

TIER IV



OCTOBER / 2025

TIER IV



BRAND GUIDELINES

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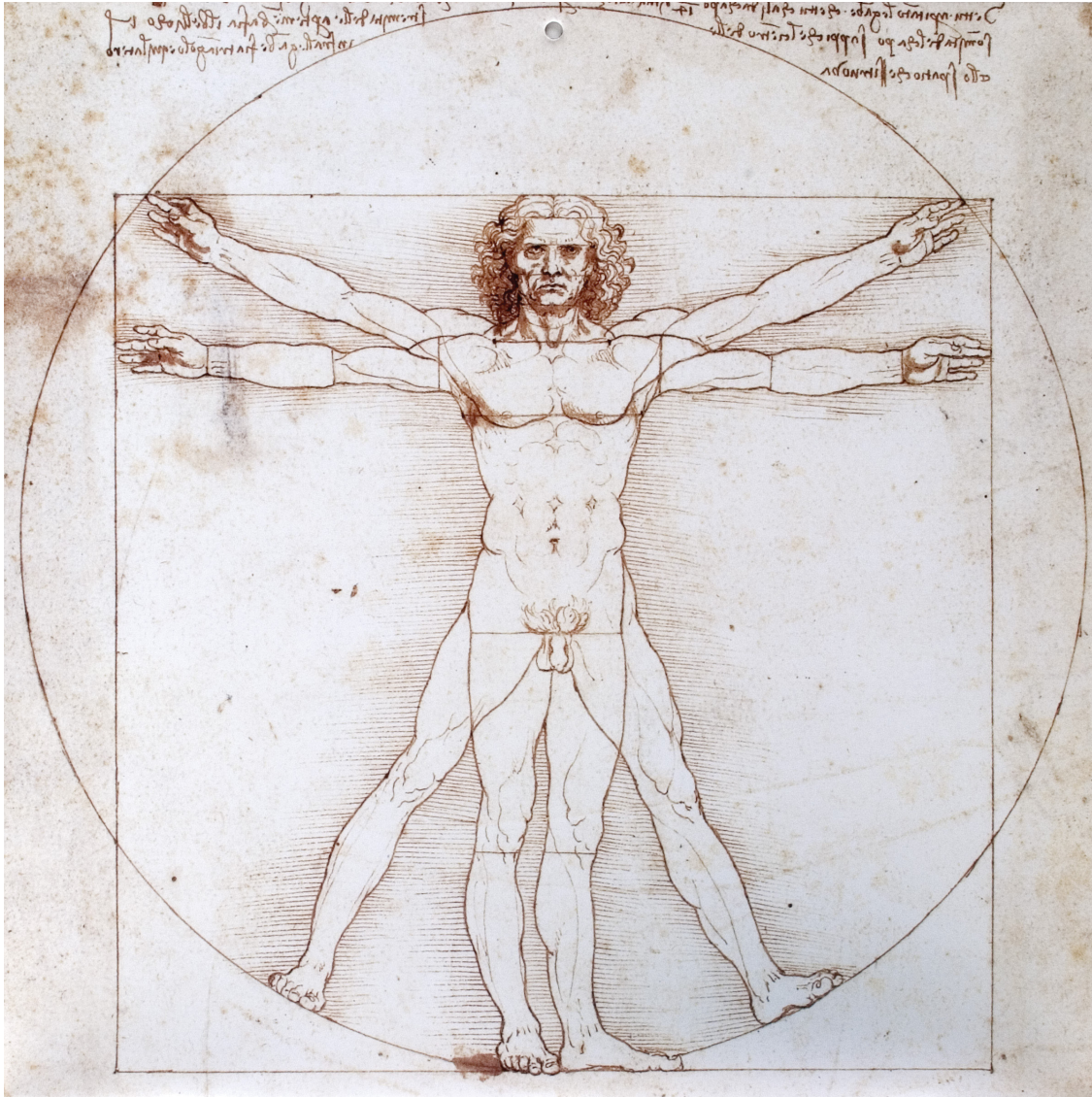
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MISSION



MISSION

**CO-CREATE VALUE,
DISRUPTIVELY.****創造と破壊**

誰もやったことのないやりかたで、
誰もやったことのないことをやる。
既存の価値を壊すのは繊細に。
新しい価値を創るのは大胆に。





VISION

**THE ART OF OPEN SOURCE,
REIMAGINE INTELLIGENT VEHICLES.**

自動運転の民主化

自動運転に資するあらゆるテクノロジーを開放し、
様々な組織、個人がその発展に貢献できる持続的
なエコシステムを構築する。



CORE VALUES

THE PROFESSIONAL

Create References, Empower People.

Intelligent vehicles will influence the way we live, and can even change our culture. Our goal is to develop autonomous driving technology for intelligent vehicles that enable new applications and enhance society, which in turn serve as the essential platform to improve our quality of life. TIER IV promises to create references that empower people.

Make It Possible With Partners, Make It Feasible For Partners.

We believe that open-source software brings a unique and universal approach to autonomous driving technology that will reinvent how we live. To fulfill this epoch-making project, TIER IV is committed to the formation of open communities, in which we take the initiatives to make it possible with our partners and achieve our transformational vision.

Proactive, Productive.

