and Marketing Representatives and Managers	Communicate, Illustrate, Sell	Sales and Marketing
Managers	Design, Share, Test, Buy, Sell, Maintain	Project Management
Professors, Teachers, Students	Teach, Learn, Design, Export	Teaching and Learning
Mechanical Engineers	Design, Share, Test	Tool and Die Design
Analysts	Share, Test	Manufacturing Analysis
Application Developers	Design, Develop, Sell, Support	Application Development
Civil Engineers	Capture, Plan, Design, Build, Manage, Communicate	Civil Engineering
GIS Managers, GIS Specialists	Capture, Create, Maintain, Analyze, Distribute	Geographic Information Systems
Mapping Technicians, Cartographers	Capture, Create, Maintain, Analyze, Distribute	Mapping
Land and City Planners	Plan, Design, Build, Manage, Analyze, Communicate	Planning
Hilling, Communications, and Transportation Managers	Manage, Analyze, Maintain, Communicate	Project Management
Facility Managers	Plan, Manage, Maintain, Analyze, Communicate	Facility Management
Surveyors	Capture, Edit, Communicate	Surveying
Owners, Developers	Design, Bid, Build, Manage	Operations and Leasing
Operations Managers	Manage, Analyze, Maintain, Communicate	Plant Management
Electric Utility Designers	Design, Analyze, Manage, Communicate	Electrical Network Design
IT Managers	Design, Manage, Analyze, Communicate	IT Management
Application Developers	Design, Develop, Sell, Support	Application Development
Professors, Teachers, Students	Teach, Learn, Design, Export	Teaching and Learning
Architects	Design, Bid, Build, Manage	Architecture
Visual Effects Artists, Designers, Compositors	Create, Manage, Deliver	Visual Effects
Nonlinear Editors	Create, Manage, Deliver	Editing and Finishing
Broadcast Graphics Artists, CG Artists	Create, Manage, Deliver	Broadcast Graphics
Animators	Create, Manage, Deliver	Animation
Game Developers	Create, Manage, Deliver	Game Development
Encoding Professionals	Create, Manage, Deliver	Web Video Editing and Publishing
3D Production Artists	Create, Manage, Deliver	Design Visualization
Professors, Teachers, Students	Create, Manage, Deliver	Teaching and Learning
Application Developers	Develop, Sell, Support	Application Development
Telecommunications Executives	Research, Evaluate, Implement, Launch	Telecommunication Engineering
IT Managers	Design, Test, Analyze, Manage	IT Management
Business Development and Marketing Managers	Promote, Analyze, Launch, Market	Sales and Marketing
Wireless Application Developers	Design, Develop, Sell, Support	Application Development

Key Industries (External use)
Commercial Office
Commercial Retail
Commercial Hospitality
Industrial
Process and Power
Residential
Institutional Healthcare
Institutional Education Primary and Secondary
Institutional Education College and University
Institutional Other
Government
Education
Automotive Components
Tool and Die
Industrial Machinery
Electromechanical
Industrial Equipment
Consumer Products
Education
Communications
Utilities: Water, Gas, Electric
Government
Transportation
Emergency Response
Natural Resources
Environmental
Oil and Gas
Education
Postproduction
Broadcast
Web and Interactive
Games
Design Visualization
Education
Application Development
Telecommunications

Primary Audiences

These are the major groups of customers and prospects who use Autodesk solutions.

Professions

This is how professionals use and apply Autodesk solutions in their work.

Assets Available:

Instructional PDFs: identity.autodesk.com



3.1

Advertising



Brand Awareness
The primary goal of advertising is to promote awareness of Autodesk, our solutions, and our products.

Oculus, Inc. does a last-minute redesign of a library facade and turns around a new set of bid documents by the original deadline.

True Story.

Make a radical, eleventh-hour change on a public project, get the board to approve it, and have the revised construction documents—including 56 sheets of drawings—out to bid on time.

Read how the Autodesk® Revit® building information modeling solution helped make it happen. And see the possibilities for yourself, by ordering a free trial CD. Visit www.autodesk.com/revithere.

autodesk®

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Autodesk Identity Guidelines		Copyright	Creative Communications	Updated	Autodesk Advertising	107
3.1	Advertising	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Design Presentation	





Visual Consistency

All Autodesk advertising must incorporate the following elements: full-bleed, bold, four-color photography, the Myriad typeface, and the Autodesk logo grid.

Brand and solution advertising is designed to elevate awareness of Autodesk, our solutions, and our products through print, television, and radio media. Effective advertising focuses on a single key message and must be relevant to the target audience.

Autodesk Identity Guidelines		Copyright	Creative Communications	Updated	Brand and Solution Advertising	108
3.1	Advertising	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Strategic Rationale	



Live Ad Area and Bleed

Keep all important information at least 27 pt (3/8") from the trim of the page, or more if it is requested by the publication. Bleeding specification varies per publication. 9 pt (1/8") is recommended unless the publication requests more.



Flipped Logo Grid

In advertising the logo grid appears with the logo on the right. For single-page ads use the logo file *LOGOGRI-Da_White_flip.eps* at 100 percent. On two-page spreads, use the logo file *LOGOGRIDb_White_flip.eps* at 90 percent.

Single Page vs. Two-Page Spread

Whenever possible, a two-page spread is recommended for the most impact and memorability.



Two-Page Spread

In a two-page spread, key areas of the imagery should be far enough left or right to avoid being swallowed by the gutter.



Right-Facing Single Page Ads

Single page ads should be on a right page, which supports the integrity and readability of the ad composition.

Headline

The headline should communicate the ad's key message. It should be succinct and conversational in tone. Set headlines in Myriad Semibold, 15pt/17pt leading.

Body Copy

The body copy should also be succinct and conversational in tone. It should quickly summarize the key points of the message. Set copy in Myriad Regular, 9.5pt/13pt leading.

Call to Action

This is a closing sentence that asks the reader to take some action, such as visiting a website or making a phone call.

Assets Available:

Professional Assets: FTP Server (authorized marketers only)

Autodesk Identity Guidelines		Copyright	Creative Communications	Updated	Brand & Product Advertising	109
3.1	Advertising	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Specifications	



Disclaimer

The legal disclaimer should appear in the lower left below the logo grid set in Myriad Regular, 6 pt/7.23 pt leading.



Add-on Messaging

When appropriate, add-on messaging can be included in a process blue bar at the bottom of the ad, and should communicate topics such as product launches, trade show event booth locations, or special offers.

Specifications for Ad Photography

All photography should be four-color, full bleed, realistic photographs. The images themselves should communicate the main message either literally or metaphorical-ly. The photo must have visual “stopping-power.” For more information, refer to the Photography System section.



Recommended Photo Sources

We recommend the following websites for finding imagery, that is most consistent with the Autodesk brand:

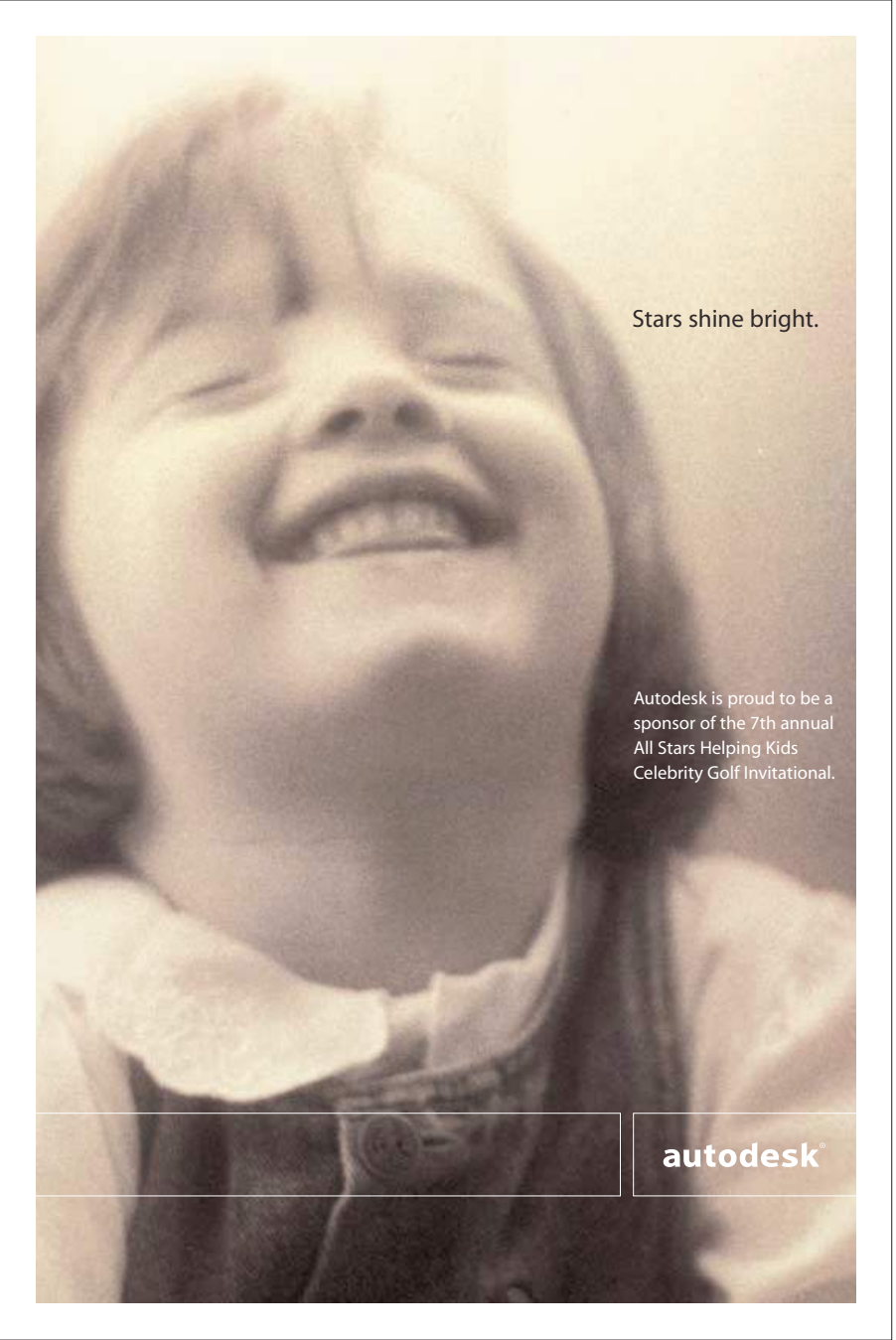
www.gettyone.com
www.photonica.com
www.corbis.com

Assets Available:

Professional Assets: FTP Server (authorized marketers only)

Autodesk Identity Guidelines		Copyright	Creative Communications	Updated	2002 Product Ad	110
3.1	Advertising	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Specifications	





Assets Available:
Professional Assets: FTP Server (authorized marketers only)

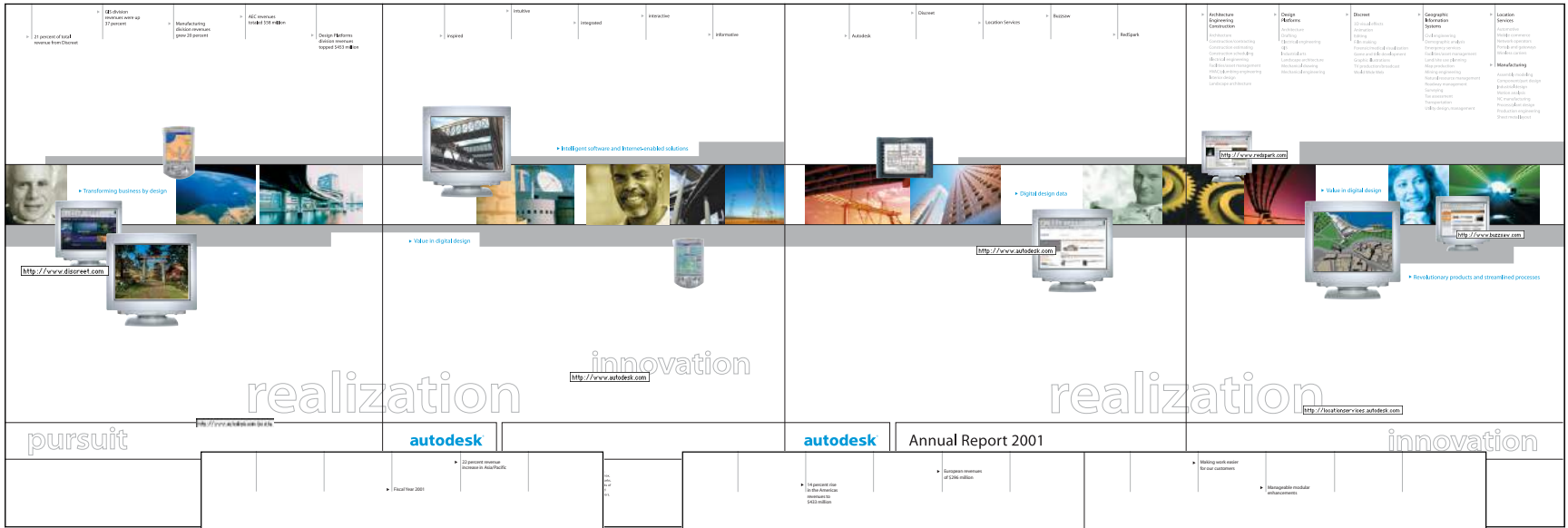
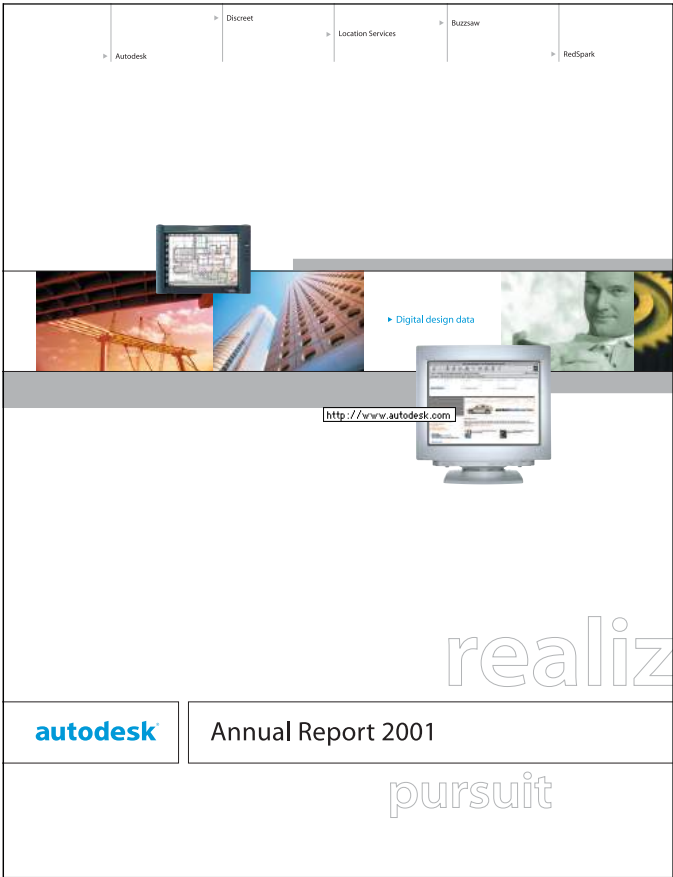
Autodesk Identity Guidelines		Copyright	Creative Communications	Updated	Community Advertising	111
3.1	Advertising	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Design Portfolio	



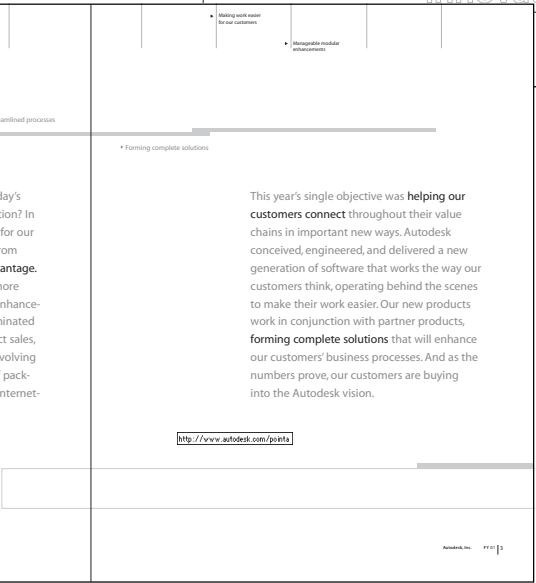
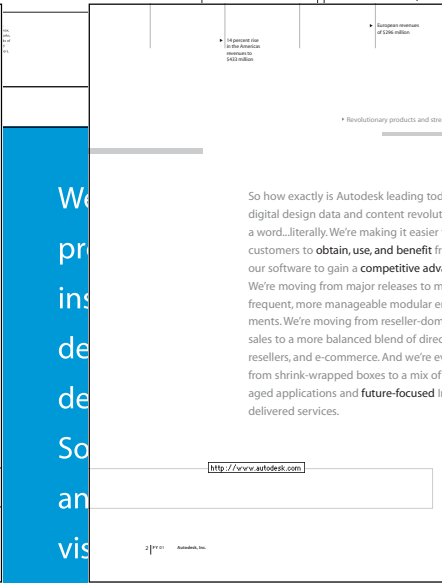
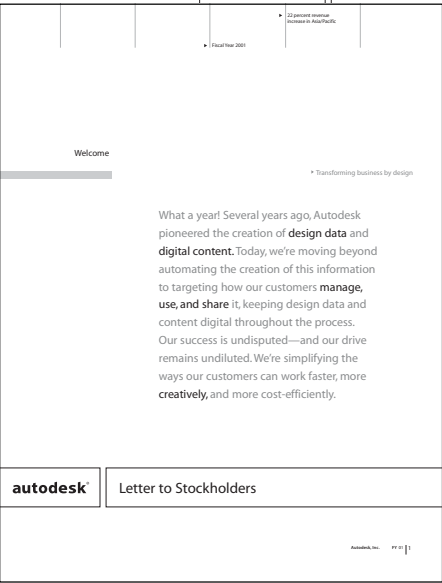
3.3

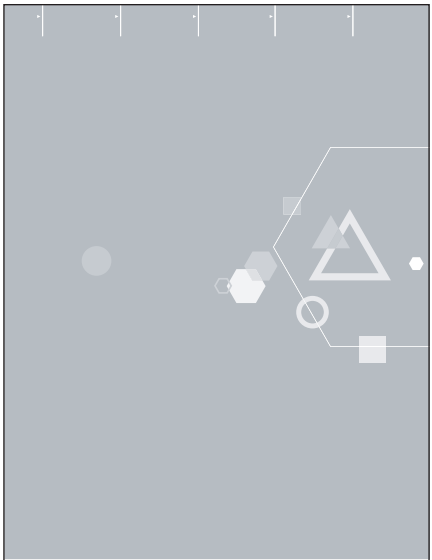
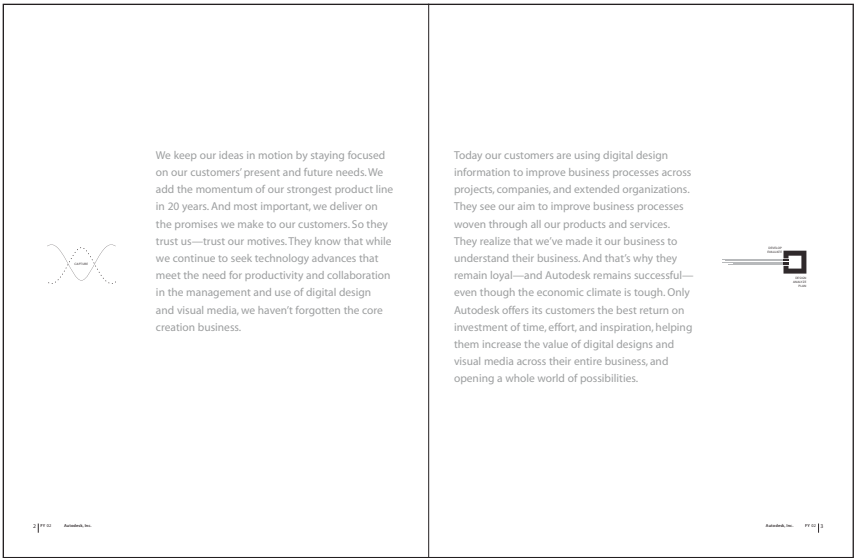
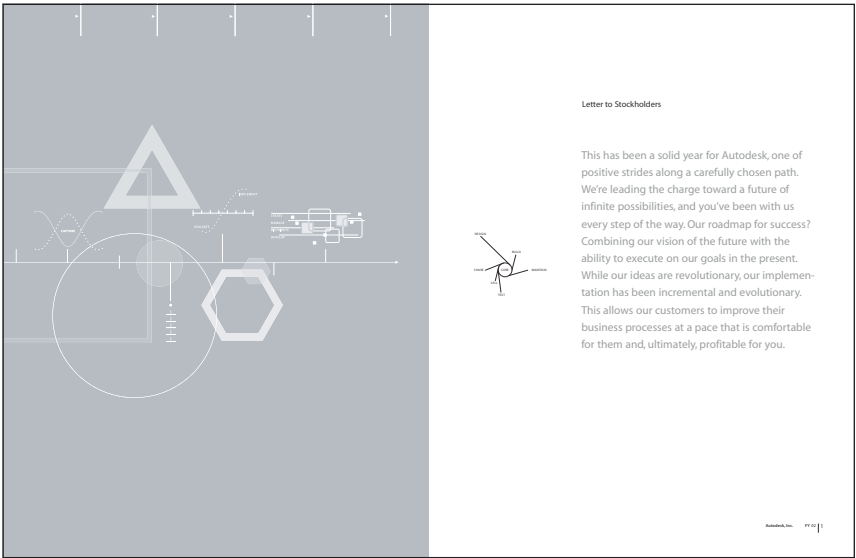
Brochures: Corporate





At Autodesk, we empower our customers with innovative software and solutions that inspire their creativity and drive their business forward. We're committed to helping our customers, resellers, and partners succeed because they're integral to our success. And we are fast and flexible in our response to make the company more competitive.





Assets Available:
PDF Available: identity.autodesk.com

Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	2002 Annual Report	114
3.3 Brochures: Corporate	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Design Portfolio	



3.4

Brochures: Worldwide



Brand Consistency

The collateral plan shows our brand consistently through all of its elements, both vertical and horizontal.

A Complete Story

The collateral plan consists of the Corporate Overview and our solutions, product, and horizontal brochures. Together, these pieces tell the complete Autodesk story.





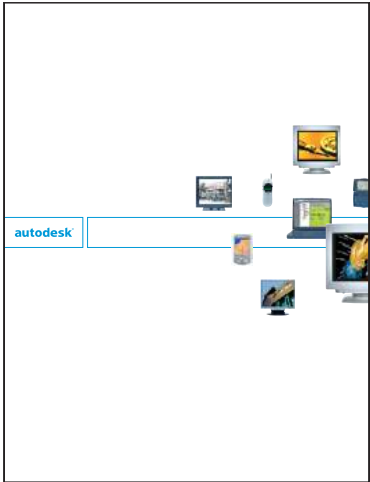
Availability

You can order collateral plan components from The Source. PDF versions are available on identity.autodesk.com.

The Autodesk collateral plan represents a well-defined strategy for maintaining brand consistency—throughout our corporate and product marketing. Each brochure is just one element of a **complete package** that supports our sales teams, educates our customers, and shows the comprehensive scope of Autodesk’s solutions.

Autodesk Identity Guidelines		Copyright	Creative Communications	Updated	Collateral Plan	117
3.4	Brochures: Worldwide	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Strategic Rationale	

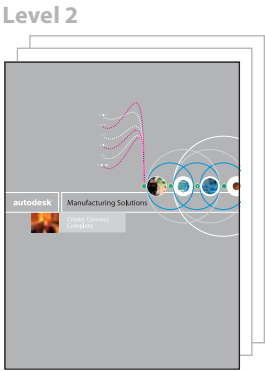




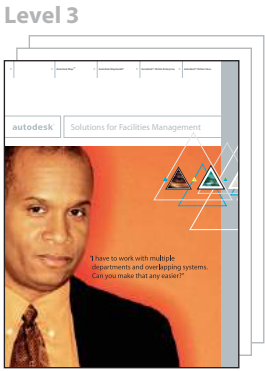
Presentation Folder
The Autodesk corporate folder provides a presentation package for the brochures of the collateral plan. Folders should be customized to address the needs of a specific target audience.



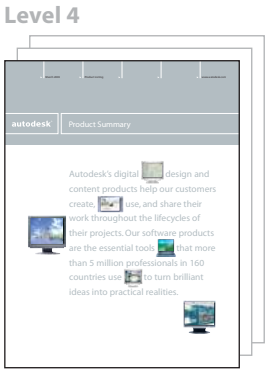
Corporate Overview Brochure
Updated annually, the Corporate Overview brochure tells the Autodesk story and is aimed at a wide audience— from executives at major account customers to investors and employees. This piece features top-level messages and represents the highest level of the collateral plan.



