GPR

2024 | gpr.com

Brand Guidelines

Core Identity

What is our mission/vision?

Mission:

To use subterranean data to help industry leaders unlock the full potential of autonomy.

Vision:

A future where autonomous vehicle localization is driven by subterranean data.

Tagline:

Unearthing the Future of Autonomy.

Positioning Statement:

For automakers and businesses that utilize autonomous vehicles, GPR is the only system that delivers ultimate reliability in positioning. Unlike traditional sensors, GPR's maps and localization capabilities excel during common fail points by providing unrivaled precision through subterranean data.

Core Values

Drive Ambition:

We aspire and explore by pushing the boundaries of the possible, courageously transforming the seemingly impossible into reality. We are committed to looking in new directions, discovering novel solutions, and fostering a culture of innovation. We embrace taking calculated risks in our development and ideation processes to achieve breakthroughs and drive progress.

Drive Collaboration:

We organize ourselves around the belief that the whole is greater than the sum of its parts. Our collective effort and diverse perspectives create the most innovative solutions. We are committed to fostering a work environment where teamwork, open dialogue, and mutual respect are the foundations of every project. By working together, sharing knowledge, and building on each other's ideas, we can achieve outstanding results and drive forward the success of our company.

Drive the Mission:

We prioritize the utility, quality, and reliability of our products above all else. We dedicate ourselves to meticulously crafting useful solutions that solve real-life applications. This steadfast focus ensures that every team member aligns their efforts with our core mission, propelling us to deliver products that embody our commitment to excellence and drive meaningful impact in the market.

Logo

Primary Logo

The primary logo should be the preference for all logo usage.

Light Background

Dark Background

Horizontal Mark

The horizontal mark should only be used when the full name needs to appear.

Light Background

Dark Background

Logo Construction

The GPR logo is made up of two elements, the brand mark and the wordmark.

The brand mark is made up of the outer circle and three inner lines.

The wordmark is the text 'GPR'.

Logo mark

Wordmark

Logo Clear Space

When determining how much space is to be used between the GPR logo and another design element or logo, the space between can be measured with the wordmark.

Minimal Logo Size

The GPR logo should not be sized smaller then 1.5' on any print or digital designs.

If the logo needs to appear in a smaller application, then the icon mark may be utilized.

Minimum Size for Primary Logo: 1.5'

Correct Logo Applications

Primary Use

Secondary Use

Photo with Dark Overlay

Alternative Use

Alternative Use

Photo with Dark Overlay in Corner

Alternative Use

Alternative Use

Incorrect Logo Applications

Bright, unbranded color backgrounds

Muted colors that wash out the logo

Busy background photos without overlays

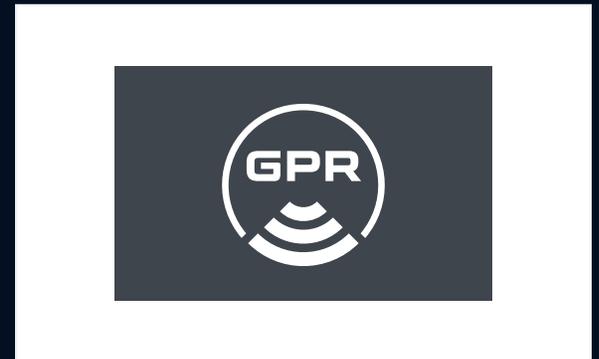Recolored with unbranded colors

Stretching and distorting

Color overlays

Outlining the logo

Boxing in the logo

Color

Color Palette

The primary and secondary colors should be the most utilized accent colors throughout any GPR design.

Both the dark and blue colors can be used as backgrounds, color blocks and overlays in designs. Because of its energy and brightness, the primary and secondary, should be used as an accent to lead the eye throughout the design.

The specified additional colors should be used for text, to bring more contrast and visual interest.

No other solid colors should be used in any GPR design.

