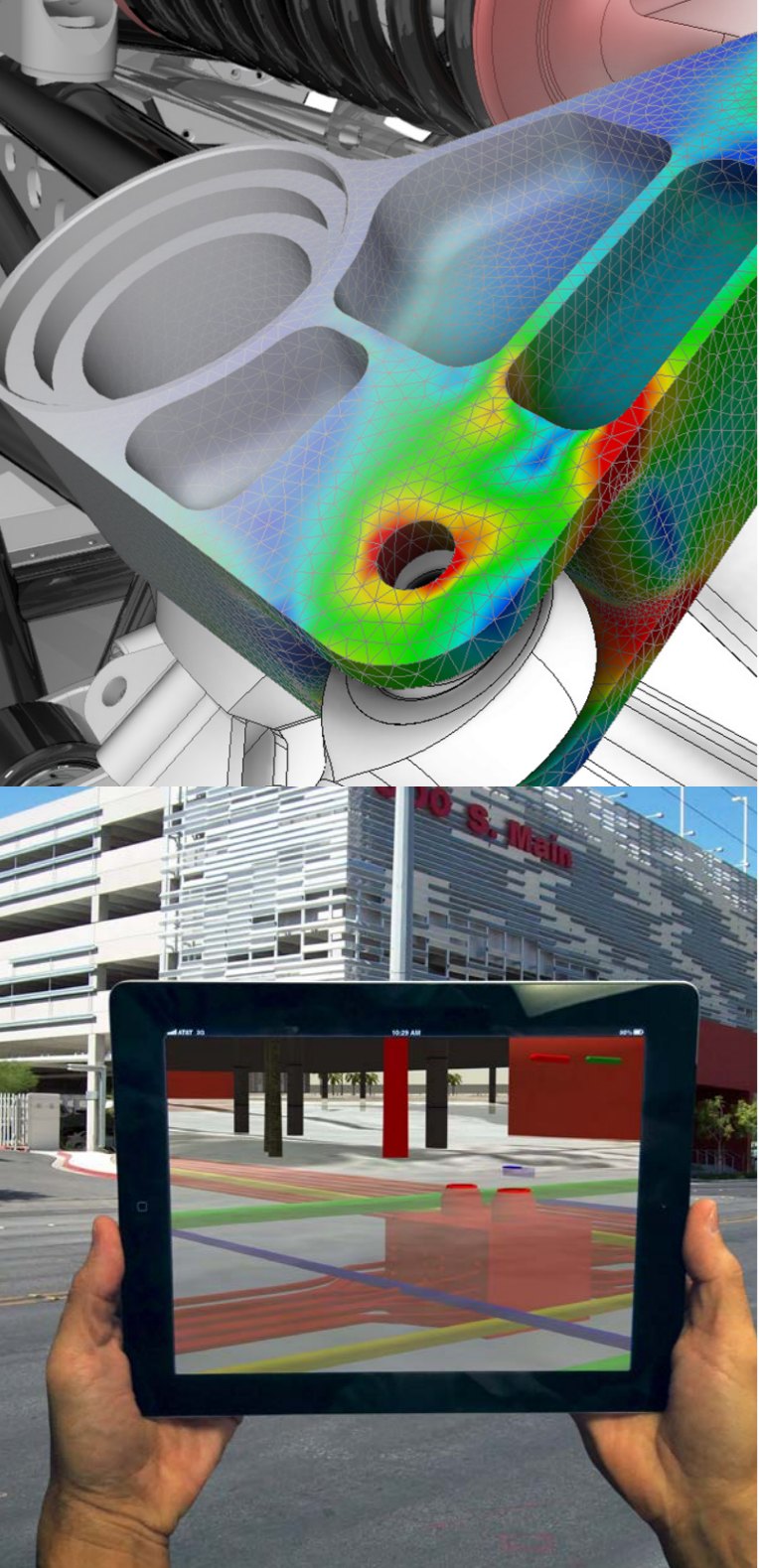




AUTODESK[®] FORGE

Brand Book



Code, meet Make.

Forge is Autodesk's Developer Platform.

It sits at the intersection of Code and Making. As Autodesk moves to the cloud and delivers on the Future of Making Things, Forge is enabling the company's reinvention and accelerating its transformation. Forge allows Autodesk to stand out in spaces usually dominated by smaller, born-in-the-cloud companies, and opens up vast new product and service opportunities.

This book provides tools to help you tell Autodesk's Forge story.

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Telling the Forge story

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Telling the Forge story

What we talk about when we talk about Forge

Why

Change isn't coming, change is here. In order to keep up, businesses need to find a different approach.

What

Forge is a connected developer platform that powers the future of making things. It takes components from Autodesk's powerful library of software and delivers them as cloud-based building blocks.

How

Companies can use these building blocks to extend their products or to create entirely new solutions within their existing infrastructure.

The Forge platform connects valuable information about how things are designed, made and used in order to improve processes and empower collaboration.

With Forge, companies can get started quickly and use what they need, when they need it - without having to maintain the underlying technology.

Reason to Believe

Companies are already using Forge to add visualization, scanning and 3D printing to their applications.

Autodesk is so confident that Forge is the platform to build the future of making things, we're building our own cloud solutions on it.

Call to Action

Try out Forge today.

Product description

The Autodesk Forge platform is a set of cloud services that connects design, engineering, visualization, collaboration, production and operations workflows. Small and large software developers alike are using Forge to build intuitive cloud-powered applications, services and experiences for the people making the world around us.