Solutions Brochure
The solutions brochures are high-end pieces targeted to senior managers and executives within a specific industry— Manufacturing, Building Design, Infrastructure, or Wireless Data Solutions. They discuss at a high level the integrated solutions we provide for each step of a customer's workflow process.



Professions Brochure
The professions brochures focus on one specific segment of a solutions audience, such as facilities management, machinery design, or mapping. This brochure gets into greater specifics on how Autodesk products address a customer's needs all along the value chain.



Product Summary Brochure
The product summary brochure is a complete list of our current DSD product offerings, with corresponding descriptions and signature identities. This brochure is revised twice a year.



Product Brochure
Our product brochures are an essential element for every product launch. They contain product-specific information, including top-level benefits, a features summary, system requirements, and a call to action.



Horizontal Brochure
The horizontal brochures cover programs and services that cut across all segments of Autodesk. The images featured on this brochure are printed in our signature blue. These pieces are intended to work in conjunction with both product and solution brochures.



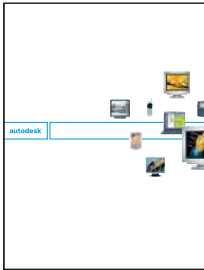
Component Brochure
Component brochures are subsets of the horizontal brochures and contain detailed information about one aspect of a horizontal program or service. Brochures are differentiated through the display of monitors and devices in lieu of signature images.



Customer Success Brochure
Customer success brochures feature real-life stories about how Autodesk products played a role in designing, problem solving, or managing the workflow of a project. These brochures feature customer-centric imagery.

Assets Available:
Instructional PDFs: identity.autodesk.com
Professional Assets: FTP Server (authorized marketers only)

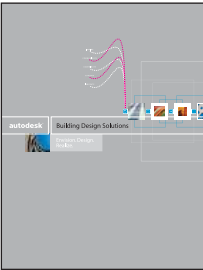




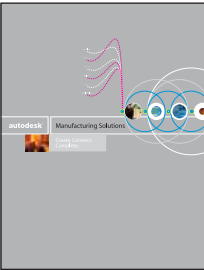
Autodesk Corporate Folder



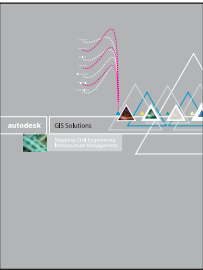
Autodesk Corporate Overview



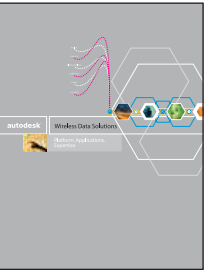
Autodesk Building Design Solutions



Autodesk Manufacturing Solutions



Autodesk GIS Solutions



Autodesk Wireless Data Solutions



Autodesk Professions Brochure



Autodesk Product Summary Brochure



AutoCAD 2004



AutoCAD LT 2004



AutoCAD Mechanical 2004



Autodesk Architectural Desktop 3.3



Autodesk Architectural Studio 3



Autodesk Building Systems 3



Autodesk Buzzsaw 4



Autodesk Civil Design 2004



Autodesk Civil Series 2004



Autodesk Envision 8



Autodesk Express Viewer



Autodesk Field Survey



Autodesk GIS Design Server 8



Autodesk Inventor 6



Autodesk Inventor Series 6



Autodesk Land Desktop 2004



Autodesk Map 6



Autodesk MapGuide 6.3



Autodesk Map Series 6



Autodesk Mechanical Desktop 6



Autodesk OnSite Enterprise 2



Autodesk OnSite View 2



Autodesk Raster Design 2004



Autodesk Revit 5



Autodesk Streamline 4



Autodesk Survey 2004



Autodesk VIZ 4



Volo View 3

Assets Available:
Instructional PDFs: identity.autodesk.com
Professional Assets: FTP Server (authorized marketers only)





Autodesk Authorized Reseller



Autodesk Education



Autodesk Executive Briefing Program



Autodesk Major Accounts



Autodesk Professional Services



Autodesk Strategic Leadership



Autodesk Subscription Program



Autodesk Comprehensive Education Solution



Autodesk Design Academy



Autodesk Enterprise Support



Autodesk Virtual Classroom Training



C&C Technologies, Inc.



Canyon Building and Design



CenterAmerica Property Trust



Centex Homes



Cities of San Carlos, CA, and Renton, WA



Clarke/Tamaccio Architects



Degenkolb Engineers



DPR Construction



Ellerbe Beckett



Gazelle LLC



HWA/Gensler



LPA, Inc.



Maeda Corporation



MAGNATRAX Corporation



MMP Architects



NBBJ



Robertson Miller Terrell



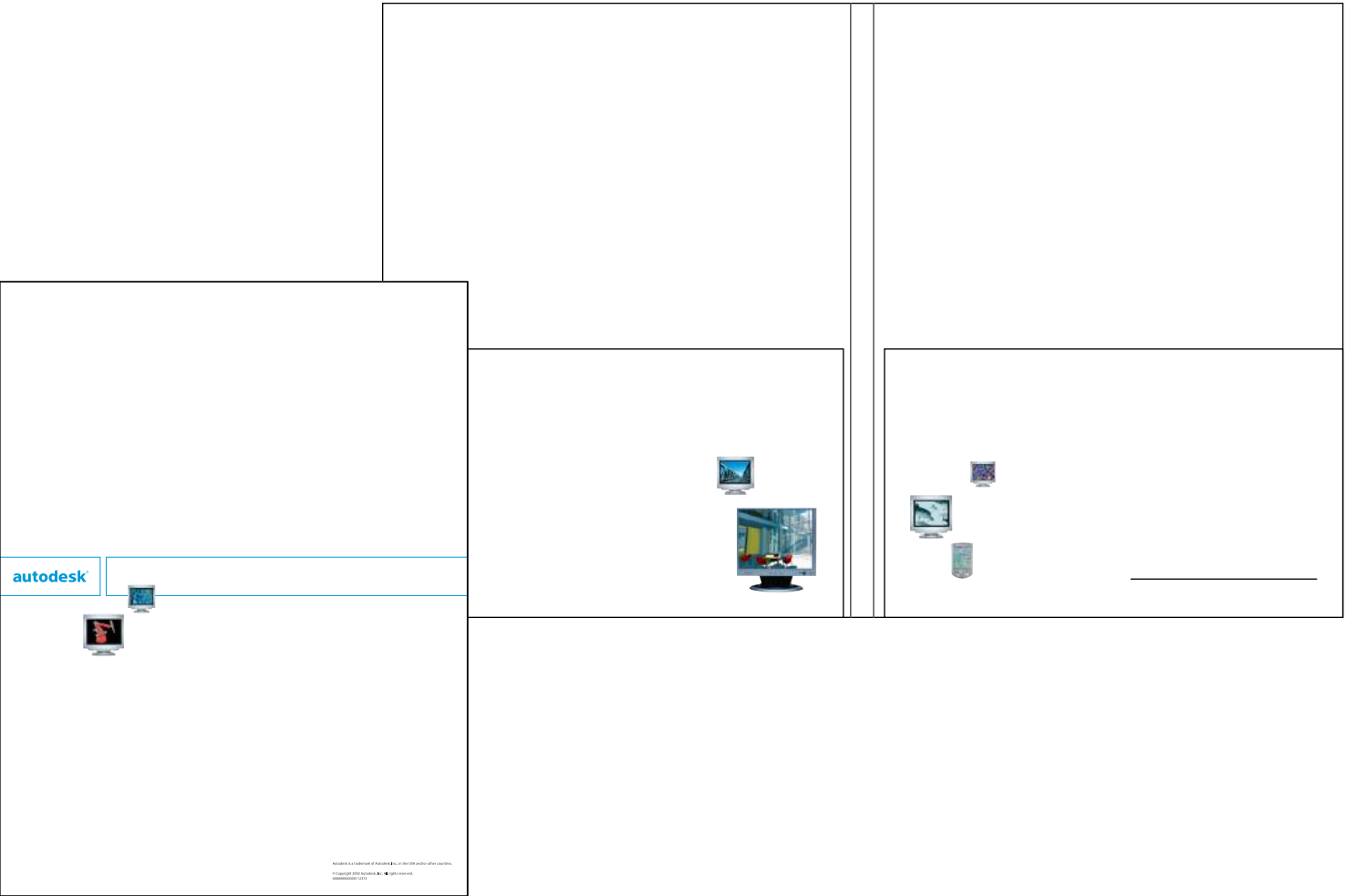
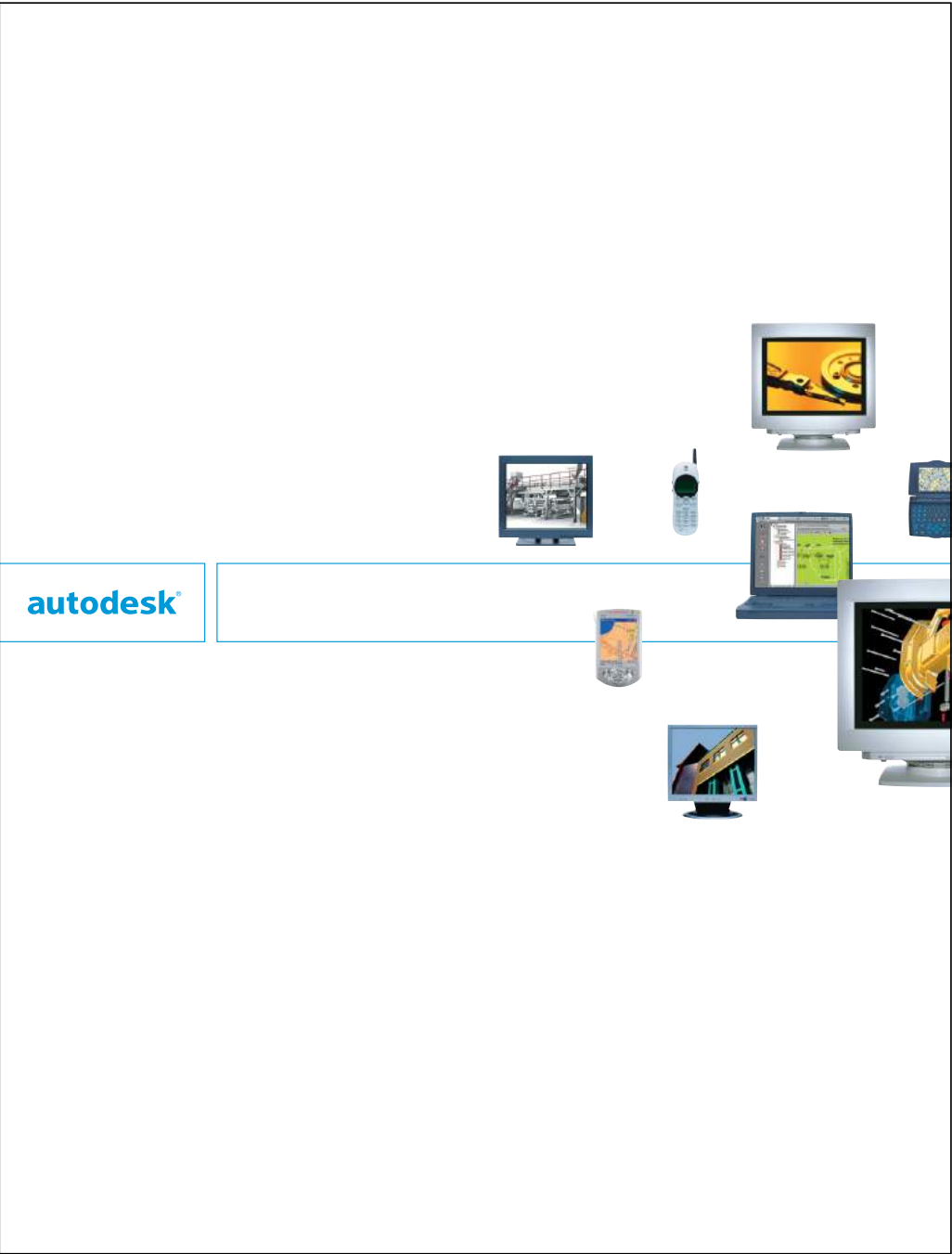
VECO Canada Ltd.



Williams Energy Services

Assets Available:
Instructional PDFs: identity.autodesk.com
Professional Assets: FTP Server (authorized marketers only)

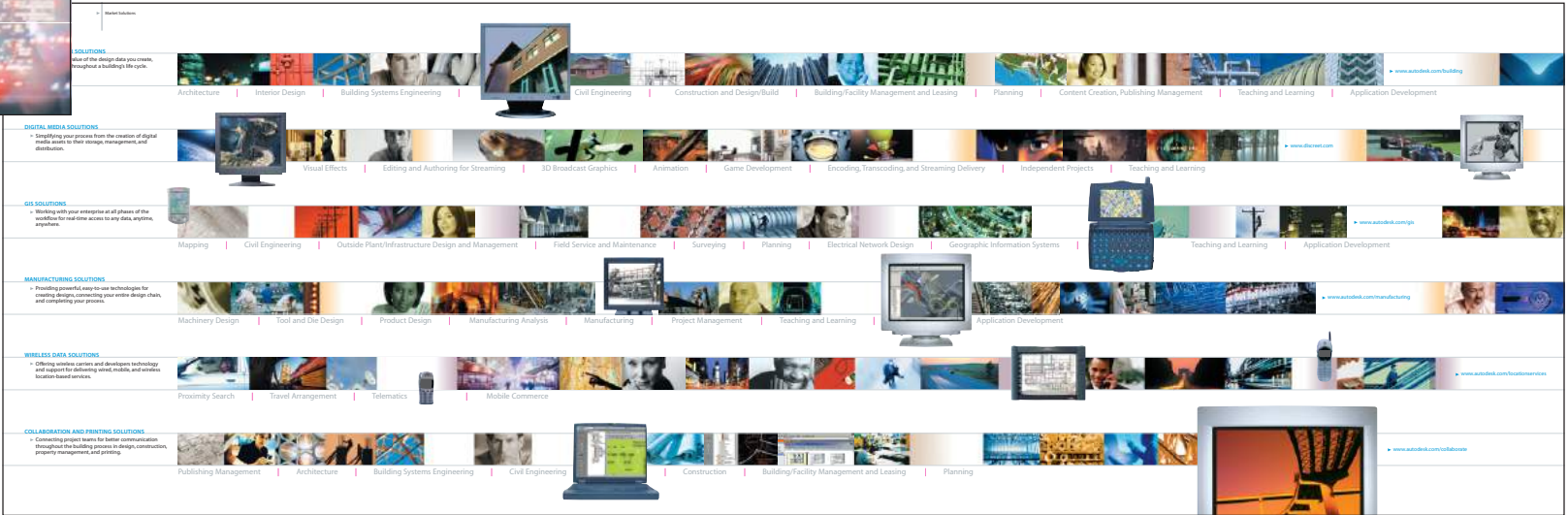
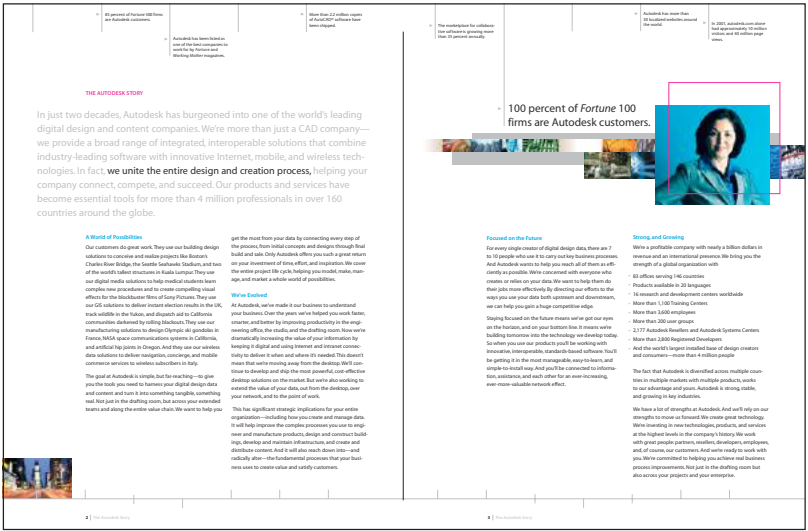
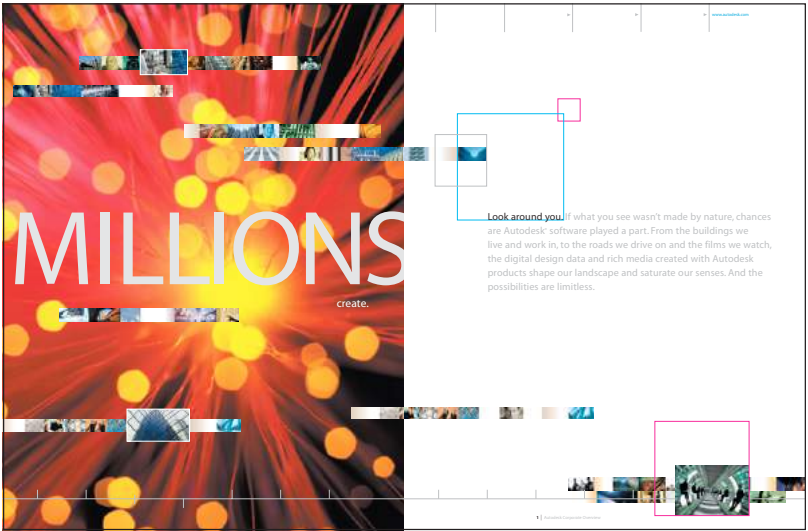
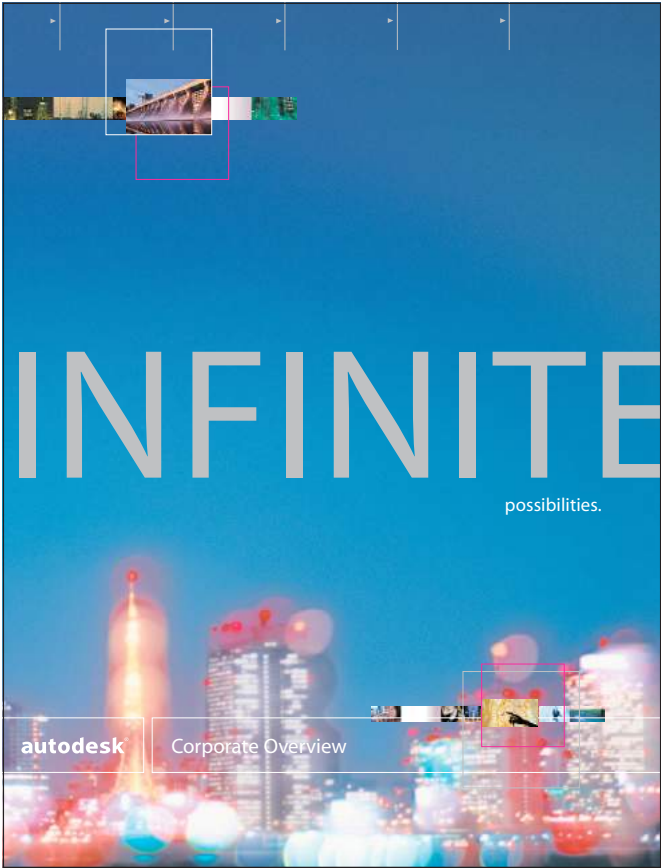




Assets Available:
Professional Assets: FTP Server (authorized marketers only)

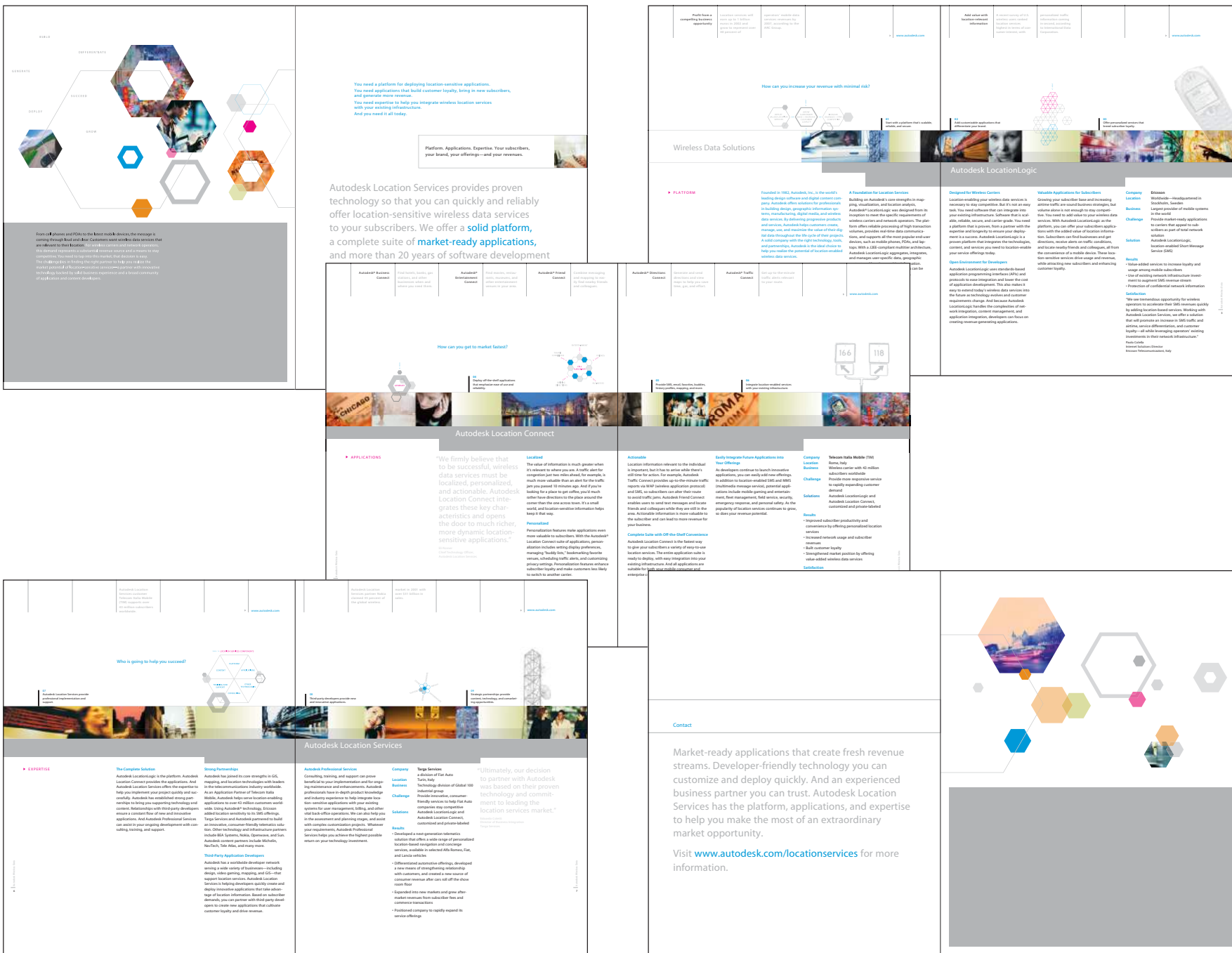
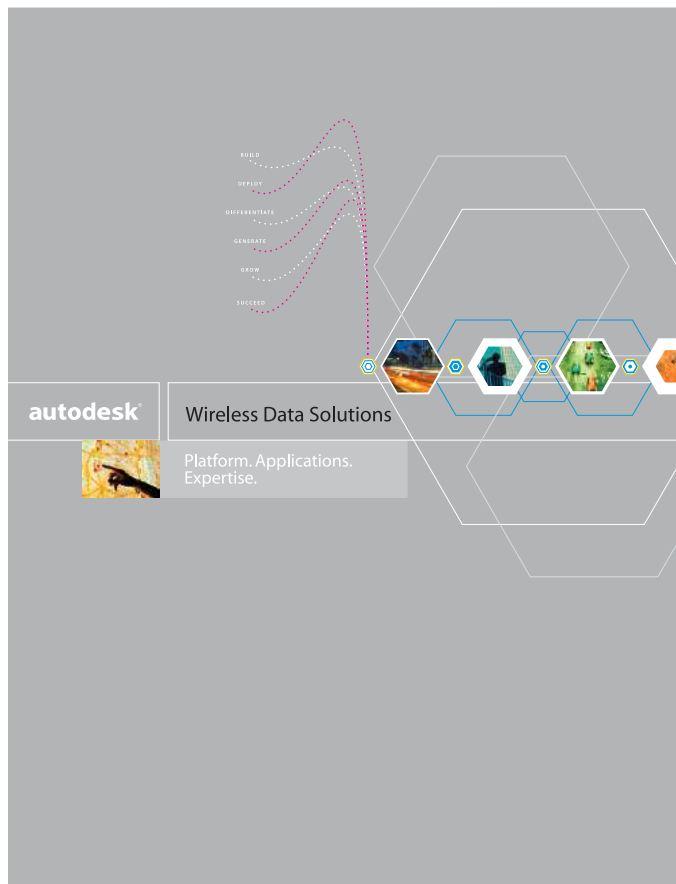
Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Presentation Folder	121
3.4 Brochures: Worldwide	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Design Portfolio	

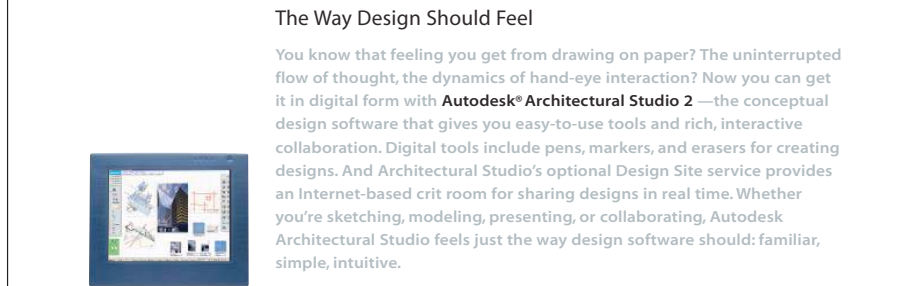




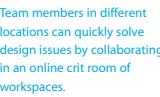
Assets Available:
Professional Assets: FTP Server (authorized marketers only)
PDF Available: identity.autodesk.com







You know that feeling you get from drawing on paper? The uninterrupted flow of thought, the dynamics of hand-eye interaction? Now you can get it in digital form with **Autodesk® Architectural Studio 2** — the conceptual design software that gives you easy-to-use tools and rich, interactive collaboration. Digital tools include pens, markers, and erasers for creating designs. And Architectural Studio's optional Design Site service provides an Internet-based crit room for sharing designs in real time. Whether you're sketching, modeling, presenting, or collaborating, Autodesk Architectural Studio feels just the way design software should: familiar, simple, intuitive.



