



# **CNCF CNF CERTIFICATION BRAND GUIDELINES**

**June 2022**

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## 01 CNF Certified Mark

The CNF Certified mark  
in primary RGB color.

VERSION #1



VERSION #2



## 01 CNF Certified Mark

The CNF Certified mark in Pantone® color.

VERSION #1

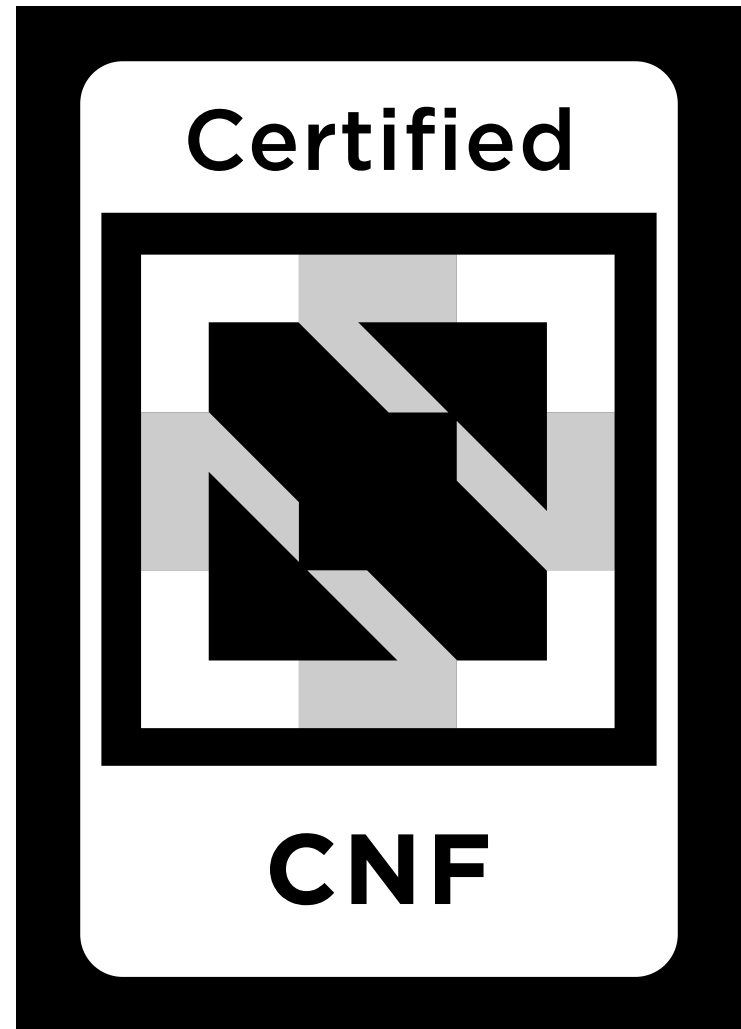


VERSION #2



The CNF Certified mark in  
Pantone® color.

