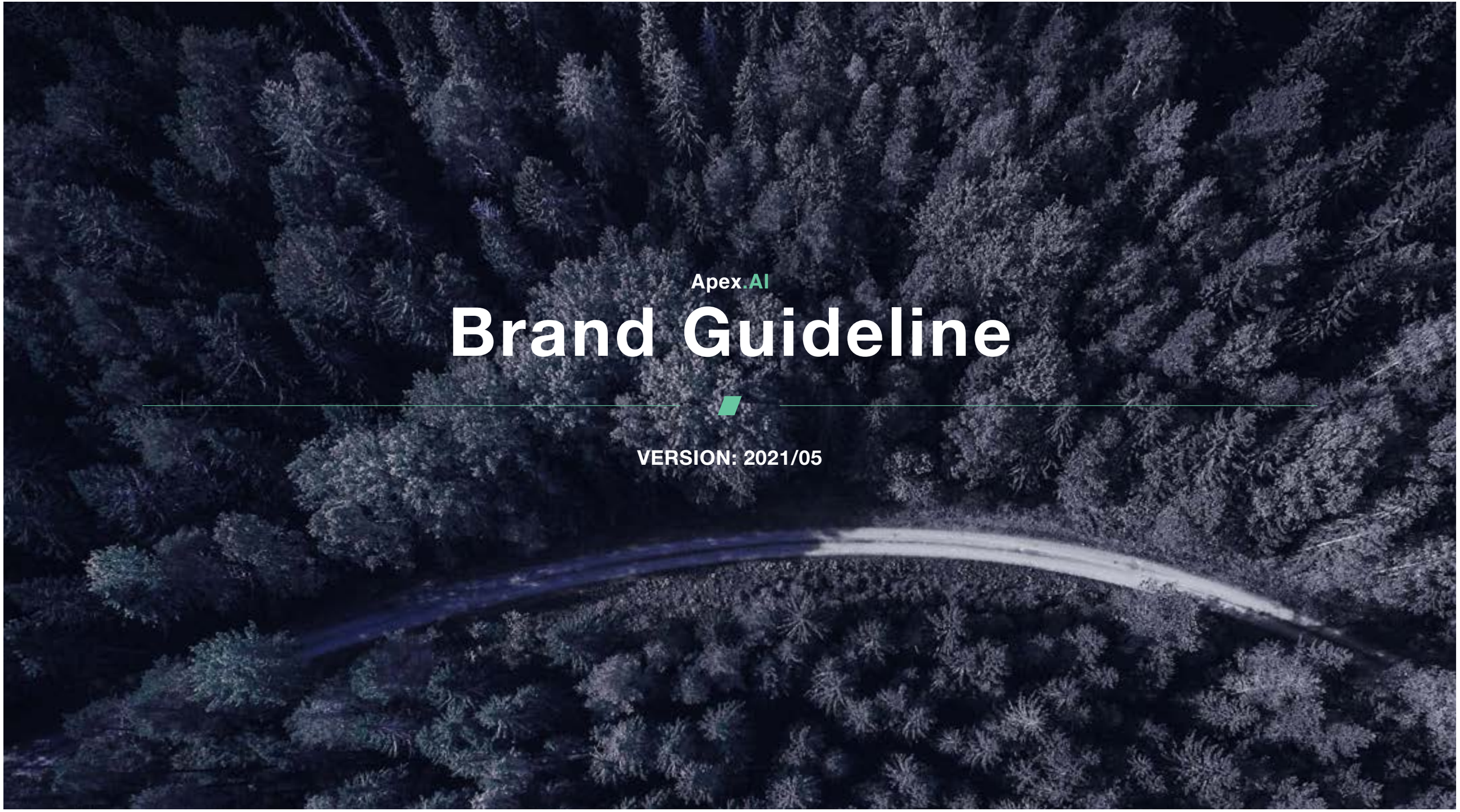

Apex.AI
Brand Guideline
VERSION: 2021/05

Inside the Brand

Key Values

Logo

Apex.AI

Construct

Application

Brand Colors

Key Values

Apex.AI Vision

Safe and secure autonomous systems.

Apex.AI Mission

We enable automotive developers to implement complex AI software.

We enable AI developers to implement safety-critical applications.