Transparent Technology for Freedom of Design

When you became an architect, was it to deal with technology issues? Or was it to envision, explore, and realize your design ideas? Technology itself has nothing to do with great design. But the technology you use to express, develop, and present your ideas should enhance the design process, not impair it. The idea behind Autodesk Architectural Studio is simple: technology that is transparent and intuitive, so you're free to do what you do best—design.

Autodesk Architectural Studio is the conceptual design and communication tool that emphasizes the creative side of design, not the technology. So whatever your level of computer proficiency—from beginner to power user—you can quickly

► www.autodesk.com/archstudio



Autodesk Architectural Studio draws its inspiration from the architect's traditional design studio. In this workspace you use a variety of media—including sketches on trace, hand-line drawings, study models, and photographs of sites and existing conditions—arranged around a central workspace and reference. And there are lots of simple tools, such as pencils, markers, and erasers. What's more, the traditional studio represents a lively culture of architectural collaboration: critiquing one another's work, holding chambers, and discussing design issues.



Autodesk Architectural Studio re-creates the tools, the practices, and especially the spirit of the architect's traditional studio and combines them with the power and reach of digital technology. The benefits? Instead of spending money and expert time on design ideas, then starting from scratch to produce more detailed drawings, you're getting your design vision into the digital workflow from project outset and keeping it digital for ongoing review and development. And because team members are across town or even working on an on-demand basis, you can get your design vision into the optional Design Site service.

Today designers can use powerful architectural software to produce design developments that are more comprehensive than ever before. But what about the earlier or conceptual stages of design? Architects still turn to pen and paper to sketch and communicate their ideas.

Architectural Studio you can investigate conceptual design ideas with simple, direct-manipulation features, such as colored pens and eraser tools, during design development that lend a tactile appeal to the design process. These tools feel best when used with pen-based input devices and LCD displays. Your initial concepts and data are annotated the digital workflow from project outset.

Autodesk Architectural Studio is the perfect complement to your existing Autodesk® software—compatible with AutoCAD®, Revit®, and AutoCAD LT®. And Autodesk® Architectural Desktop and AutoCAD® software, it enhances an iterative design approach and the communication of design intent throughout a project team.

With Architectural Studio you can create rooms, conceptual drawings and models in Architectural Studio and bring them into Architectural Desktop for further refinement. You can also export design data to construction documentation. Then return to Architectural Studio where you can view, annotate, and sketch on top of your drawing. This lets your initial concepts and data drive the digital workflow from project outset.

The advantage of working in a digital environment is that you can easily modify, move, copy, paste, and export your design data to other applications for further development and production. In addition to creating original drawings and sketches in Autodesk AutoCAD, the latest Pledge version can also connect

Autodesk Architectural Studio is the perfect complement to your existing Autodesk® software. Interoperable with Autodesk® Architectural Desktop and AutoCAD® software, it enhances an iterative design approach and the communication of design intent among your project team. For example, you can create loose, conceptual drawings and models in Architectural Studio and bring those models into Autodesk's powerful rendering tools. Architectural Studio's conceptual design tools. More than just displaying your design, you can instantly incorporate team feedback to explore design options. Does your client or principal want to know what the design would look like with a tower? Or a third floor? No problem. Presenting your design in its best possible light is easy with Autodesk Architectural Studio.

The architect's meeting area: Whether it's a single desk, crit room, or elaborate conference facility, it's where team members come together to share, explore, critique, and present design. Autodesk Architectural Studio takes this traditional meeting space online with Design Site, an optional Internet-based service that provides a collaborative design environment. In a secure virtual workspace, team members in different locations can simultaneously review, discuss, model, sketch, and present design concepts. For example, you're in

Autodesk Architectural Studio is a forum where different applications, different design phases, and even different media come together, which is great for creating compelling presentations—for staff or clients. Within a single workspace, you can combine your original Architectural Studio sketches and models, precision CAD drawings, digital photographs, 3D renderings, and animations. And for a competitive edge during a presenta-

tion, you can even interact with various media using Architectural Studio's conceptual design tools. More than just displaying your design, you can instantly incorporate team feedback to explore design options. Does your client or principal want to know what the design would look like with a tower? Or a third floor? No problem. Presenting your design in its best possible light is easy with Autodesk Architectural Studio.

Autodesk Architectural Studio is a new way of looking at the architectural design process. It's about combining the ease and simplicity of traditional design practices with the power and precision of modern technology, minus the hassle of learning complex programs. It's about more than just producing drawings—it's about experimenting and exploring ideas. Most importantly, it's about helping to bring those ideas to life.



Assets Available:
Professional Assets: FTP Server (authorized marketers only)
PDF Available: identity.autodesk.com



Authorized Resellers



Going Beyond Your Business Objectives

Choosing the right tools and services for your business is an important decision, and then you're faced with the challenge of successfully incorporating them into your processes to get the best return on your investment. Whether you own a small or large business, or are part of the government, education, or commercial sectors, you can rely on **Autodesk Authorized Resellers** to give you the help you need. An important part of the Autodesk team, Autodesk Authorized Resellers can provide product expertise, a deep understanding of your industry, and value that extends beyond your software purchase.



When I first contacted my Autodesk Authorized Reseller, I was converting our manual drawing system to an electronic format. I needed a complete solution in hardware, software, and training that didn't sound like rocket science the way other vendors presented it. Seven years later our drawing database is still expanding, and my reseller is still there when I need help.

—Edward Lopezlavage,
CAD Manager
Don La Force Associates, Inc.

You're More Than a Sale to Your Reseller

You go to friends for advice because you trust their knowledge and feel that they'll tell you what they believe is best for you. That's how it is with Autodesk Authorized Resellers. Their primary goal is your satisfaction. After all, your success is theirs too. In fact, customers who get the fastest and highest return on their investment in Autodesk products are often the same customers who have a strong ongoing relationship with their local Autodesk Authorized Reseller. What you get from an Autodesk Authorized Reseller is personal involvement and a commitment to building a relationship that continues long after you purchase your software. You've got a partner.

A Partner Perfectly Suited to You

Every reseller has a different area of expertise. So whatever your work and your goals, there is an Autodesk Authorized Reseller who can meet your needs. Autodesk Authorized Resellers must meet strict requirements to sell, support, and teach

The Kind of Support You Need

Having the right software is only part of the story. What you do with it is the rest. You need a local specialist you can turn to for assistance with implementation, customized training, and technical support. Whether it's helping you improve your internal work and design processes or solving IT problems, your Autodesk Authorized Reseller can help you realize a successful return on your investment.

people to use Autodesk products. So you can rely on them to help you bring your new systems online quickly and adapt the software to your business.

► www.autodesk.com/referme



Subscription Program



The Benefits of Software Simplicity

The **Autodesk® Subscription Program** is the best way to stay current with the latest design technology and benefit from simplified software management and budgeting. For an annual fee, you get access to the latest Autodesk software releases and enhancements, which keep your design tools up-to-date and make the most of your software investment. With software extensions, e-Learning lessons, a single contract number to manage your software, and the option of Autodesk® Direct Online Support, you can simplify your software upgrades and minimize disruptions to your workflow.

Simplified Software Delivery

The Autodesk Subscription Program makes it easy to take advantage of the most recent Autodesk software, giving your design team the newest, most advanced tools as soon as they're released. Product updates are automatically mailed to your address of record when released (or, for some products, available by download), and periodic extensions are available for immediate download from the members-only Subscription Center on autodesk.com. Every product on subscription is yours to access and install at your own pace, making software upgrades more manageable.

Convenient Software Management

With a single annual fee, the Autodesk Subscription Program makes it easier to manage your software budget. The automatic availability of software covered by subscription reduces the time you spend managing your software licenses and ensuring that your technology is current.

Support for Your Design Experts

For an even higher level of service, the Autodesk Subscription Program enables members to take advantage of Autodesk Direct Online Support, an optional technical support program. Where available, Autodesk Direct Online Support provides the convenience of submitting and tracking support questions online.

A New Way to Think About Software

The Autodesk Subscription Program is an easy, affordable way to ensure that you're up-to-speed—always. You gain the advantages of the latest tools, more time to focus on other projects, and a fixed yearly budgetary expenditure.

And with the online coverage reports at our subscription members-only website, you have access to a secure online location for viewing and tracking your subscription account information.

► www.autodesk.com/subscription

Assets Available:
Professional Assets: FTP Server (authorized marketers only)
PDF Available: identity.autodesk.com



Autodesk Professional Services

Support

Training

Consulting

autodesk®

Enterprise Support

Autodesk support always comes through.
—Mark Bagley
U.S. Army Corps of Engineers,
Sacramento, California

Providing Support Direct from the Source

Uptime. Your business depends on it. And the best way to get support when you need it is with **Autodesk® Enterprise Support**. Autodesk Enterprise Support provides fast, expert help straight from the source for all your Autodesk software, ensuring maximum uptime and reducing costly downtime. Autodesk Enterprise Support is available worldwide in up to 10 languages, so you can easily get support for multiple sites. You can choose from two support levels and specify the products and sites you want covered. You can also review all your incidents on the Web, eliminating the need to track support calls.

Choose the Support Level That's Right for You

With Autodesk Enterprise Support, you can choose the support level that best meets your needs. Level 1 gives you around-the-clock access to the online Autodesk Support Request system, Technical Account Supervision, escalation management, and periodic conference calls with Autodesk staff to ensure optimum support. With Level 2, you get all the features of Level 1 plus technical phone support by Autodesk Product Support Analysts during normal business hours. An analyst will respond to online queries within two business hours, and telephone support queries are answered directly by Autodesk Product Support staff.

Online Tracking Makes It Easy

Autodesk Support Request is a web-based system that gives you the convenience of submitting support queries to Autodesk Product Support Analysts 24 hours a day, seven days a week. The site provides up-to-the minute reports on all the queries you submit, and you can review status and update issues anytime, eliminating the need to document and track requests on your own. You can analyze support history reports and spot trends in support query patterns. And the site provides the ability to update existing queries with new information, attach data files to incident records, and reactivate old queries that need further attention.

www.autodesk.com/support

Autodesk Education Program

autodesk®

Design Academy

The Autodesk Design Academy gives me a comprehensive solution that includes both the instruction resources and software solutions needed to help all my students reach their potential. The instructional materials give me opportunities to reinforce both "fundamental skills" (math and science) and "workplace competencies" (creativity, problem solving).
—Robin Cain
Columbus High School
Columbus, IN 47201

Real-Life Design

Today technology and design inhabit nearly every aspect of our lives and continue to spur new economic opportunities. There are more than a million engineering jobs in the United States without qualified people to fill them. Whether students plan to continue their academic pursuits or enter the workforce with employable skills, a sound understanding of math and science is essential. And when students apply math and scientific principles to real-life engineering and architecture projects, they begin to understand the relevance of what they're learning.

Developed for High Schools

The Autodesk Design Academy (ADA) is a comprehensive preengineering and prearchitecture program developed specifically for secondary institutions by experienced educators and technical experts. The curriculum meets national standards and provides materials that help students master the fundamentals of the engineering and architecture design process while they learn to use the Autodesk software that professionals use. From the beginning of the project-based design process to team presentation, the ADA engages educators and students in real-life projects and helps students develop science, technology, engineering, and mathematic skills that will serve them well in their future professions.

Everything You Need

The ADA curriculum includes everything you need to teach your students preengineering and prearchitecture using Autodesk's powerful design tools. The project-based curriculum includes lesson plans, test questions, student projects, online learning resources, and teacher assessment tools. The ADA also includes Autodesk® Architectural Desktop, Autodesk® VIZ, Autodesk® Revit®, and the Autodesk Inventor Series, plus a faculty license of software for curriculum and professional development.

Flexible and Focused

The ADA curriculum positions the design process ahead of the software training. For example, Autodesk Inventor® software is blended into the process only after initial project research is completed. The modular curriculum material is delivered on CD in PDF files so that educators can easily select the components that match their goals and requirements for a specific course.

www.autodesk.com/education

Assets Available:
Professional Assets: FTP Server (authorized marketers only)
PDF Available: identity.autodesk.com



Customer Story

autodeskCities of San Carlos, CA, and Renton, WA



We're here to serve citizens. The Internet makes it easier to do that by streamlining communications with residents and making the way we deliver services more transparent.

Connie Dillard
IT Manager,
San Carlos, CA

Autodesk Buzzsaw is easy for anyone with computer experience to use.... Personally, I have found the redlining and comment-posting capabilities particularly useful.

Bob MacOnie,
Mapping Supervisor,
Renton, WA

Forward-Looking City Governments Turn to Autodesk Buzzsaw

The cities of San Carlos, located in the heart of California's booming Silicon Valley, and Renton, situated near Seattle in Washington, are leading the way in incorporating new technologies into the delivery of city services. For both cities, the Internet has proved valuable as a tool for communicating with the people they serve and as a means of getting essential work done while conserving public resources. According to Brian Moura, San Carlos's Assistant City Manager, "As a smaller city, our staff resources are limited, so our goal is to work smarter and more efficiently by using the right tools and technology." To accomplish this goal, both cities turned to Autodesk® Buzzsaw™ to help them provide services more effectively.

Exploring New Tools

When San Carlos decided to redesign the second floor of its City Hall building to make better use of the available space, city staff members were interested in continuing their tradition of embracing new technology by exploring online project management tools. As San Carlos's Information Technology Manager, Connie Dillard, points out, San Carlos has distinguished itself with its innovative use of the Internet: "We're among the first cities to exploit the potential of web-based permitting, which encourages residents to do the necessary research online and reduces walk-in traffic and phone volume. Through the city's website, residents can also send in service requests and comments 24 hours a day. Feedback has been very positive, and, when the architects proposed using Autodesk Buzzsaw, we were eager to exchange drawings and comments via that application."

In early 2000 the city staff of Renton, Washington, wanted the functionality of an online project management application to help them provide services more efficiently. Mapping Supervisor Bob MacOnie is using Autodesk Buzzsaw to share maps with residents and contractors who need them. He posts the latest versions of city maps on Autodesk Buzzsaw and gives users access to download what they need. The Utility Systems Division has used Autodesk Buzzsaw on more than ten projects, and, according to Water Utility Engineer J. D. Wilson, they have been pleased with it: "Autodesk Buzzsaw is easy for anyone with computer experience to use. We have been using it to post, track, and share different versions of drawings. In addition, we regularly post photos of construction sites, which has reduced travel time for our consultants. Personally, I have found the redlining and comment-posting capabilities particularly useful."

► www.autodesk.com/collaborate

Customer Story

autodeskGazelle LLC



Without Autodesk Buzzsaw, there's no way we could accomplish the things we do. With Buzzsaw, we can manage virtually the entire facilities management process from the desktop.

Andy Fuhrman
Director of Facilities Services,
Gazelle

Buzzsaw Used for Project Management with Strategic Partners

Gazelle LLC, a full-service real-estate development and facilities services firm based in Palo Alto, California, works with an assortment of strategic partners in various interstate locations. Being able to share and track information among the partners and to maintain a strict level of security is critical to their successful project management. Autodesk® Buzzsaw™ provides the Gazelle team and their designated partners with a centralized location to access and share information, regardless of their geographic location. It has made it possible to accurately track projects along the way and to maintain all project documentation for future reference.

The Situation

Gazelle LLC, of Palo Alto, California, specializes in mission-critical buildings such as data centers and colocation facilities for the high tech, financial, and e-commerce industries. The company is made up of three divisions—real-estate development, management services, and facilities services—and is currently managing projects in Northern California and Georgia.

The Challenge

Gazelle maintains a small core staff of facilities professionals, and it contracts with a wide variety of partners to provide services such as architectural design, general contracting, on-site maintenance, and janitorial services. The collaborative nature of the work and the company's decentralized approach places a premium on effective communication, collaboration, and access to information. "One of the ways we're able to do everything we do is by working with strategic partners, such as Pride Janitorial and Enron Building Services," says Andy Fuhrman, Director of Facilities Services for Gazelle. "It's very important that we have the capability to share work with our partners, and be able to keep in constant contact."

When developing or managing a building, Gazelle principals work on-site or from company headquarters in Palo Alto. Likewise, the company's partners often work from their own offices, meaning that Fuhrman and his associates need to be able to share work with team members in Illinois, Maryland, and elsewhere. "At all times, I need to know the location and operational status of every element of the project—not only the physical assets but also the architectural team, the contractors, and so on," says Fuhrman. "To construct and effectively manage a data center or colocation facility, you need to be able to track everything and everybody."

To perform their facilities management functions, Gazelle's professionals employ a range of applications. "We apply a lot of technology—from AutoCAD to computer-aided facilities management applications to computer maintenance and management systems," says Fuhrman. "I have

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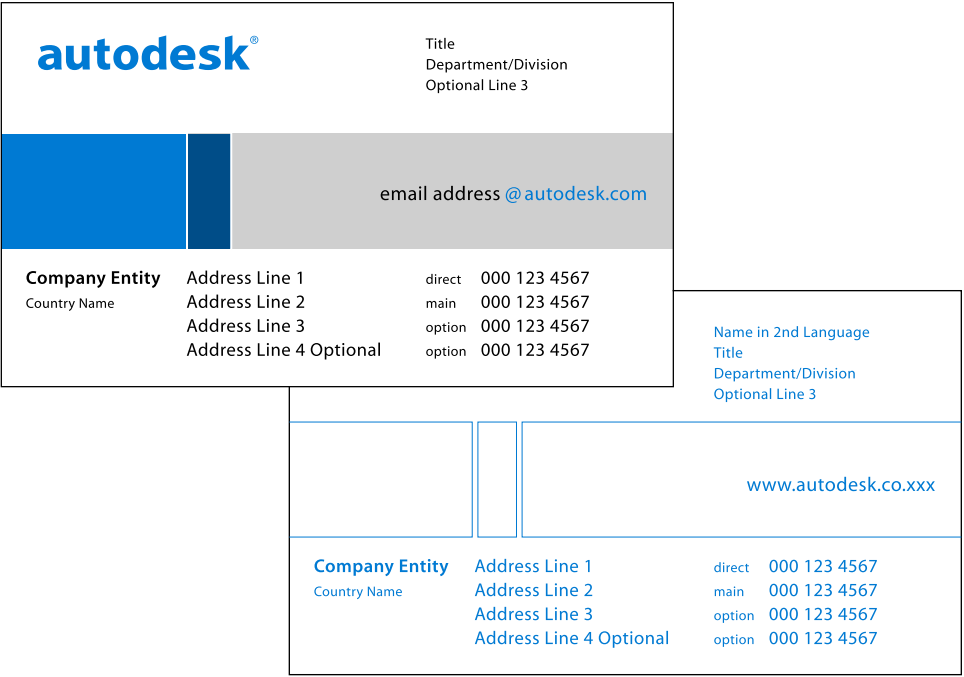
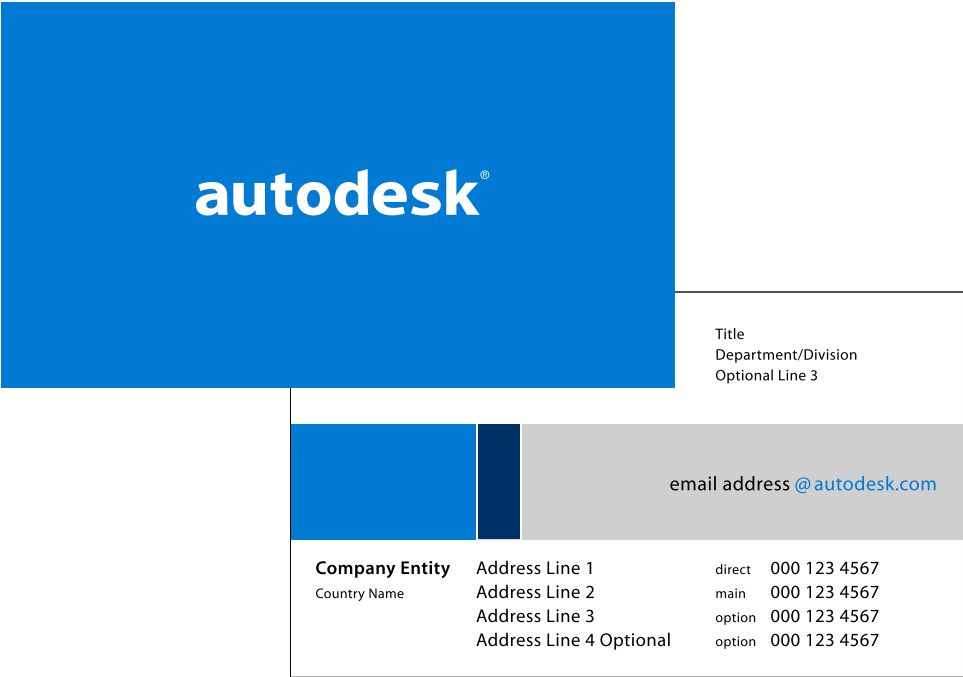
Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Customer Success Brochure	128
3.3 Brochures: Corporate	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Design Portfolio	



