TESLA

Brand Manual 2010

Welcome to the Tesla Motors, Inc. brand guidelines.

A unified and consistent use of these guidelines is one of the key ways by which we will visibly distinguish and strengthen the equity and hence the value of our brand over the medium and long-term.

These guidelines are designed to help everybody involved in the production of our communications and they also play an important role in building our brand. Please take time to read and understand them: The design principles have been carefully considered and developed to ensure that our visual identity is consistent all around the world. They will continue to evolve as our requirements grow to become a fully comprehensive guide for all identity applications.

This document provides detailed guidelines for working with the Tesla Motors visual identity. It includes an overview of our brand positioning, our identity toolkit, and illustrates applications for business papers and other applications. Thank you for making the brand a priority!

TESLA MOTORS was founded in 2003 by a group of intrepid Silicon Valley engineers who set out to prove that electric vehicles could be awesome.

THE TESLA ROADSTER hit the streets in early 2008 as a car with no equal. Two years later, over 1,000 Roadsters drive emissions-free in more than 25 countries.

TESLA'S BATTERY PACKS AND POWERTRAINS will help lessen global dependence on petroleum-based transportation and drive down the cost of electric vehicles. By cooperating with other car manufacturers, we hope to put more electric cars on the road.

EVERY TESLA AND EV using Tesla Technology is a step towards making increasingly affordable electric cars available to the consumer.
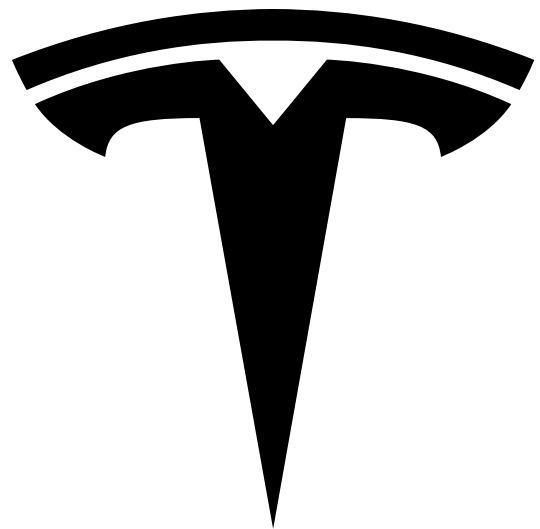
It's more than electric, it's Tesla.

TESLA

A. The Tesla Wordmark

B. The Tesla Flag

C. The Tesla T

The Tesla Visual Identity is more than a badge or logo: it stands for who we are. It is a visual representation of our brand, our values and our commitment to be the best of the automotive and technology worlds.

The relationship between each element of our visual identity has been carefully considered: the letters have been specially drawn and colors have been chosen to create a unique, distinctive mark. The relative size and position of the elements is fixed and should not be changed. There are three variations of the Tesla Visual Identity They are:

A. The Tesla Wordmark
B. The Tesla Flag
C. The Tesla T

Note that The Tesla Flag and The Tesla T may be used on communications ONLY WITH EXPLICIT APPROVAL of Corporate Marketing and the Chief Designer/Creative Director.
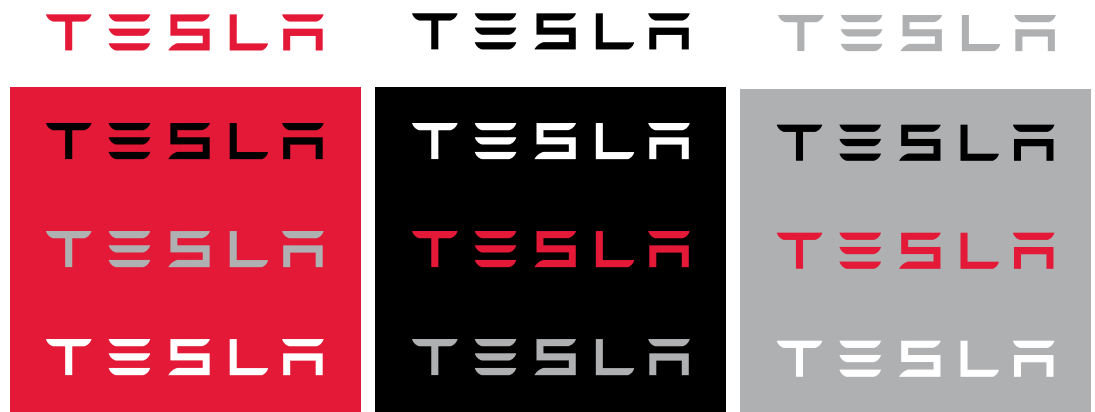
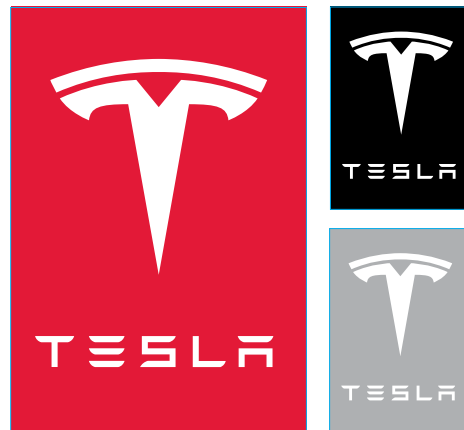A. Permissible Color/Background Combinations