We aim to make intelligent vehicles affordable and available, so that they can be used by everyone, every day. TIER IV strives to work actively at the forefront of autonomous driving technology and provides the best engineering practices whenever needed, all while enjoying ourselves as we produce happiness through truly safe and efficient mobility.





2

DESIGN
LANGUAGE

DESIGN LANGUAGE



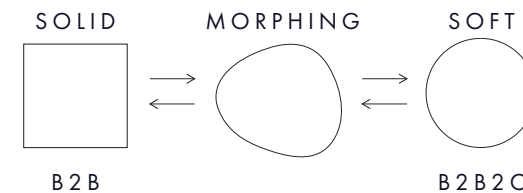
DESIGN LANGUAGE

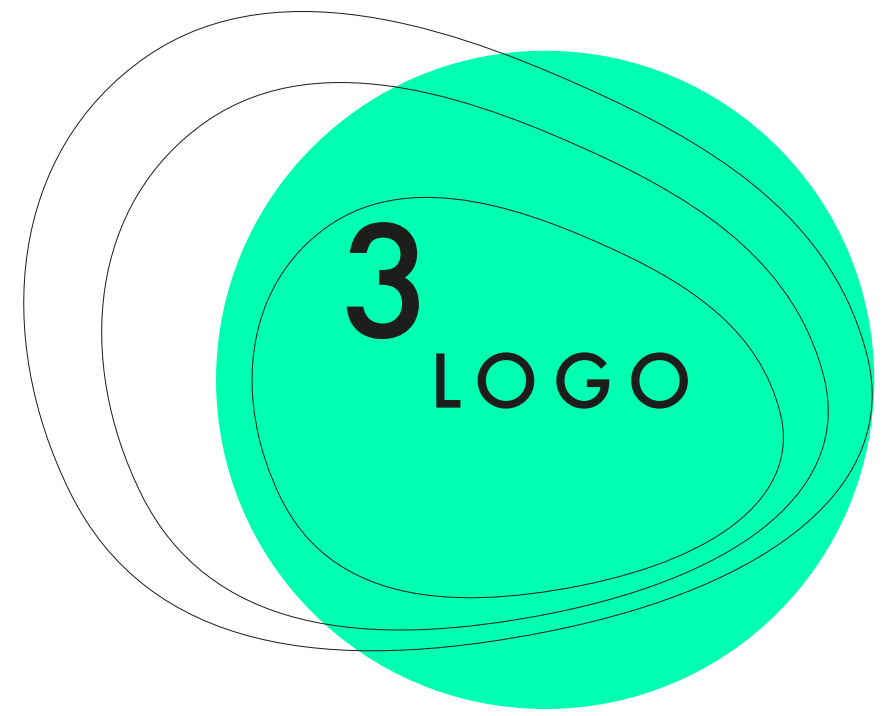
NEXT EVERYDAY TOOLS

次の日常の道具

WE GOT OUR INSPIRATION FROM THE AESTHETICS OF JAPANESE TOOLS IN ORDER TO TELL TIER IV'S STORY OF HOW WE ARE TRANSFORMING AUTONOMOUS VEHICLES INTO CULTURAL & SOCIAL ESSENTIAL INFRASTRUCTURE TO ENABLE PEOPLE TO INNOVATE THEIR OWN COMMUNITIES. JAPANESE AESTHETICS HAVE FOUND BEAUTY IN SIMPLE DAILY LIFE THROUGHOUT HISTORY. THERE ARE TWO CATEGORIES OF JAPANESE TOOLS, THOSE FOR CRAFTSPEOPLE AND THOSE USED BY ORDINARY PEOPLE, WHICH MATCHES TIER IV'S BUSINESS. WE ADAPT THESE AESTHETICS TO TELL OUR STORY IN A MORE EFFECTIVE WAY.