Companies who use Forge

Enterprises

Use Forge to connect their workflows, optimize end-to-end processes and more quickly build design, engineering and fabrication solutions.

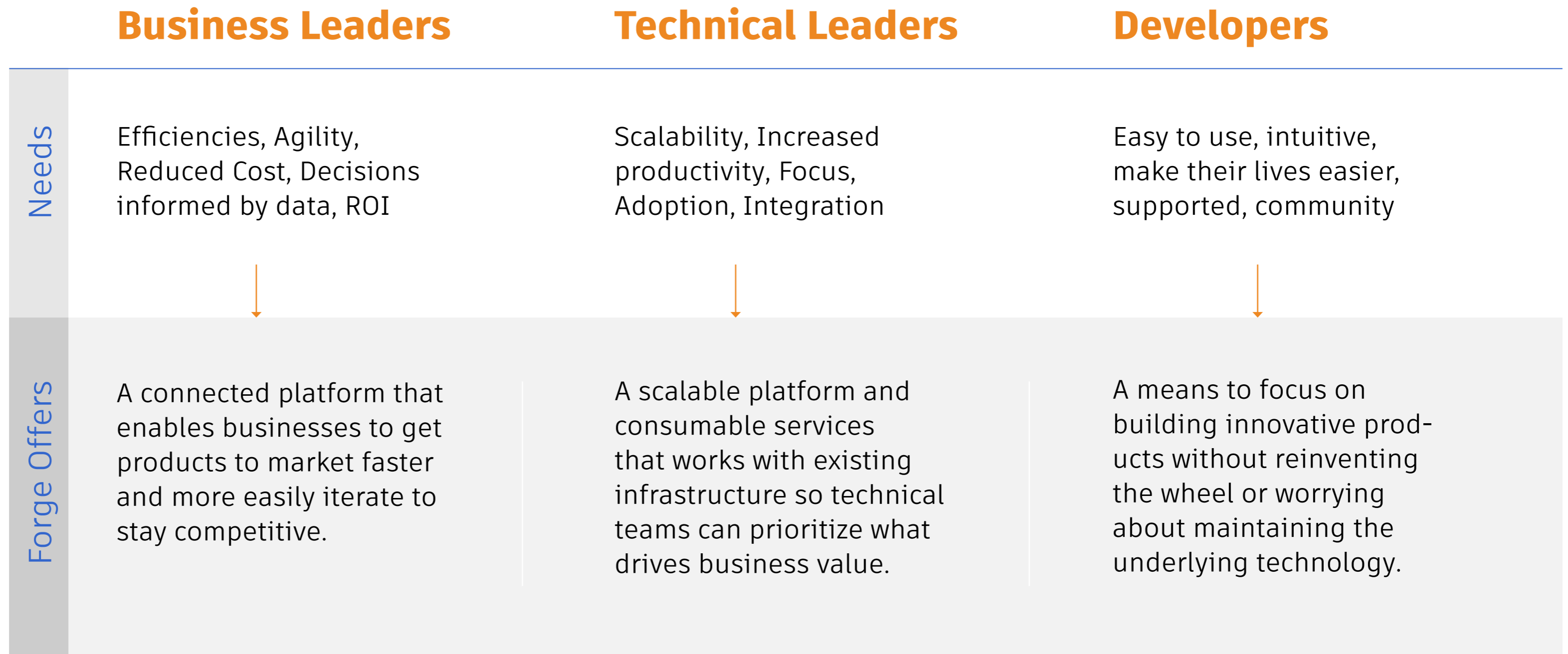
Systems integrators

Use Forge to connect and extend design, engineering, visualization, collaboration, production and operations solutions for their clients.

