

Company Branding Guidelines

Version 2 -2024

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About AUTMHQ

HOW IT ALL STARTED

Austin Urban Technology Movement (AUTMHQ) was established in 2016 and incorporated as a 501c3 nonprofit tech startup in 2020.

Over the years, AUTMHQ has been bridging the gap between the Black and Hispanic communities and the technology industry, while also leading diversity, equality, and inclusion initiatives in technology.



SOMETHING TO THINK ABOUT

We, the People, recognize that we have responsibilities as well as rights; that our destinies are bound together; that a freedom which only asks what's in it for me, freedom without a commitment to others, freedom without love or charity or duty or patriotism, is unworthy of our founding ideals, and those who died in their defense.

BARACK OBAMA

AUTMHQ's Roadmap

THE VISION

AUTMHQ's vision is a tech ecosystem for all.

THE MISSION

Austin Urban Technology Movement (AUTMHQ) bridges the gap between the Black and Hispanic communities and the technology industry through job placement, career development, and networking opportunities.

THE OBJECTIVES

AUTMHQ is connecting the tech industry to diversity by assisting employers in recruiting, retaining, and increasing employee engagement, as well as providing training, job placement, mentoring, career development, and volunteer opportunities to the community.



Our Core Values



COMMUNICATION



COLLABORATION



CONSISTENCY



COMMUNITY

Our Logo

INSPIRATION AND SYMBOLISM

Our logo symbolizes unity and solidarity, as well as a bolder rendition that reflects the rising Global Majority.



Approved Logos



Transparent logo to be used over any non-white background.



Transparent logo to be used over any non-white background.



Transparent logo to be used over white background.



Transparent logo to be used over white background.



#FFDD03

Main Branding Guidelines

STYLE REGULATIONS

Color Utilization



BACKGROUND

Hex: #045184
RGB: 4, 81, 132
HSL: H 203.91 S 0.94 L 0.27
CMYK: C 50% M 20% Y 0%. K 48%



COPY

Hex: #000000
RGB: 0, 0, 0
HSL: H 0 S 0 L 0
CMYK: C 0% M 0% Y 0%. K 100%



CALL-TO-ACTIONS AND HYPERLINKS

Hex: #FFDD03
RGB: 255, 221, 3
HSL: H 51.9 S 1 L 0.51
CMYK: C 0% M 13% Y 99% K 0%



"MOVING FORWARD" ICON

Hex: #6ECDDD
RGB: 110, 205, 221
HSL: 188.6. 62. 64.9
CMYK: C 50% M 7% Y 0% K 13%

Comprehensive Text Guidelines

ALLOWED FONTS

- Open Sans Bold
- Open Sans Light
- Muller Bold
- Helvetica

ALLOWED SPACING

While spacing is not currently required for font needs, spacing may not overlap.

Find Us Online

@autmhq



www.autmhq.org

BOILERPLATE

Austin Urban Technology Movement (AUTMHQ) bridges the gap between the Black and Hispanic communities and the technology industry through job placement, career development, and networking opportunities.

Contact Us

FOR CLARIFICATIONS AND QUESTIONS

EMAIL ADDRESS

contact@autmhq.org