3.5

Business System

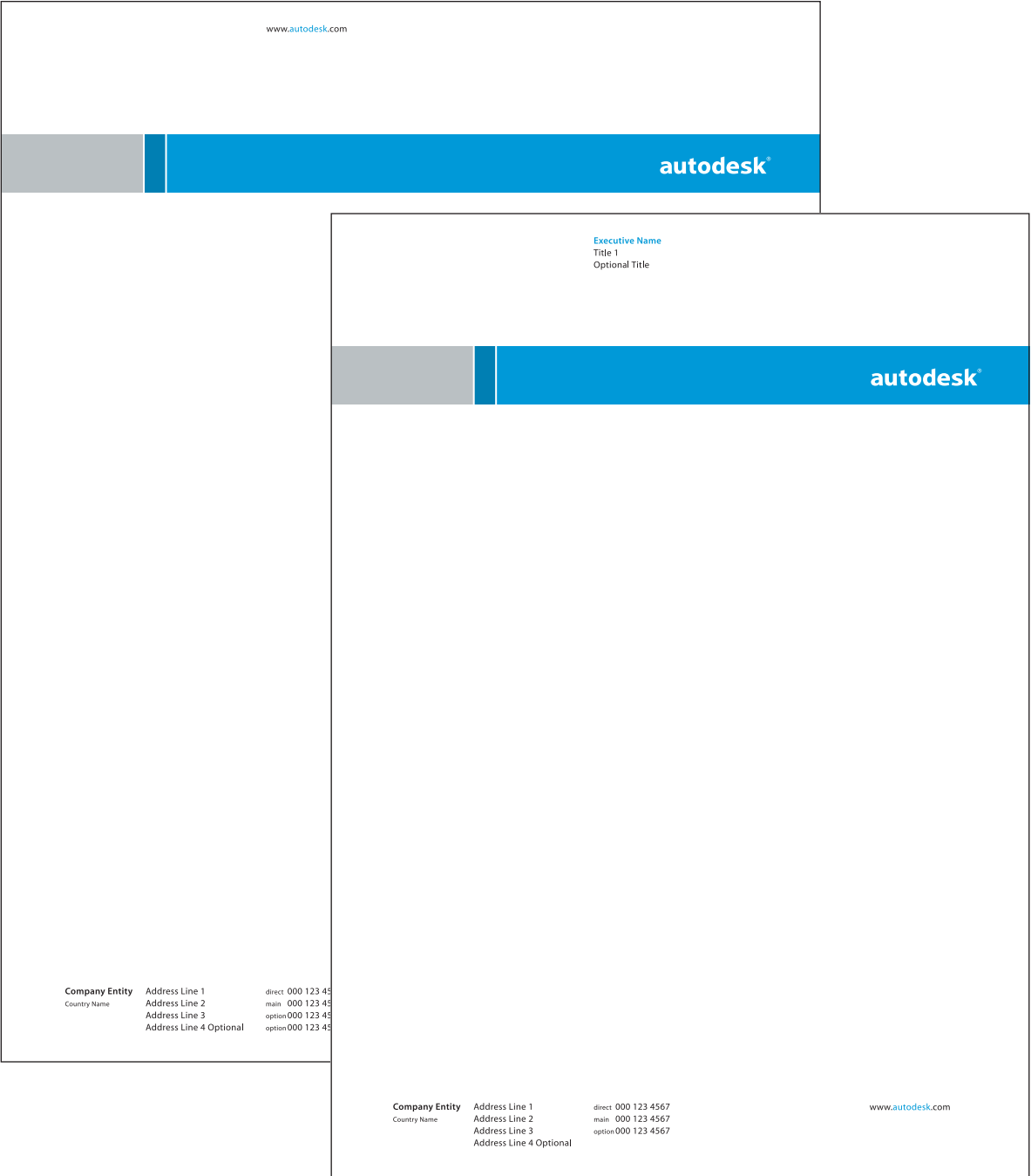




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Professional Assets: FTP Server (authorized marketers only)

Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Business Card	130
3.5 Business System	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Design Portfolio	

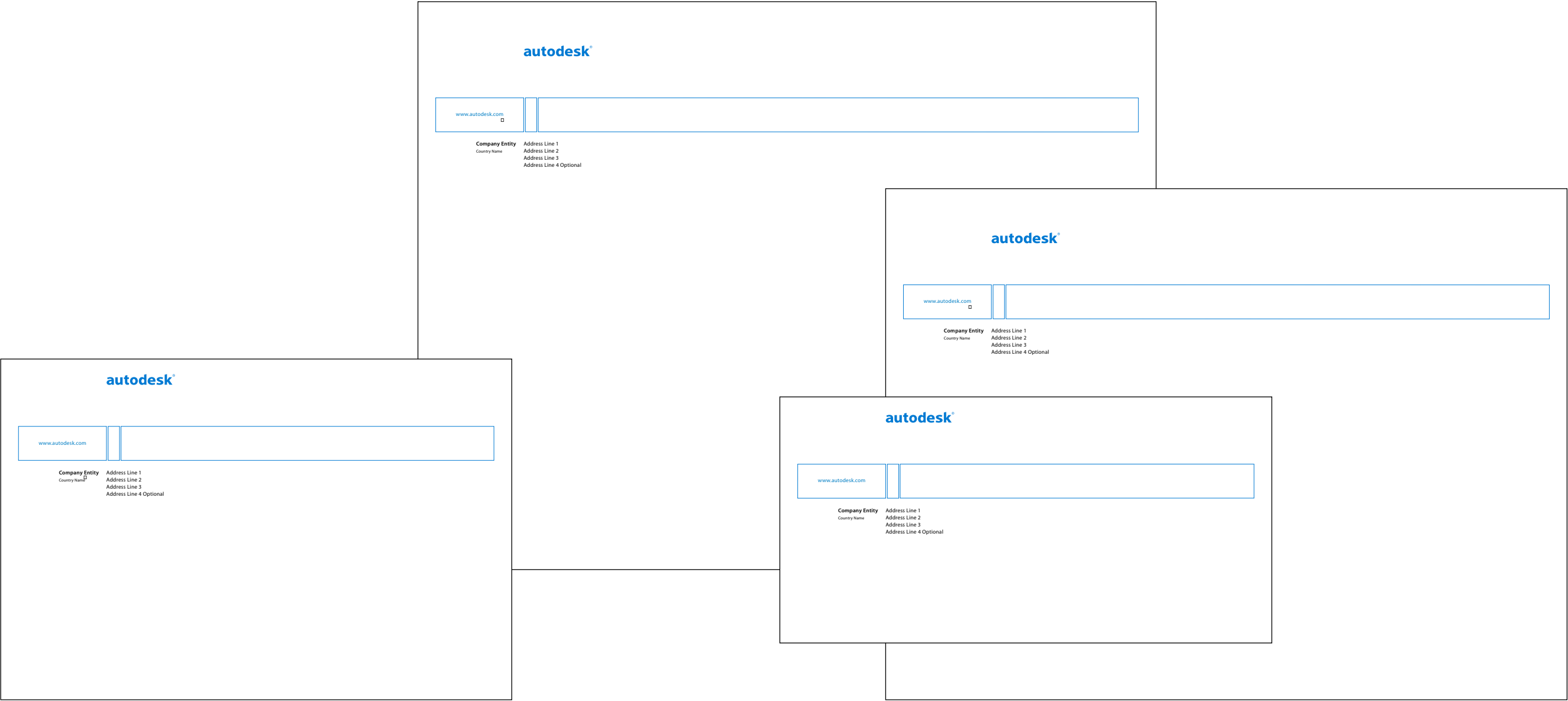




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Professional Assets: FTP Server (authorized marketers only)

Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Letterhead	131
3.5 Business System	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Design Portfolio	

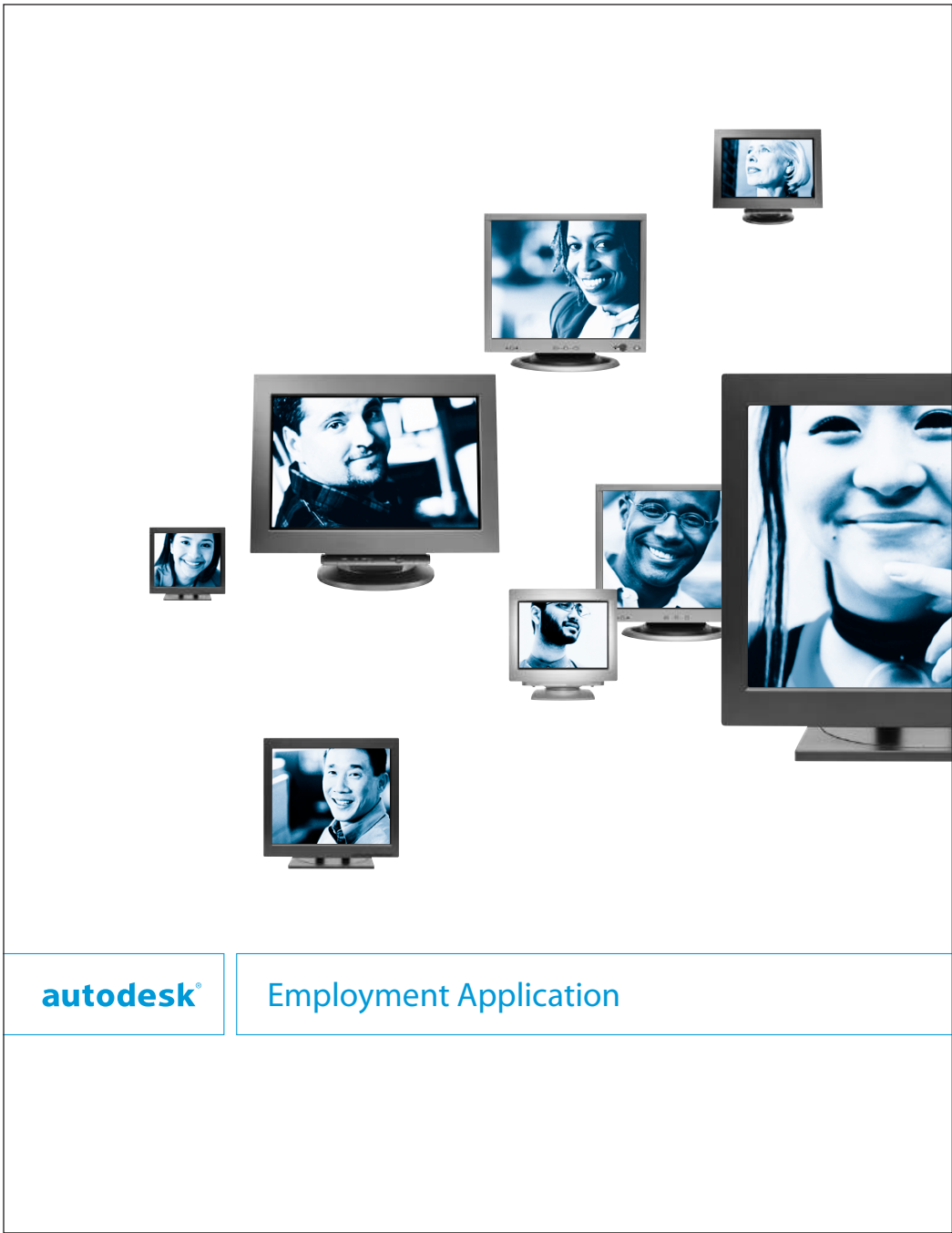




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Professional Assets: FTP Server (authorized marketers only)

Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Envelope	132
3.5 Business System	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Design Portfolio	





Personal Information

Last Name	First Name	Middle Initial	Driver's License Number	Social Security Number
Street Address				
City				
State				
Zip Code				
Telephone Number				
Previous Address (within 5 years)				
City				
State				
Zip Code				
Telephone Number				
Previous Address (within 5 years)				
City				
State				
Zip Code				
Telephone Number				
Previous Address (within 5 years)				
City				
State				
Zip Code				
Telephone Number				
Birth name or other names used				
Business/message number				
How did you find out about Autodesk?				
☐ Autodesk employee (provide name): ☐ Autodesk Careers site ☐ Other Internet posting site ☐ Career fair ☐ Newspaper ad ☐ College recruiting				
Are you over age 18? ☐ Yes ☐ No				
Are any of your relatives employed at Autodesk? ☐ Yes ☐ No				
Name relative(s) employed at Autodesk:				
Are you a U.S. citizen or alien authorized to work in the United States? ☐ Yes ☐ No				
Visa Type:				
Have you ever been convicted of a felony or sex response will not automatically disqualify you? ☐ Yes ☐ No				
If yes, please explain:				
Have you previously been employed by Autodesk? ☐ Yes ☐ No				
Position title(s):				
Dates:				
Education and Training				
College Name (most recent)				
City				
State				
Degree / Date Achieved				
Major				
College Name				
City				
State				
Degree / Date Achieved				
Major				
High School				
City				
State				
Other Specialized Training				
Position/Skills				
Position Desired				
Able to Work ☐ Full Time ☐ Part Time				
Salary Expected				
Specialized Skills				

Professional References

Name	Occupation	Work Phone
Name		
Occupation		
Work Phone		
Name		
Occupation		
Work Phone		
Name		
Occupation		
Work Phone		
Employment History (most recent)		
Address		
From		
Starting Position		
Last Position		
Starting Salary		
Manager's Name		
Manager's Phone Number		
Manager's Email		
Job Dates		
Reason for Leaving		
Employer		
Address		
From		
Starting Position		
Last Position		
Starting Salary		
Manager's Name		
Manager's Phone Number		
Manager's Email		
Job Dates		
Reason for Leaving		
Employer		
Address		
From		
To		
Starting Position		
Last Position		
Starting Salary		
Ending Salary		
Manager's Name		
Manager's Phone Number		
Manager's Email		
Job Dates		
Reason for Leaving		
Please explain any gaps in employment record:		

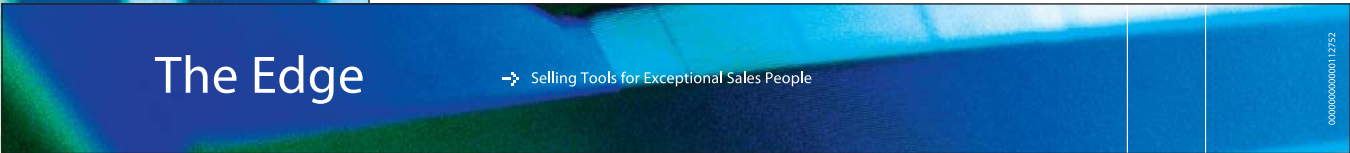
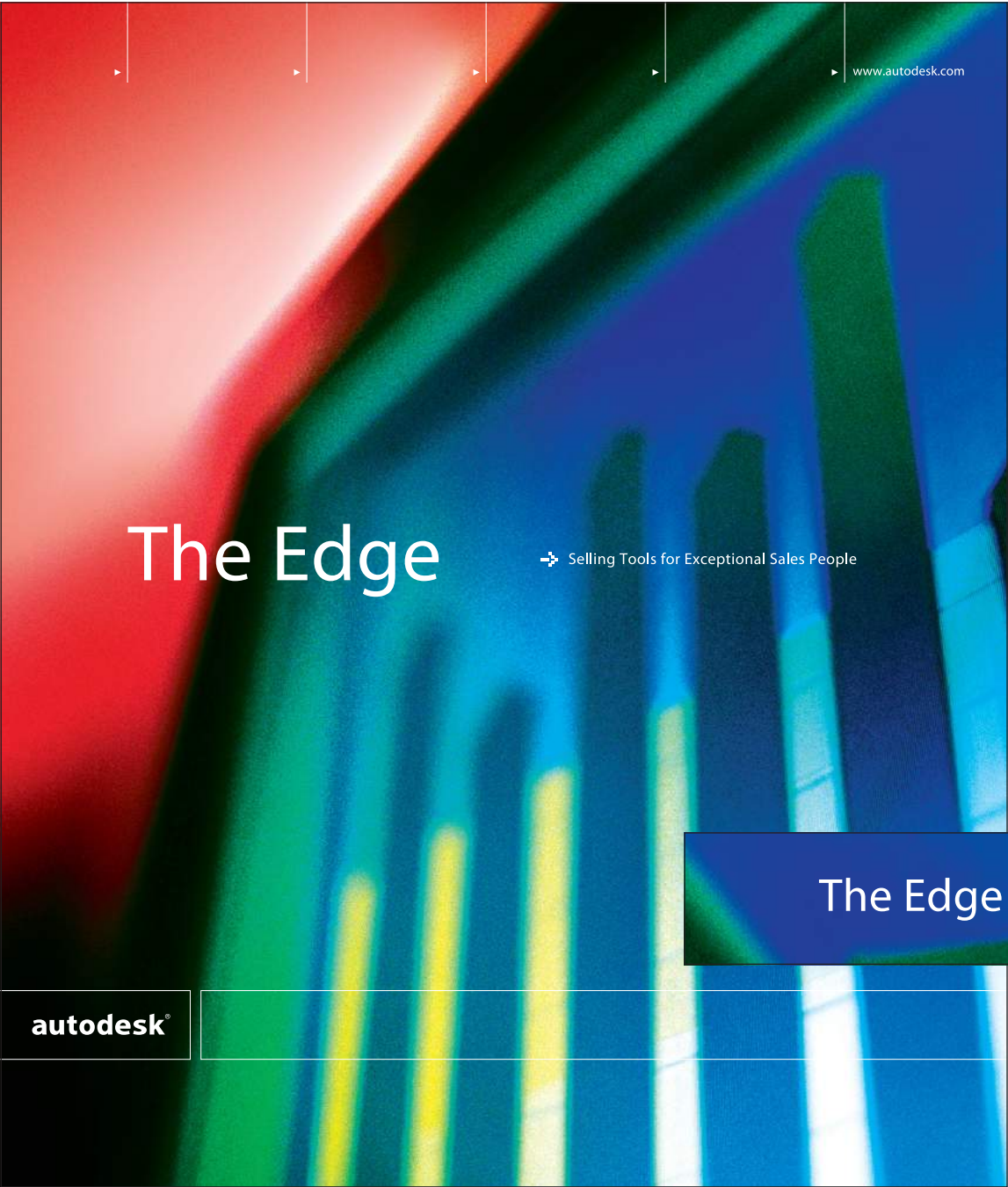
autodesk

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USA
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Young lady

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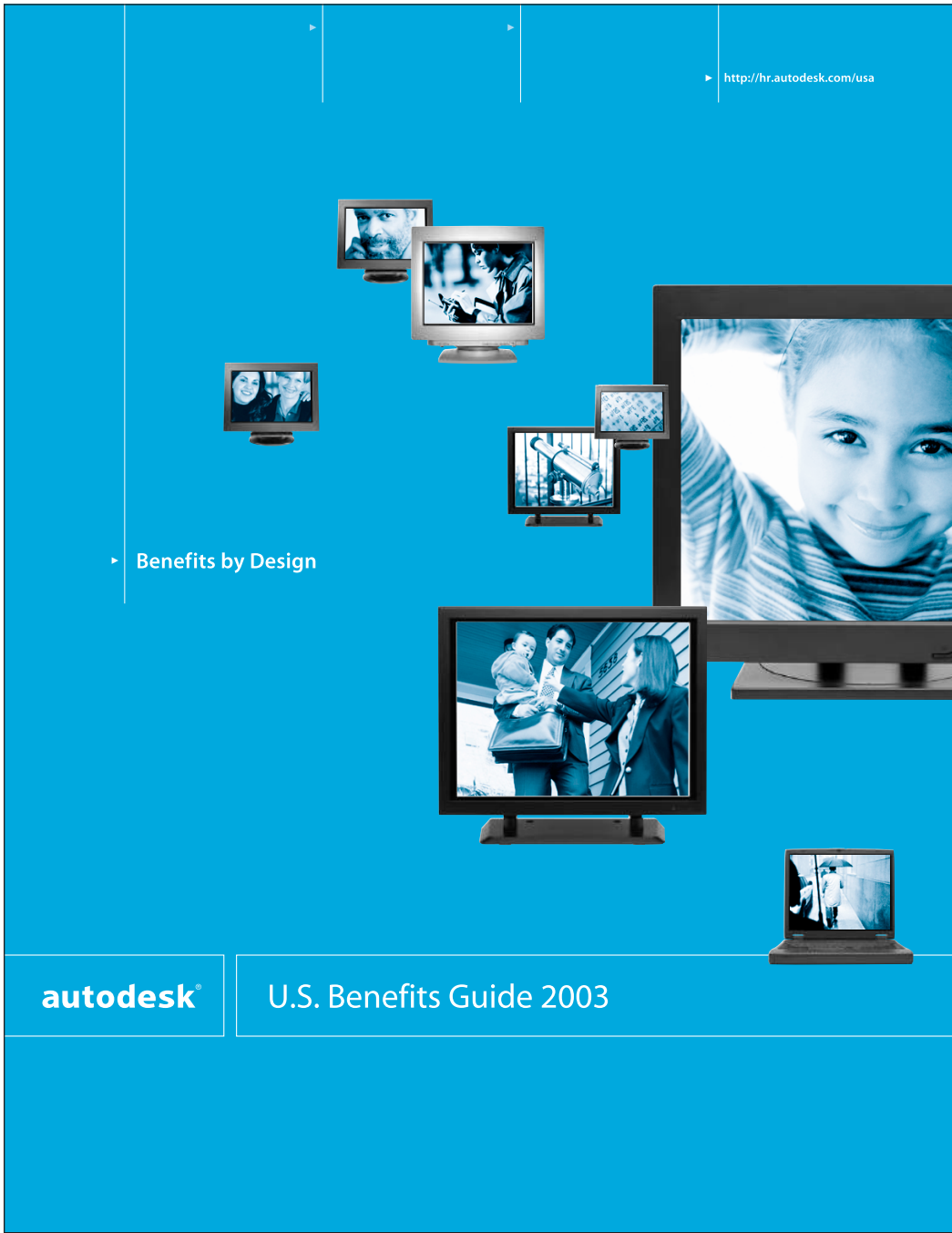




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Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Proposal Cover: The Edge	134
3.5 Business System	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Design Portfolio	





p.12 Anthem Blue Cross and Blue Shield HMO (New England) The Anthem Blue Cross and Blue Shield HMO Blue is an alternative to the UnitedHealthcare plans for employees living in the New England area: New Hampshire, Vermont, Maine, Massachusetts, Connecticut, and Rhode Island. All covered dependents must live in the Anthem Blue Cross and Blue Shield service area. Office visits are covered at 100 percent after a \$5 copay. You must select a PCP who coordinates all your care, and only he or she can refer you to other network providers. There are no non-network benefits, except in emergencies. MyHealth@Anthem is an interactive online health information center available at www.anthem.com. Members can customize health-care content and subscribe to an e-mail newsletter. Key components of MyHealth@Anthem include the following: • Disease management modules and tools • Drug and pharmacy information • Current health news information • Searchable database on thousands of health conditions Important Note: To enroll in the Anthem Blue Cross and Blue Shield plan you must complete an enrollment form in addition to electing this benefit in AutoFund. You can fax this form to the Benefits Administrator for processing at 415-507-6121. Prescription Coverage If you enroll in this plan, your prescription drugs are covered through Anthem Blue Cross and Blue Shield. Take your prescription to a network pharmacy to be filled. All you need to do is show your Anthem Blue Cross and Blue Shield ID card and pay the required copay amount. Network pharmacies file the claim, so you have no paperwork to complete.	p.13 BlueCross BlueShield HMO (Central New York) The HMOBlue plan through BlueCross BlueShield of Central New York is an alternative to the UnitedHealthcare plans for employees living in Central New York. All covered dependents must live in the BlueCross BlueShield of Central New York service area. Office visits are covered at 100 percent after a \$5 copay. You must select a PCP who coordinates all your care, and only he or she can refer you to other BlueCross BlueShield of Central New York providers. There are no non-network benefits, except in emergencies. Important Note: To enroll in the BlueCross BlueShield plan you must complete an enrollment form in addition to electing this benefit in AutoFund. You can fax this form to the Benefits Administrator for processing at 415-507-6121. Prescription Coverage If you enroll in this plan, your prescription drugs are covered through BlueCross BlueShield of Central New York. Take your prescription to a network pharmacy to be filled. All you need to do is show your BlueCross BlueShield of Central New York ID card and pay the required copay amount. Network pharmacies file the claim, so you have no paperwork to complete.
p.2 Autodesk's Flexible Benefits Program Benefits by Design enables you to design your own benefits package from a variety of options available. You choose the benefits and coverage levels that best meet your needs. This Benefits Guide will help you understand all your options. It includes the following: • An overview of how Benefits by Design works • Brief descriptions of all your benefits choices • Comparisons of the various medical plans • Practical tips to help you make your decisions Searching for Network Providers To view options, Autodesk encourages you to use the Internet or the vendor's 800-number to search for network providers in the various benefit plans. For example, if you are electing the UnitedHealthcare PPO medical plan, you can search for a Primary Care Physician on www.healthpartners.com or call UHC at 866-741-1316. Member addresses and phone numbers are listed in the Quick Reference on the inside front cover of this Benefits Guide. Summary Plan Descriptions If you would like more detailed information about any of the benefits plans, you can access the most current version of the Summary Plan Descriptions on the Benefits page on Intranet. You can also contact the Benefits Department to request a hard copy.	p.3 Things to Consider Before You Enroll Before you select a medical plan, think about what you may need and how the plans can best fit your situation. • Review your recent medical care experience—how badly are you or your family to need medical care during the coming year? • Do you visit doctors often or seldom? Do you have any regular or ongoing medical expenses? • How important is a particular doctor for you? Do you have a long-standing relationship with a particular doctor or specialist? • Do you have medical coverage from another source? Does your spouse or partner have medical coverage through another employer? Are your children covered under another medical plan? If so, you may want to choose the minimum plan and use the Benefits by Design credits you save for other benefits. Now consider how well each medical plan can meet your needs and preferences: • If you expect significant medical expenses during the year, consider the PPO, EPO, or HMO plans. These plans have a high level of network benefits and low or no deductibles. • If you want to spend as little as possible for coverage or perhaps you have duplicate coverage and don't need a higher deductible, give some thought to the UnitedHealthcare Catastrophic PPO plan. • If you want as little paperwork as possible and don't mind using specified providers or facilities, you might prefer the PPO, EPO, or HMO plan. • If you want a high level of benefits and the highest degree of choice, but don't mind spending a bit more, the UnitedHealthcare PPO plan may fit your preferences. Please remember, we can't tell you which plan to choose—only you know what's best for you and your family. Eligibility If you are a regular, active employee on the U.S. payroll scheduled to work at least 20 hours a week, or an equivalent on the U.S. payroll, you and your eligible dependents may participate in Benefits by Design. Regular part-time, active employees scheduled to work 20–29 hours a week pay an additional premium for coverage. For new hires, coverage is effective on your date of hire, provided you enroll within 31 calendar days. Independent contractors, consultants, interns, and temporary employees are not regular Autodesk employees and are not eligible to participate in Autodesk's benefits package. If you and your spouse/partner are both eligible to participate, you can be covered under each plan only once. In other words, you may not be covered as both an Autodesk employee and a dependent of another Autodesk employee on medical, dental, vision, life insurance, AD&D, or legal plans. Any eligible dependents may be covered by either parent, but not both. Eligible dependents include: • Your legal spouse. • Your qualified same-sex or opposite-sex domestic partner. • Your unmarried child(ren) up to age 21 or up to age 25 if a regular student who depends on you for support and maintenance. Some plans may have different age limitations. Children, as the term is used above, include: • Your own children. • Your stepchildren for whom you provide financial support. • Children for whom you are required to provide coverage for by court order. It is the employer's responsibility to advise by any court order requiring coverage for dependents. • Your adopted children. • Your foster children who are primarily dependent on you for support. • Any other children you support who live with you in a parent-child relationship and you claim as a dependent on your income tax return, including children of a domestic partner and disabled children over the usual age limit. Domestic Partners Domestic partners (inferred to as partners throughout this guide) are defined as two individuals of the same or opposite sex who are: • Each other's sole partner and intend to remain so indefinitely. • Engaged in a committed relationship of mutual caring and support. • Jointly responsible for their common welfare and financial obligations. • Both at least 18 years of age and mentally competent to consent to a contract. • Not related by blood to a degree that could prohibit legal marriage in the state where they legally reside. • Maintaining the same residence(s) and intend to do so indefinitely. • Not married to or legally separated from anyone else. You must complete a Domestic Partner Certification and send it to the Benefits Administrator before enrolling your partner for benefits. You can find the Domestic Partner Certification on Intranet or AutoFund. There cannot be another registration for domestic partnership within six months of a termination of an existing certification. Partners are eligible for all current and future Autodesk spousal benefits, unless prohibited by law. Tax Impact for Partner Coverage Because partners are not legally considered spouses by the federal and state governments, the value of any partner insurance coverage paid by Autodesk may be considered imputed income to the sponsoring Autodesk employee. The imputed income will be reported as a pre-tax payroll deduction and is subject to all tax withholding. If you claim your partner on your income taxes, contact the Benefits Department. Additionally, because the IRS does not recognize partners as spouses, deductions for premiums are made with after-tax dollars. Furthermore, partners cannot participate in the Flexible Spending Accounts for health and dependent care.