B. Clearspace

The Tesla Wordmark is the most common expression of the Tesla Visual Identity. It combines the clearest communication of the brand name with the most flexible rules of application.

The Tesla Wordmark may be used in any application and in any configuration provided the two rules are strictly adhered to:

A. The Tesla Wordmark may ONLY be used in the color combinations shown here. It may NOT be placed on a HIGHLY-PATTERNED background or photograph. Care should be taken that the background upon which it lies allows it to read with sufficient prominence. The type may not be altered in any way, nor should it have any elements added to it, such as a drop shadow or underline.

B. A clearspace equal to the vertical height of The Tesla Wordmark must be maintained around The Tesla Wordmark in every application. No other visual element may intrude within this clearspace. The Tesla Wordmark may NOT be used "in-line" as part of headlines, copy or other typography, but should always be used as a stand-alone element.

The Tesla Wordmark is the ONLY expression of the Tesla Visual Identity which may be given to third parties for use in their communications. Third parties must also abide by the rules outlined above.

A. Permissible Color/Background Combinations
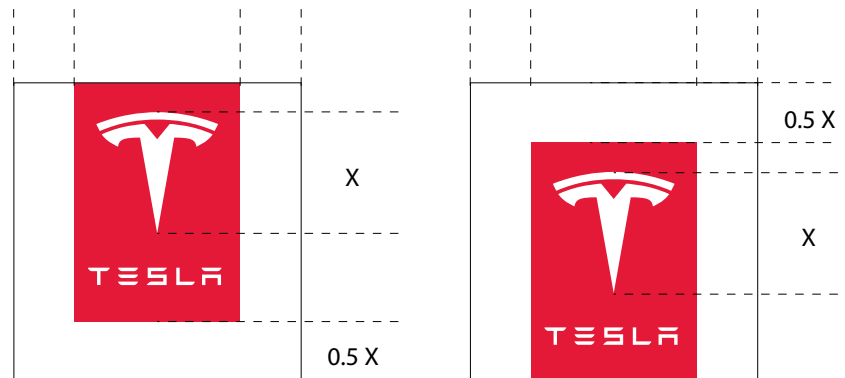
B. Bleed & C. Clearspace

The Tesla Flag is more than a badge or logo: it stands for who we are. It represents our commitment to be the best of the automotive and technology worlds and its use should be carefully controlled.

The relationship between each element of our logo has been carefully considered: the letters have been specially drawn and colors have been chosen to create a unique, distinctive mark. The relative size and position of the elements is fixed and should not be changed.

Use of the Tesla Flag on an application requires the explicit permission of Corporate Marketing and the Chief Designer/Creative Director. It should NEVER be given to third parties for use on their communications. Use of The Tesla Flag must adhere to the following three rules:

A. The Tesla Flag may ONLY be used in the color combinations shown here or the equivalent non-color applications (engraving, bas-relief, etc.) The Tesla T and Tesla Wordmark may only be in White on one of the 3 backgrounds shown here (Tesla Red, Black, or Gray). The Tesla Red background is the preferred/primary application. While The Tesla Flag may be placed over a patterned background or photograph, no pattern or image must ever be used WITHIN The Tesla Flag.

B. The Tesla Flag MAY NEVER "float" on an application. EITHER the top or bottom edge of The Tesla Flag MUST bleed off of the edge of the application in question (the only implicit exception to this rule is the business card, where, technically, the flag bleeds to all four sides).

C. A clearspace equal to half of the height of The Tesla T must be maintained between all OTHER edges of The Tesla Flag and the edges of the application in question.

