



Oracle PartnerNetwork Brand
Guidelines

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Oracle PartnerNetwork Program Introduction

As a member of Oracle PartnerNetwork (OPN), you can leverage the Oracle brand for added marketing reach and power. You may use logo branding that Oracle has developed exclusively for partners as well as Oracle product images in the form of Oracle-provided product photography and product packaging images (box shots). Use of the appropriate Oracle branding for partners allows you to highlight your competency and commitment to delivering customer satisfaction with Oracle and helps create preferences for your solutions and services in the global marketplace.

Note: OPN program logos are for use only by Oracle business partners who are qualified OPN members and have authorization to use the Oracle product images and/or OPN program logos appropriate to their level of membership in accordance with a valid written trademark license from Oracle or with the current, applicable Oracle PartnerNetwork Policies. To protect the integrity of the OPN program logos and Oracle product images, it is essential that they be used correctly. You must adhere to the terms of your trademark license and/or the Oracle PartnerNetwork Policies and the following guidelines when using any of these Oracle brand properties.

Branding Opportunities for Partners

OPN offers the following branding opportunities for partners, including program logos and Oracle product images.

OPN Program Logos

Partners must meet specific criteria for attaining the various levels listed below. For specifics about these levels and their related criteria, visit oracle.com/partners.

Membership Level: OPN offers five membership levels—Diamond, Platinum, Gold, Silver, and Remarketer—along with several product- and solution-specific specializations. OPN provides Diamond, Platinum, Gold, and Silver partners with branding based on their respective membership level; partners earning OPN Specialized levels are provided additional OPN Specialized logos. For guidelines on using membership logos, see page 9.

Specialized: OPN allows you to indicate specifics about the areas of Oracle in which your company has met established criteria. OPN offers several competency areas with related OPN Specialized logos for your use. For guidelines on using OPN Specialized logos, see page 13.

Advanced Specialized: OPN also offers several competency areas with related OPN Advanced Specialized logos for your use, specifying the areas of Oracle in which your company has met established criteria for this level. For guidelines on using OPN Advanced Specialized logos, see page 17.

Validated Integration: OPN allows you to indicate specific Oracle products with which you have integrated solutions. OPN offers several product-area logos for your use in this category. For guidelines on using Oracle Validated Integration logos, see page 21.

Value Added Distributor: OPN provides an opportunity for value added distributors (VADs) to brand their special relationship with Oracle. The Oracle Value Added Distributor logo allows partners to indicate the nature of their business relationship with Oracle. For guidelines on using the Oracle Value Added Distributor logo, see page 26.

Exastack Ready: The Oracle Exastack program enables Oracle independent software vendor (ISV) partners to leverage a scalable, integrated infrastructure to deliver their applications tuned, tested, and optimized for high performance. For guidelines on using the Oracle Exastack Ready logo, see page 30.

Oracle Product Images

Qualified Oracle partners may use Oracle-provided product photographs and product packaging artwork (box shots) to indicate those Oracle products or services they are licensed to resell. For guidelines on using Oracle product images, see page 39.

OPN Program Logos

Correct Usage

- You may use only those OPN program logos appropriate to your membership level.
- OPN program logos may be used only to show that you are an OPN member. You may not use OPN program logos in any manner that misrepresents your relationship with Oracle or is otherwise misleading.
- OPN program logos may be used only on presale marketing materials (for example, advertisements, company brochures, trade show banners, and product collateral), stationery systems (business cards, letterhead), and your Website. You may not use OPN program logos on materials that promote products or services that are unrelated to Oracle's products or services.
- OPN program logos and the term *Oracle* cannot appear to be part of your trademarks, company name, product name, or service name. Moreover, OPN program logos may not be displayed on products, product labels, or product packaging. (For exceptions, see "Oracle Validated Integration Logos Correct Usage," on page 21.)
- Materials on which you use OPN program logos must clearly indicate that you are independent from Oracle.

All materials displaying OPN program logos must display those logos in a subordinate manner to your company name/logo. OPN program logos must be displayed as prominently as any other third-party relationship logos displayed on your materials. All materials that include an OPN program logo and a trademark credit line for your trademarks must also include the following trademark credit line: "Oracle and Java are registered trademarks of Oracle and/or its affiliates." Exempt from this requirement are business cards and letterhead.

- You must use artwork supplied by Oracle and follow the graphic standards for use of OPN program logos as set forth in this document (including color, size, placement, and clear-space guidelines). You may not change the color or font of OPN program logos, take them apart, combine them with any other words or graphics, translate them, change their proportions, animate them, morph them, or otherwise alter them in any way.
- You may not use OPN program logos in any manner that reflects negatively on Oracle.
- Partner use of all Oracle logos must adhere to guidelines posted at oracle.com/us/legal/third-party-logos/index.html and at oracle.com/partners/secure/marketing/download-logos/index.html.



Do not animate or alter OPN program logos in any way.