Primary Colors

Primary

HEX	1138A5
RGB	17 56 165
CMYK	99 90 0 0

Secondary

HEX	7D8FFC
RGB	125 143 252
CMYK	53 44 0 0

Additional Colors

Dark

HEX	041022
RGB	4 16 43
CMYK	87 77 56 74

Blue

HEX	051835
RGB	5 24 53
CMYK	97 85 47 61

Grey

HEX	40475B
RGB	64 71 91
CMYK	77 67 44 31

Deep Orange

HEX	EB3333
RGB	224 89 66
CMYK	8 80 80 0

Light Grey

HEX	D5D5E2
RGB	213 213 226
CMYK	15 12 4 0

Light Purple

HEX	F1F1FB
RGB	241 241 251
CMYK	4 3 0 0

Typography

Primary Fonts

Libre Franklin

Libre Franklin can be used for headers, subheaders, and some copy. Use Libre Franklin as headers and subheaders when the texts are 25px or more in size.

Libre Franklin is available via Google Fonts

Aa

Medium

ABCDEFGHIJKLMnopqrstuvwxyz
1234567890 !@#$%^&*()

Primary Fonts

Montserrat

Montserrat is meant to be used for body copy as it is clean and highly legible. Keep it 25px or less on digital platforms.

Montserrat is available via Google Fonts

Aa

Regular

ABCDEFGHIJKLMnopqrstuvwxyz
1234567890 !@#$%^&*()

Alternative Fonts

Verdana

Verdana is a replacement wordmark family for Libre Franklin. Use Verdana as headers and subheaders when the texts are 25px or more in size.

Verdana is a system font.

Alternative Fonts

Helvetica

Helvetica is a replacement system font for Montserrat. It is meant to be used for body copy. Keep it 25px or less on digital platforms.

Helvetica is a system font.

Aa

Regular

ABCDEFGHIJKLMnopqrstuvwxyz
1234567890 !@#$%^&*()

Aa

Regular

ABCDEFGHIJKLMnopqrstuvwxyz
1234567890 !@#$%^&*()

Print

Pinpoint accuracy-even in the most challenging conditions

Libre Franklin

GPR is pioneering the most accurate and reliable vehicle positioning system at scale today

Libre Franklin

By using an ultra-wide band radar to create a 3-D map of the road's unique subsurface signatures, our product provides a solution to the automotive industry's obstacles surrounding automated driving in less than ideal conditions including inclement weather, poorly marked road surfaces weak GPS signals, and off-road terrain.

Montserrat

Web

Headline + Body Copy (Title / H3)

Pinpoint accuracy-even in the most challenging conditions

GPR is pioneering the most accurate and reliable vehicle positioning system at scale today

Headline + Body Copy (H2 / Paragraph)

Pinpoint accuracy-even in the most challenging conditions

GPR is pioneering the most accurate and reliable vehicle positing system at scale today

Example Pairings

These are some examples of typographic pairs for print and web.

Downloading and Installing Fonts

Click here to download Libre Franklin

———

Click here to download Montserrat

On Windows

1 Click Start, and then click Run.
2 Type the following command, and then click OK: %windir%\fonts
3 On the File menu, click Install New Font.
4 In the Drives box, click the drive that contains the Libre Franklin and
  Montserrat (you will only be able to install one font at a time)
5 In the folders box, click the folder that contains the font that you want
  to add, and then click OK.
6 In the List of fonts box, click the font that you want to add. To select more than
  one font at a time, press and hold the CTRL key while you select each font.
7 Click to select the Copy Fonts To Fonts Folder check box. The new font is saved
  in the Windows\Fonts folder.
8 Click OK.