STANDARD / TIMELESS / HONEST / CUTTING-EDGE



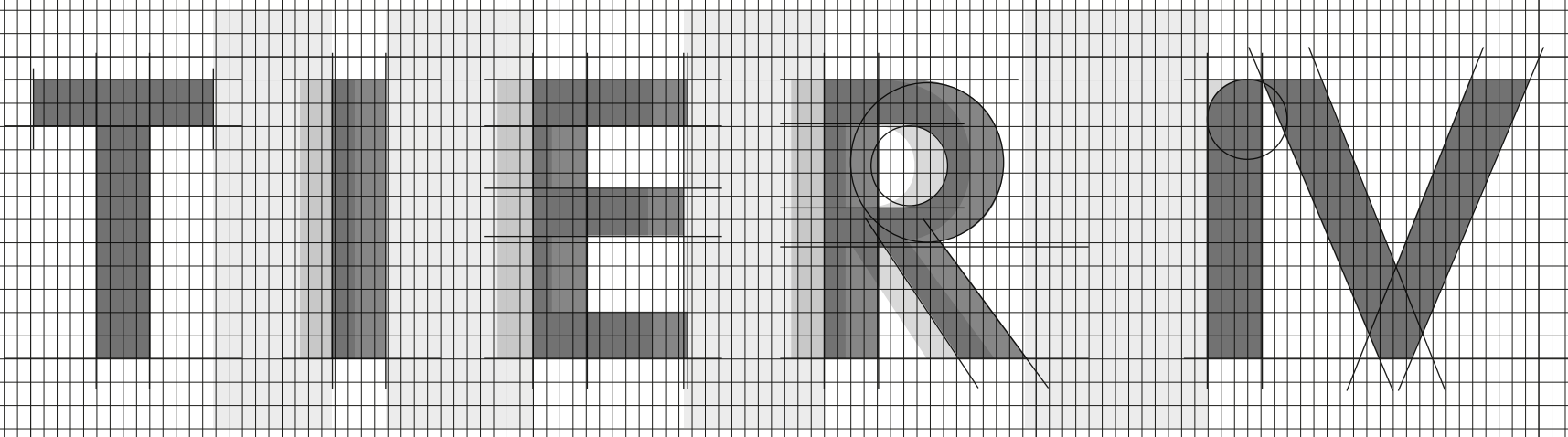


LOGO TYPE
&
LOGO MARK

TIER IV



LOGOTYPE



LOGOTYPE

TIER IV

LOGO USAGE

MAIN LOGO

Main logo should be used as the primary logo across all media, including websites, printed materials, presentations, social media, and videos. To maintain consistent brand recognition, the logo must be used without modification or alteration.

メインロゴ

メインロゴは、ティアフォーのブランドを代表するロゴです。基本的にはすべての媒体（Webサイト、印刷物、プレゼン資料、SNS、動画など）で優先的に使用します。ブランド認知の一貫性を保つためにも、原則として変更や加工を加えずに使用してください。

REVERSED LOGO

When the background color is dark, using the logo in white helps prevent it from blending into the background and ensures brand visibility is maintained.

白抜きロゴ

背景色が濃い場合、ロゴを白抜きにすることで、ロゴが背景に埋もれてしまうことを防ぎ、ブランドの認知度を維持することができます。

TIER IV

TIER IV

LOGO USAGE

LOGO MARK

The logo mark is primarily used in extremely small sizes, such as for URL icons and bookmark icons, and only when the main logo cannot be clearly displayed due to visibility constraints. While this logo functions as a symbolic representation of the TIER IV brand, its standalone use is limited to supplementary purposes.

ロゴマーク

ロゴマークは、主に極小サイズでの使用(例:URLアイコン、ブックマークアイコンなど)に限定されており、メインロゴでは視認性が確保できない場合にのみ使用できます。このロゴは、ティアフォーのブランドを象徴するアイコンとして機能しますが、単体での使用は補助的な用途に限られます。



LOGO COLOR

TIER IV DEEP BLUE /

#101224

R16G18B36

C85M79Y54K72

TIER IV



LOGO

MINIMUM SIZE

最小サイズ

TIER IV

18 mm



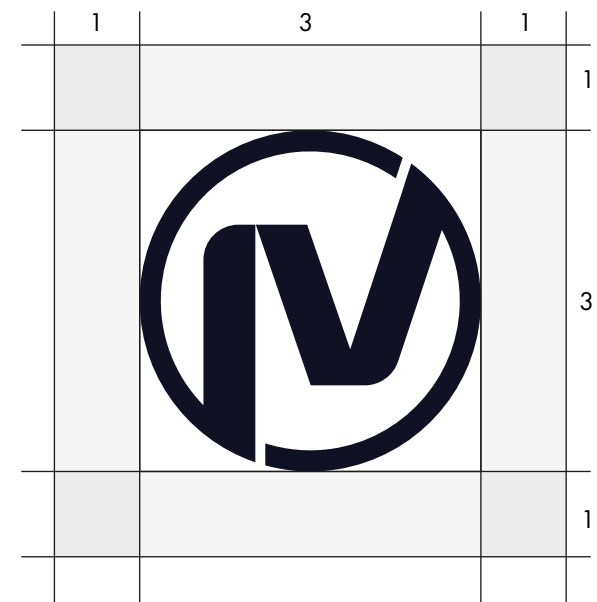
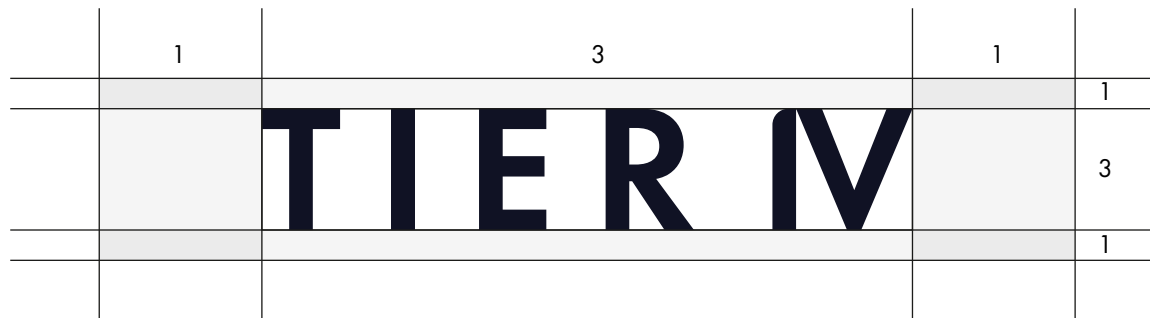
10 mm

CLEAR SPACE

DO NOT PUT ANYTHING AROUND THE LOGO & LOGOTYPE.

THE GRAY AREA SHOULD BE KEPT EMPTY.

