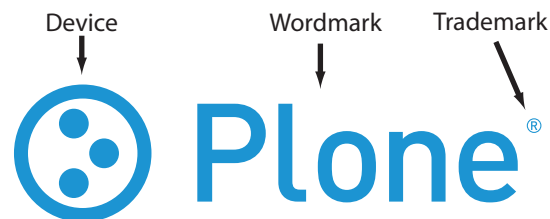


About the Logo

Projects and companies using Plone are encouraged to use the Plone logo on their websites, brochures, packaging, and elsewhere. You may not use the logo or its likeness as a company logo or for any other commercial purpose without permission from the Plone Foundation. User groups may use the logo in their materials, as long as they don't make any profit from it and comply with usage guidelines. The Plone logo is a worldwide registered trademark of the Plone Foundation, which is responsible for defending against any damaging or confusing uses. In general, we want the logo to be used as widely as possible to promote Plone and the Plone community. Derivative versions of the Plone logo are generally prohibited, as they dilute Plone's brand identity. However, please contact the Plone Marketing committee via email if you have any questions.

Logo Elements

The Plone logo has three elements - a device, a wordmark and a trademark. There are two versions of the logo, one horizontal and one vertical, which are shown below. These elements must be used together, and may not be separated or altered except in the case of promotional, non-publication items as shown on page 2 of this document.



You cannot use the Plone wordmark by itself under any circumstance. It IS possible to use the Device separately - see page 2.



Minimum Size

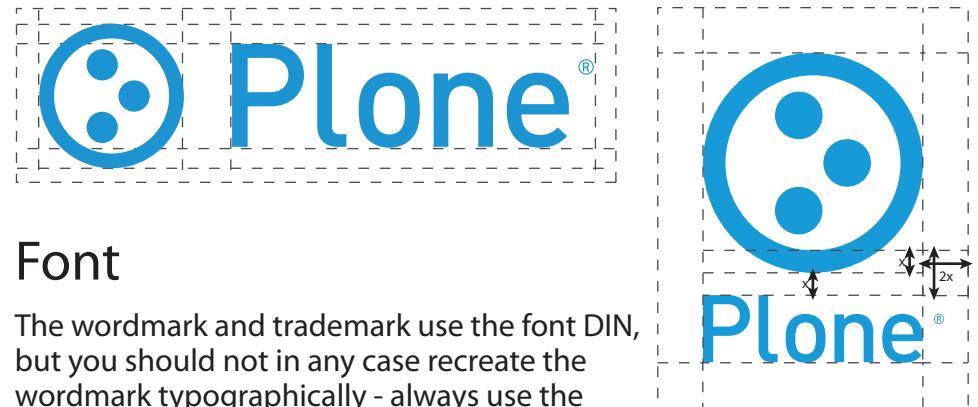
The logo must always be displayed at a size large enough to read both the logo type and the registered trademark. This will vary based on the resolution of the medium it is being used in - but as a general rule the logo circle should be no smaller than 1 cm (3/8") or 36 pixels in height.

Clear Space

It is critical to maintain an open area surrounding the Plone logo so it remains recognizable and does not become lost in other page elements. Clear space is defined relative to the size of the logo, not as a border of a set distance (such as saying "1/4 inch".)

Horizontal Logo - The border on each side of the logo/wordmark is equal to the one half the distance between the device and the "P" in "Plone" and therefore will change based on the size of the logo while maintaining a consistent size relative to the logo.

Vertical Logo - The clear space border is equal to twice the thickness of the circle of the Plone logo.



Font

The wordmark and trademark use the font DIN, but you should not in any case recreate the wordmark typographically - always use the official logo downloaded from plone.org/logo.