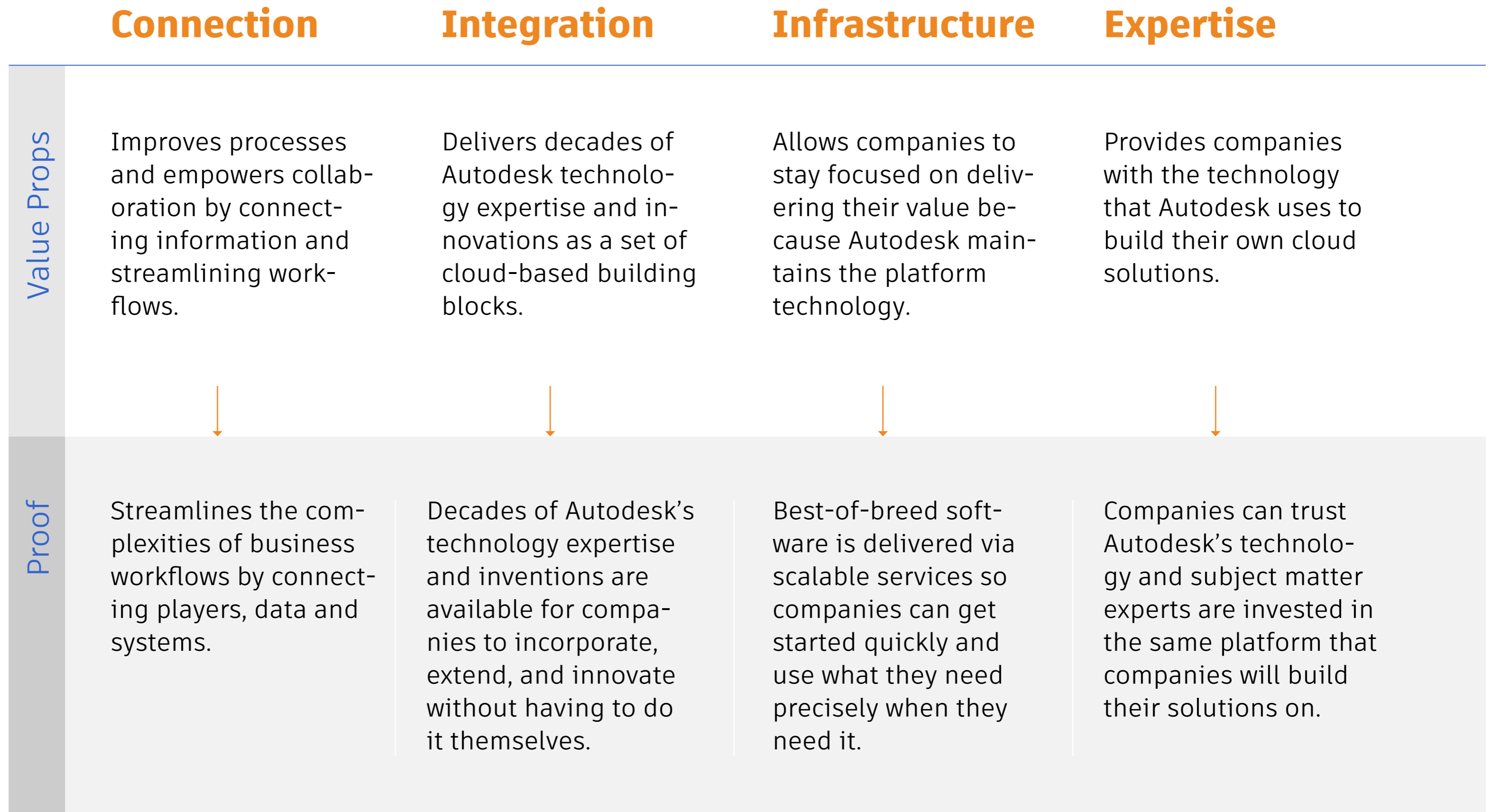
Startups

Use Forge to leverage existing best-in-breed technology and scalable infrastructure to build the next disruptive product.

Who Forge serves



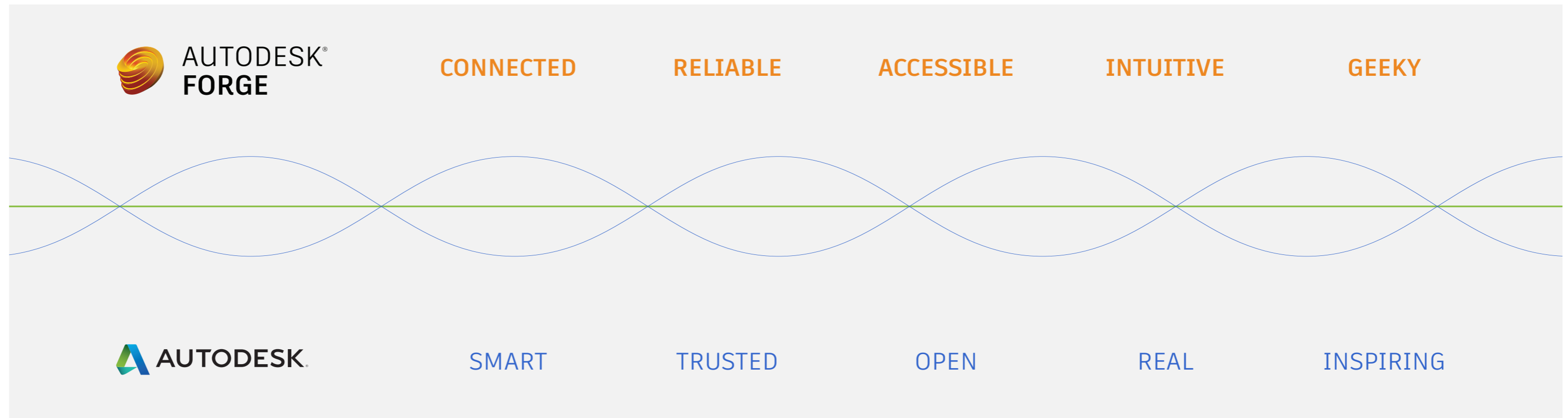
Messaging platform



How Forge should feel

Forge is Autodesk's development platform. Its brand personality mirrors Autodesk's.

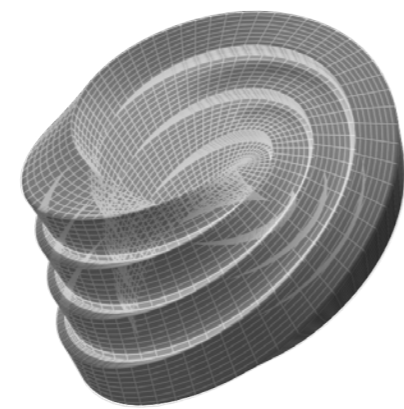
The attributes listed are derived from Autodesk's very own. They capture Forge's personality, and serve as the internal guidance for the creation of all experiences.