VERSION #1



VERSION #2



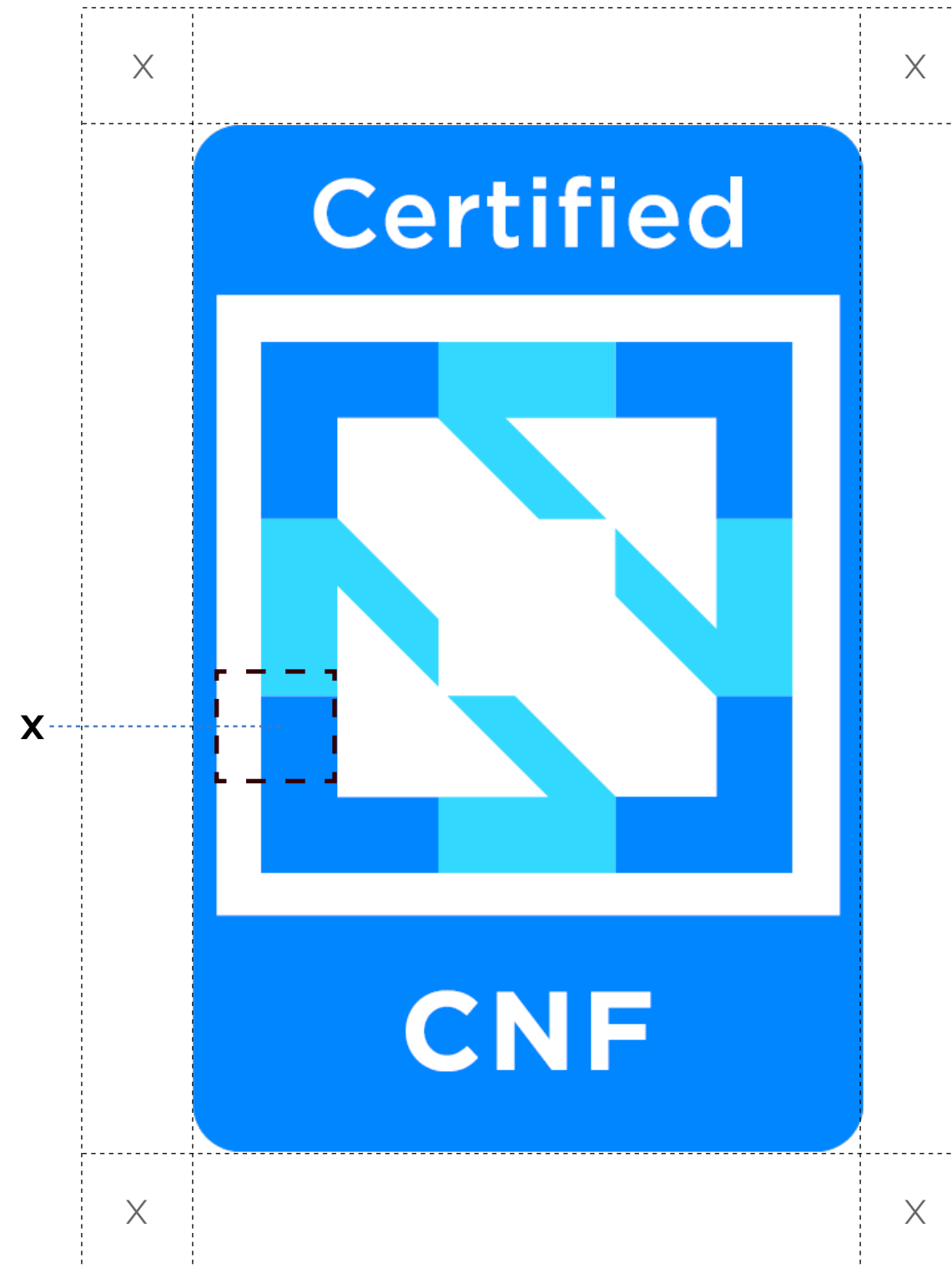
## 02 Clear Space

Clear space is the minimum “breathing room” maintained around the Logo.

To work out the clearspace, measure the space between the CNCF mark and the inside border.

### **(Clearspace = x)**

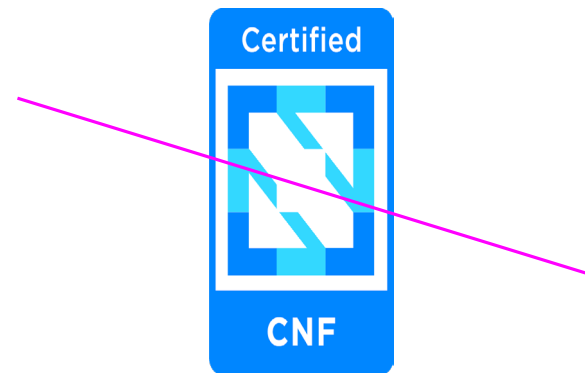
This area should be kept free of graphics, text and other marks. This space also defines the minimum distance from the mark to the edge of a border, page, screen, etc.



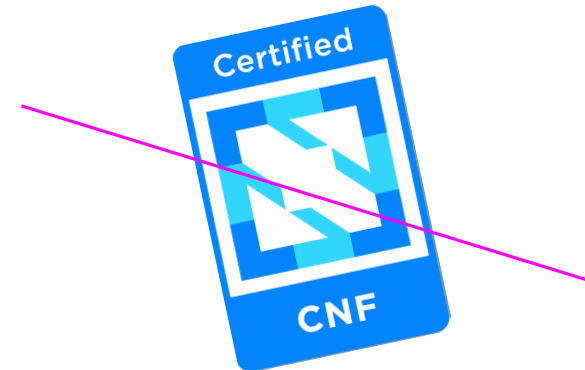
## 03 Usage Cases

The integrity of the CNF Certified logo must be respected at all times. Do not alter, recreate OR distort the mark in any way.

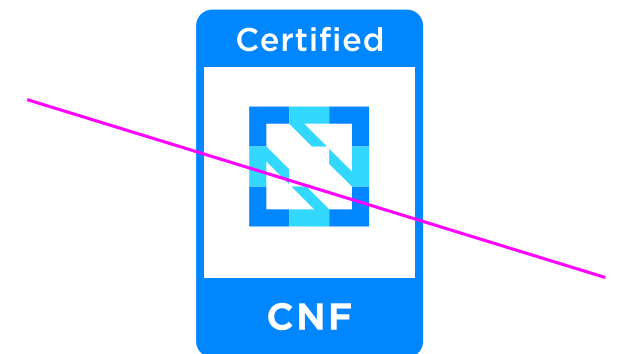
Please use approved electronic art when reproducing the CNF Certified logo.