Logo Color

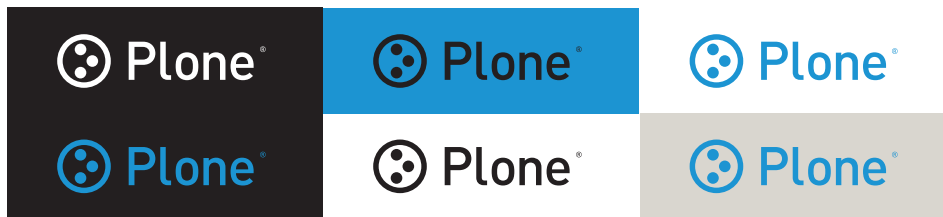
The logo may appear in only three color choices - black, white or the selected blue. Do not use any other colors in presenting the logo or alter these color selections in any way - such as incorporating a tint, a fade or other devices.

Plone Blue – RGB: (0, 131, 190) Hex: #0083BE Pantone: 7461C

Be careful with using color profiles on the web in order to maintain accurate colors. Use the files provided at plone.org/logo if possible, and you can find instructions at that same URL on how to remove color profiles if you need to.

Backgrounds

The logo can be used on a black, white or solid color background. The white background is the preferred choice. When used on a colored background, it must be used in a color choice that provides proper contrast.



Requesting a Variance

If you wish to use the Plone logo device in a way that does not comply with these guidelines for creative reasons, you may request a variance from the Marketing Committee by sending the proposed design to marketing@lists.plone.org. In most cases, variances are only granted for use associated with conferences, events and some promotional items.

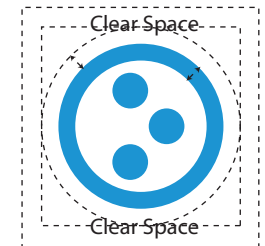
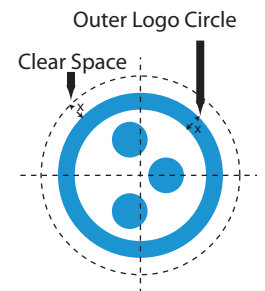
Logo Device Usage

The Plone logo device may be used separately from the wordmark in the case of event logos, clothing decorations, and branded items intended as giveaways or sale items to promote Plone. This is intended for non-publication use. Whenever the logo is used in printed publications or in presentations, you should use the complete version consisting of the device, wordmark and trademark. If you use the logo device without the wordmark and registered trademark, you must include the following text somewhere on the item. "The Plone logo is a worldwide registered trademark of the Plone Foundation."

Clear Space

Clear space is an area around the outside of the circle of the main logo device equal in width to the width of the outer circle of the logo device. No visual item may encroach on the clear space area around the logo device, or be attached or connected to the logo device other than a solid background which does not obscure its visibility.

You cannot use another organization or product name relative to the logo device within the larger clear space shown to the right. This is done specifically to avoid confusion between the Plone device and other words or graphics.

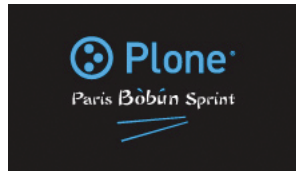


Rotation / Orientation

At all times, use of the logo device in its normal vertical orientation is preferred. However, you are permitted to use the logo device "rotated" up to 15 clockwise or counterclockwise degrees. You may not rotate any logo which consists of the logo device, wordmark and registered trademark symbol.

Examples of Proper Use

Horizontal



Vertical



Integrations



What Not to Do



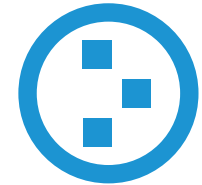
Wrong font in wordmark



Inappropriate pairing of company logo with Plone logo



Logo enclosed in graphic element



Device variants are not permitted



Logo rotated with wordmark



Switching elements of the logo



Incorrect use of color in logo



Use of incorrect wordmark and device



Incorrect logo color



Logo device rotated and used with attached elements



Device and wordmark are always the same color



Use of wordmark with other elements



Device is too large relative to the wordmark



Pairing Plone wordmark with a non-standard device



Device is distorted



Device Unreadable due to background contrast