On Mac

1 Use Finder or Spotlight to find and launch Font Book.
2 Go to the app menu bar at the top and click Font Book > Preferences.
3 Use drop-down to change the default location from User to Computer.
4 Find and open the folder of Libre Franklin and Montserrat (again, you will
  only be able to install one at a time).
5 In this folder, double-click on a file ending with '.ttf' or '.ttc' or '.otf.'
6 Click the 'Install Font' button on the Font Book pop-up.
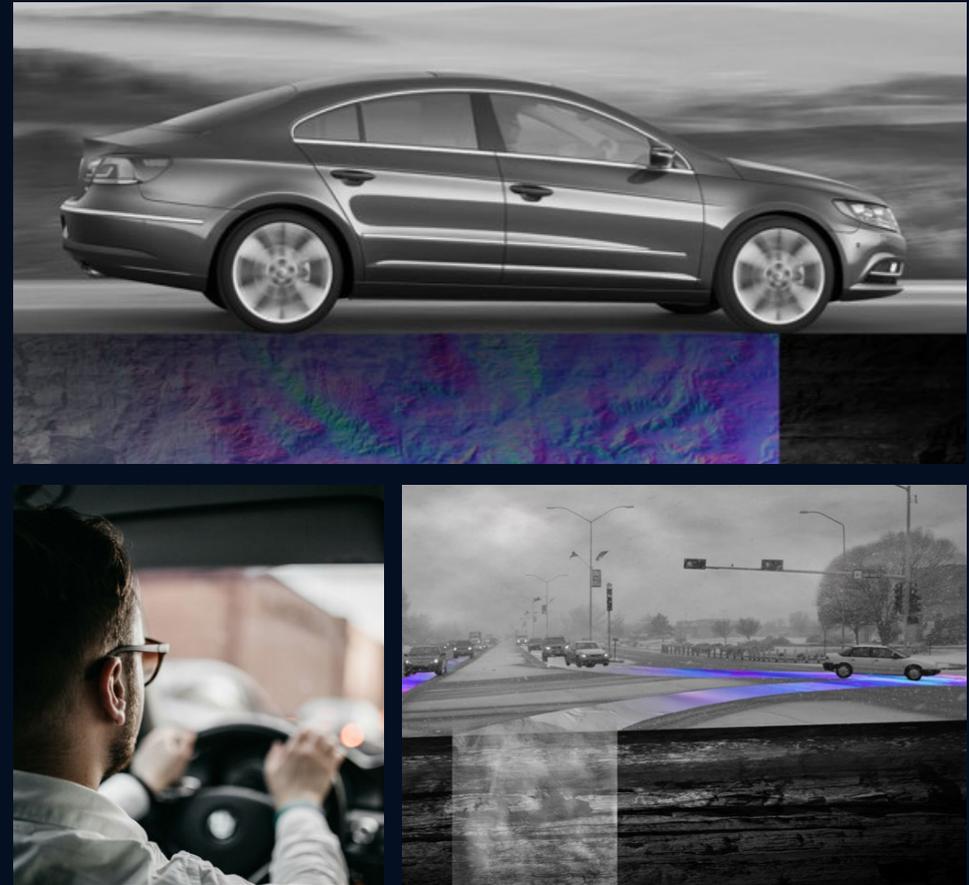
Libre Franklin font download on Mac
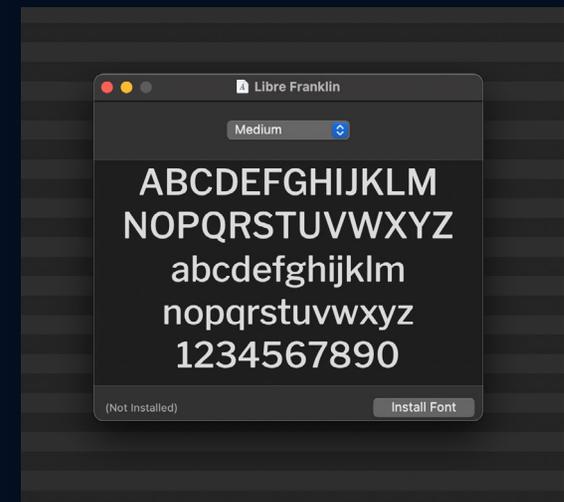
Visual Elements

Photography

Photography used in association with GPR's brand should showcase, modern vehicles and overlay effects that convey the technology of a self driving car.

