



MISSION + LOGO + PALETTES

BRAND GUIDELINES

Updated 2020

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AUTM'S HISTORY + MISSION

Diversity, Equity and inclusion (DEI) is fundamental to any company, organization, and entity because it fosters innovation, increases productivity, and provides a wider range of skills and cultural insights. Collaborating with the Austin Urban Technology Movement ensures that Austin's Black and Latinx communities are connected to the right opportunities and advancing within the technology industry.

VISION:

To increase representation of the Global Majority in the technology industry, while leading diversity, equity, and inclusion practices in the city of Austin.

PRESIDENT AND CEO:

Michael Ward Jr.

DATE FOUNDED:

2016

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

AUTM'S MISSION

LOGO AND TYPE

AUTM utilizes two standard logos, which may be used interchangeably, so long as the logo is transparent. The logo is clean, flat and transparent and includes AUTM's abbreviation, fuller name, and the boomerang icon. Of the three elements, none may be utilized separate from one another, and the logo is intended to serve as one icon. No other logo may overlap the AUTM design.

For all designs with a colored background, such as flyers, posters and branded material



For designs with a white background, such as letterheads, press releases, and contacts.



AUTM'S COLORS AND FONTS

ALLOWED FONTS

Montserrat
Clear Sans Bold
Glacial Indifference
Gidole

ALLOWED SPACING

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

AUTM'S PRIMARY COLOR

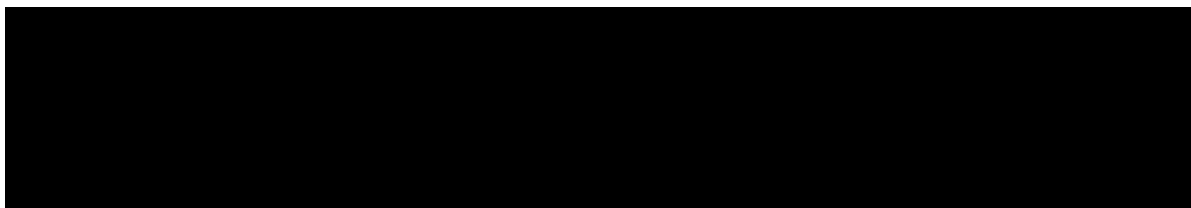


HEX: #6ecddd

CMYK: C:0.5, M:0.07, Y:0, K:0.13

R:110 G:20 B:22

AUTM'S SECONDARY COLOR



HEX: #FFFFFF

CMYK: C:0, M:0, Y:0, K:0

R:255, G:255, B:255

SOCIAL AND CONTENT GUIDELINES

ACCOUNT HANDLES

All AUTM accounts can be found at @AUTMTX across all social channels.



@autmtx



@autmtx



@autmtx



@autmtx

HASHTAGS

The organization's official hashtag is #AUTMTX. It may be used across all platforms and in website content.

BOILERPLATE

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

CONTACT US

FOR GENERAL AND SPONSORSHIP NEEDS

contact@autmtx.org

FOR PRESS, NEWSLETTER, SOCIAL MEDIA AND/OR
WRITE-UPS

marketing@autmtx.org