Assets Available:
Professional Assets: FTP Server (authorized marketers only)

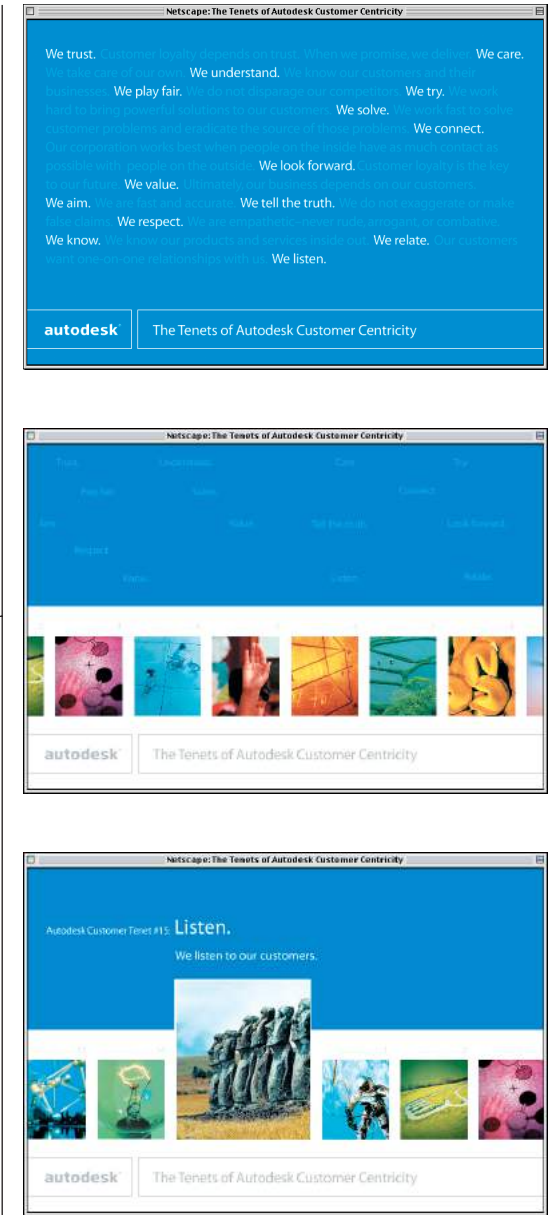
Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	U.S. Benefits Guide 135
3.5 Business System	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Design Portfolio



3.6

Calendars





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Professional Assets: FTP Server (authorized marketers only)

Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	2002 Tenets Calendar	137
3.6 Calendars	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Design Portfolio	



3.7

CD Packaging





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	Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Corporate CD	139
3.7	CD Packaging	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Design Portfolio	

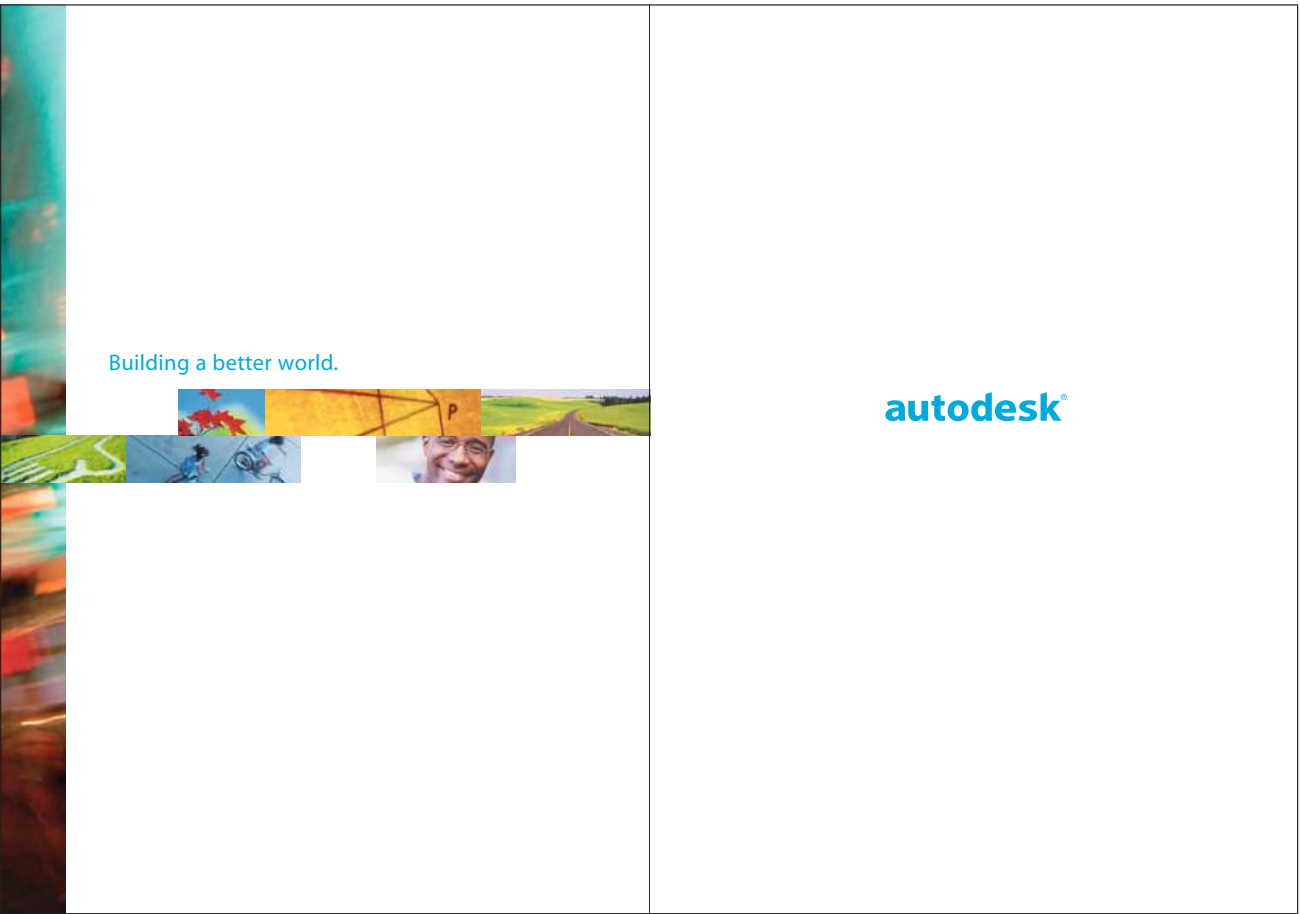


3.8

Cards/Invitations



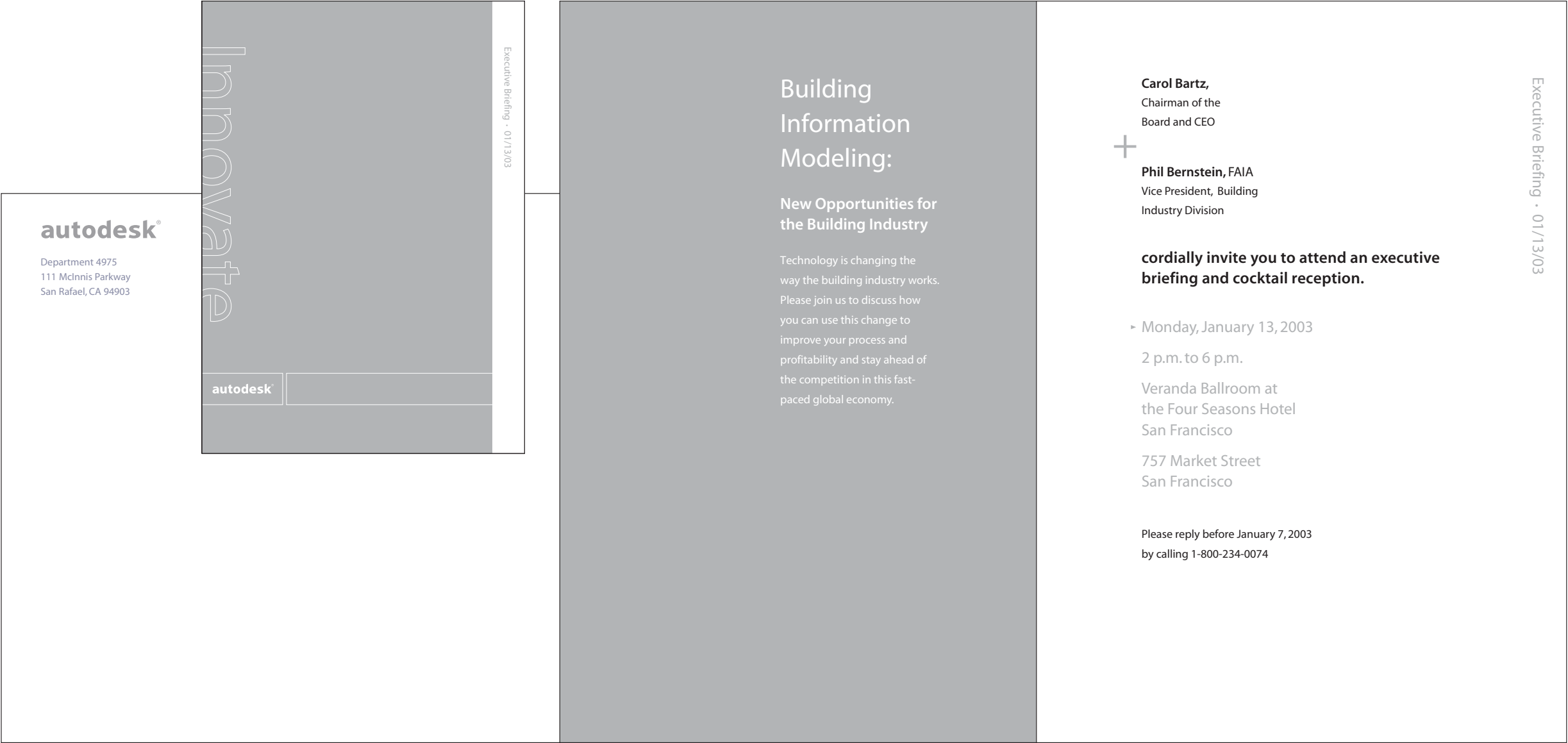




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Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	2002 Holiday Card	142
3.8 Cards/Invitations	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Design Portfolio	





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Autodesk Identity Guidelines		Copyright	Creative Communications	Updated	Corporate Invitation	143
3.8	Cards/Invitations	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Design Portfolio	



3.9

Corporate Logos



Simple Type
Myriad Multiple Master
400 RG 600 NO, or Myr-
iad Pro Regular, is the
recommended weight
for use on marketing
communications.

autodesk® EMEA

autodesk® China

Product Logotype
Our product logotypes
are typographically
simple. They are set
using the Adobe®
Myriad® Multiple
Master Regular font.

autodesk® Internet Solutions Group

Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Organizational Logotype	145
3.9 Corporate Logos	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Design Portfolio	



3.10

Direct Mail



Join us for this special event.

Join us for this special event.

The new Autodesk Map Series is here. And that's great news for mapping and GIS professionals who use spatial data for land-use planning, utilities management, and general base map creation and maintenance. Now you can create, maintain, integrate, and publish precise spatial data—all with a single integrated desktop solution that delivers exceptional value. Please join us to see how you can get the most from your spatial data.

All the tools you need for every stage of your mapping project.

Autodesk Map Series gives you a complete set of tools that enable you to build precision spatial databases and integrate raster information. Plus, Autodesk Map Series includes additional functionality based on Autodesk® MapGuide for accurate, collaborative map display, query and presentation. Whatever the project, Autodesk Map Series has all the tools you need to get it done right—in one powerful package.

May 30 – Seattle	8:30 a.m. - 9:00 a.m.	Registration, Breakfast & Partner Pavilion
REI Flagship Store	9:00 a.m. - 11:30 a.m.	Briefing/Demos/Q & A
222 Yale Avenue, North	11:30 a.m. - 12:00 p.m.	Partner Pavilion
Seattle, WA		

Register today. It's coming soon.

Call **1-800-234-0074** or

Visit www.autodesk.com/mapseriesevent

* Attendees are eligible for a \$400 rebate on a full seat and \$150 on an upgrade to Autodesk Map Series when purchased on or before July 19, 2002. Rebate savings do not apply to the Autodesk Subscription Program, Autodesk Product Support, or Autodesk Education or Government products. Not valid with any other offer. Check with your sales representative for Education and Government offers.

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Attend the Roadshow and save up to \$400 when you buy Autodesk Map Series before July 19.*

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May 30 Seattle / New Brunswick, NJ

June 4 San Francisco / Toronto

June 6 Bethesda, MD

June 17 Anaheim, CA

June 25 Denver / Atlanta

June 27 Houston / Minneapolis



autodesk®

Autodesk® Map Series Roadshow



See how Autodesk can help turn it to your advantage.

Technology is transforming the process of building design—but you don't have to abandon the spirit of the traditional studio. Autodesk® Building Design Solutions combine the accessibility and simplicity of familiar, traditional tools with the power of creative technology.

You're invited to the *Building Design, an Autodesk Executive Vision Roadshow.* Join veteran architect and vice president of the Autodesk Building Industry Division, Phil Bernstein, FAIA, for a complimentary breakfast presentation about the impact of digital tools on the art of architecture and the building design process. Learn how *Autodesk Architectural Studio* can recreate the comfort of the traditional studio with the latest digital tools, improving workflow and collaboration, and preserving design integrity—all while enhancing productivity and profitability. And enjoy an exclusive opportunity to meet fellow building industry and Autodesk executives.

The Edgewater	7:30 – 8:00 a.m.	Registration
2411 Alaskan Way, Pier 67	8:00 – 8:30 a.m.	Breakfast
Seattle, WA	8:30 – 11:00 a.m.	Briefing/Q & A

Call **1-800-234-0074** or
Visit **www.autodesk.com/buildingvision**

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San Rafael, CA 94903

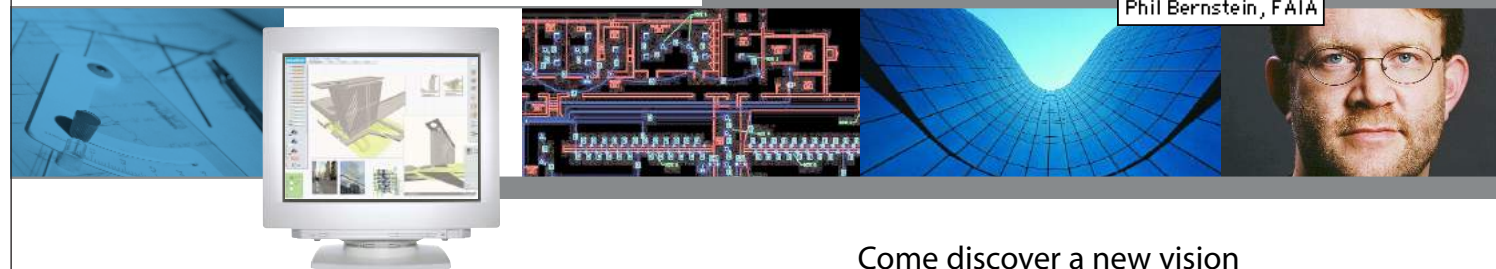
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Permit #459

Join Phil Bernstein, FAIA, for this complimentary breakfast event to see how Autodesk can help your company improve workflow, collaboration and your bottom line.

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Seattle–April 11th
Los Angeles–April 12th
Toronto–April 16th
Chicago–April 17th
Dallas–April 18th
Miami–April 19th

What is the future of building design?



Come discover a new vision
of the traditional design studio.

autodesk®



ATTENDANCE IS MIND-AT-ORY

Friday, April 26, 2002
Einstein Stage
6:00–7:00 pm

GET PSYCHED

INVENTIF

Is the beard really real? And what's with

Find out when you join Phil Dollan—inventor of Autodesk Inventor™ guru—and Ted Boardman, Autodesk Inventor award guru, author, and animation expert. Phil will show you how to create Autodesk Inventor award entries and talk about cool things you can do with Inventor. Then Ted will show some of the animation entries and share pretty amazing tricks and tips for 3ds max. Free snacks and sodas. So be there!

autodesk®

Phil and Ted—Unplugged

WHY NOT?

ATTENDANCE IS MIND-AT-ORY

Thursday, April 25, 2002
Einstein Stage
6:00–7:00 pm

EXTREME ENGINEERING



He bikes, he hikes, and he doodles ... meet inventor Graham Hawkes, who uses Autodesk Inventor™ software to turn his wacky doodles into **boats that fly under the sea**. Seriously. He'll talk about how cool it is to be an engineer. You get to turn your extreme ideas into reality (like he did with Deep Flight Aviator), and people actually think you're working! (lol) Hey, free snacks and sodas. Be there!

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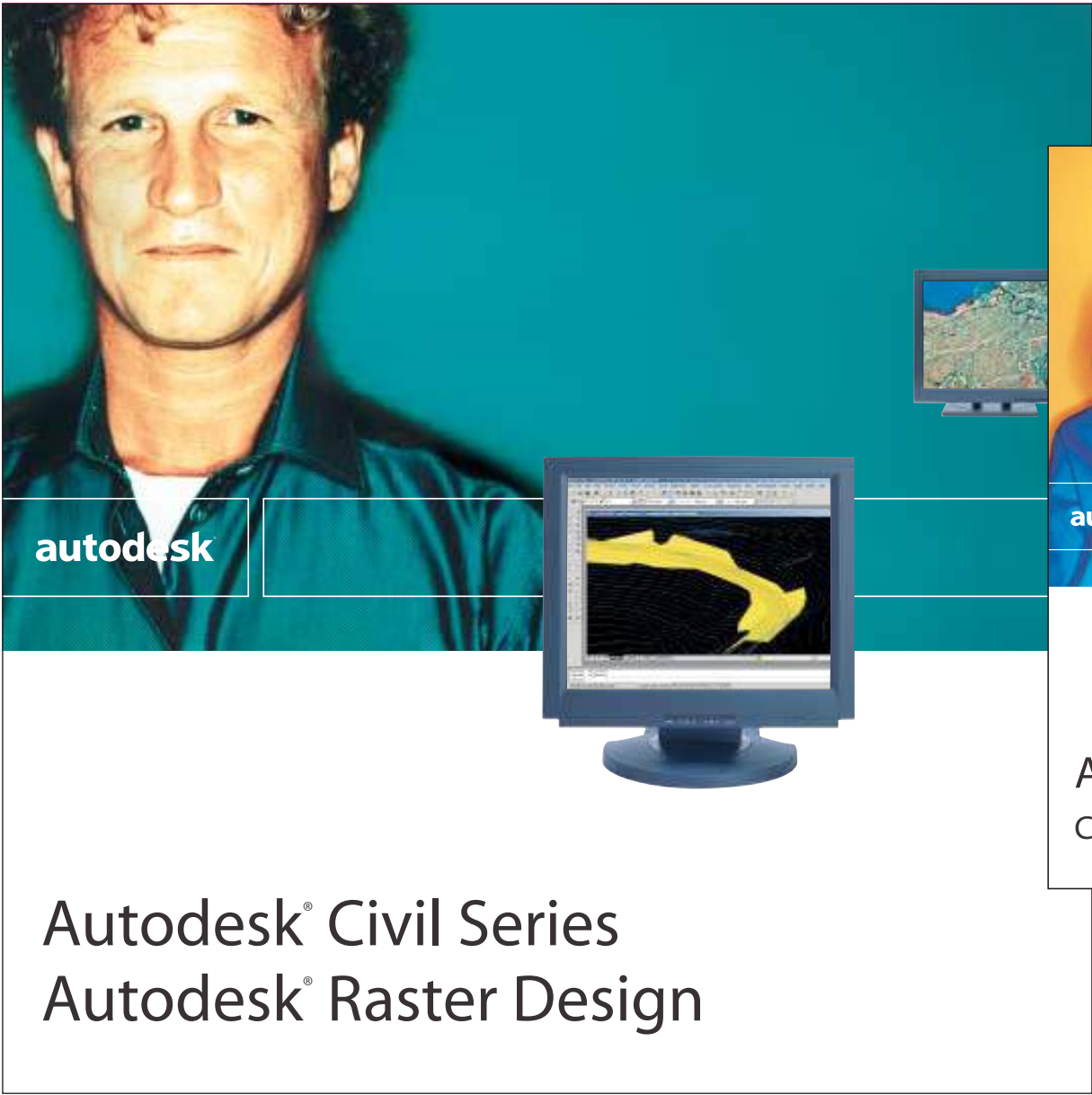
Graham Hawkes

Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	FIRST Postcards	149
3.10 Direct Mail	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Design Portfolio	

3.12

Event Materials





Assets Available:
Professional Assets: FTP Server (authorized marketers only)

Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	AU Signage	151
3.12 Event Materials	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Design Portfolio	





Autodesk would like to thank our strategic partners

[Show Highlights](#)

Wednesday, June 5
8:30-10 a.m.
Keynote
—Phil Bernstein, Vice President,
Building Industry Division

2-3:30 p.m.
Object-Oriented CAD Panel
—Phil Bernstein, Vice President,
Building Industry Division

Tuesday, June 4

10:15 a.m. Autodesk Architectural Desktop 3.3 and Autodesk VIZ 4
11:00 a.m. Autodesk's Vision for Design in the AEC Industry
11:45 a.m. Freedom of Design with Autodesk Architectural Studio
12:30 p.m. A Project Manager's Digital Day Using Autodesk Buzzsaw
1:15 p.m. Autodesk Civil Series Demonstration
2:00 p.m. Improving the Design Process in Civil Engineering and Surveying
2:45 p.m. Parametric Building Modeling with Autodesk Revit
3:30 p.m. Real-Time Digital Design with Autodesk and TRIRIGA
4:15 p.m. Key Customer Stories from Autodesk Revit and Autodesk Architectural Desktop

Wednesday, June 5

10:15 a.m.	Autodesk Architectural Desktop 3.3 and Autodesk VIZ 4
11:00 a.m.	Parametric Building Modeling with Autodesk Revit
11:45 a.m.	Real-Time Digital Design with Autodesk and TRIRIGA
12:30 p.m.	Autodesk's Vision for Design in the AEC Industry
1:15 p.m.	Autodesk Building Electrical and Autodesk Building Mechanical
2:00 p.m.	Improving the Design Process in Civil Engineering and Surveying
2:45 p.m.	A Project Manager's Digital Day Using Autodesk Buzzsaw
3:30 p.m.	Autodesk Building Electrical and Autodesk Building Mechanical
4:15 p.m.	Autodesk Civil Series Demonstration

Thursday, June 6

10:15 a.m. Autodesk Civil Series Demonstration
11:00 a.m. Parametric Building Modeling with Autodesk Revit
11:45 a.m. Freedom of Design with Autodesk Architectural Studio
12:30 p.m. Autodesk Architectural Desktop 3.3 and Autodesk VIZ 4
1:15 p.m. Autodesk Building Electrical and Autodesk Building Mechanical
2:00 p.m. A Project Manager's Digital Day Using Autodesk Buzzsaw

Parametric Building Modeling with Autodesk Revit

The Autodesk® Revit® parametric building modeler is a powerful building design and documentation system for architects, design-build teams, and other building industry professionals. Parametric modeling technology means you can make a change to any part of your building project, including sections, elevations, annotations, and schedules, and it's automatically updated everywhere else. Autodesk Revit supports the complete building process, from conceptual design through design development, construction documentation, and construction management.