Identity guidelines

Forge symbol

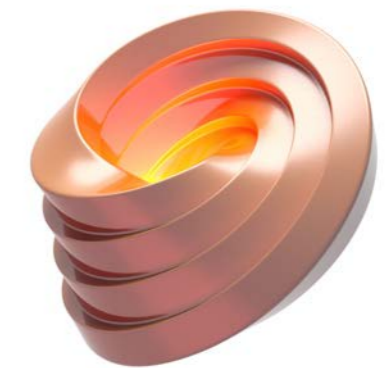
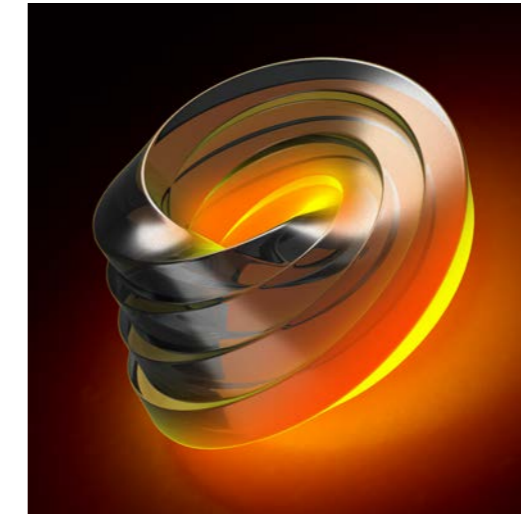
The Forge Symbol was crafted to evoke unification, heat, light and energy moving towards a central core.



Base 3D model



2D vector asset for the logo
(Available in Marketing Toolkit)



Derivative 3D assets for animations or fabrication.
(Images for inspiration only)

Logo system

Use the right logo for the job

The full color 1 or 2 line Autodesk Forge logo is applicable for most situations. You can also access logos specific to DevCon and the Fund as well as 2 or 1 color logos for embroidery and screen printing. Never add to or modify the Forge logo lock-ups.

Full color
1-line



Full color
2-lines



2-color
2-lines



2 color Forge Fund lockup not available

Full color
1-line
no ADSK



Full color
2-lines
no ADSK

Not applicable to 2 line lockup



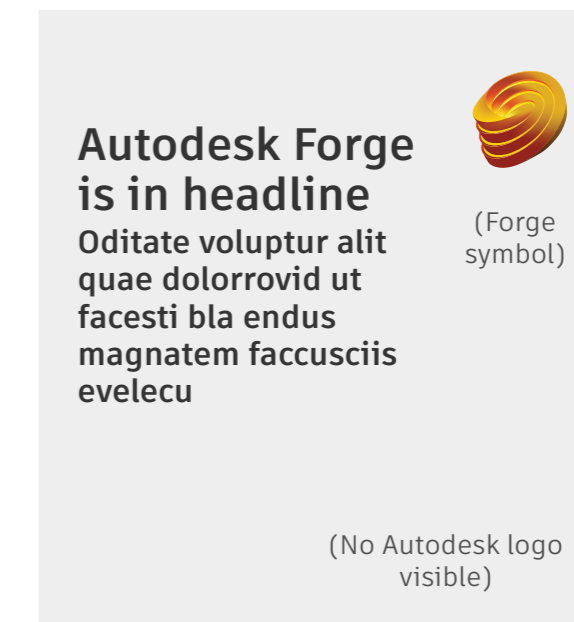
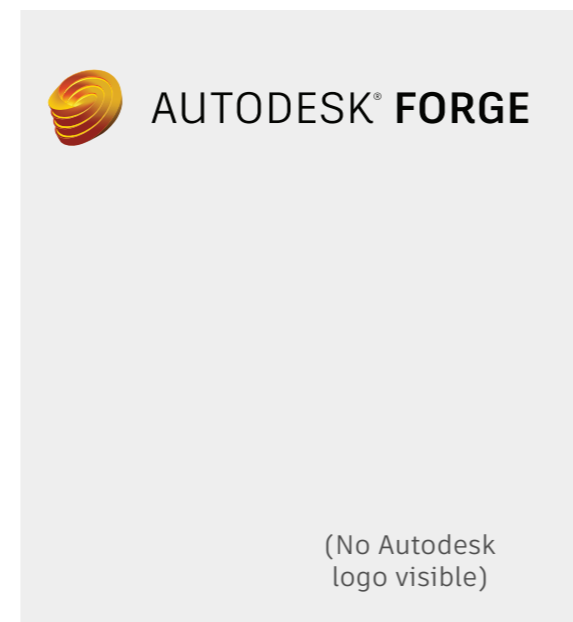
Logo usage

Always show a relationship between Forge and Autodesk

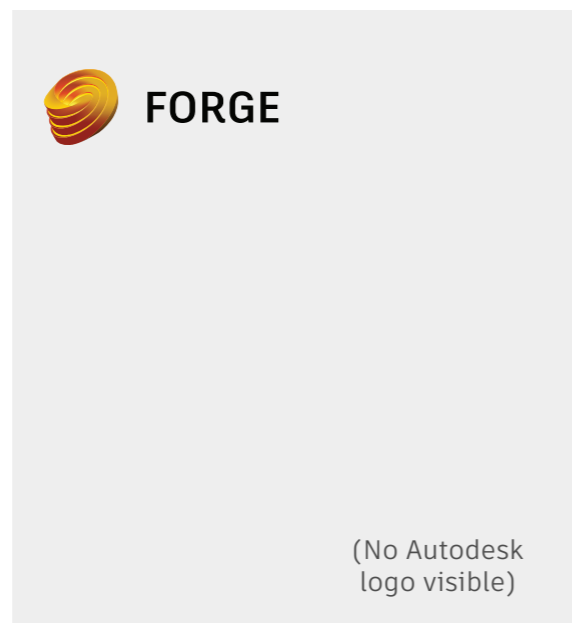
Forge should contribute to growing Autodesk's brand as a cloud services business. Its association with Autodesk should always be visually and verbally explicit.