To help to shape the products to our values, **Apex.AI** follows these six key principles:

01. Customer Success is our Success**!**

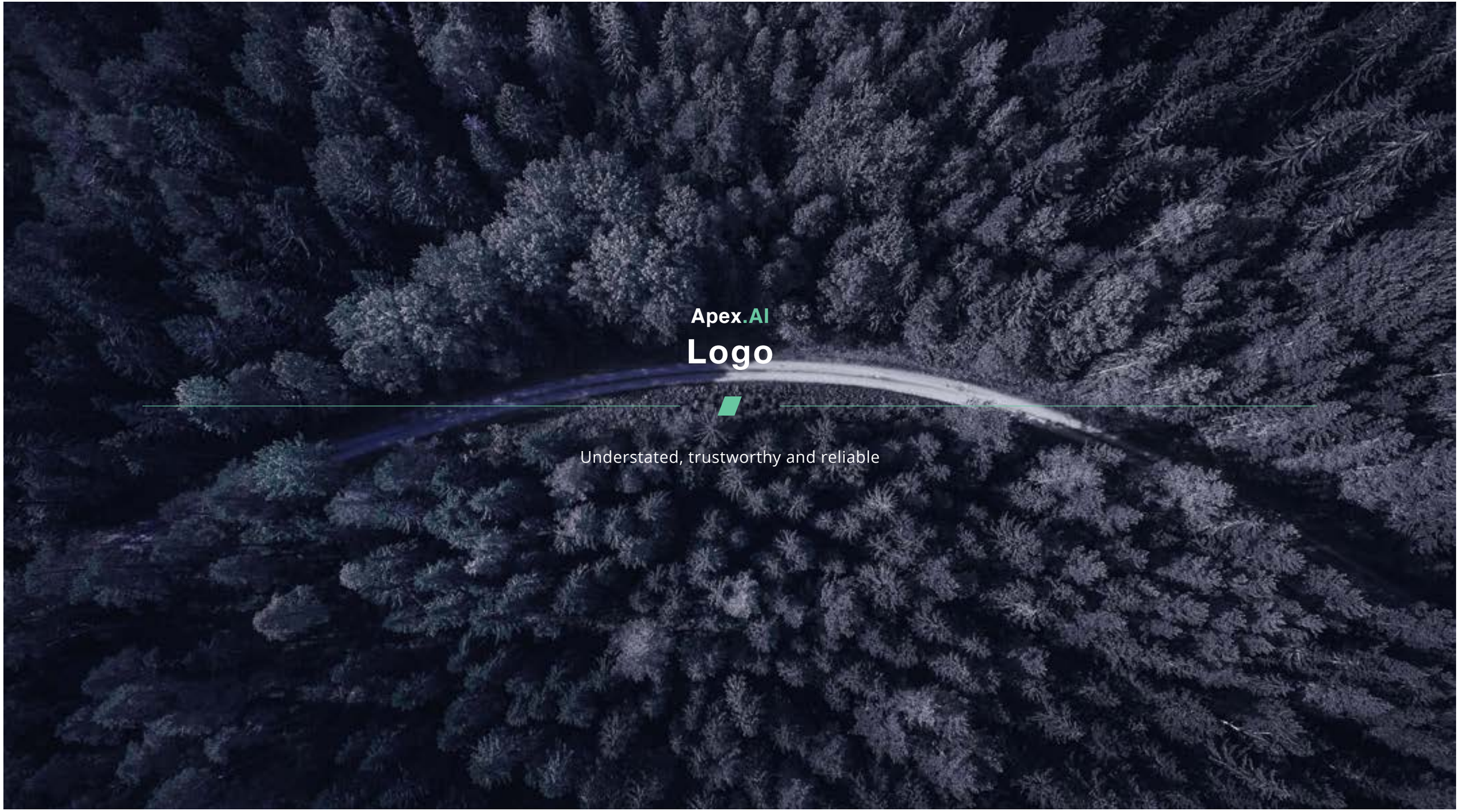
02. Evolution over finalized.