A. Permissible Color/Background Combinations

0.5X   0.5X

0.5X

X

0.5X
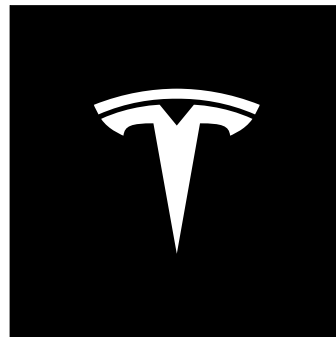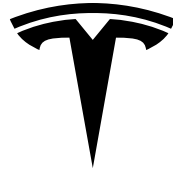
B. Clearspace

Use of the Tesla T on an application requires the explicit permission of Corporate Marketing and the Chief Designer/Creative Director. It should NEVER be given to third parties for use on their communications. Use of The Tesla T must adhere to the following two rules:
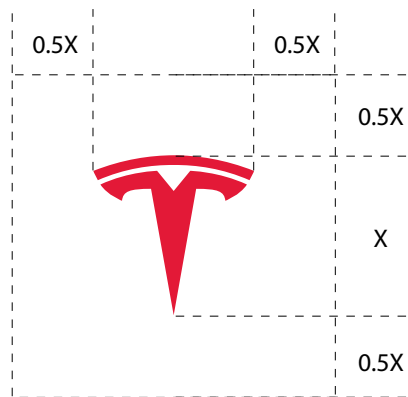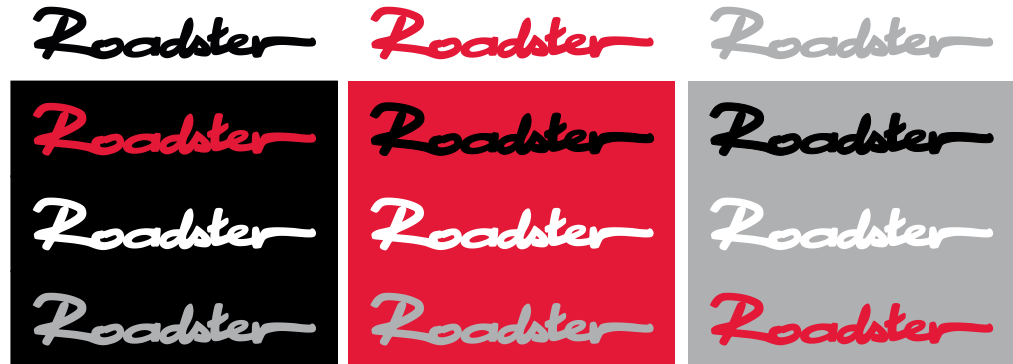
A. The Tesla T may ONLY be used in the color combinations shown here.   It may NOT be placed on a patterned background, over a photograph or on a background of some other color. The Tesla T may NOT be in a color or on a background other than the 4 shown here (Tesla Red, Tesla Black, Tesla Gray or Tesla White)

B. A clearspace equal to half of the horizontal width of The Tesla T must be maintained around The Tesla T in every application. No other visual element may intrude within this clearspace.

C. The Tesla T must always be used in some degree of proximity to The Tesla Wordmark (either on the same visual plane or on the same object). It should never be used alone. Exceptions to this rule can only be made by Corporate Marketing and the Chief Designer/Creative Director.

A. Permissible Color/Background Combinations

B. Clearspace

The Roadster Wordmark may be used in any application and in any configuration provided the two rules are strictly adhered to:
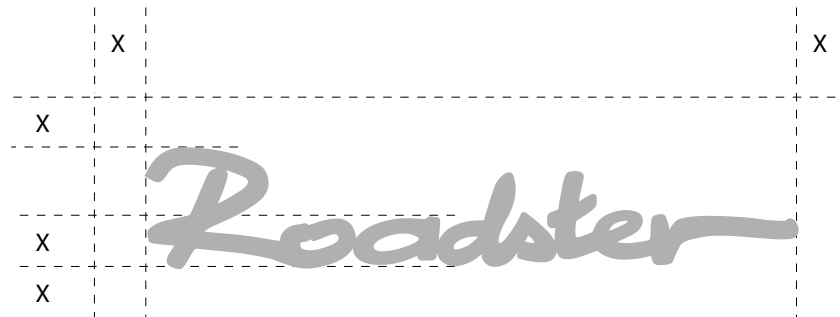
A. The Roadster Wordmark may ONLY be used in the color combinations shown here. It may NOT be placed on a patterned background, over a photograph or on a background of some other color. The type may NOT be in a color or on a background other than the 4 shown here (Tesla Red, Tesla Black, or Tesla White)

B. A clearspace equal to the vertical height of "a" in The Roadster Wordmark must be maintained around The Roadster Wordmark in every application. No other visual element may intrude within this clearspace. The Roadster Wordmark may NOT be used "in-line" as part of headlines, copy or other typography, but should always be used as a stand-alone element.