POSSIBLE SCENARIOS

DO THIS



NOT THIS



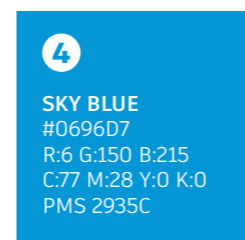
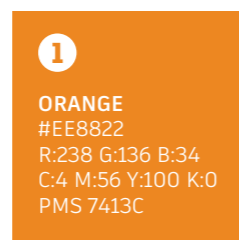
Color palette

Lead with Forge blue and accent with colors from Autodesk's brand palette.

PRIMARY COLOR

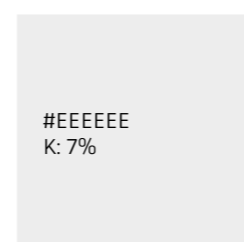
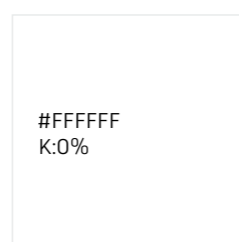


ACCENT COLORS

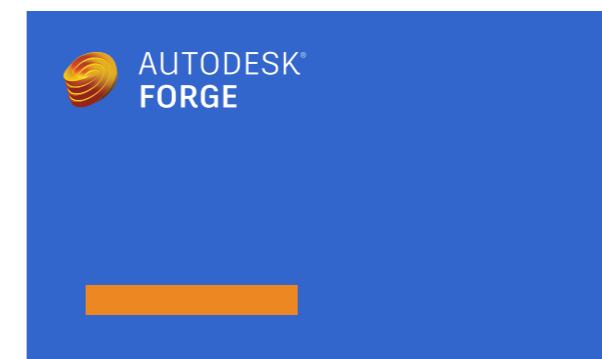
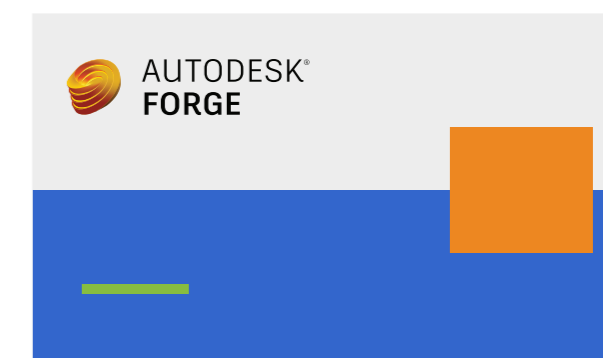
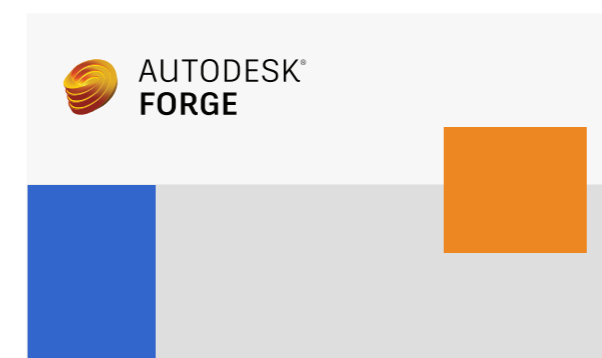
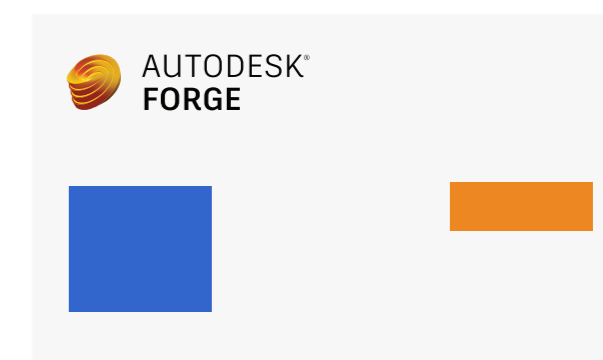
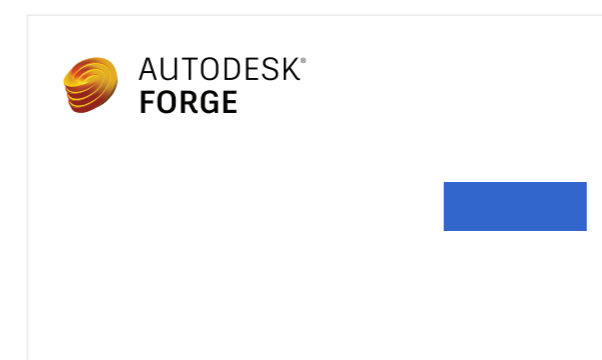


Use accent colors in this order of priority

LIGHT BACKGROUND SHADES



COLOR USAGE SAMPLE CHART



Typeface

Use Artifakt, Autodesk's typeface.

Artifakt is a proprietary typeface, designed for exclusive use by Autodesk. It expresses our unique company personality, and addresses our specific technical and aesthetic concerns over licensing, legibility, UI/mobile, etc.