ロゴの周りには、十分な余白をとってください。グレーで示された領域には、何も配置しないようにしてください。



提雅智行

提雅智行

INCORRECT USES / NOT RECOMMENDED



1 / DO NOT USE A COLOR WHICH DOES NOT HAVE ENOUGH CONTRAST



2 / DO NOT USE OTHER COLORS



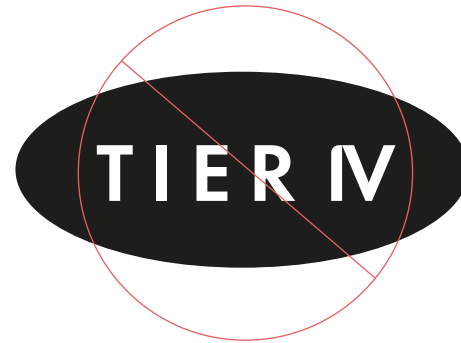
3 / DO NOT USE GRADATIONS



4 / DO NOT USE OUTLINES



5 / DO NOT USE SHADOWS & 3D EFFECTS



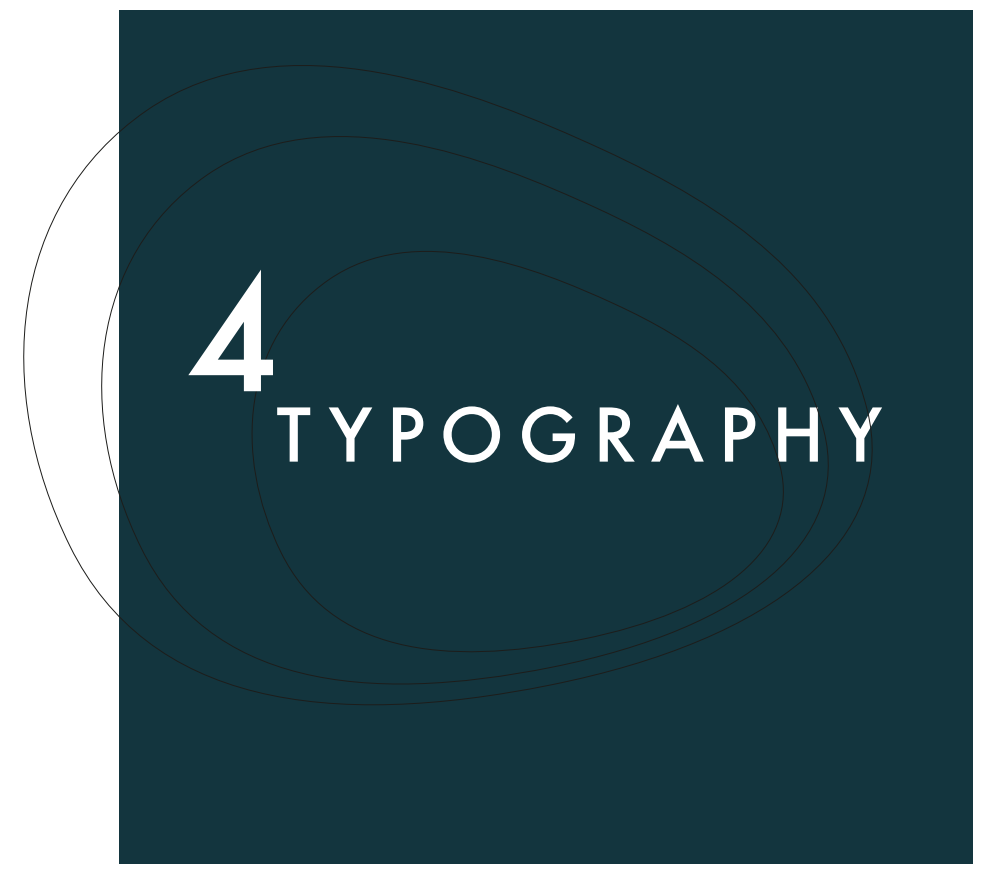
6 / DO NOT USE ANY SHAPES AROUND THE LOGOTYPE WHICH SEEM TO BE INTEGRATED WITH IT



7 / DO NOT ROTATE



8 / DO NOT DEFORM



TYPOGRAPHY

CONCEPT

NEXT EVERYDAY TOOLS

COMPATIBILITY FOR WEB

STANDARD / TIMELESS / EASY TO READ / HUMBLE
HONEST / INTEGRITY

FINDING THE MOST APPROPRIATE TYPOGRAPHY TO REFLECT TIER IV'S STORY UNDER OUR DESIGN LANGUAGE, NEXT EVERYDAY TOOLS. UNDER THESE CIRCUMSTANCES, WE DEFINED SOME KEYWORDS FOR TYPOGRAPHY, SUCH AS EASY-TO-READ, STANDARD, TIMELESS, INTEGRITY, AND HUMBLE. AS A COMPANY WHICH IS DESIGNING NEW STANDARDS, THE TYPOGRAPHY ALSO NEED TO BE PLEASANTLY REGULAR, MEANING IT CAN FIT DIFFERENT OCCASIONS, EASY TO READ AND HARMONIOUS.

PRIMARY TYPOGRAPHY

SANS-SERIF

THE REASON

MORE LEGIBLE / MODERN STANDARDS

COMPARED WITH SERIF, SANS-SERIF IS MORE LEGIBLE IN GENERAL SINCE THE STYLING IS MORE GEOMETRIC AND HAS A CONSTANT THICKNESS. THUS, EVEN IN SMALL SIZES, SANS-SERIFS ARE LEGIBLE FROM DISTANCE.