03. Collaboration, Openness, Diversity over Individualism.

04. Excellence over Perfection.

05. Resourcefulness over Squandering.

06. Transparency and Integrity over Obscurity.


Apex.AI
Logo
Understated, trustworthy and reliable

Logo

Apex.AI

Apex.AI

Apex.AI

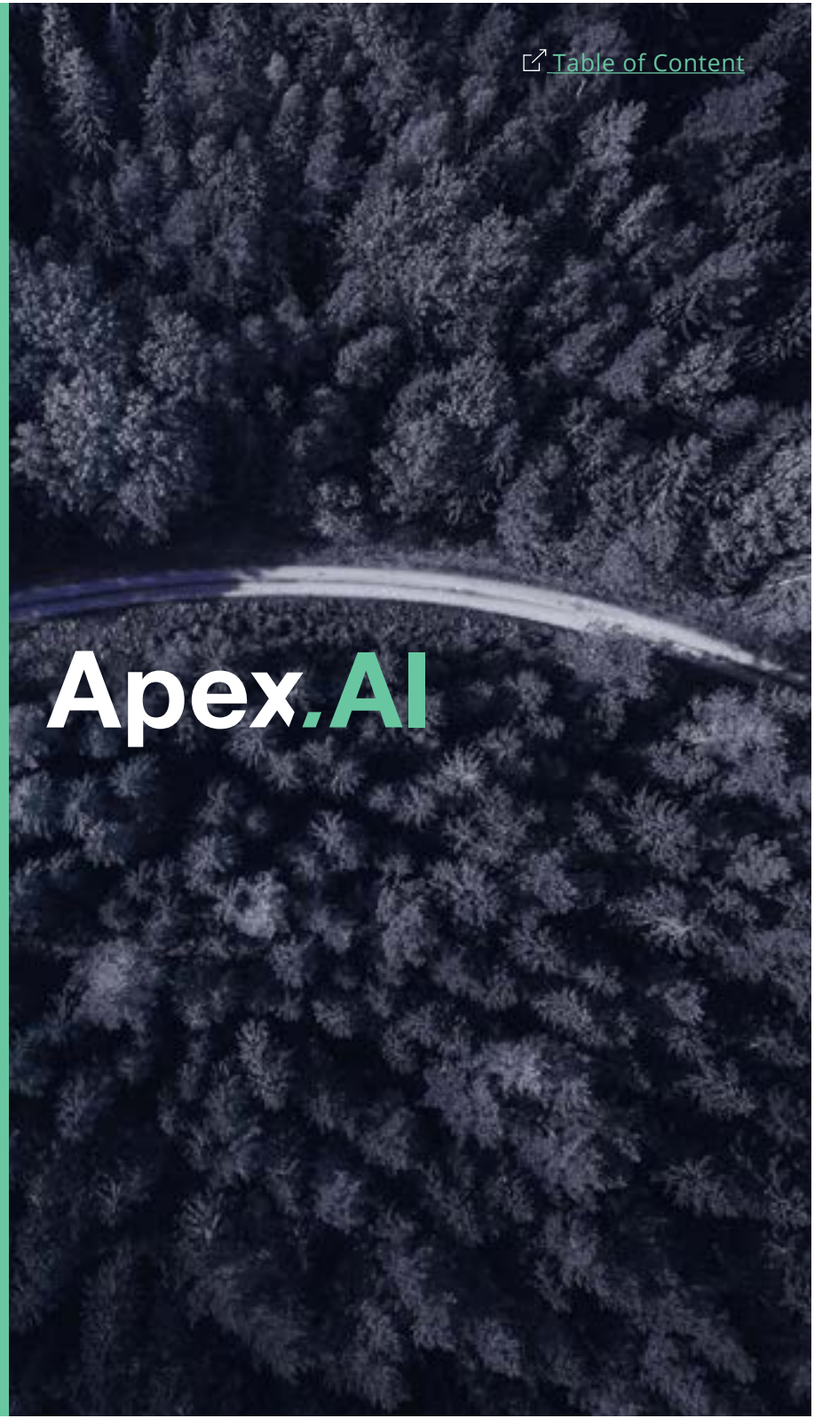
Construct

Apex.AI

Apex.AI

Apex.AI

Apex.AI



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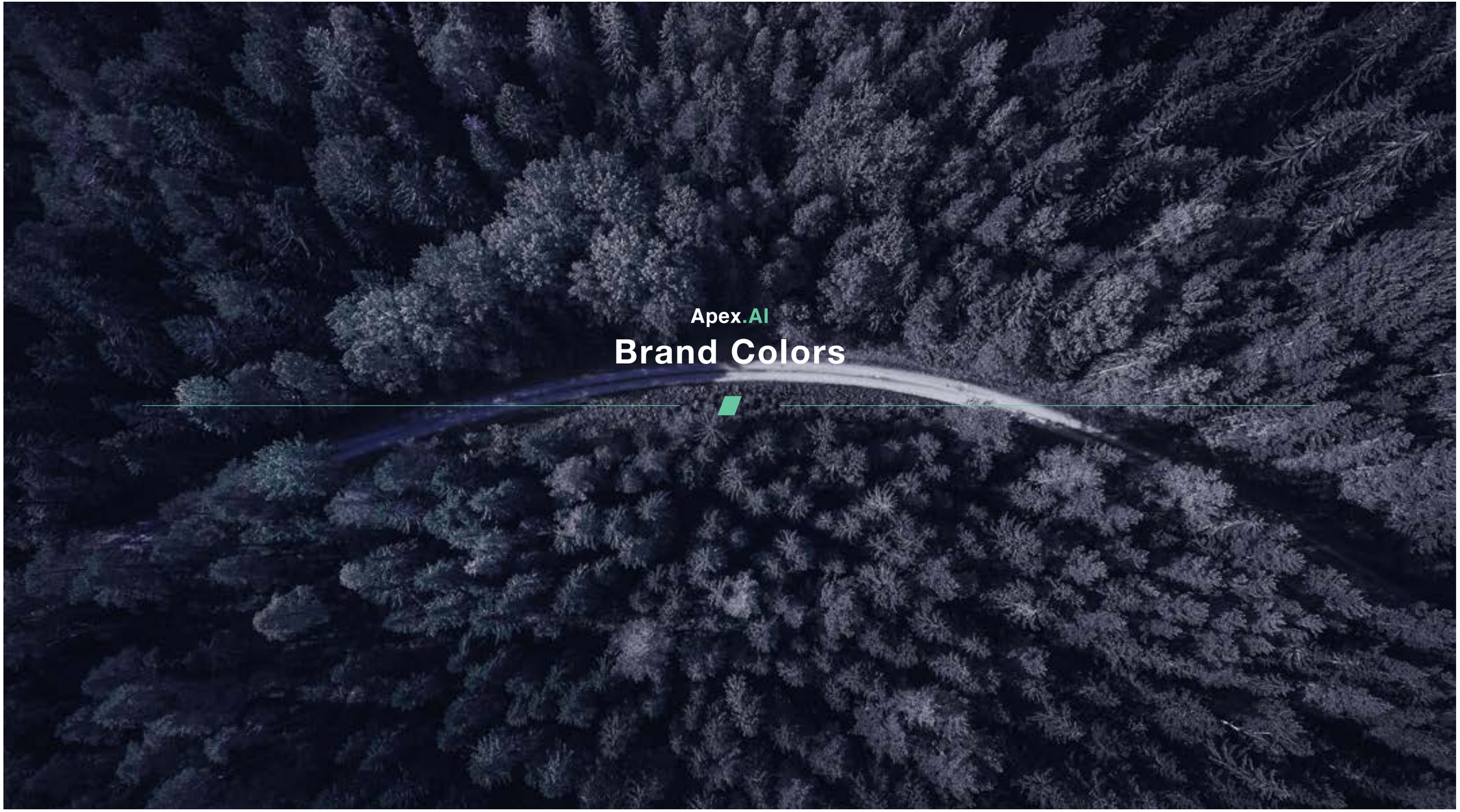
Apex.AI
Brand Colors

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Brand Colors

Primary Colors	Primary Highlight Color	CMYK 48 / 0 / 19 / 22	RGB 104 / 199 / 161	Hex #68c7a1
	Primary Text Color	CMYK 0 / 0 / 0 / 0	RGB 255 / 255 / 255	Hex #ffffff