Artifakt Legend

**When you need me to make a statement,
such as in a large headlines**

Artifakt Element

Use for most everything else:

- Subheads,
 - Body copy,
 - Bulleted information
 - Legal and caption copy
-

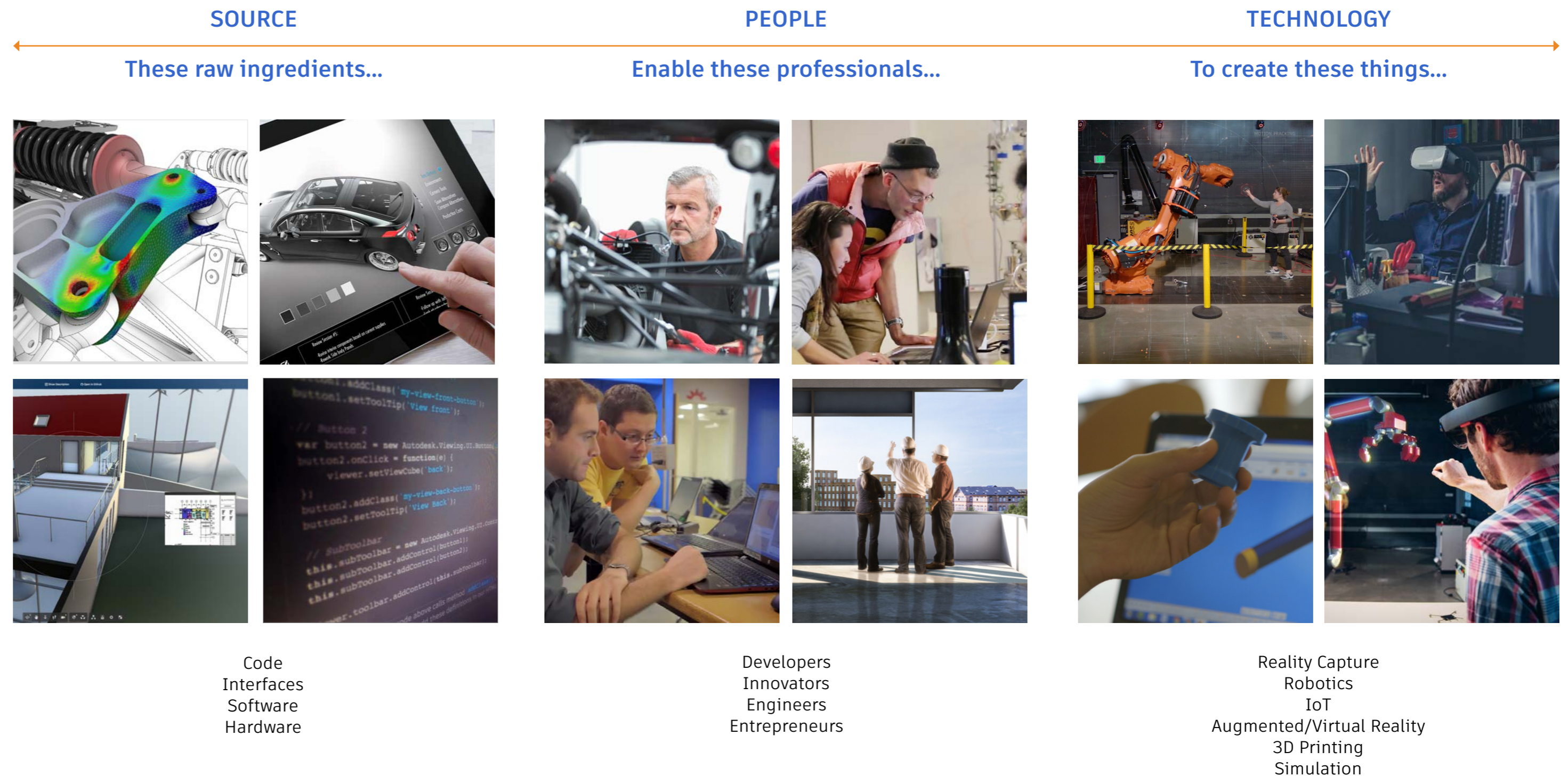
If you need a system font, use Arial.

Because applications like Microsoft PowerPoint and Word prevent embedding proprietary typefaces like Artifakt, electronic documents created for distribution outside Autodesk should be composed using the commonly available system typeface, Arial. PDFs can continue to use Artifakt.

Marketing imagery

Use images that bridge software and making things.

