

AutoBridge Analytics: Brand Guidelines & Data Policy

Brand Guidelines (English)

1. About AutoBridge Analytics

We created the open platform **AutoBridge Analytics** to make the automotive market of Georgia, the Caucasus, and Central Asia transparent and understandable for the business community. We provide accurate data, completely filtered from noise and fakes. Our mission is to become the Single Source of Truth for auto dealers, buyers, and analysts.

Our values: Accuracy, Transparency, and Modernity.

2. Logo and its Usage

The primary visual identifier of the platform is the AutoBridge logo.

- **Clear Space:** Always leave "air" around the logo. The minimum clear space should equal the height of the letter "A" in the name.
- **Minimum Size:** To ensure legibility, the logo must not be smaller than 25 pixels in height on digital media and 10 mm in print.
- **Unacceptable:** Do not distort proportions, change the brand colors of the logo, or place a light logo on a light or busy background without a contrasting base.

3. Corporate Colors and Typography

Colors: Our brand relies on a modern and technological palette reflecting the symbiosis of automotive drive and high tech (Data Science):

- **Mint Green:** A symbol of freshness, technology, and a "green light" (market growth).
- **Deep Purple:** A classic color symbolizing reliability, intelligence, and the premium segment.
- **Glossy Dark Background:** The foundation of our dashboards for high-contrast data display.

Typography: For all reports, interfaces, and materials, we use the **Inter** font family. It is neutral, highly legible on screens of any size, and perfectly suited for tabular data.

4. Data Usage Policy (CC BY 4.0 License)

All analytical data, reports, and charts published on *AutoBridge Analytics* are open source. You are welcome to copy, share, adapt, and use our research for any purpose, including commercial projects and media publications.

The Only Requirement (Attribution): Whenever you use, cite, or republish our data, you **must** provide appropriate credit:

1. **Visually:** Retain or add the AutoBridge logo on charts/slides.

2. **In Text:** Use phrases like "Data by AutoBridge.ge Analytics Platform" or "Source: AutoBridge Analytics".
 3. **Hyperlink:** In digital publications, a direct indexable link (dofollow) to the **autobridge.ge** homepage or the specific report page is mandatory.
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