The Roadster Wordmark may be given to third parties for use in their communications. Third parties must also abide by the rules outlined above.
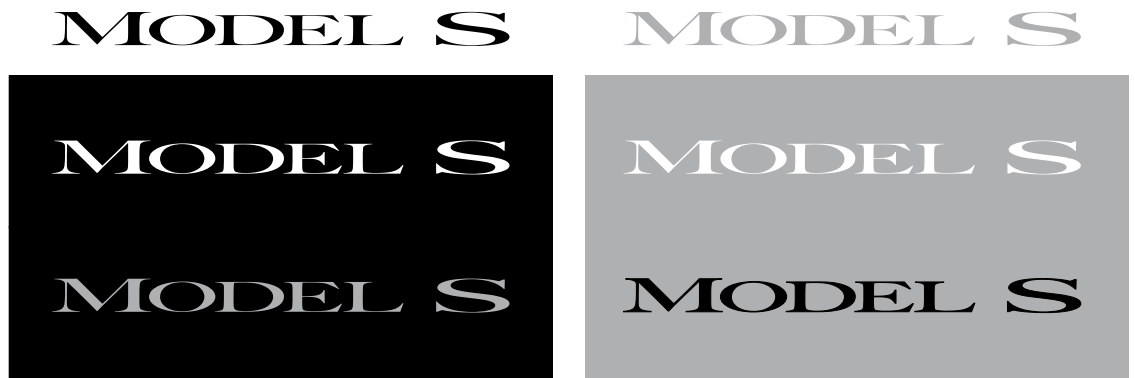
A. Permissible Color/Background Combinations

B. Clearspace

The Roadster Sport Wordmark may be used in any application and in any configuration provided the two rules are strictly adhered to:

A. The Roadster Sport Wordmark may ONLY be used in the color combinations shown here. It may NOT be placed on a patterned background, over a photograph or on a background of some other color. The type may NOT be in a color or on a background other than the 4 shown here (Tesla Red, Tesla Black, or Tesla White)

B. A clearspace equal to the vertical height of "a" in The Roadster Sport Wordmark must be maintained around The Roadster Sport Wordmark in every application. No other visual element may intrude within this clearspace. The Roadster Sport Wordmark may NOT be used "in-line" as part of headlines, copy or other typography, but should always be used as a stand-alone element.

The Roadster Sport Wordmark may be given to third parties for use in their communications. Third parties must also abide by the rules outlined above.

MODEL S   MODEL S

MODEL S   MODEL S

MODEL S   MODEL S

A. Permissible Color/Background Combinations

X   X

X

X   MODEL S

X

B. Clearspace

The Model S Wordmark may be used in any application and in any configuration provided the two rules are strictly adhered to:

A. The Model S Wordmark may ONLY be used in the color combinations shown here. It may NOT be placed on a patterned background, over a photograph or on a background of some other color. The type may NOT be in a color or on a background other than the 3 shown here (Tesla Gray, Tesla Black, or Tesla White). The Model S Wordmark should NEVER be used in Tesla Red.

B. A clearspace equal to the vertical height of "M" in The Model S Wordmark must be maintained around The Model S Wordmark in every application. No other visual element may intrude within this clearspace. The Model S Wordmark may NOT be used "in-line" as part of headlines, copy or other typography, but should always be used as a stand-alone element.

The Model S Wordmark may be given to third parties for use in their communications. Third parties must also abide by the rules outlined above.
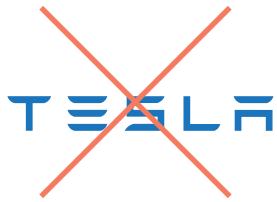
Wrong Color Combinations
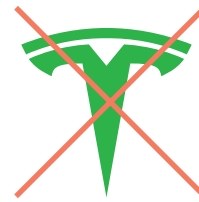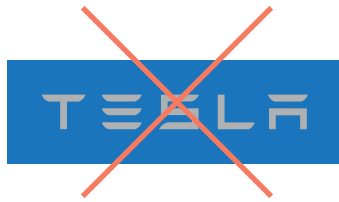
Wrong Proportions
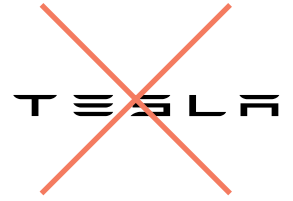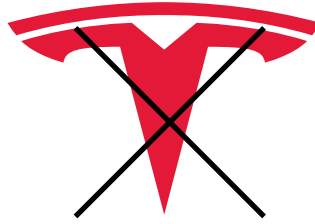
Wrong Spatial Relationships

Wrong background to flag

Floating Flag
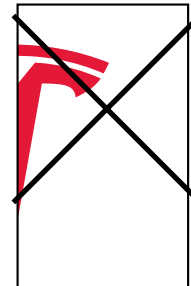
Cropped Tesla T

Old Tesla Shield

Buy a TESLA at a store near you

Tesla Wordmark used "in-line" to text

The exhibits above are some examples of ways in which the variations of the Tesla Visual Identity SHOULD NOT be used. This is by no means an exhaustive list, but it illustrates some of the most common issues. In particular, please make sure that the identity is also rendered in correct colors and position and is not distorted. It is also important to ensure that the identity has sufficient clearspace and bleeds correctly (in the case of The Tesla Flag)

Primary & Copy Font:

HELVETICA ···

Helvetica Light Standard

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Helvetica Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Helvetica Bold Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Secondary & Headline Font:

GOTHAM ···

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Electronic font:

ARIAL ···

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

The selection and use of our corporate typeface has two functions. Firstly, to create a distinctive and consistent look across all our communications. Secondly, to help the reader navigate a document, delivering messages with impact and clarity.