Aa

FUTURA PT

FUTURA IS A GEOMETRIC SANS-SERIF TYPEFACE DESIGNED BY PAUL RENNER AND RELEASED IN 1927. FUTURA MEANS FUTURE IN LATIN. FUTURA IS ONE OF THE MOST ICONIC & TIMELESS FONTS IN THE WORLD. FUTURA HAS AN APPEARANCE OF EFFICIENCY AND FORWARDNESS.

LIGHT

BOOK

MEDIUM

DEMI

HEAVY

BOLD

EXTRA BOLD

MEDIUM OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!#\$%&@?

PRIMARY TYPOGRAPHY
ゴシック体

THE REASON

MORE LEGIBLE / NICELY NORMAL

COMPARED WITH 明朝体, ゴシック体 IS MORE LEGIBLE IN GENERAL SINCE THE STYLING IS MORE GEOMETRIC AND HAS A CONSTANT THICKNESS. THUS, EVEN IN SMALL SIZE, ゴシック体 KEEP ITS SHAPE TO BE LEGIBLE FROM DISTANCE.

游ゴシック体 / YU GOTHIC

游ゴシック体 WAS DESIGNED BY JIYU-KOBO IN 2008. THIS TYPEFACE WAS DESIGNED FOR BEING USED WITH 游明朝 / YU MINCHO.
游ゴシック体 IS CLEAN AND HAS GOOD READABILITY

MEDIUM

BOLD

あ

あいうえおかきくけこさしすせそたちつてとなに
ぬねのはひふへほまみむめもやゆよわをん
0123456789!#\$%&@?

PRIMARY TYPOGRAPHY

黑体

THE REASON

MORE LEGIBLE / PLEASANTLY SIMPLE

COMPARED WITH 宋体, 黑体 IS MORE LEGIBLE IN GENERAL SINCE THE STYLING IS MORE GEOMETRIC AND HAS A CONSTANT THICKNESS. THUS, EVEN IN SMALL SIZES, 黑体 MAINTAINS ITS VISIBILITY FROM DISTANCE.

SOURCE SANS SERIF

SOURCE SANS SERIF IS A FONT FAMILY COMPRISING OVER 100 INDIVIDUAL FONTS, WHICH ARE TOGETHER DESIGNED TO COVER ALL THE SCRIPTS ENCODED IN THE UNICODE STANDARD.

EXTRA LIGHT

LIGHT

NORMAL

REGULAR

MEDIUM

BOLD**HEAVY****阿可**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890?!"#\$%&'()



COLORS

THE DIRECTION

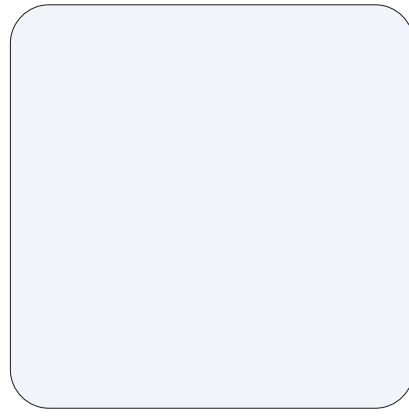
THE TRINITY OPEN SOURCE / DEEP TECH / A GOOD PARTNER

COLORS SHOW THE CHARACTER OF THE COMPANY. TIER IV HAS 3 DIFFERENT FACES, OPEN SOURCE, DEEP TECH AND A GOOD PARTNER. TIER IV IS AN OPEN-SOURCE COMPANY THAT PROVIDES OPEN-SOURCE OPERATION SYSTEMS FOR INTELLIGENT VEHICLES. TIER IV IS A TECH COMPANY THAT DEVELOPS CUTTING-EDGE TECHNOLOGY. TIER IV IS ALSO A GOOD PARTNER, SUPPORTING CUSTOMERS IN THE CREATION OF VALUABLE INTELLIGENT VEHICLES FOR PEOPLE. WE SELECTED 3 SPECIAL COLORS WHICH REFLECT THE 3 DIFFERENT ASPECTS.

PRIMARY COLORS



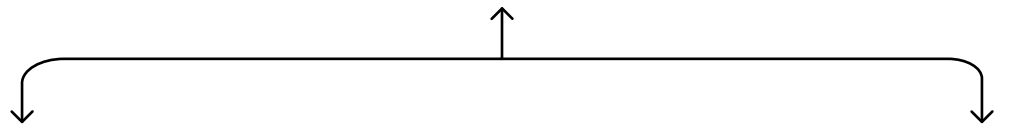
TIER IV BLUE /
DEEP BLUE
DEEP TECH



TIER IV WHITE /
TRANSPARENT WHITE
OPEN SOURCE



TIER IV GREEN /
AUTHENTIC GREEN
A GOOD PARTNER



PRIMARY COLORS



CORPORATE MAIN COLOR

DEEP BLUE

DEEP TECH COMPANY

AUTHENTIC
TIMELESS
PRIME QUALITY
TECHNOLOGY
DAWN

THE COLOR DEEP DARK BLUE COMMUNICATES INTEGRITY, HONESTY, SIMPLICITY AND TIMELESSNESS WHICH FITS TIER IV. AS A TECHNOLOGY-ORIENTED COMPANY, THIS DEEP DARK BLUE REFLECTS CUTTING-EDGE QUALITY AND RELIABILITY.