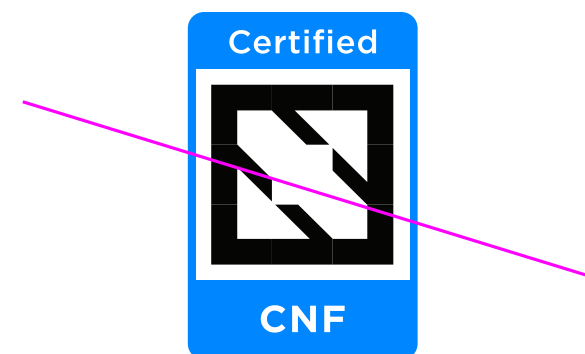
**SCALE** Do not play with the scale and perspective, or alter the proportions of the mark.



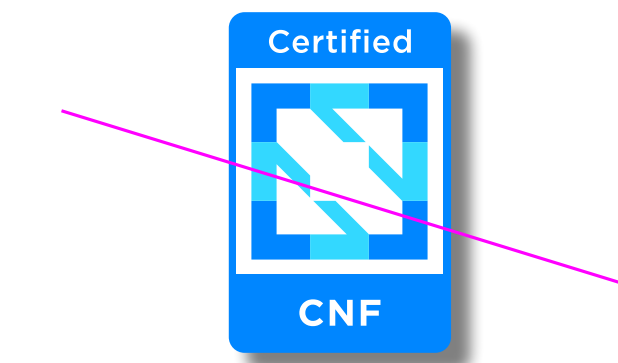
**ORIENTATION** Do not change the orientation of the mark by rotating it in any way.



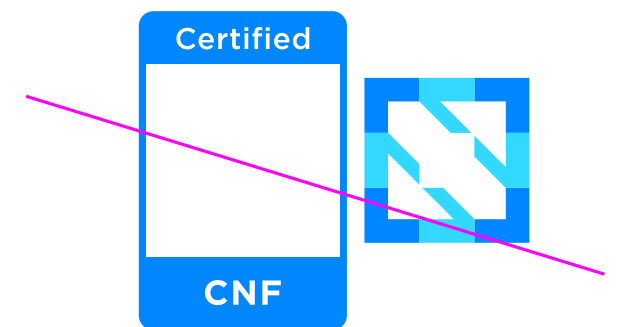
**PROPORTIONS** Do not change the proportions of the logotype and mark.



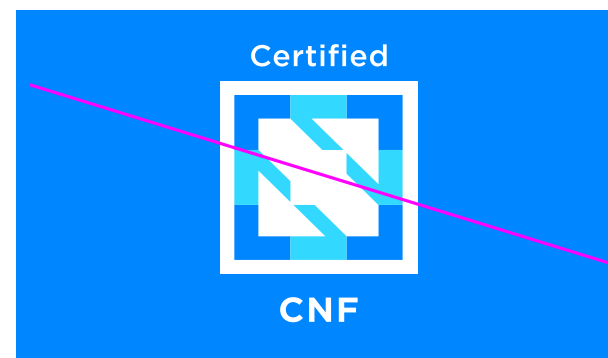
**COLOR** Do not reverse, change, or add colors to the mark.



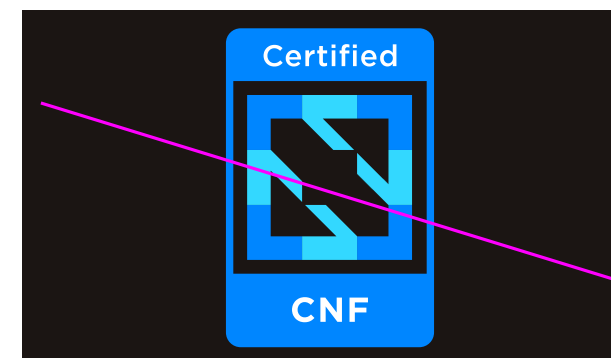
**EFFECTS** Do not add any effects such as a drop shadow, outline, etc., to the mark.



**MARK** Do not change the layout of the logo.



**CONTRAST** Do not use backgrounds that have the same colors used in the mark. Use the appropriate knockout mark on page 3.



**COLOR** Do not adjust the transparency of the mark so that any elements do not have a white background when using the color logo.