Our primary typeface is Helvetica. Helvetica is the quintessential modern and versatile sans serif typeface. It is highly legible, economical with space and comes in a variety of weights that give distinction and impact to any communication. The Helvetica family is available globally for PC and Macintosh systems. For headlines, titles and pull-out's you may use our secondary typography, which is Gotham.

For electronic applications, it is important to use a typeface that is installed as a standard on all PC and Macintosh systems. Arial has been selected to replace Helvetica in electronic applications because it is the closest match out of the standard typefaces available.

0C 0M 0Y 0K
255R 255G 255B
WEB = FFFFFF
White

0C 0M 0Y 100K
0R 0G 0B
WEB = 000000
Black

0C 100M 81Y 4 K
227R 25G 55B
WEB = E31937
PANTONE® 186

0C 0M 0Y 24K
201R 203G 204B
WEB = C9CBCC
PANTONE® Cool Gray 4

0C 0M 0Y 39K
174R 176G 178B
WEB = AEB0B2
PANTONE® Cool Gray 7

0C 0M 0Y 68K
113R 114G 115B
WEB = 717074
PANTONE® Cool Gray 11

The colors featured on this page and throughout this site are not intended to match the PANTONE* Color Standards. The standards for the PANTONE Colors are shown in the current edition of the PANTONE Color Formula Guide. The PANTONE MATCHING SYSTEM® is a worldwide printing, publishing and packaging color language for the selection, marketing and control of color.
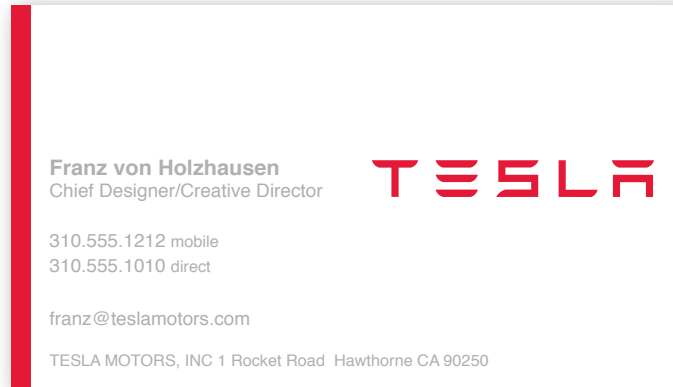
*PANTONE® is a registered trademark of Pantone, Inc.

Color is a great identifier: football teams, airlines and even telecommunications companies "own" colors that are instantly recognizable and represent who they are. By understanding and exploiting this principle we can use color to influence the way people think about us and build strong associations with our brand and our products.

Proper application of the primary corporate color palette helps to ensure a consistent and credible communication of the company. Our corporate color palette consists of red (PMS186) grays (PMS Cool Gray 4, 7 and 11) and white and black. When it is not possible to print a solid Pantone color, check our recommended CMYK breakdown (Cyan, Magenta, Yellow and Black.) Always use the percentage breakdowns specified here to achieve the closest match to Pantone colors. RGB and web safe values specify colors for screen and Internet display. These guidelines are designed to be viewed on screen. RGB color print outs should not be used to match color. Always use the relevant matching system to ensure consistency.

 These colors or their equivalents should set the tone of any application which stages the company or is a communication from the company.

Overall, brand colors should be used in the following percentages: White 75%, cool gray 4,7,11 20%, and red 5%. In most instances, the red in the logo flag and a supporting graphic element are enough red for the page or application in question. We are trying to move away from the dark gothic blacks and create a modern and freshly efficient aesthetic.

Franz von Holzhausen
Chief Designer/Creative Director

310.555.1212 mobile
310.555.1010 direct

franz@teslamotors.com

TESLA MOTORS, INC 1 Rocket Road Hawthorne CA 90250

Front

Back

A few countries may need to adapt the size of the business card to comply with local standards. The graphic elements must always remain the same and the proportion of height to width of the business card must not be altered. Recommended paper stock for business cards is Mohawk double thick brilliant white wove, 160# stock.