TIER IV

CORPORATE MAIN COLOR

AUTHENTIC GREEN

AS A GOOD PARTNER

- CALMNESS
- INTEGRITY
- HUMBLE
- HONEST
- PRIME QUALITY

THE COLOR ,DEEP BLUEGREEN, COMMUNICATES AUTHENTICITY. AS A TECHNOLOGY-ORIENTED COMPANY, THIS DEEP BLUEGREEN REFLECTS INTEGRITY & HONEST COMMITMENT TO TECHNOLOGY.

TIER IV



CORPORATE MAIN COLOR

TRANSPARENT WHITE

OPEN-SOURCE

STANDARD

TIMELESS

HUMBLE

HONEST

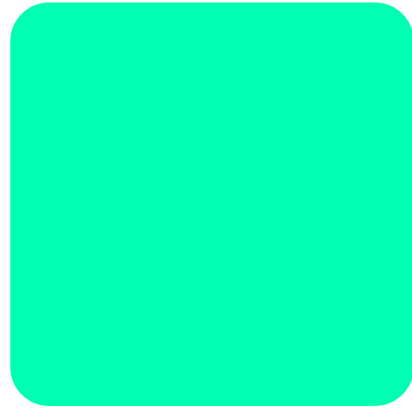
PRIME QUALITY

OPENNESS

THE COLOR, HUMANISTIC WHITE, SHOWS TIMELESS QUALITY WHICH FITS TIER IV. THIS WHITE HAS A TOUCH OF COLOR WHICH MAKES PEOPLE FEEL MORE COMFORTABLE. AS A TECHNOLOGY-ORIENTED COMPANY, THIS HUMANISTIC WHITE REFLECTS PURE RELIABILITY.

TIER IV

ACCENT COLORS



FREAK GREEN

#00FFB1

RGB 255 177

CMYK 52 0 0 0



FREAK PINK

#FF006C

RGB

CMYK



CALM YELLOW

#AC8725

RGB

CMYK

TIER IV COLOR PALETTES _ 01

AO / BLUE



T4 BLUE /
DEEP BLUE



#C9D4F5 #8A99C7 #59627F #515973 #454C64 #3A4157 #31374A #282C3E #1F2233 #101224

RYOKUSHO / BLUE GREEN



TIER IV GREEN /
AUTHENTIC GREEN

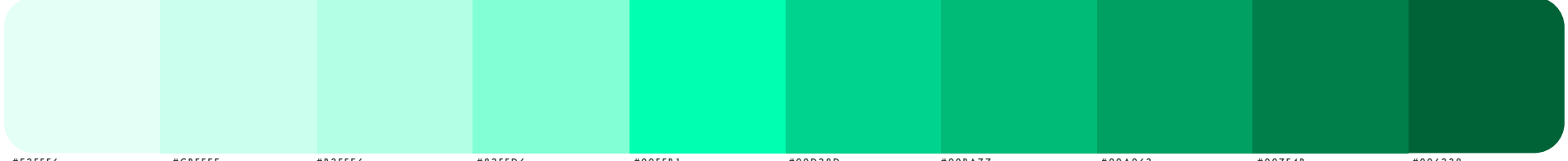


#AED3DE #6EB6CC #427787 #386674 #2D5865 #244857 #1C404A #13353E #0B2B33 #03252D

MIDORI / GREEN



FREAK GREEN

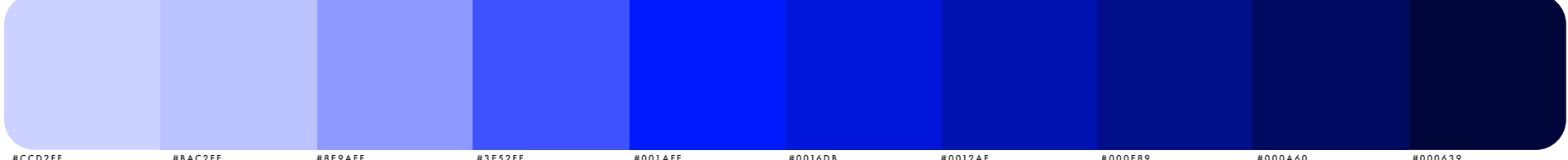


#E3FFF6 #CBFFEE #B3FFE6 #83FFD6 #00FFB1 #00D38D #00BA77 #00A063 #007F4B #006338

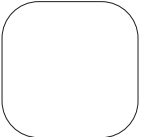
AO / BLUE



PURE BLUE



#CCD2FF #BAC2FF #8E9AFF #3E52FF #001AFF #0016DB #0012AF #000E89 #000A60 #000639



PURE WHITE
#FFFFFF



#E0E0E0 #D9D9D9 #C6C6C6 #B1B1B1 #9C9C9C #868686 #6F6F6E #575756 #3C3C38 #1D1D18 #000000

TIER IV COLOR PAlettes _ 02



FREAK PINK
#FF006C



#FFA6D1 #FF5AA9 #FF006C #E5006E #C40067 #A5005E #890055 #72004C



RED
#FF002B



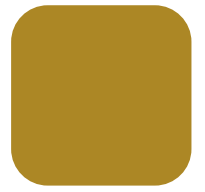
#FF7D9F #FF4069 #FF002B #ED0044 #D6004D #B50038 #7A0020 #580014