	Primary Background Color	CMYK 75 / 48 / 0 / 83	RGB 11 / 23 / 44	Hex #0b172c
Secondary Colors	Secondary Highlight Color	CMYK 0 / 86 / 84 / 7	RGB 237 / 33 / 38	Hex #ed2126
		CMYK 15 / 0 / 61 / 15	RGB 186 / 218 / 85	Hex #bada55
		CMYK 60 / 0 / 0 / 0	RGB 68 / 200 / 245	Hex #44c8f5
		CMYK 76 / 48 / 0 / 0	RGB 0 / 131 / 255	Hex #0083ff
		CMYK 66 / 59 / 55 / 36	RGB 77 / 77 / 79	Hex #4d4d4f
		CMYK 1 / 0 / 0 / 17	RGB 209 / 211 / 212	Hex #d1d3d4

Brand Colors

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		CMYK 15 / 0 / 61 / 15	RGB 186 / 218 / 85	Hex #bada55
		CMYK 100 / 5 / 0 / 23	RGB 0 / 187 / 197	Hex #00bbc5
		CMYK 3 / 3 / 0 / 69	RGB 77 / 77 / 79	Hex #0083ff
		CMYK 66 / 59 / 55 / 36	RGB 77 / 77 / 79	Hex #4d4d4f
		CMYK 1 / 0 / 0 / 17	RGB 209 / 211 / 212	Hex #d1d3d4