Example Photography

Design

Logo placed in upper left hand corner for visibility

Header in Libre Franklin Medium weight, color white

Sharp clean image with dark overlay for easy reading of the header
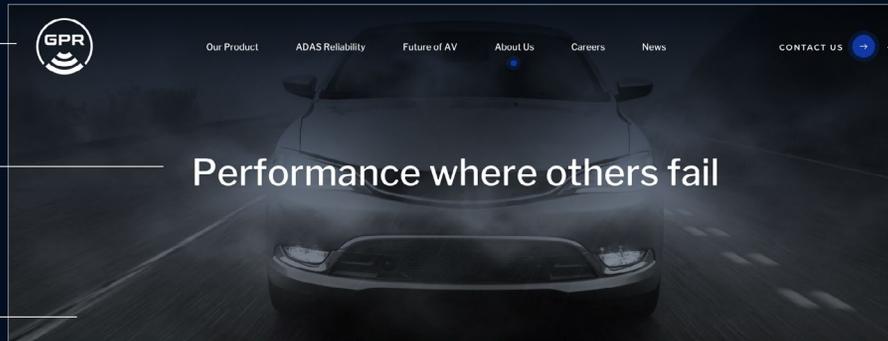
Subheader in Libre Franklin Medium weight, secondary color

Two accent colors utilized to draw the eye but signify different links

Call to action in upper right hand corner for visibility

Photography introduced for visual interest and connection with industry

Dark background for sleek modern appearance

Image with dark overlayed used to signify new section and create more visual interest

GPR

Our Product   ADAS Reliability   Future of AV   About Us   Careers   News

CONTACT US →

Performance where others fail

About GPR

We're pioneering the safest and highest performing assisted driving and autonomous capabilities with Ground Positioning Radar™ (GPR).

As the world's most precise and reliable vehicle positioning system, our technology allows vehicles to determine their precise location with centimeter-level accuracy, no matter how challenging road conditions become. We're working closely with OEMs and Tier 1 partners to help vehicles safely navigate where current ADAS technologies fall short and to realize a vision of the future where AVs are the standard.

OUR PRODUCT →   OUR VISION →

Unmatched expertise in sensors and automotive technologies

GPR brings market expertise in the sensor and automotive technology spaces. The team has worked in development and testing of novel radar systems at MIT's Lincoln Laboratory, as well as in other leadership roles in companies active in autonomous vehicle development, radar and robotics systems, and renewable energy production.
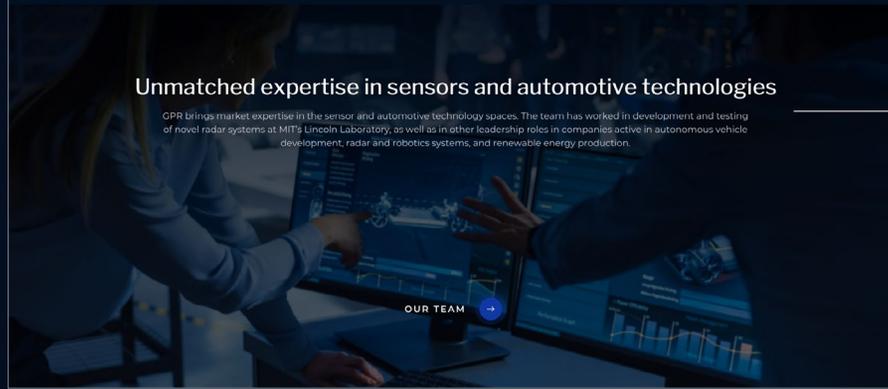
OUR TEAM →

Brand Elements

Icons

Mission

Financing Sought

Operational Efficiency

Why GPR

Employees

Increase in Uptime

Achievements

Reliability

24/7 Operations

Industries

Precision

High Availability

Applications

Affordable

Orthogonal Redundancy

GPR

BRAND GUIDELINES

2021