CALM YELLOW
#FFAA00



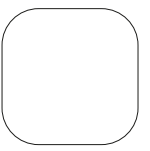
#FFD28A #FFB843 #FFAA00 #E87E00 #D37800 #A05000 #773E00 #512F03



DARK YELLOW
#AC8725



#FFC67B #DDAA5F #C99A4F #AD873E #957535 #81672D #715B26 #695514



PURE WHITE
#FFFFFF



#E0E0E0 #D9D9D9 #C6C6C6 #B1B1B1 #9C9C9C #868686 #6F6F6E #575756 #3C3C38 #1D1D18 #000000

COLORS / GRADATION



TIER IV GRADATION
RED BLUE

#FB047C

R251G04B124

C00M98Y17K00

#022120

R02G33B32

C84M61Y66K74



TIER IV GRADATION
BLUE

#131324

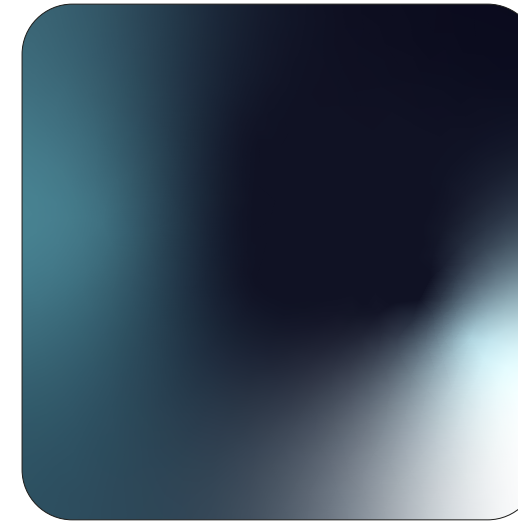
R19G19B36

C84M79Y54K72

#97A8D1

R151G168B209

C41M28Y02K00



TIER IV GRADATION
BLUE GREEN

#131324

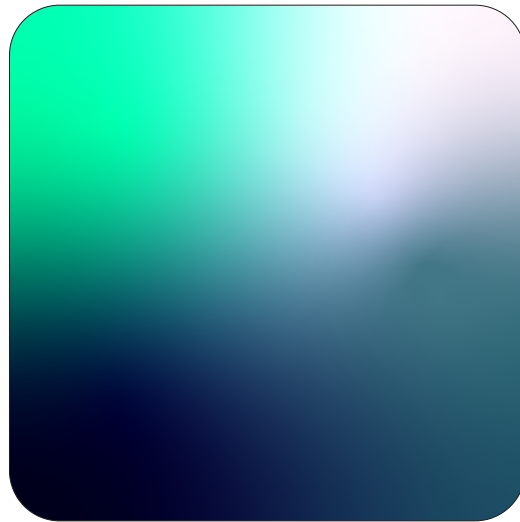
R19G19B36

C84M79Y54K72

#2E4D5D

R46G77B93

C84M61Y46K30



TIER IV GRADATION
GREEN

#01031F

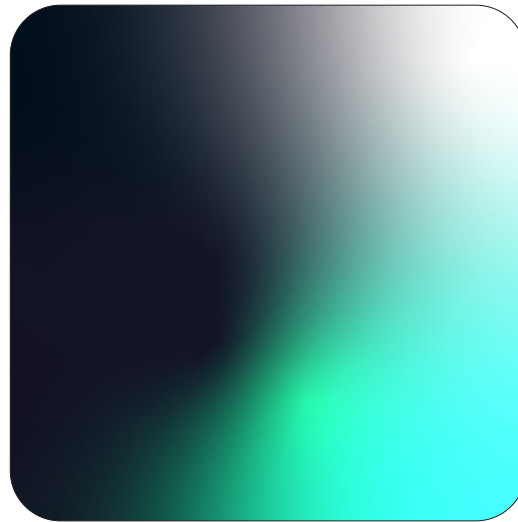
R01G03B31

C85M78Y57K76

#00FFB1

R00G255B177

C57M00Y52K00



TIER IV GRADATION