Key Customer Stories from Autodesk Revit and Autodesk Architectural Desktop

Moving a firm from conventional computer-aided drafting to a model-based design and documentation environment involves changes in technology, process, and attitude. We'll look at one firm that has implemented Autodesk® Revit® and one that is using Autodesk® Architectural Desktop. Both are realizing the business benefits of advanced design and documentation processes.

Autodesk's Vision for Design in the AEC Industry

nal AEC design process is evolving. New technology has inspired an excitement for the AEC design process. Seeing your design information into the process early increases the value of the work you do every day.

of Design with
Architectural Studio

became an architect, was it to deal with design issues? Or was it to envision, to realize your design ideas? Autodesk Architectural Studio offers an intuitive approach to conceptual design, modeling, and design collaboration. Now Autodesk Architectural Studio makes the ease and simplicity of traditional practices with transparent and accessible. It's the way design should feel!

Architectural Desktop 3.3
Desk VIZ 4

for a strategic competitive advantage
to help you realize your creative
how you can use Autodesk®
Autodesk Desktop and Autodesk® VIZ to
productivity throughout the design

process and create highly accurate construction documents and engaging presentations.

**Autodesk Building Electrical and
Autodesk Building Mechanical**

Increase productivity with Autodesk's new technology for designing building systems. See how a model-based approach streamlines the design process, cutting cycle time and reducing drawing errors. Learn how these tools help you design more tightly integrated electrical and mechanical systems and produce better coordinated construction documents.

Real-Time Design with Autodesk and TRIRIGA

TRIMIGA™ and Autodesk are working together to help you use real-time digital design data throughout an asset's life cycle, from initial design through decommissioning. Now you can overcome the large information gaps that have existed between design, build, and management processes and seamlessly extend accurate data across processes and partners.

Autodesk Civil Series Demonstration

Autodesk® Civil Series tools help project teams work together. This overview and demonstration of Autodesk's tools for civil engineering and surveying shows how you can pass survey data to and from the field, read in data from other CAD/GIS systems, use raster imagery such as aerial images and scanned drawings, and engineer subdivision, site, road, and sewer and drainage projects.

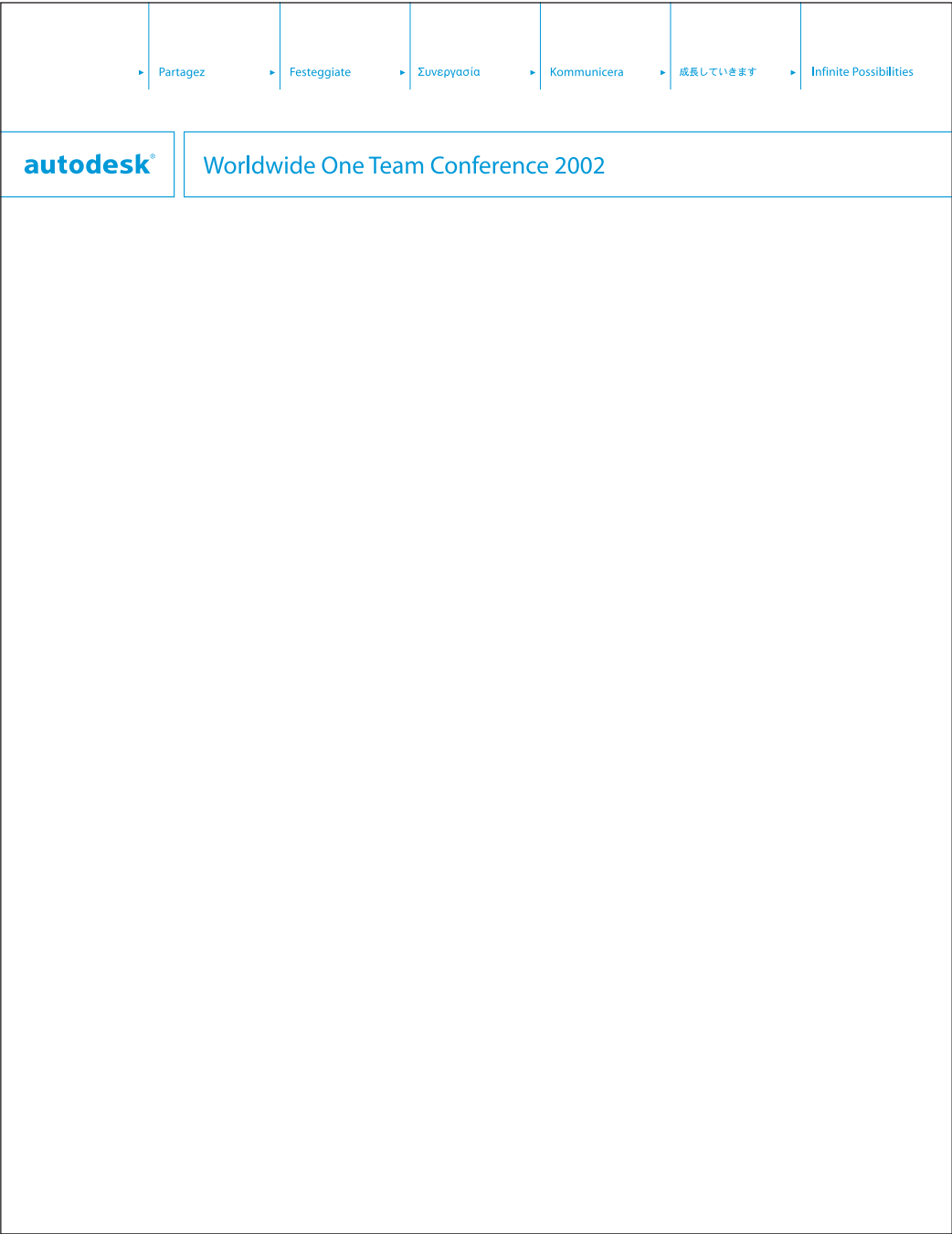
Improving the Design Process in Civil Engineering and Surveying

When properly aligned with a company's business strategy, technology can virtually eliminate the constant re-creation, conversion, editing, and laborious QA of information, reducing liability and costs while increasing accuracy and efficiency. See how you can adopt technology into your business workflow to provide real-time data access anywhere for anyone.

A Project Manager's Digital Day Using Autodesk Buzzsaw

Autodesk® Buzzsaw™ provides online collaboration tools for the building industry, reducing costs and improving efficiencies. Join us for a "day in the life of a Buzzsaw user," and watch how we change the way you work—by connecting project teams for better communication throughout the entire building process: design, construction, and property management.

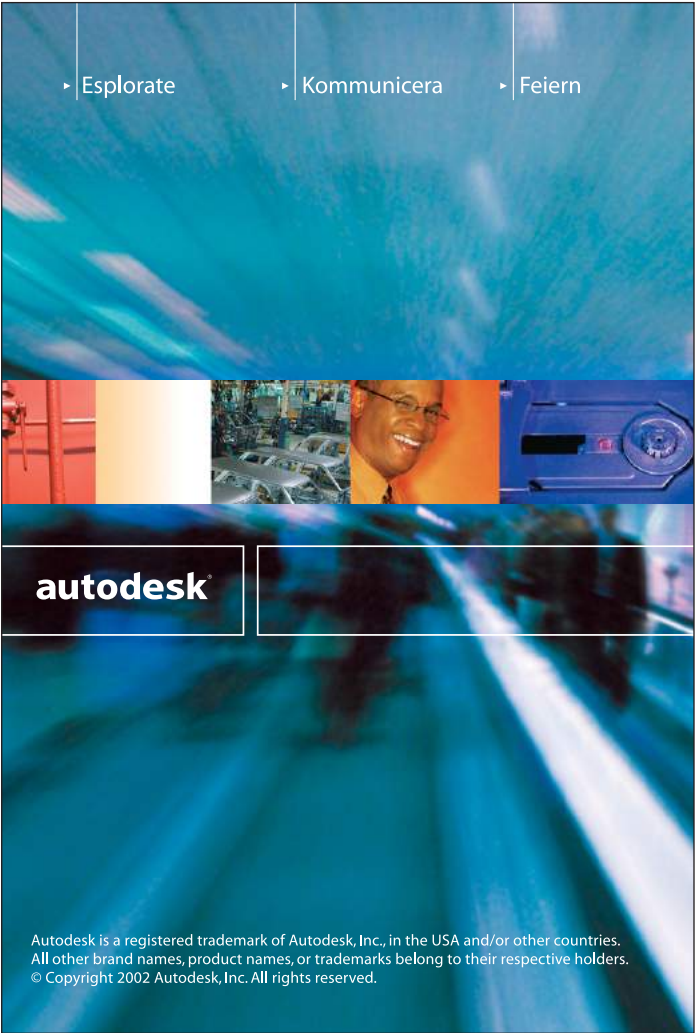




Assets Available:
Professional Assets: FTP Server (authorized marketers only)

Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	WOTC Letterhead	154
3.12 Event Materials	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Design Portfolio	





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Autodesk Worldwide
One Team Conference

By invitation only for Autodesk partners and employees

Register today for the first Worldwide One Team Conference
September 10–12, 2002, at the MGM Grand Hotel and
Conference Center in Las Vegas, Nevada, USA.

• Don't miss this opportunity to hear about Autodesk's
new business strategies, products, programs, and selling
opportunities.

• Learn about the infinite ways you can make your business
grow and prosper by partnering with Autodesk.

To register or get more information, visit
www.autodesk.com/wotc2002.

Register by July 1 to qualify for the early registration fee of
US\$1295 per person, including hotel accommodations.

Questions? Send an e-mail to
wotc.registration@autodesk.com
or call +1 (415) 614-3137
Toll free within the United States and Canada (800) 967-2055

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Infinite Possibilities



autodesk

Worldwide One Team Conference 2002

Las Vegas, Nevada, USA: September 10–12, 2002

www.autodesk.com/wotc2002

Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	WOTC Postcard	156
3.12 Event Materials	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Design Portfolio	

3.14

Merchandise





Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Bicycle Jersey	158
3.14 Merchandise	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Design Portfolio	



3.15

Posters





Assets Available:
Professional Assets: FTP Server (authorized marketers only)

Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Education Poster	160
3.15 Posters	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Design Portfolio	



InspiredIntuitiveIntegratedInteractiveInformative

EVEN A SUBTLE CHANGE CAN BE MONUMENTAL

FY2002 PATENT PROGRAM AWARD RECIPIENTS

Soren Abildgaard
Steven Anderson
David Andersen
Scott Apple
David Augustine
Benoit Bailey
Paul Beyerlein
Jacobus Blackwelder
Bill Bogan
Wesley Bubbic
William Byers
Kurt Chapp
John Chen
Tajul Chikhanov
David Cooney
Robert Davidson
Ken Davis
John DeLacour
Dennis DeLong
James DeLong
Scott Dineen
Stephane Ducharme
John Dunn
Gerald Evans
Larry Fisher
Donald Forbes
Robert Gaudin
Mike Haley
Duncan Hallbauer
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Jill Poulos
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Tommy Rottus
Nicki Sander
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Eliot Schmitt
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Eric Theis
Dan Thompson
Tara Topp
Peggy Tremblay
Stephanie Triss
Thomas Turner
Greg Vanden
Chris Vanden
Ally Vanden
John Vanden
Dale Wain
Mark Wain

One step. And all the incremental steps that led there. If your software invention improves one of our products, you might qualify for a patent. And the Autodesk Patent Program is there to help you do it. You get recognition and stock options for your patent application. And a cash prize if the patent is awarded. Go for it. Click Patent Program in the site index of Infosys.

autodesk

Patent Program

Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Patent Program Poster	161
3.15 Posters	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Design Portfolio	



Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Vision Poster	162
3.15 Posters	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Design Portfolio	



3.16

Product Identity



Size
The product logotype is versatile. You can use it on direct mail postcards or on large-scale event materials with equal readability.

Product Logotype
Our product logotypes are typographically simple and require no special artwork.

Autodesk Inventor®

AutoCAD®

Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Product Logotype	164
3.16 Product Identity	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Design Presentation	



Logotype Use
This artwork is available for generic use. You can incorporate it into your marketing communications with or without a version number.



Product logotypes help strengthen the Autodesk brand by pairing our company name with descriptive product names. This system allows our product line to expand while maintaining consistency and a strong connection to Autodesk. Use product logotypes as graphical elements that identify the product focus of your marketing communications.

Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Product Logotype	165
3.16 Product Identity	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Strategic Rationale	



1

Initial Release

Numbers for the initial release of a product are never used on product-related communications. Subsequent product releases will incorporate numbers as graphical element only.

4

Full Feature Release

We use incremental whole numbers when releasing software with a full set of new or improved features.

.3

Technology Upgrade

We use a designation number for partial technology upgrades, not a full feature release.

2004

AutoCAD Software Based Products

We use the release year for all products that are based on AutoCAD software.

Autodesk in Product Names

With the exception of AutoCAD, AutoCAD LT, AutoCAD Mechanical, AutoSketch, and Volo, all product names begin with the word *Autodesk*.

Descriptive Name

New product names are limited to a total of three words, including *Autodesk*.

Autodesk® Envision 8

Autodesk® Envision 8

Autodesk® Envision 8

Version Number

Due to the frequency of version changes, use the number sparingly. Include it with the product name the first time the name appears in copy and when, for example, you are talking about new features in the specific release. You can also use the number alone as a visual type element on product boxes, CD labels, or brochures.

Type Specification

Product logotypes are set using the Adobe® Myriad® Multiple Master Regular font.

Assets Available:

Professional Assets: FTP Server (authorized marketers only)
Instructional PDFs: identity.autodesk.com

Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Product Logotype	166
3.16 Product Identity	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Specifications	



TM



Trademark and Registered Trademark
The two trademark symbols represent different degrees of legal protection for our product names, and one cannot be substituted for the other. We treat them exactly the same in Autodesk marketing materials. The list opposite shows how and where to position the symbols. In copy, always use the mark at the first mention of a trademark, but only at the first mention. When the name is used as a design element, use the mark in every instance.

AutoCAD®
AutoCAD LT®
Volo® View

Approved Product Names
The product names in blue are legally approved product names.

Building Solutions
Autodesk® Architectural Desktop
Autodesk® Architectural Studio
Autodesk® Building Systems
Autodesk® Buzzsaw™
Autodesk® Revit®
Autodesk® VIZ

Solution Names
The headings in black are the areas where Autodesk has product solutions.

Manufacturing Solutions
Autodesk Inventor®
Autodesk Inventor® Series
AutoCAD® Mechanical
Autodesk® Mechanical Desktop®
Autodesk Streamline®

Infrastructure Solutions
Autodesk® Civil Design
Autodesk® Civil Series
Autodesk Envision™
Autodesk® GIS Design Server
Autodesk® Land Desktop
Autodesk Map™
Autodesk Map™ Series
Autodesk MapGuide®
Autodesk® OnSite Enterprise
Autodesk® OnSite
Autodesk® QuickCAD
Autodesk® Raster Design
Autodesk® Survey
Autodesk® Visual Survey®
AutoSketch®

Wireless Data Solutions
Autodesk® Location Connect
Autodesk® LocationLogic
Autodesk MapGuide® Commerce

Product Marketing Focus
These products represent our current marketing focus.

Updates
This document will be updated regularly and posted on identity.autodesk.com. For up-to-the-minute information on product names, trademarks, and versions, consult the Legal Department page on [Infosys](http://infosys).

Assets Available:
Professional Assets: FTP Server (authorized marketers only)
Instructional PDFs: identity.autodesk.com

Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Product Logotype	167
3.16 Product Identity	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Specifications	



The Human Element
Images of people are one building block of the Autodesk product identity system. They lend a human face to complex products and connect them to the customer.





**Design Is a
People Business**

With the signature images, the people images complete each product story. They evoke the human side of our business and convey Autodesk's understanding of the customer experience.

The product people images represent the vital human element in our marketing communications and product identity. The images reflect the intelligence and confidence of the professionals who use our software. These are real people turning their visions into reality with the help of Autodesk products.

Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Product People	169
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Sapphire (Blue) Platinum (Brown)



Gold (Yellow) Ruby (Red)



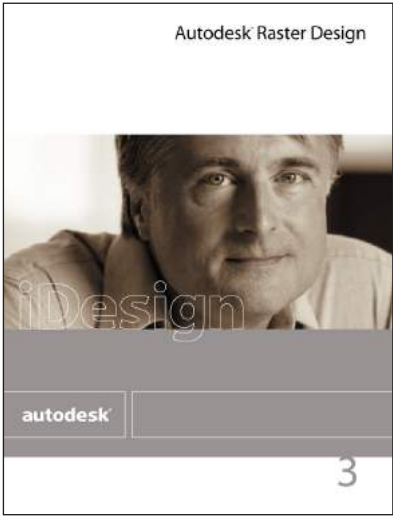
Amethyst (Purple) Emerald (Green)

Colors and Duration of Use

Product people images are jewel toned. These colors correspond to the color of the product they represent. Specific people images are intended to represent a product for no longer than two releases. Ideally, the image changes with every new version of a product.

Bleed

Product people images may bleed on two, three, or four edges, as seen on the product box, quicksleeve, and direct mail.



Crop Alterations

Various crops may be necessary for different marketing communications. To maintain consistency, use product people in a way that does not diminish the impact of a focused and intimate setting.

Assets Available:
Professional Assets: FTP Server (authorized marketers only)

Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Product People	170
3.16 Product Identity	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Specifications	



Multiple Product Marketing
Each person image is aligned with a specific product but may also be used to promote multiple products on different marketing communications. For example, tradeshow banners, in brochures, or on direct mail.



**Library of
Product People**



□ ADT3.3_man.tif



□ ArchDtp2004_man.tif



□ ArchStudio3_man.tif



□ AutoCAD2002_man.tif



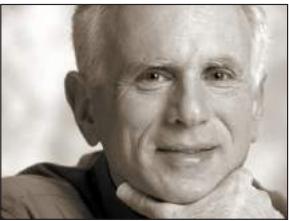
□ AutoCAD2004_man.tif



□ AutoCADLT2002_woman.tif



□ AutoCADLT2004_woman.tif



□ AutoCADMech6_man.tif



□ AutoCADMech2004_man.tif



□ AutoSK8_woman.tif



□ BID_solutions_man.tif



□ BuildElectric1_man.tif



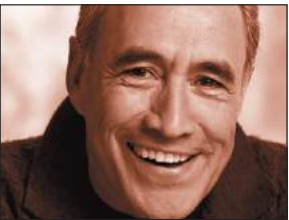
□ BuildMech2_man.tif



□ BuildSys3_man.tif



□ CADOV2002_woman.tif



□ CivilDes3_man.tif



□ CivilSeries3_man.tif



□ Envision8_man.tif



□ FieldSurvey1_man.tif



□ GIS_woman.tif



□ GISDesSvr8_woman.tif



□ InvSeries5.3_woman.tif



□ Inv6_woman.tif



□ InvSeries6_man.tif

Assets Available:
Professional Assets: FTP Server (authorized marketers only)

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Product People and Image Bands

You can also use photographs of product people in the image band graphical element.



Library of Product People



LanDtp3_man.tif



Map5_woman.tif



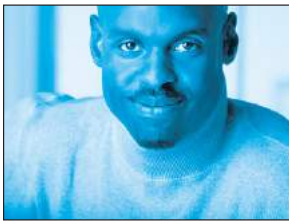
Map6_man.tif



MapGuide_man.tif



MapGuide6.3_woman.tif



MapSeries6_man.tif



MechDtp6_man.tif



OnSiteDtp7_woman.tif



OnSiteVw2_man.tif



QuickCAD8_man.tif



RasterDes3_man.tif



RasterDes2004_man.tif



Revit_man.tif



Strmln1_man.tif



Strmln4_woman.tif



Survey3_man.tif



VIZ4_woman.tif



VoloView_man.tif

Assets Available:
Professional Assets: FTP Server (authorized marketers only)

Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Product People	172
3.16 Product Identity	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Specifications	



Image Is Everything

The signature image is the centerpiece of the Autodesk product identity system. Capturing the essence of a product, the signature image is the core around which the identity is built.



Consistency Is Key

To maintain a consistent product identity, don't alter a signature image, disassociate it from the product it represents, or use it without the logo grid and product logotype.





Visual System
The signature image is the cornerstone of a consistent visual system for identifying Autodesk products. This system consists of a method for selecting photography, colorizing the images, and combining them with graphic elements into a formula that defines Autodesk product identity.

The signature image visually communicates the capabilities of the Autodesk product it represents. It is dramatic and iconographic. It is the key element in product identity—from the Web to the product box to the trade show banner. **It is an inspirational element in the language of Autodesk product identity.** The signature image clearly illustrates that Autodesk is in the business of helping customers create great design.

Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Signature Image	174
3.16 Product Identity	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Strategic Rationale	





Sapphire (Blue)



Platinum (Brown)



Gold (Yellow)



Ruby (Red)



Amethyst (Purple)



Emerald (Green)

Colors and Usage
Signature images are jewel toned. Signature image colors complement a product's position within an Autodesk solution. Never alter the color of a signature image.

Image Choice Rationale

For Autodesk Architectural Desktop 3.3, the product group had a great association with the architecture firm that designed the world's tallest building, the Petronas Towers in Kuala Lumpur. The image also highlights a new product feature—pull-out curtain walls.



Customer Photography

These images show examples of a project that used an Autodesk product. Typically, the customer who provides the image grants usage rights for a certain time for a specified fee.

Image Choice Rationale

For Autodesk Civil Design 3, the product group wanted an image of a civil engineering project that represented the infrastructure this product helps to produce.



Stock Photography

These images come from agencies that sell existing photographs. Usually we buy exclusive two-year licenses for these images to be used on any promotion for any print run. We do not buy advertising rights.

Image Choice Rationale

For the initial release of Autodesk® Architectural Studio, the product group wanted a striking image of an architect's workspace. This image draws a clear connection between the software and traditional drafting tools.



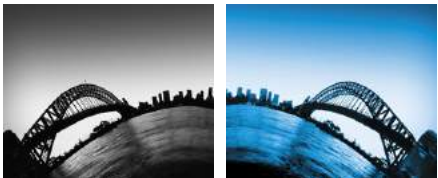
Commissioned Photography

These images come from photographers we have hired. We usually buy the rights to use these images worldwide, forever.

Assets Available:
Professional Assets: FTP Server (authorized marketers only)

Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Signature Image	175
3.16 Product Identity	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Specifications	





Do not convert to grayscale.

Do not flip, skew or distort the image.



Do not alter the color in any way.

Do not associate with solutions.



Do not collage or position images together.

Do not vignette or alter with Photoshop® filters.