Any significant changes to accommodate local norms must be approved by Corporate Marketing and the Chief Designer/Creative Director.
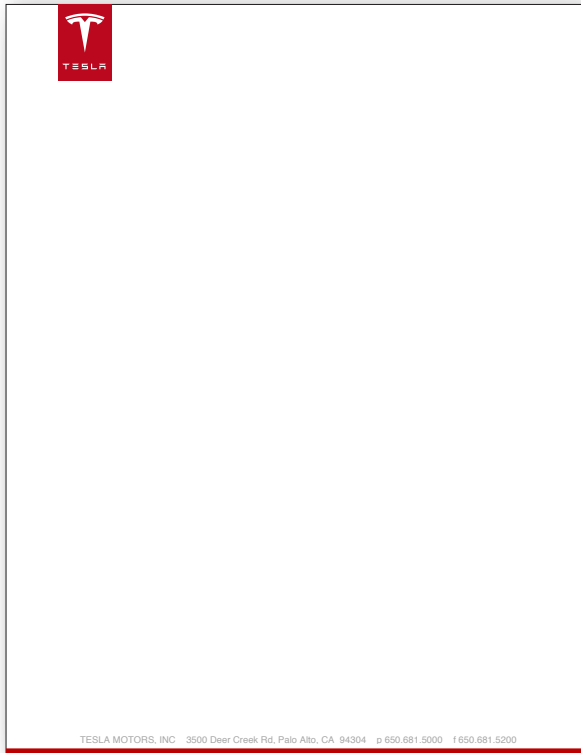
Printed Letterhead
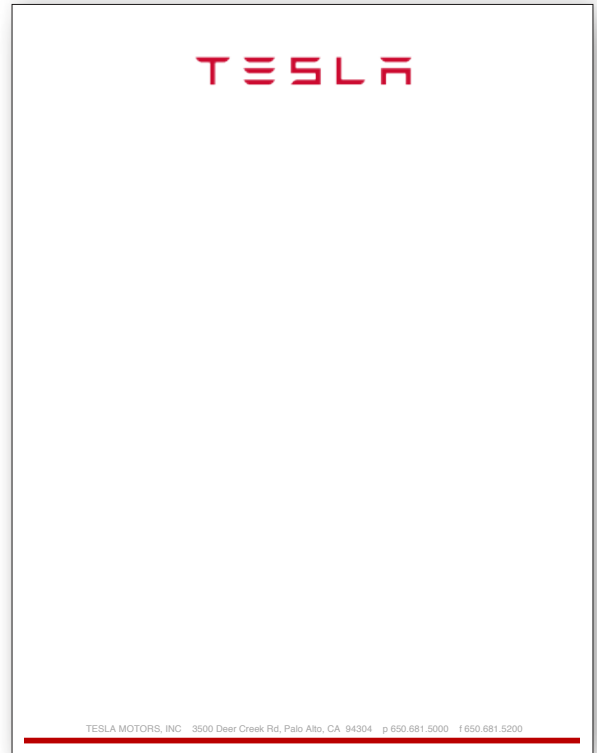
Electronic Letterhead

We have two versions of the corporate letterhead, one to be used for everyday, electronic use which uses The Tesla Wordmark and one which is used for special occasions and must be printed by offset printing which uses The Tesla Flag. The designs of these two letterheads are consistent across all Tesla Motors, Inc. locations although local postal regulations and paper size standards may make it necessary to adjust the position of certain elements, but in every case follow the layout principles illustrated here. Recommended paper stock for offset printed letterhead is a bright white wove, 100 pound text. The printed letterhead (using The Tesla Flag) MUST NEVER be printed from a computer as this will cause incorrect bleed and proportion of The Tesla Flag and will cut off the red line at the bottom.