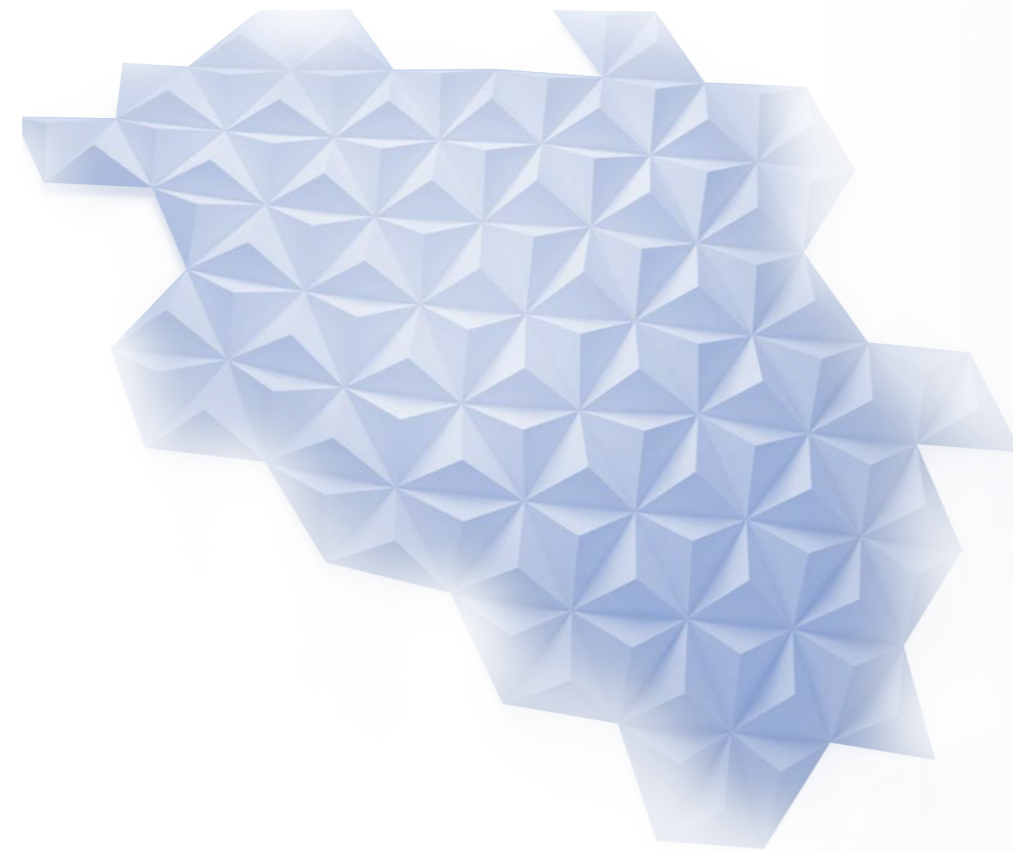
Our images depict the people, technology, and elements of code Forge is helping connect. Seen together, they should convey the collaborative nature of software development and innovation in the manufacturing and building industries.



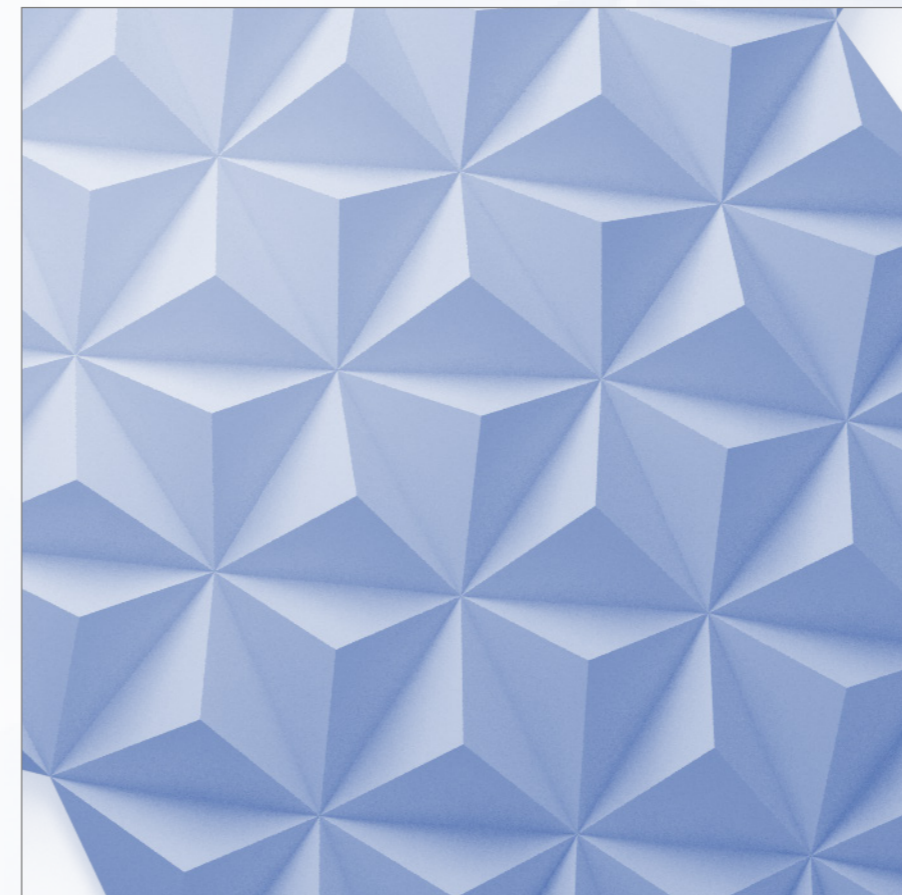
Graphic pattern

Add depth with Forge's 3D background pattern

Sometimes an image is impractical, but you still need to speak louder than words. Used on its own with messages, or in combination with images, this tactile and dimensional motif creates an appealing backdrop for both, and ties Forge communication materials together. As a 3D modeled and rendered graphic, it adds depth and dimension to what we say in a manner that is fit for an Autodesk solution.