DARK GREEN

#0F1928

R15G25B40

C88M77Y55K70

#28F8AD

R40G248B173

C56M00Y52K00



TIER IV GRADATION
RED ORANGE

#D37800

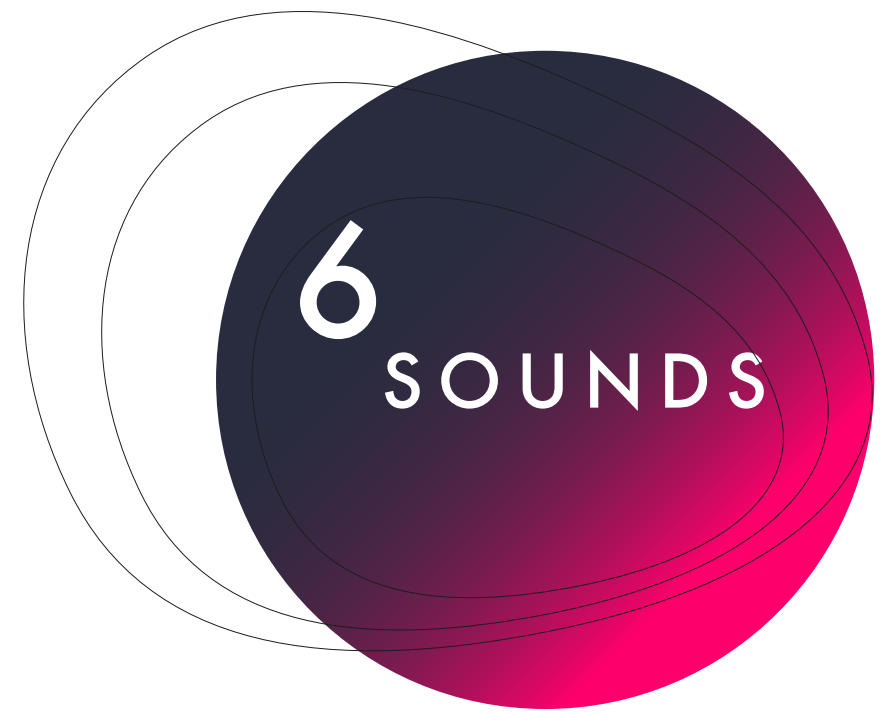
R211G120B000

C14M60Y100K002

#FB086B

R251G08B107

C00M98Y33K00



SOUNDS

EXAMPLES

HUMAN-ROBOTICS

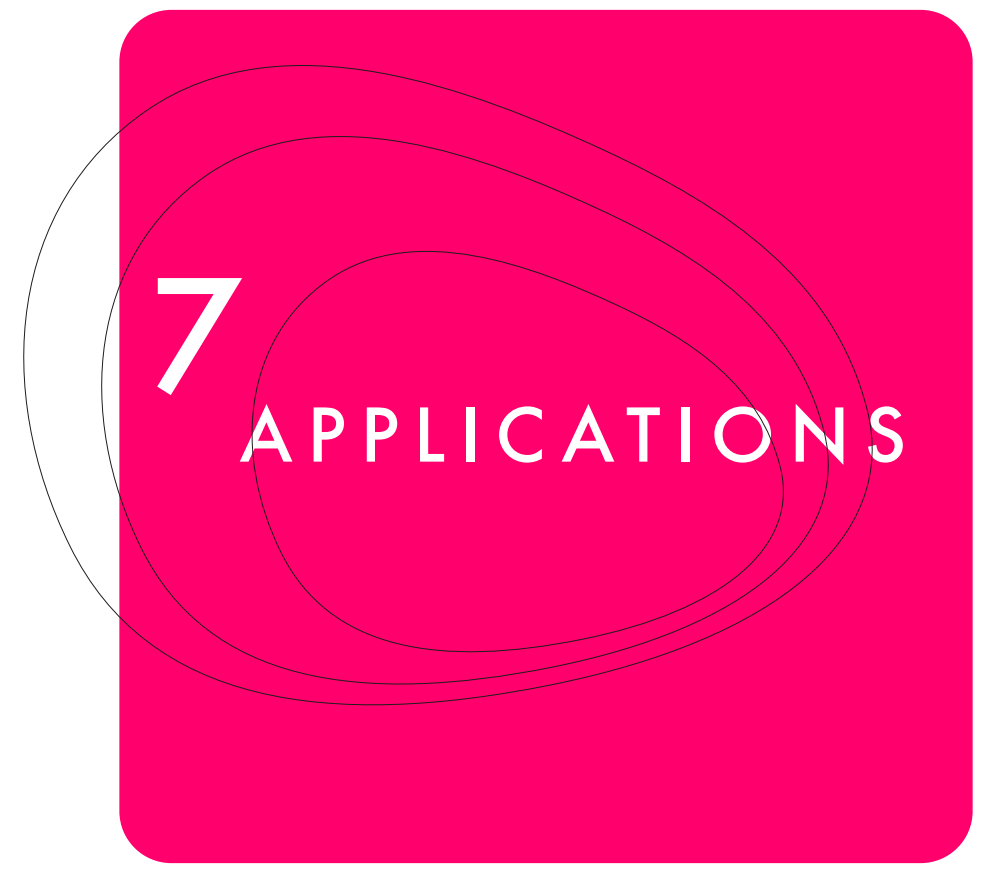
SOUNDS ARE IMPORTANT. SOUNDS INCLUDE NOT ONLY MUSIC BUT ALSO EVERY SINGLE SOUND USED BY TIER IV. PEOPLE CAN REMEMBER SOUNDS QUITE WELL AND EASILY ASSOCIATE THEM WITH THE IMAGE OF A COMPANY. THEREFORE, WE DO CARE ABOUT SOUNDS THAT CAN REINFORCE OUR STORY, ESPECIALLY OUR CORE VALUES AND DESIGN LANGUAGE. THE THEMES OF THE SOUNDS ARE SMOOTH-EXPERIMENTAL, CUTTING-EDGE AND HUMAN-ROBOTICS.

MAINLY BASED ON ELECTRONIC MUSIC & SOUNDS

EXPERIMENTAL
CUTTING-EDGE
CHILLAX

NOT RECOMMENDED

SIMPLE FASHIONABLE MUSIC
SOUND EFFECTS & MUSIC WHICH DO NOT SUIT
TIER IV'S HISTORY & MESSAGE









TIER IV