



Fonts Guide

The typeface and font size pairings we use

Large Heading

Sub Heading

Note that the Large Heading is in all caps, bolded, and with a letter spacing that is wider than that of the subhead. The subhead is also in all caps but it is not bolded and the letter spacing is slightly less than the Large Heading. This is an example of a body paragraph. All text in Red Hat Display.

Fonts in Use

Our preferred font is Red Hat Display.

Aa

Red Hat Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890



WRITING THE CYNGN WAY

Do:

- Write in 2nd person (“you can...”)
- Connect features to benefits (“3D lidar enables 360° vigilance”)
- Define your audience specifically
- Edit and militantly cut word count.
- Use images often throughout your content.
- Define the call to action or next steps that you want your reader to take.
- Follow the AP Style Guide or ask if you have questions

Don’t:

- Write in 3rd person (“operators can...”)
- Confuse features with benefits (“we have a 3d lidar, how great is that?”)
- Write something for “everyone”
- Let your copy get too long.
- Do whatever the hell you want.

WHITE SPACE IS KING

Half of writing the Cyngn Way is making sure there’s lots of white space around your sentences.

- Paragraphs should be 2-3 sentences max. Seriously.
- Paragraphs should be separated by a line break and not a tab.
- If you have a list of 3 items, turn it into bullets so each item gets its own line.

KEY MESSAGES

Whenever possible, emphasize 4 key benefits. Our autonomous vehicles:

- Increase efficiency by as much as 66%.
- Reduce issues caused by labor shortages
- Promote workplace safety
- Prevent damage to inventory

FREQUENT MISTAKES BRAND WORDS

NOT CORRECT

- Drivemod, drive mod
- DriveMod Autonomous Tugger
- LiDaR, LIDAR
- Cyngn Insights
- “Cyngn builds autonomous vehicles.”

CORRECT

- DriveMod
- autonomous DriveMod
- Tugger
- lidar
- Cyngn Insight
- “Cyngn deploys autonomous vehicle technology”