TESLA
3500 Deer Creek Rd, Palo Alto CA 94304
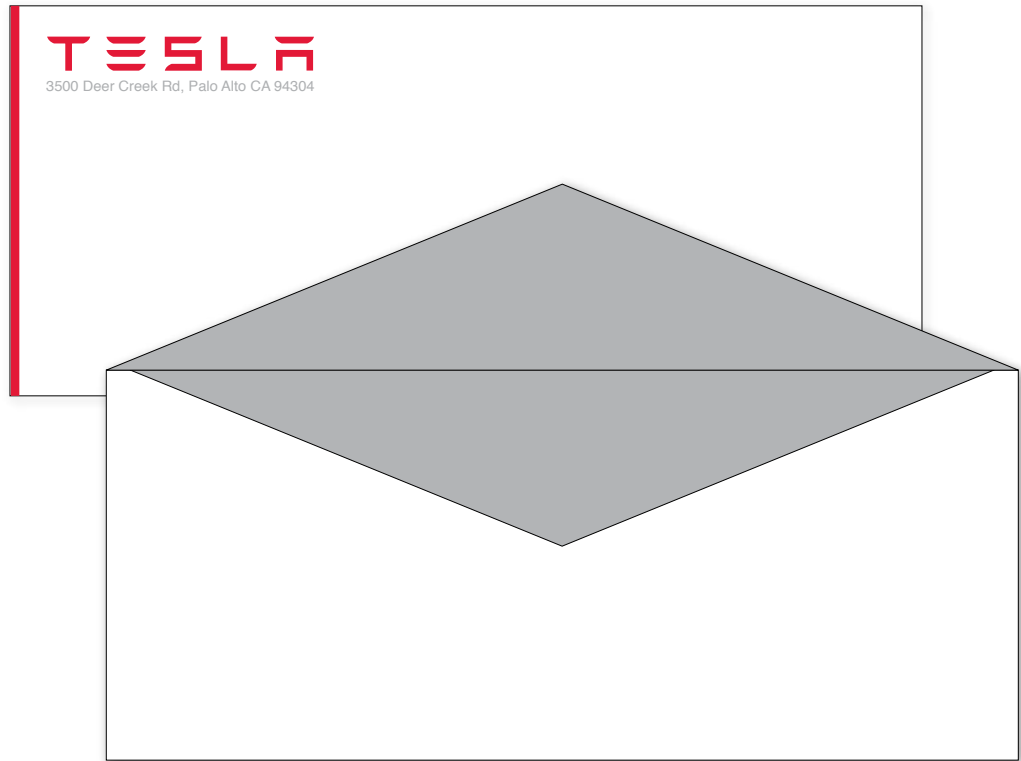
The design of our envelope is consistent across all Tesla Motors, Inc. locations. Local postal regulations may make it necessary to adjust the position of certain elements, but in every case follow the layout principles illustrated here. The sizes of elements are the same as the sizes of the same elements as used in the letterhead. The address text should be printed in PMS Cool Gray 7 while the inside of the envelope should be printed in PMS Cool Gray 4.

Training
Communications & Digital Marketing

Team

- First level bullet
- First level bullet
  – Second level bullet
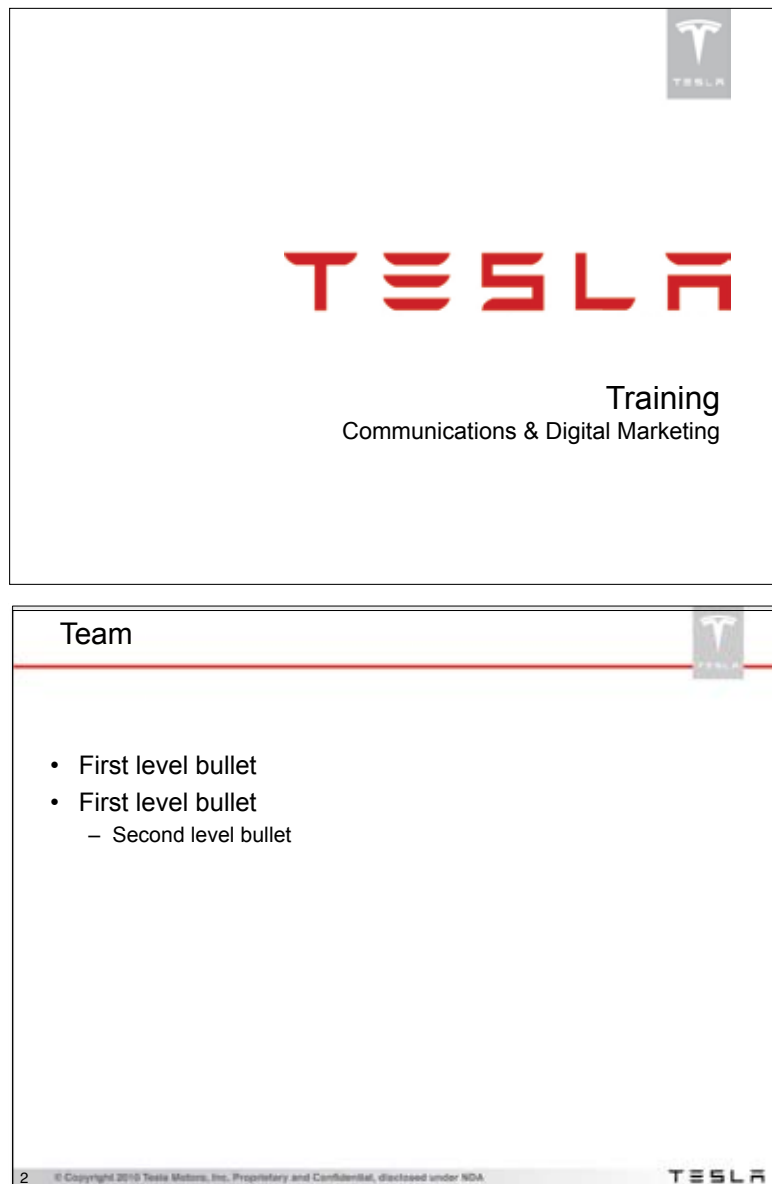
The Tesla PowerPoint template uses The Tesla Flag in Tesla Gray in the upper right hand corner, together with a thin red rule to stage the headline for each slide. The footer contains copyright information as well as the page number and The Tesla Wordmark. All type is Arial

The title slide should use The Tesla Wordmark as the primary visual identity element.