Whole pattern



Cropped pattern



80% opacity

10% opacity

**Autodesk Forge
is in headline**

Oditate voluptur alit
quae dolorrovid ut
facesti bla endus
magnatem faccusciis
evelecu

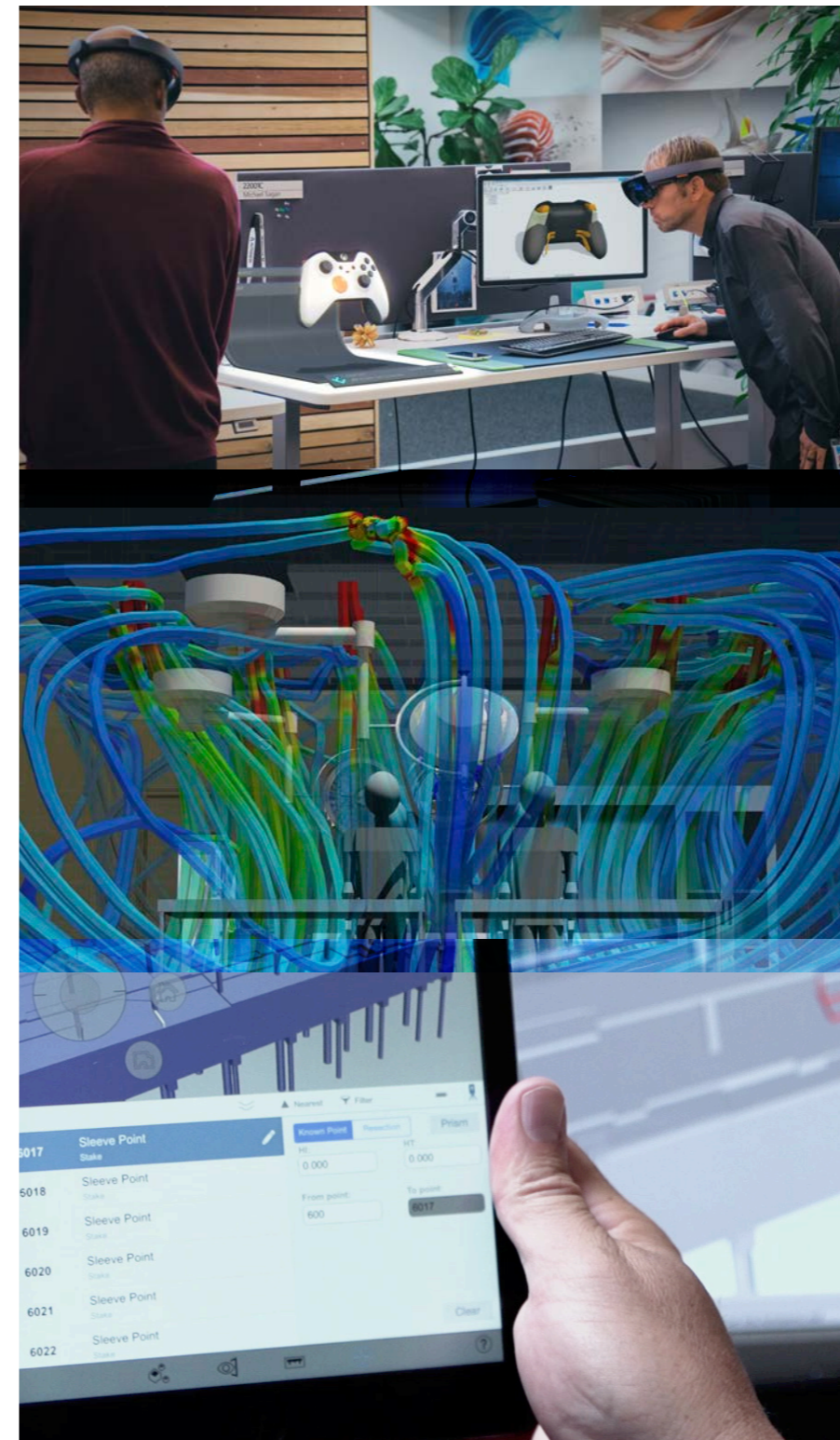
Cropped pattern as feathered gradient

Using imagery and patterns

Find balance between images, text and patterns



Single, bold image



People, tech, code image triptychs
(Vertical or horizontal)




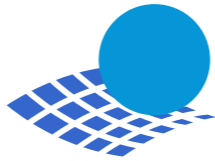






**Autodesk Forge
is in headline**
Oditate voluptur alit
quae dolorrovid ut
facesti bla endus
magnatem faccusciis
evelecu

Image and pattern as
overlay for message

API icons

Represent API functionality using icons

We have one logo for Forge, and icons for APIs. These icons are not logos, but they should be used to help customers find what they need, where they need it. These icons have a common style and design features, so new ones we add will look like they are part of a family, a family that sticks together.

Viewer 	Reality Capture 	Authentication 	Model Derivative 
Data Management 	3D Print 	Design Automation 	BIM 360 API 

Brand inspiration

Web ads



Posters



Presentation



Swag and wearables



Resources

Download assets

Forge Marketing Toolkit

- Logos
- Symbol art and 3D model
- Photography collection
- Graphic pattern imagery
- API icons
- Infographic illustrations

autode.sk/ForgeMarketingToolkit

Forge Overview Presentation

autode.sk/ForgeOverviewPPT

Autodesk Marketing Imagery

dam.autodesk.com

Autodesk Brand Guidelines

brand.autodesk.com

Stay informed

Slack

[#Forge](https://www.slack.com/join/shared_invite/zt-1234567890/#Forge)

Website

forge.autodesk.com

Developer Portal

developer.autodesk.com

Twitter

[@AutodeskForge](https://twitter.com/AutodeskForge)

Glossary

autode.sk/ForgeGlossary

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