**CONTRAST** Do not place the mark on images that are too complex or too dark, compromising its visibility.

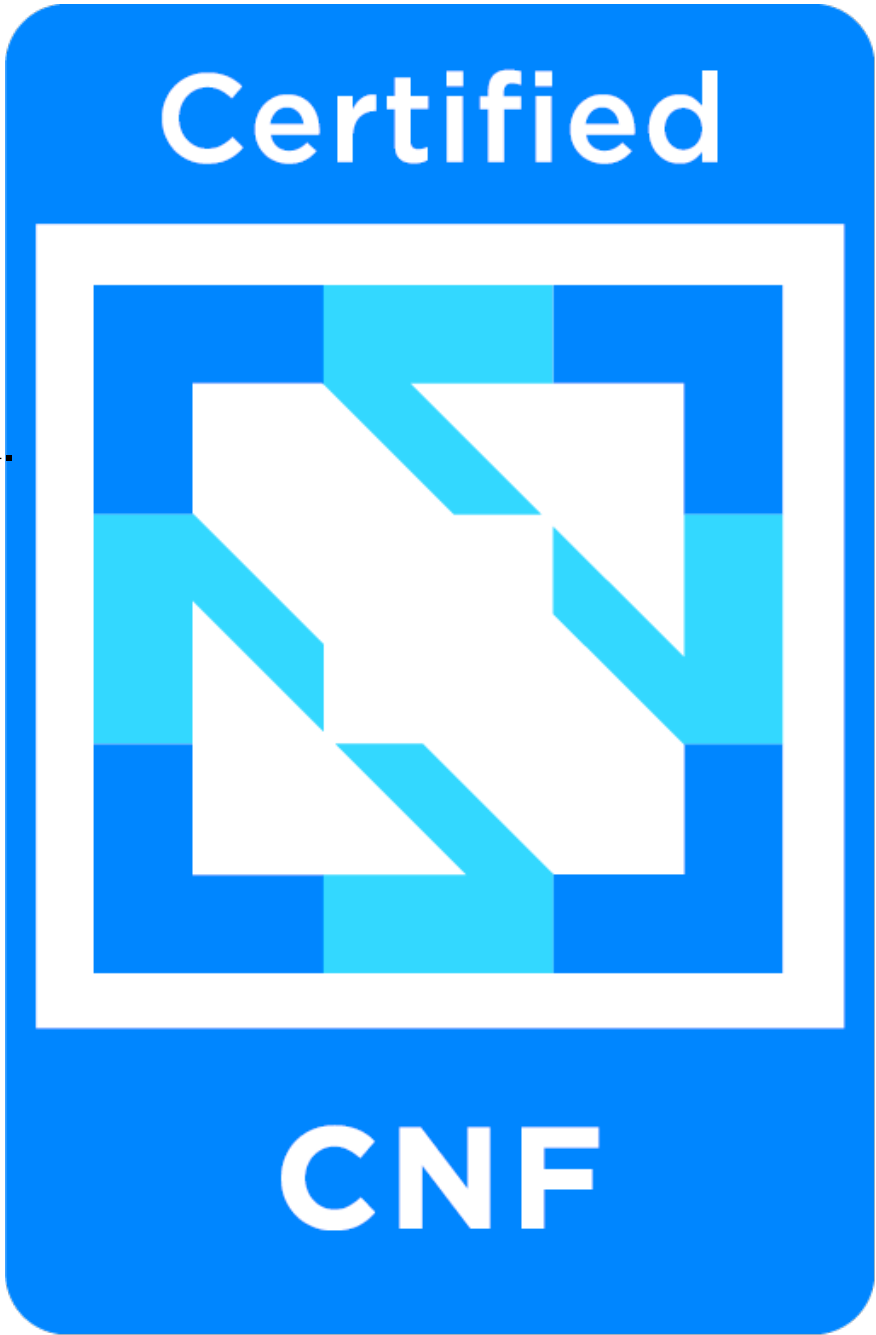
04 Color Palette

The CNF Certified color palette represents a vibrant, dynamic and forward-looking brand.

The selected palette provides a foundation for color consistency across diverse types of layouts.

**If a Pantone is needed for print-related items, please use Pantone 7683 C.** Otherwise please use the RGB or CMYK breakdown indicated on this page, as that is the main signifying color for the brand. It should be used for all solid fill secondary graphics and colored typography.

PRIMARY COLOR



- MAIN BLUE**  
C76 M49 Y0 K0  
R0 G134 B235  
HEX#0086FF
- SECONDARY BLUE**  
C57 M0 Y2 K0  
R51 G216 B255  
HEX#33D8FF





## THANK YOU

For questions pertaining to usage, please email  
[info@cncf.org](mailto:info@cncf.org)