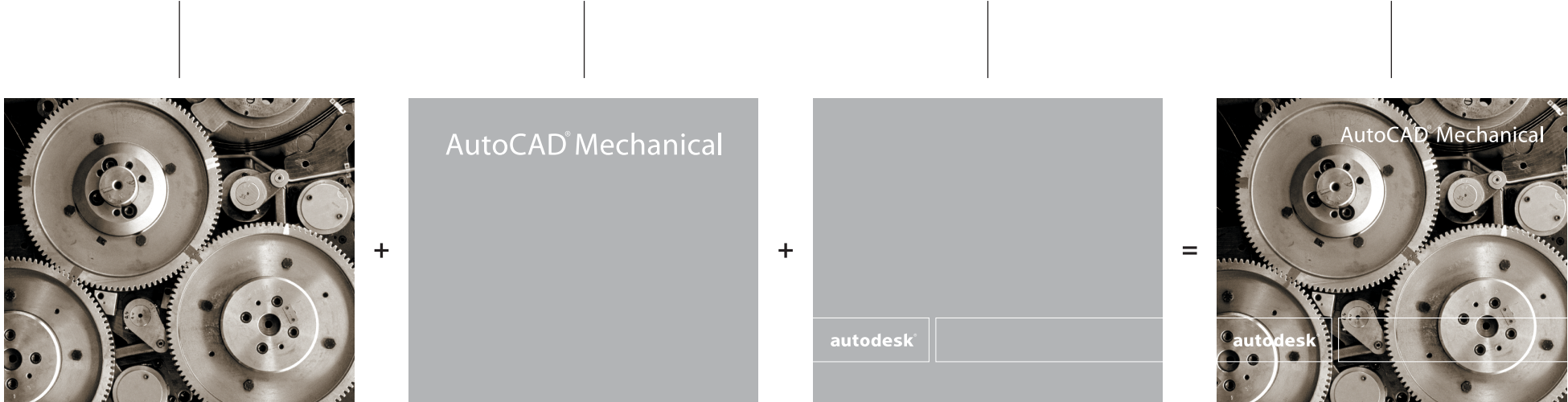
Not Approved
Signature images are jewel toned. Signature image colors complement a product's position within an Autodesk solution. Never alter the color of a signature image.

Signature Image
The signature image is the key component of Autodesk product identity and should never be altered or used alone.

Product Logotype
The product logotype is set in Adobe® Myriad®. It always reverses out of all elements of product identity.

Autodesk Logo Grid
The Autodesk logo grid anchors the entire Autodesk identity system—from corporate identity to product identity to solutions marketing. In product identity, the logo grid is reversed out white.

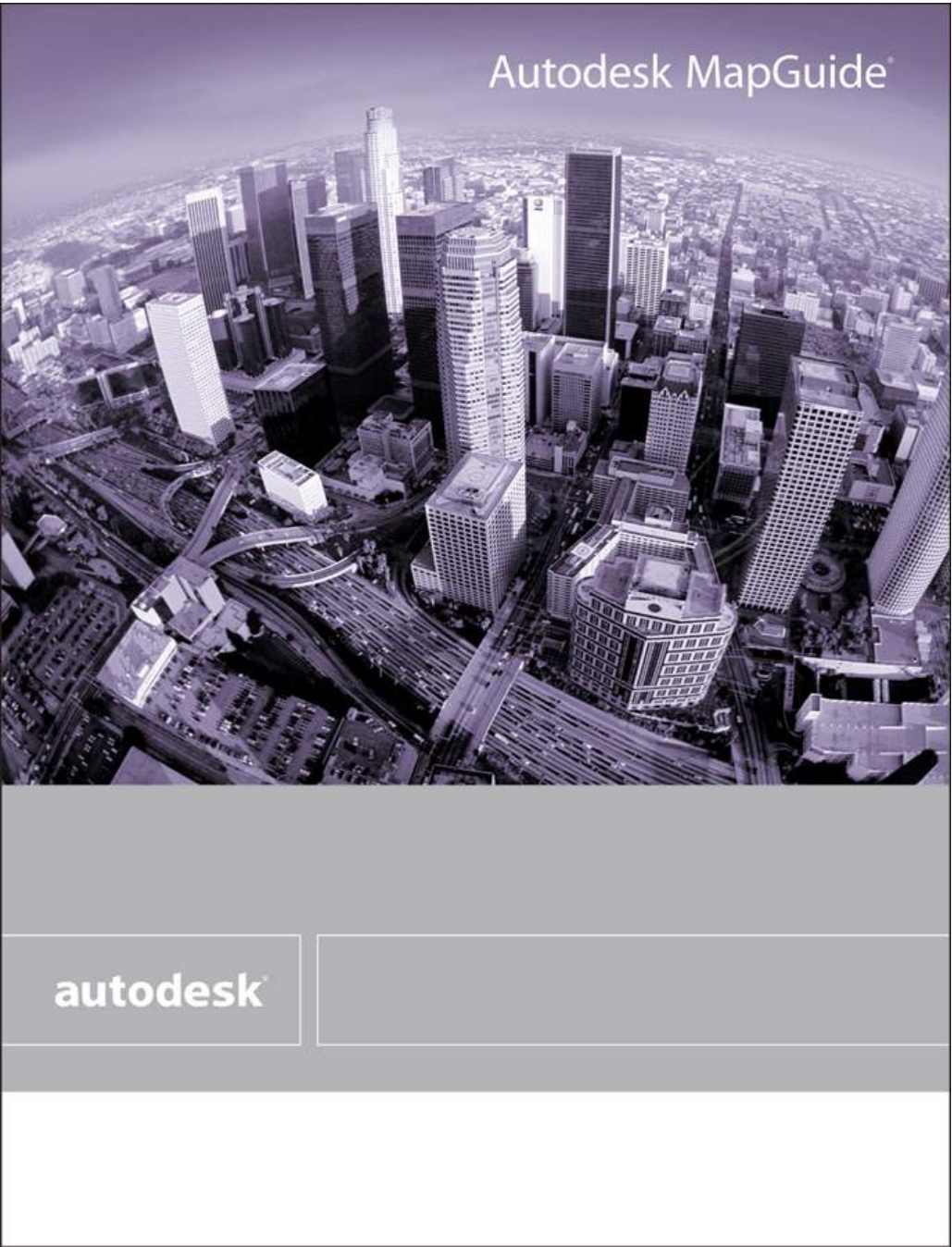
Product Identity
The three key components of Autodesk product identity—signature image, product logotype, and the logo grid—must appear together to represent a product throughout all media.



Assets Available:
Professional Assets: FTP Server (authorized marketers only)

Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Signature Image	176
3.16 Product Identity	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Specifications	



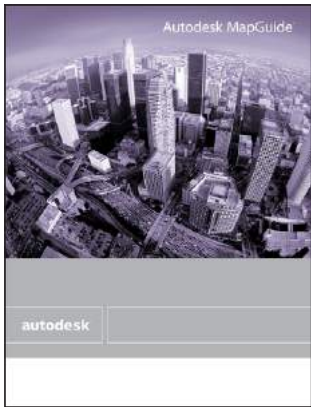


Signature Icon

Our signature icons are graphical elements that you can use to represent products in a variety of marketing communications, including web pages, PowerPoint presentations, event signage, and printed direct mail.



Context and Usage
A product's signature icon is a stand-in for the product. To preserve the impact and flexibility of the system, never alter signature icons in any way.



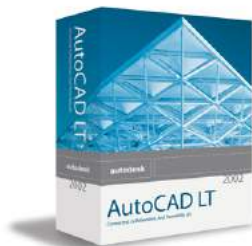
The signature icon is a universal symbol for each Autodesk product. **It represents the product in all media**—from the Web to the product box to presentations. It crosses international boundaries and provides a simple visual descriptor for each product. Together, signature icons demonstrate the breadth of the Autodesk product line.

Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Signature Icon	178
3.16 Product Identity	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Strategic Rationale	



Flexibility

Because the signature icon system was designed to support online products as well as traditional boxed products, 3D box images are no longer appropriate, except for retail products.



Retail Exception

In addition to a signature icon, retail products have a 3D box image for use in catalogs and elsewhere.

Size D

Created in CMYK colors only, at 300 dpi, this 7x9-inch size is suitable for large signage.

Size C

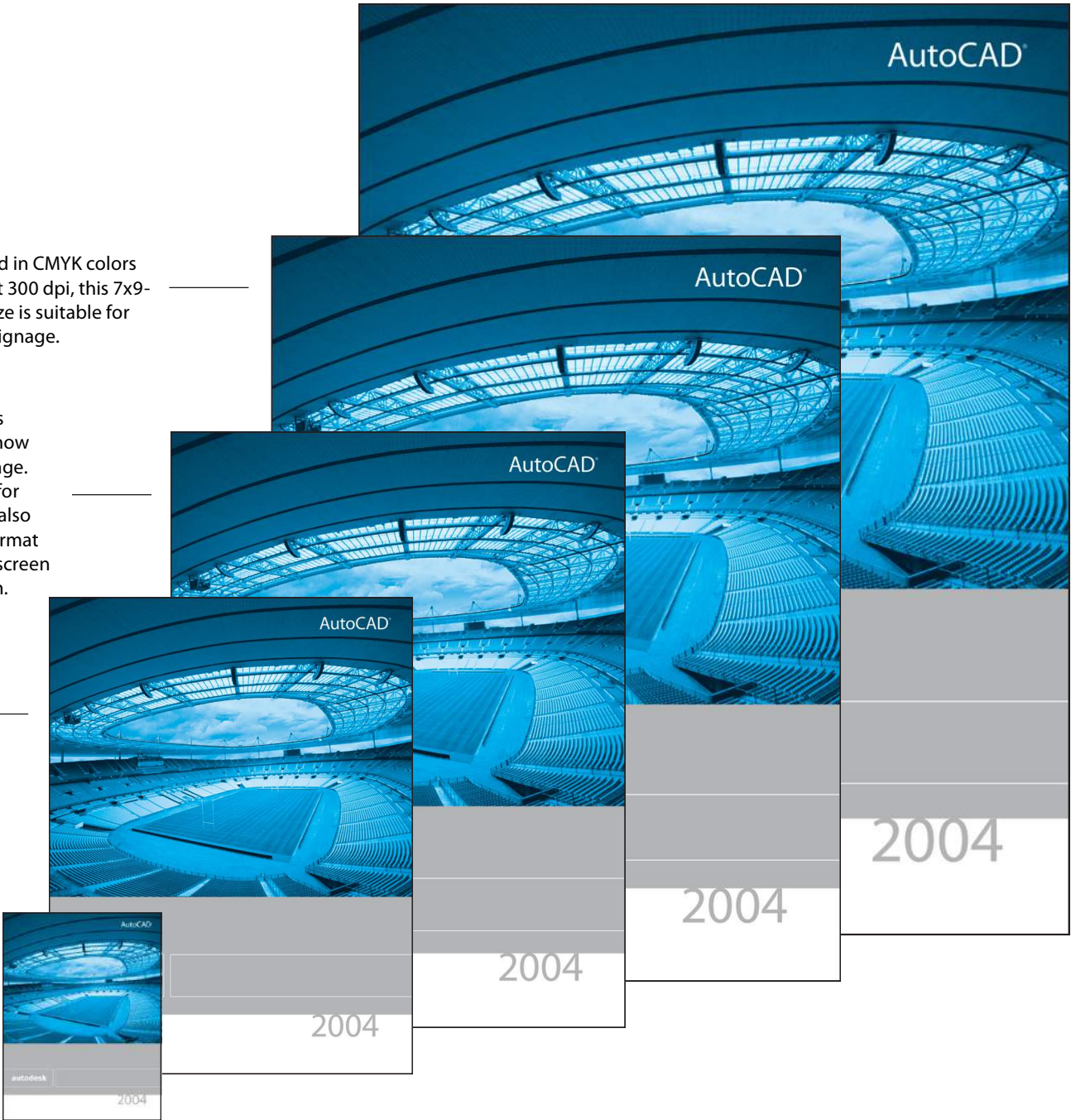
This 5x7-inch size is suitable for tradeshow use and large signage. The preferred size for presentations; it is also available in BMP format suitable for use onscreen without conversion.

Size B

Available in CMYK at 300 dpi, this 2x3-inch size is suitable for presentations, postcards, and small signage.

Size A

Created in CMYK colors only, at 300 dpi, this 1x1-inch size is suitable for print collateral.



Size E

Signature icons are available in five sizes with resolutions suitable for different uses. The largest, size E, is 10x14 inches, suitable for large signage.

Assets Available:

Employee Assets: identity.autodesk.com
Instructional PDFs: identity.autodesk.com

Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Signature Icon	179
3.16 Product Identity	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Specifications	





Web Usage
Because of onscreen readability issues, signature icons do not include product names when used on the Web. For this reason, use these signature icons with product-specific content at all times. For more information, contact the Internet Solutions Group.



Overlapping Icons
A benefit of our signature icon system is that the icons can be overlapped for a dramatic visual effect.

Assets Available:
Employee Assets: identity.autodesk.com
Instructional PDFs: identity.autodesk.com

Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Signature Icon	180
3.16 Product Identity	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Specifications	





Autodesk Architectural Desktop 2004



Autodesk Architectural Studio 3



AutoCAD 2004



AutoCAD LT 2004



AutoCAD Mechanical 2004



Autodesk Building Systems 3



Autodesk Buzzsaw 4



Autodesk Civil Design 2004

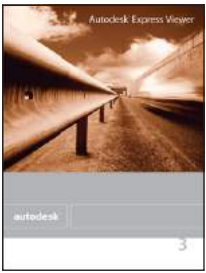


Autodesk Civil Series 2004

Signature Icon System
Our signature icon system provides a clear and simple visual representation for each Autodesk product. It demonstrates the breadth of the Autodesk product line.



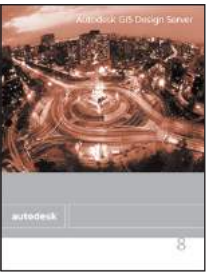
Autodesk EnVision 8



Autodesk ExpressViewer 3



Autodesk Field Survey



Autodesk GIS Design Server 8



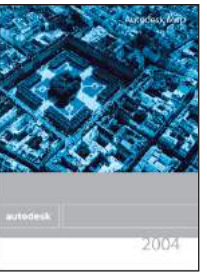
Autodesk Inventor 6



Autodesk Inventor Series 6



Autodesk Land Desktop 2004



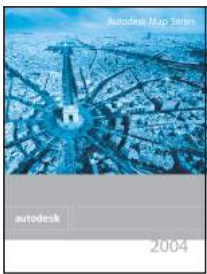
Autodesk Map 2004



Autodesk MapGuide 6.3



Autodesk MapGuide Commerce 6



Autodesk MapSeries 2004



Autodesk Mechanical Desktop 6



Autodesk QuickCAD 8



Autodesk Raster Design 2004



Autodesk Revit 5



Autodesk Streamline 4



Autodesk Survey 2004



Autodesk VIZ 4



Autodesk Volo View 3

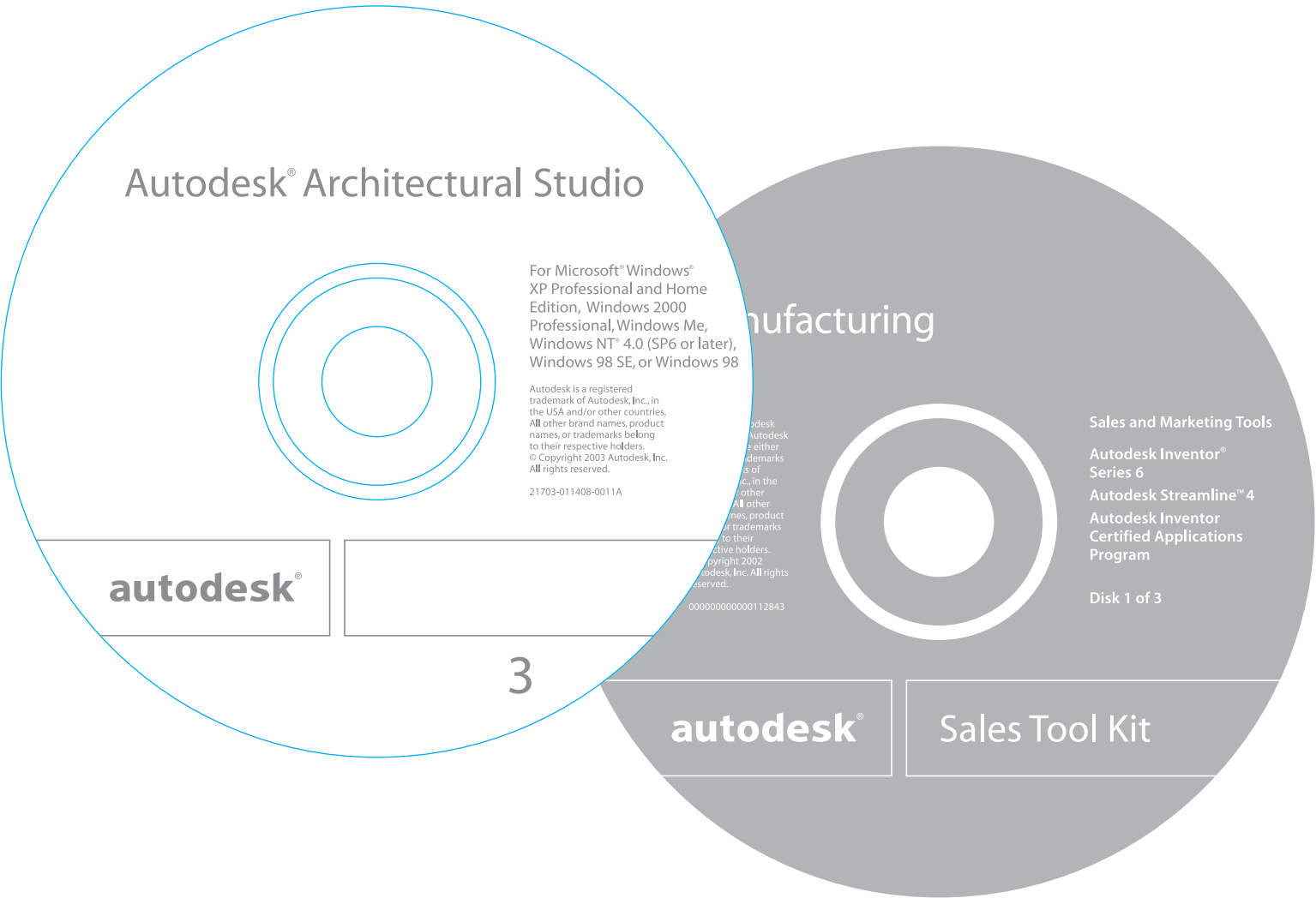
Assets Available:
Employee Assets: identity.autodesk.com
Instructional PDFs: identity.autodesk.com



3.17

Product Packaging





Assets Available:
Professional Assets: FTP Server (authorized marketers only)

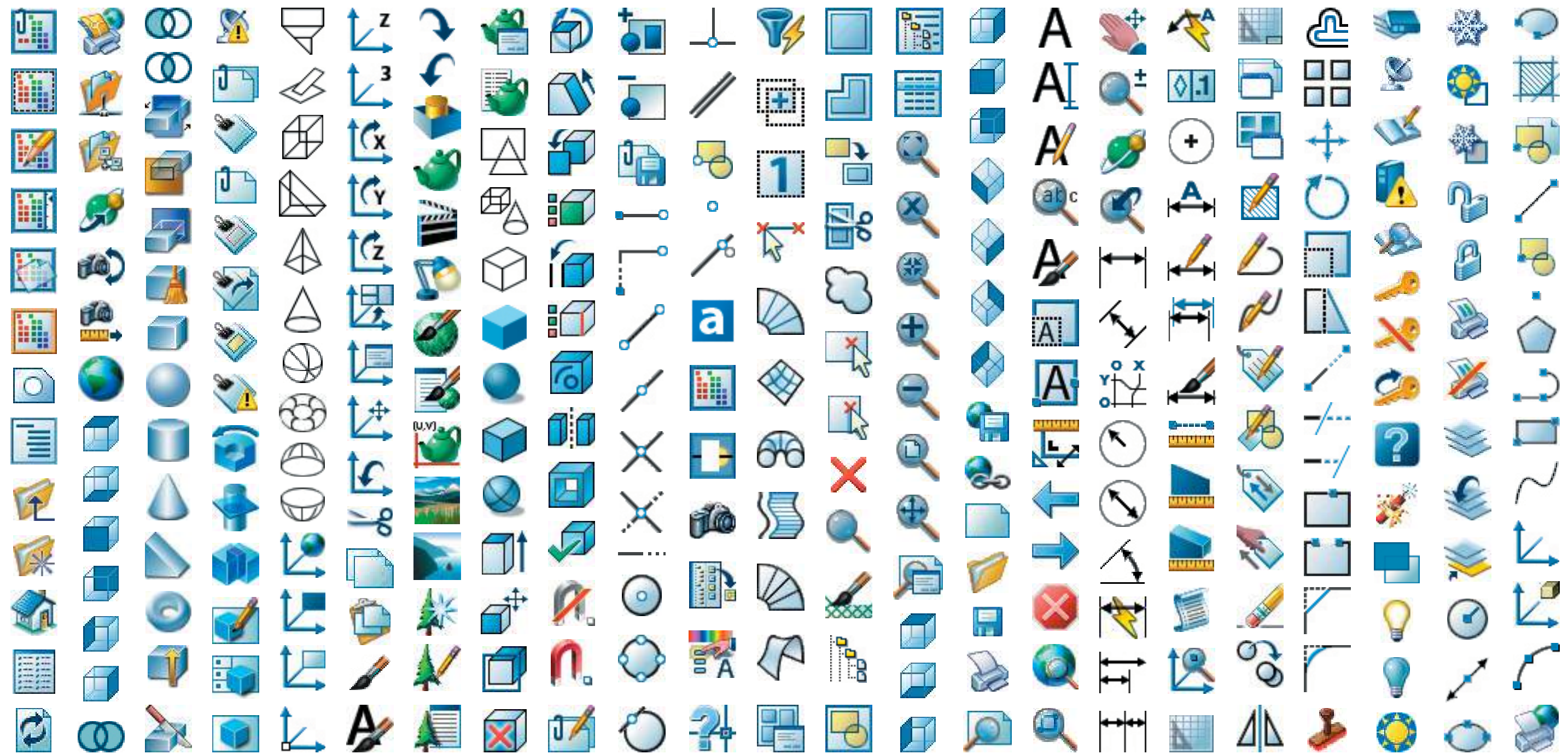
Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Product CD	183
3.17 Product Packaging	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Design Portfolio	

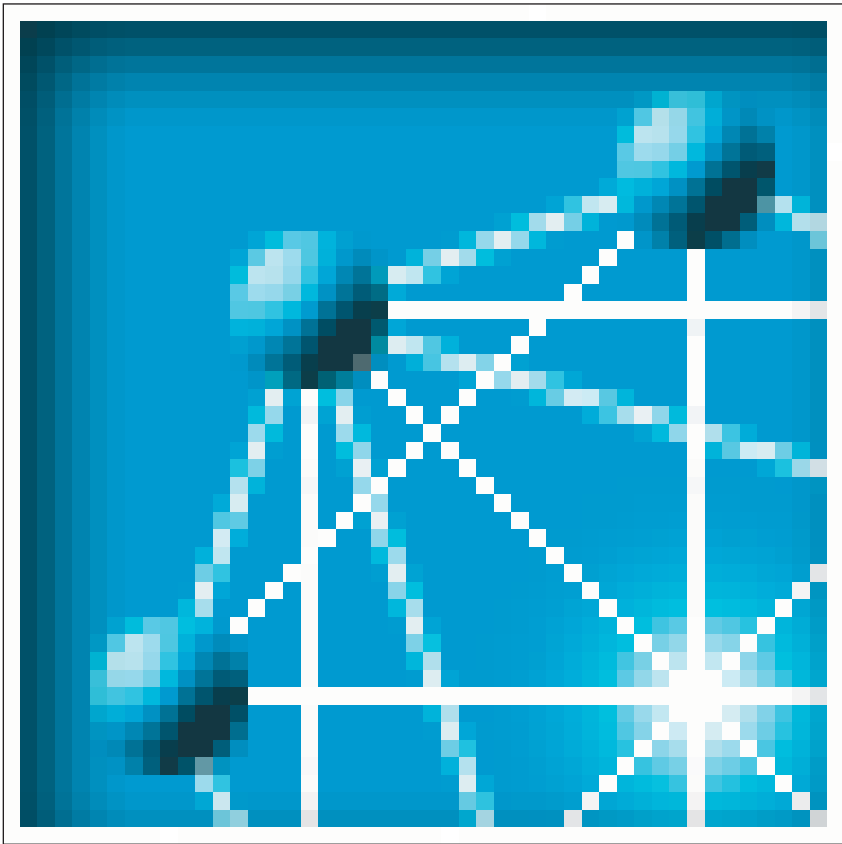


3.18

Product Software Elements







Autodesk GIS Design Server 8



AutoCAD 2004



AutoCAD 2004 (OEM)



AutoCAD LT 2004



AutoCAD Mechanical 2004



Autodesk Architectural Desktop 2004



Autodesk Architectural Studio 3



Autodesk Building Systems 3



Autodesk Raster Design 2004



Autodesk GIS Design Server 8



Autodesk Inventor 7



Autodesk Land Desktop 2004



Autodesk Map 2004



Autodesk Mechanical Desktop 7



Autodesk Envision 8



Autodesk OnSite View 2



Autodesk QuickCAD 8



Autodesk Revit 5



Autodesk Streamline 4



Autodesk VIZ 4



AutoSketch 8

Assets Available:
Professional Assets: FTP Server (authorized marketers only)





3.19

Partner Programs



Equal Partners

A graphical treatment to show the shared vision of Autodesk's industry alliances and to provide a device to brand sponsored events.

autodesk®

Microsoft®

Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Strategic Partner Logo	189
3.19 Partner Programs	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Design Presentation	





Following Partner Guidelines
Our partner’s branding guidelines should be treated as respectfully as our own.