Always use an approved template when creating PowerPoint presentations.

When sending copies of PowerPoint presentations to outside third parties it is always best to convert them first to PDF format.

10.5pt. Arial Bold, 185R, 18G, 49B (Red)   **10.5 Arial Bold, 113R, 114G, 115B (Gray)**

Colette Niazmand | Senior Manager, Marketing
3500 Deer Creek Road | Palo Alto, CA 94304   **10pt Arial Regular, 113R, 114G, 115B (Gray)**
p 650.681.5009 | c 650.xxx.xxxx | f 650.681.5104 | e   colette@teslamotors.com

TESLA

The content of this message is the proprietary and confidential property of Tesla Motors, and should be treated as such. If you are not the intended recipient and have received this message in error, please delete this message from your computer system and notify me immediately by reply e-mail. Any unauthorized use or distribution of the content of this message is prohibited. Thank you.

Please consider the environment before printing this email.

8 pt Arial Regular 201R 203G 204B (Light Gray)

The electronic signature should be kept as consistent as possible. Only job titles approved by a senior manager may be used. A request to consider the environment before printing may be used, as may a legal disclaimer. In addition icons and links to the Tesla Motors page on Facebook, Twitter and YouTube may be added. No other images should be used.

In all cases, ONLY The Tesla Wordmark may be used in an electronic signature in the format shown above. NEVER use The Tesla Flag or The Tesla T.

The Tesla Motors identity represents our company and the products that it invents and manufactures and should be treated consistently and with respect.

But as an automobile brand and a brand that represents a revolutionary new approach to transport, the Tesla brand is also a lifestyle brand. In the lifestyle context we will allow more latitude in how the brand is modified in order to make a particular fashion accessory or garment attractive and attention getting. There are, however, a few hard and fast rules.

First, make a clear distinction between items that will be used as a direct representation of the Tesla company or product (e.g. employee apparel, car accessories, corporate give-aways, etc.) and those designed to be used or worn in the spirit of Tesla Motors (t-shirts, hats, scarves, etc.). The former items MUST adhere to the spirit and letter of these guidelines. The latter items do not, except for the following rules. If you are in ANY doubt about whether an item is a corporate item or a fashion item, please contact the responsible member of the Marketing department.

Second, although on these types of items, the logo and its elements may be de-constructed and used alone or in arbitrary proportions to each other, they MUST NEVER be distorted in any significant manner or set in different typography.

Third, somewhere on the accessory or garment, the Tesla Motors identity must appear, either in the form of The Tesla Wordmark alone or in the context of The Tesla Flag.

Fourth, the treatment of the identity should in no way denigrate or bring the brand into disrepute.

Fifth, finally and most important, no accessory or garment design is to be put into production without the review and explicit approval of Corporate Marketing and the Chief Designer/Creative Director..

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The Tesla voice is confident and spirited. It believes in the future of transportation, as made possible by Tesla's innovation. Each sentence should exude our sense of mission beyond selling cars.

Tesla is a premium brand and the voice must reflect this trait. While it aims to be accessible, it is intelligent and does not speak to everyone.

Forget cute. Forget clever. Forget sarcastic.

Use short, concise sentences – there's no reason to use ten words when the message can be conveyed in five.

DO:
- Use 3rd person. "The driver" is better than "you." "Tesla" is better than "our."
- Write efficiently. Our audience is intelligent and busy.
- Get to the point quickly.
- Be direct and confident without being aggressively arrogant.
- Prioritize the technology; it is the most universal. Performance and Design are good follow-up messages.
- Ask the headquarters marketing team for guidance as necessary. If you are not a good writer, don't pretend. Just ask for help.

DO NOT:
- Use the logo in-line with text.
- Use the word "luxury" to describe Tesla. Tesla is a premium, performance brand.
- Be pompous. Our technology makes us great, not our egos.
- Use the word "green" unless you are describing the color of a car. "Green" is infused in the Tesla mission – there's no need to dilute it with the "greenwashing" other companies must employ.
- Use abbreviations. Our technology is new. Spell technical terms out.