

Voice Guideline
Autodesk



Train commutes, and often only has 45 min to finish his presentation.

Likes to tell stories.

Plays well with others.

Thinks with his hands

[Typical User Guy.]



Autodesk

How We Sound.
At Autodesk, we're not just about the details anymore. We've taken an adrenaline shot to the jugular of design software to create tools for collaboration as well as creation. True, that behind our apps is the same powerhouse of computational performance, but we've packaged that raw energy into easy to use, easy share, and easy to print 3D Apps. You don't need a mainframe computer to design anymore. Heck, you don't even need a mouse. Grab your team, grab your thinking caps, but please, don't grab a pencil. Grab Autodesk.

Make on, Autodeskers, make on.

Fun
Creative
Collaborative
Crafty
Clever
Simple
Magic
Addictive
Empowering

[words that define us.]