The **strategic partner logo** combination is how we visually represent the working relationship between Autodesk and our strategic partner companies. It creates a sense of equality and is used for all events that are sponsored or cosponsored by our strategic partners.

Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Strategic Partner Logo	190
3.19 Partner Programs	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Strategic Rationale	





Placement Variations

For Autodesk use, the partner logo is secondary. For partner use, the Autodesk logo is secondary.

autodesk®



autodesk®



autodesk®



autodesk®



Hewlett Packard

HP is a leading global provider of products, technologies, solutions, and services to consumers and business, ranging from personal computing to imaging and printing.

IBM

IBM manufactures the industry's most advanced information technologies: computer systems, software, networking systems, storage devices, and microelectronics.

Intel

The world's largest processor maker, Intel is also a leading manufacturer of computer, networking, and communications products. Note: Use of the Intel "drop e" logotype requires written consent.

Microsoft

Microsoft is the world-wide leader in software, services, and Internet technologies for personal and business computing.

Strategic Partner Companies

This is a list of the industry alliances that Autodesk has established.

Assets Available:

Professional Assets: FTP Server (authorized marketers only)

Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Strategic Partner Logo	191
3.19 Partner Programs	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Specifications	





Color Versions

For simple print jobs we have all-black versions of the partner logos, although we prefer the full-color versions.

Multiple Sponsors

The strategic partner logo combination can include multiple logos, depending on the number of sponsors of an event.



Additive

When adding strategic partner logos to the combination, maintain equal spacing as represented by the brackets above.



Assets Available:

Professional Assets: FTP Server (authorized marketers only)

Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Strategic Partner Logo	192
3.19 Partner Programs	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Specifications	



autodesk[®]

authorized reseller

Marketplace Awareness

The partner logotype promotes the Autodesk brand, extends the credibility of authorization to our partner's customers, and identifies a partner's business type.

Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Partner Logotype	193
3.19 Partner Programs	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Design Presentation	



Logo Alterations
Don't change or add anything to the partner logos. Use the original artwork as provided.



The partner logotype is the Autodesk logo combined with eight different authorization descriptions for our resellers, distributors, developers, publishers, and systems and training centers. It identifies **authorized business partners** and promotes the value of the partners.

Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Partner Logotype	194
3.19 Partner Programs	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Strategic Rationale	





Spot Color (Printing)
Blue: PMS Process Blue, DIC 640, Toyo CF0382
Silver: PMS 877 (metallic), DIC 621, Toyo CF1043
Silver Gray: PMS 429, DIC 651, Toyo CF0785
Black: 100% Black

Four-Color Process (Printing)
Blue: C=100 M=9 Y=0 K=6
Silver Gray: C=0 M=0 Y=0 K=35
Black: C=0 M=0 Y=0 K=100

RGB Colors (Screen, Film, Video)
Blue: R=0 G=102 B=204
Silver Gray: R=153 G=153 B=153
Black: R=0 G=0 B=0

Hex Colors (Web)
Blue: #0066CC
Silver Gray: #999999
Black: #000000

Textile Colors (Logo Merchandise)
Blue: Salus 417
Silver/Gray: RA 2592 (silver steel)

Paint Formula
Blue: RAL 5012, NCS=S 2065-B,
Benjamin Moore® (Big Country Blue 2066-30)
Silver: RAL 9022
Silver Gray: RAL 7035, NCS=S 2500-N,
Benjamin Moore® (Gull Wing Gray 2134-50)
Black: RAL 9005, NCS=S 9000-N



Approved Color Combinations
The Autodesk partner logo can be used on white, blue, silver/gray and black backgrounds for maximum flexibility. We have provided many versions suitable for use on white backgrounds. For applications on other color backgrounds, we recommend that you use the Adobe® Illustrator® master file to create more specialized artwork.



Staging and Spacing Requirements
The partner logo should be surrounded by a generous amount of white space. The minimum amount of space on all sides should be equal to 1.5 times the x-height of the letterforms. Always keep the logo clear space free of any other element.

Assets Available:
Instructional PDFs: identity.autodesk.com
Professional Assets: FTP Server (authorized marketers only)

Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Partner Logotype	195
3.19 Partner Programs	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Specifications	



Authorization
Use only the logo that corresponds to your current Autodesk authorization.

authorized reseller

Not Approved
Don't stack two logos together. It is common for an Autodesk business partner to have more than one authorization. For maximum visual impact, choose the single authorized logo that best applies to your marketing piece.



Partner Types
These logotypes represent the eight different partner authorizations.

Spelling Variations
Six logotypes are provided with proper British spellings.

Authorized Reseller
Authorized resellers sell and support Autodesk products and services. Resellers help customers choose the right tools and services, implement new technology to support specific processes and goals, and provide ongoing technical support and training.

Authorized Systems Center
Authorized systems centers are the “top tier” of resellers, offering customers the benefits of specialized staff expertise and dedicated resources for a specific industry or profession. Since they work with a larger number of Autodesk customers, products, and services, they have more extensive experience across a number of target industries.

Authorized Distributors
Authorized distributors manage the flow of Autodesk products to resellers and retail stores, optimizing a high volume of transaction processes such as warehousing, order fulfillment, shipping, and receiving. As a result, customers worldwide can obtain the entire range of the latest localized Autodesk products quickly and easily.

Authorized Developers
Authorized developers create software that is compatible with Autodesk products, providing specialized capabilities for customers across a wide range of professions. Examples include commercial software developers, corporate developers who develop software for internal use, consultants and system integrators, and government or university researchers.

Authorized Publishers
Authorized publishers partner with authors to publish and distribute technical how-to books and other publications about Autodesk products that help customers enjoy more benefits from their investment more quickly.

Authorized Training Center
Authorized training centers include both businesses and educational institutions that offer local classroom instruction on Autodesk products. Through hands-on classes, customers shorten the learning process and identify techniques that best apply software capabilities to their unique projects.

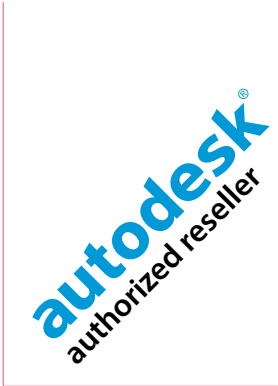
Government Partner
DLT Solutions, Inc., Autodesk’s government partner, holds the U.S. government agency contract for Autodesk and provides purchasing-related services and expertise for doing business with U.S. government offices. All other U.S. resellers work jointly with DLT to provide Autodesk products to their government customers.

Autodesk Education Partner
The special Autodesk education partner Program in India identifies local colleges that have high-quality instructors teaching Autodesk products in their classrooms. These education partners provide comprehensive training to students who are preparing to enter the work force.

Assets Available:
Instructional PDFs: identity.autodesk.com
Professional Assets: FTP Server (authorized marketers only)



Not Approved
Always print the logo horizontally, reading from left to right. Never print it vertically or on an angle.



Logo Art Sizes
Logo art comes in three sizes. Each size is used for a specific range. The kerning and size of registration mark has been modified for each size to improve readability.

Logo Size A
The size range for logo size A is 80 percent to 100 percent. If you need a larger size, use logo size B.



Logo Size B
This logo can be reduced to a minimum of 75 percent of the original size and can be enlarged up to 140 percent. Use size C if you need a larger size. Logo size B is the most commonly used size for print design.



Logo Size C
Use this logo for other enlargements, such as trade-show banners or building signage. This version can also be reduced to a minimum of 35 percent of the original size.



Assets Available:
Instructional PDFs: identity.autodesk.com
Professional Assets: FTP Server (authorized marketers only)

Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Partner Logotype	197
3.19 Partner Programs	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Specifications	



Enhanced Capability
We use the compatibility and certified logos on more than 3,000 products from our third-party developers worldwide.





Range of Products
Developer software ranges from basic tools to complex and highly specialized applications.

Third-party software and hardware developers use developer application logos to indicate that their software is **integrated and performs with an Autodesk product.** The logo provides credibility for the developer and increases customer confidence.

Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Developer Application Logo	199
3.19 Partner Programs	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Strategic Rationale	



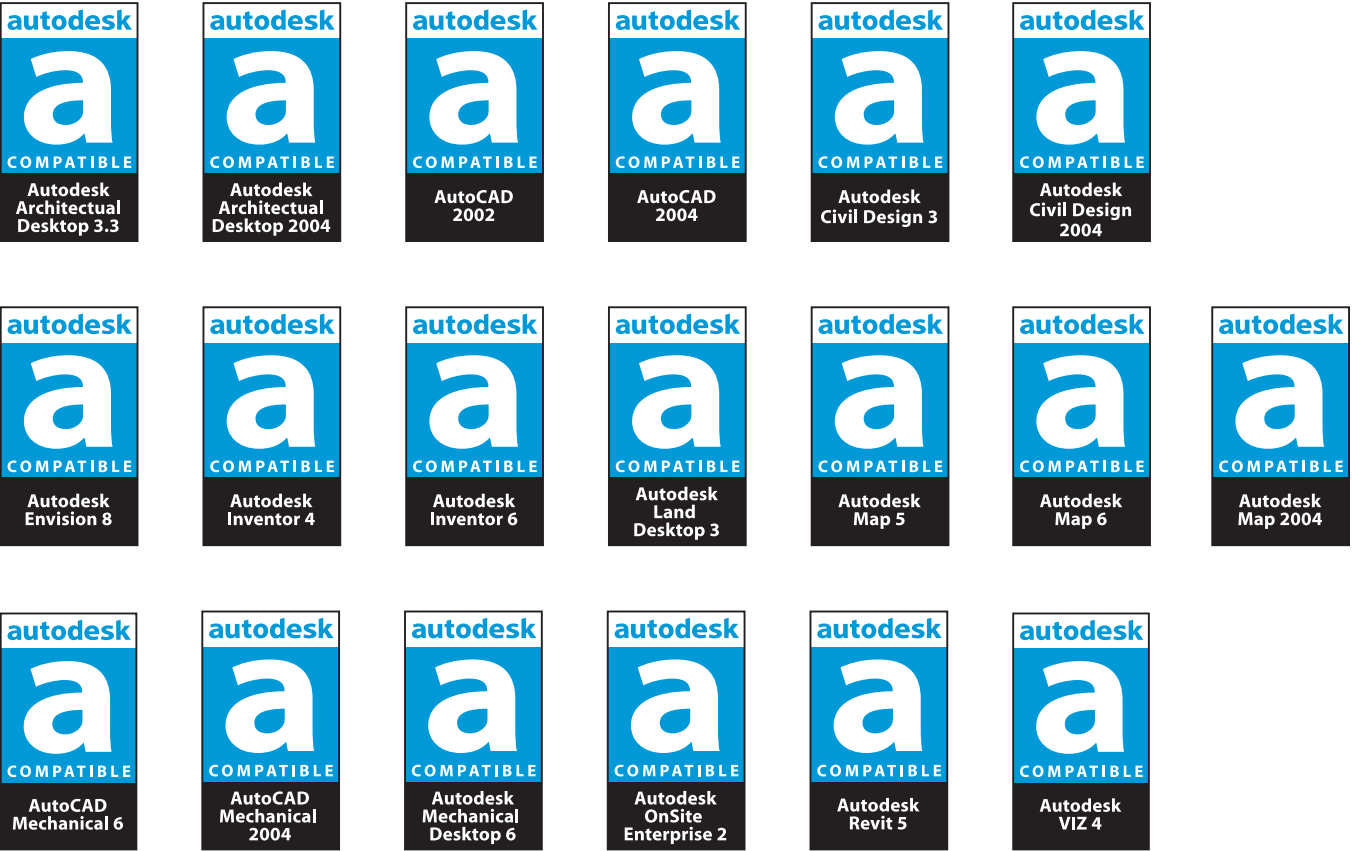
Partner Usage
The primary users of the compatibility and certification logos are Authorized developer partners.



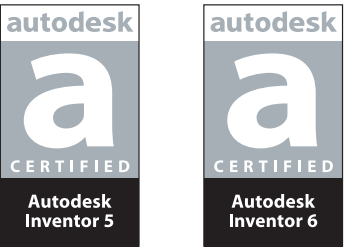
Tandem Logo Usage
The compatibility and certification logos may be used together to show compatibility and certification for each version release.



Compatibility Logo
Products that carry this logo have passed basic criteria requirements for compatibility with the specified Autodesk product.



Certified Logo
Products that carry this logo provide the highest level of interoperability—by ensuring that third-party partner product development is based on the specified Autodesk API.



Assets Available:
Professional Assets: FTP Server (Authorized Marketers Only)



Staging and Spacing Requirements

Always place the compatibility and certification logos on a white background, surrounded by a generous amount of white space.



For More Information

Contact your Autodesk Regional Marketing Manager, who will direct your questions to Autodesk Creative Communications.

Logo Usage Formats

We provide logos in various formats for the following purposes.

Print

We provide logos as .EPS files in CMYK, PMS, or black, for use on the printing of brochures, advertising and posters.



Web

We provide logos as .GIF files with red, green, and blue (RGB) color values for online use.



PowerPoint

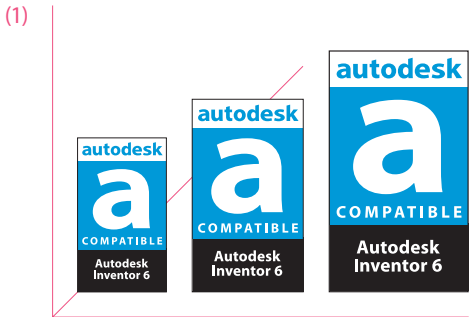
We provide logos as .BMP files with RGB color values for presentation use.



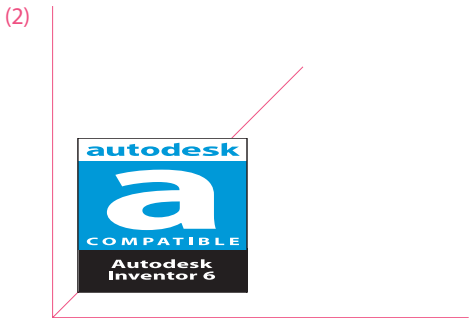
Scaling

Always reduce or enlarge the logos proportionally by the same percentage in both vertical and horizontal directions (1). Don't stretch or compress them in one direction (2). Scaling of RGB formats is not recommended.

Approved



Not Approved



Assets Available:
Professional Assets: FTP Server (authorized marketers only)

Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Developer Application Logo	201
3.19 Partner Programs	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Specifications	





3.20

PowerPoint Presentations



The Autodesk Story
The Corporate Overview PowerPoint® presentation tells the Autodesk story within a new messaging framework. It establishes the Autodesk voice and creates consistent corporate messaging for all groups.

Corporate Overview. Building Design Solutions. Digital Media Solutions. GIS Solutions. Growth Strategy. Manufacturing Solutions. Professional Services. Strength in Numbers. Subscription Program. Technology. Values. Virtual Corporation. Wireless Data Solutions. Looking Forward.

Product Design design, share, test



Autodesk Corporate Overview

www.autodesk.com

Welcome.

Jeffrey Tarter SoftLetter

“Software will ultimately turn into a dependable and hassle-free as telephone networks, and Autodesk is doing a great job delivering on that vision.”



Autodesk Corporate Overview—Subscription Program

www.autodesk.com

Autodesk Corporate Overview – August 2002

www.autodesk.com

Employee Feedback
Send questions, comments, or suggestions to overview@autodesk.com.

Global Use
This presentation creates a unified, worldwide voice for Autodesk. It can be used by sales, marketing, major accounts, employees—anyone who needs to tell the Autodesk story anywhere in the world.

Trillions
of possibilities



Accessing the Corporate Overview
The Corporate Overview presentation is available at identity.autodesk.com.



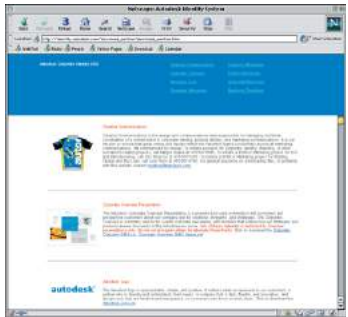
The Autodesk Corporate Overview presentation is a powerful tool used worldwide to tell customers and prospective customers about our company and its solutions, strengths, and strategies. The Corporate Overview is a primary vehicle for **overall corporate messaging**, with modules that outline how our strategies and products answer the needs of the markets we serve. It is our story, the Autodesk story.

Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Corporate Overview Presentation	205
3.20 PowerPoint Presentations	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Strategic Rationale	



Where Do I Start?

- 1. Go to identity.autodesk.com to access the latest version.
- 2. Save the file to your desktop and unzip it.
- 3. Open the file *a_Corp_Overview_Aug_2002.ppt* to begin your presentation.



Delivering the Presentation

This PowerPoint presentation consists of three major components:

- the introduction
- the sales modules
- the conclusion

Each section contains approved speaker's notes.

Updates

The Corporate Overview presentation will be updated annually. Look for the latest version on the Corporate Identity website at identity.autodesk.com.

Introduction

In all presentations, open the file *a_Corp_Overview_Aug_2002.ppt* first and use it to introduce the sales modules.



Overview

Stand-Alone Presentation

The introduction is a self-contained presentation and can be used without the sales modules.

Sales Modules

The sales modules focus on specific areas of the Autodesk business. They contain detailed metrics and outline how our products, solutions, programs, and partnerships answer the needs of the markets we serve.



Building Design Solutions



Digital Media Solutions



GIS Solutions



Growth Strategy



Manufacturing Solutions



Professional Services



Strength in Numbers



Subscription Program



Technology



Values



Virtual Corporation



Wireless Data Solutions

Conclusion

The conclusion, *z_Looking_Foward_Aug_2002.ppt*, completes the Autodesk story. Use it at the end of all presentations.

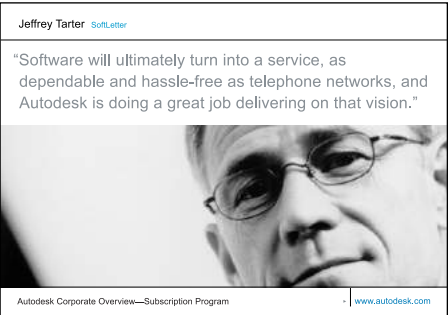


Looking Forward

Assets Available:

Employee Assets: identity.autodesk.com
Instructional PDFs: identity.autodesk.com





Returning to Navigation
Clicking the words *Autodesk Corporate Overview*, which appear at the bottom of every slide, returns you to the primary navigation page.

Navigating the Presentation

For functionality and continuity, each section ends with a navigational slide (a). Clicking a module name highlights that module (b) and launches that section of the presentation. In this way you can easily jump from section to section, skip sections you do not need, and make last-minute changes in your presentation.



File Download
You must download all modules and keep all files in the same root folder for the navigation to work. Otherwise, you will get a "Cannot access file" message when you click on a link. Don't email the presentation to others; direct them to identity.autodesk.com to download the presentation.



Time Stamp
The Corporate Overview presentation will be updated regularly and time-stamped with the month and year of release.

File Modification
Don't modify these files. Modifying, moving, or resaving the files disables the navigation.

Assets Available:
Employee Assets: identity.autodesk.com
Instructional PDFs: identity.autodesk.com

Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Corporate Overview Presentation	207
3.20 PowerPoint Presentations	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Specifications	



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Publications





Autodesk Identity Guidelines	Copyright	Creative Communications	Updated	Manufacturing Solutions Magazine	209
3.22 Publications	©2003 Autodesk, Inc.	identity.autodesk.com	April 2003	Design Portfolio	



“With Autodesk Inventor, students are up and running from the start. Consequently, students are vastly more productive and efficient than even a few semesters ago and are designing with advanced 3D elements in a matter of weeks.”

—Professor Corrado Poli,
University of Massachusetts

Setting the Stage for Engineering Success with

3D Parametric Design Software



Early exposure to professional design challenges is becoming a practice at our country’s finest engineering universities, many of which teach the software tools students will use when they enter a highly competitive job market. At the University of Illinois at Urbana-Champaign and the University of Massachusetts Amherst, 3D parametric design now serves as the universal language for communicating complex engineering concepts.

According to University of Illinois Professor Jim Leake, “An engineering education once began with elementary concepts such as drawing and making hand models; 3D modeling is now simply one of many tools used to visually communicate thoughts and ideas. Solid modeling tools are entering the mainstream of the software industry, where I believe they will eventually be as commonplace as spreadsheets and word processors. Students are moving beyond modeling to perform increasingly complex tasks that include simulation, analysis, and optimization.”

University of Illinois and University of Massachusetts: Solving Professional Design Challenges from the Classroom

With productivity at a premium, companies around the globe are harnessing more powerful technology and making use of collaborative teams; many colleges mirror these trends by presenting student teams with real design challenges and providing them with the professional tools they need, often as early as the first semester. This early emphasis has had a significant impact on the level of productivity students can achieve within the time constraints of a degree program.

For example, in “Engineering Graphics and Design,” the mainspring general engineering course at the University of Illinois, small student teams tackle complex conceptual design problems. First-year students have generated innovative designs for human-powered submarines and jet skis; ultralight airplanes; a retractable roof for a domed stadium; and a drawbridge over the Chicago River. To prove the designs are buildable, students provide an underlying assembly model and generate AVI files to simulate motion and check for interference.



The University of Illinois has also introduced a new course to focus on advanced downstream uses of parametric solid modeling and 3D CAD. Students in “Computer-aided Design, Analysis and Prototyping” perform finite element and motion analysis to make design improvements to existing consumer products.

This sum of this expertise is later put to use in the award-winning “Senior Project Design” course, where three-member student teams collaborate with an industry sponsor and faculty member to define and solve an existing professional design problem. This course has been a success at every level: It directly benefits the sponsoring company, and students gain understanding of the rapid response time expected in the business world, while developing the skills and teamwork necessary for efficient problem solving.

According to Professor Leake, “Introducing students to the complexities of actual engineering projects right from the beginning develops a range of skills and problem-solving tools they can call on in their quest for professional success. There’s no better preparation for students than to challenge them with the same tough engineering problems they will soon face as professionals.”

At the University of Massachusetts, Autodesk Inventor® software powers the semester-long “Introduction to Mechanical and Industrial Engineering” course, where freshmen teams redesign an existing consumer product for easier assembly. Working with a given set of constraints, students use 3D parametric analysis to create an exploded assembly drawing while designing product assembly lines. Previous design projects included redesigning such products as hair dryers, lamps, and elec-

tric razors. Last year students redesigned a toaster with varying options for production on a single assembly line; this year students will redesign and create an assembly line to manufacture a disposable camera.

Says University of Massachusetts Professor Corrado Poli, “The benefits of this early curriculum integration are far-reaching. When students see greater results at a more rapid pace, they find the design process more satisfying and want to stretch even further. And, since students are able to think more graphically, they can more easily document and share their ideas, which encourages them to develop better critical thinking and communication skills.”

Continues Professor Poli, “With Autodesk Inventor, students are up and running from the start. Since they can teach themselves the program within four or five laboratory sessions, the semester or two that was once spent simply learning to use software is instead put to use designing and creating complex 3D designs. Consequently, students are vastly more productive and efficient than even a few semesters ago and are designing with advanced 3D elements in a matter of weeks. This has been crucial to the amount of progress we can now make in a semester.”

Easy Access to Ready-Made Curriculum and the Autodesk Product Suite

The Autodesk® Education Manufacturing Curriculum, designed specifically for use with Autodesk Inventor, is available to complement in-house coursework. The curriculum content includes an Instructor Guide with lecture notes, additional instructor resources and classroom materials, and an innovative Electronic Student Workbook providing access to step-by-step skills-building exercises in Autodesk Inventor software.

Access to Inventor and the entire Autodesk product suite is available through the Autodesk Comprehensive Education Solution (ACES). ACES is a subscription-based education software program that enables educators and students to access professional design tools for a single annual fee.

According to Professor Poli, “The ACES program offers open access to the software without one department having to absorb the cost. With ACES, we are free to order off the menu; each department can use whichever Autodesk product works best for their curriculum at any given time. The student benefits are tremendous, since mastering the tools of their trade readies them to be productive right out of the starting gate.”

Autodesk Inventor is included in all ACES contracts; to confirm the status of your ACES contract, or to initiate a new contract, contact your local Autodesk Education Representative. For information on education products, resources, events, articles, and curricula, visit www.autodesk.com/education.



autodesk®

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3.23

Sponsorships