Do not place the logo at an angle.



Do not put OPN program logos within any other shapes or logos.



Do not add drop shadows to OPN program logos.



Do not combine OPN program logos with any other words, logos, or graphics to create a new logo.



Do not make a pattern out of the logo.



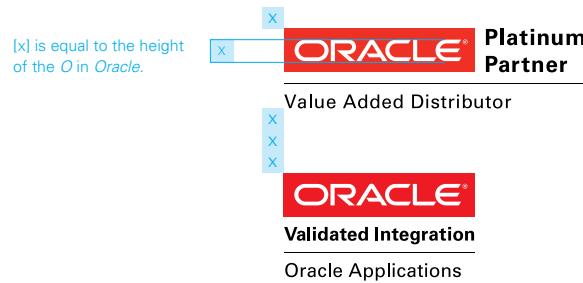
Do not use OPN program logos in running copy or in a headline.



Do not place OPN program logos over four-color photography or illustration that impairs legibility.

Unacceptable Usage

Design and usage standards ensure that the OPN program brand is instantly recognizable however and wherever it is used. You must follow brand guidelines carefully and avoid unauthorized variations such as those displayed at left.

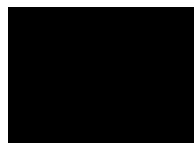


Relationship Spacing

When placing the Oracle Value Added Distributor, OPN membership, specialization, and integration logos next to each other, you must keep an established amount of space between the logos. The space [x] should be equal to three times the height of the Oracle signature, as shown at left.

**Oracle Red**

Pantone PMS 485
Process 0C, 100M, 100Y, 0K
RGB 255R, 0G, 0B
Hex FF0000

**Black**

Process 0C, 0M, 0Y, 100K
RGB 0R, 0G, 0B
Hex 000000

**Oracle Gray**

Pantone PMS Cool Gray 11
Process 0C, 0M, 0Y, 60K
RGB 127R, 127G, 127B
Hex 7F7F7F

Color Palette

Color and typography are two of the most effective elements for ensuring a clear and consistent presentation of the Oracle brand identity and are essential to maintaining a strong worldwide brand.

Oracle's official color palette consists of PMS 485, PMS Cool Gray 11, and black. Consistent use of the official color palette is essential.

Univers 55
Univers 55 Italic
Univers 65
Univers 65 Italic

Garamond 3
Garamond 3 Italic
Garamond 3 Bold
Garamond 3 Bold Italic

Arial Regular*
Times Regular*

*For use in Microsoft Word and Microsoft PowerPoint.

■ Typography

Consistent use of Oracle's official typefaces is fundamental to the Oracle brand identity. When used consistently, these typefaces help unify and strengthen Oracle communications.

The Oracle brand identity features two typeface families: Univers and Garamond. These typefaces visually reinforce the Oracle brand.

Note that for Microsoft Word and Microsoft PowerPoint applications, Oracle recommends using Arial and Times Regular in place of Univers and Garamond.



The Jiaguwen (Chinese) versions shown below are to be used only in the People's Republic of China.



OPN Membership Logos

OPN offers five membership levels—Diamond, Platinum, Gold, Silver, and Remarketer—along with several product- and solution-specific specializations. Oracle PartnerNetwork provides Diamond, Platinum, Gold, and Silver partners with branding for their respective membership level; partners earning OPN Specialized levels are provided additional OPN Specialized logos (see page 13). Depending on your level of membership, you will be authorized to use and have access to the appropriate set of logos and will be able to download them from oracle.com/partners. The membership partner logos are based on the Oracle signature and include a descriptive name that identifies each Oracle-branded membership level. Each logo was created using the corporate fonts and color palette. The Jiaguwen (Chinese) versions shown at left are to be used only in the People's Republic of China.

Clear space [x] is equal to
the height of the *O* in *Oracle*.



Clear space [x] is equal to
the height of the *O* in *Oracle*.



Clear Space

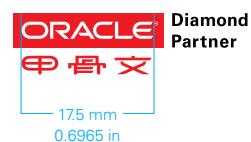
OPN membership logos should never compete visually with other graphic elements. Use established minimum clear-space guidelines at all times.

Clear space [x] is equal to the cap height of the *O* in the Oracle signature. That distance should be used to set off the logo both horizontally and vertically from other elements. Never use less than the minimum clear space. See clear space defined by *x* in the example at left.

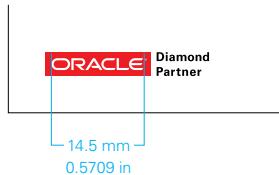
Print Minimum Size



Pixel Minimum Size



Exception: Business Card Minimum Size



Minimum Size

OPN membership logos should always be large enough to ensure legibility. To ensure that the logo is prominent and readable at reduced sizes, please observe the minimum-size requirements in all media.

The minimum size is measured by the width of the Oracle signature. In printed materials, the Oracle signature must be no less than 17.5 mm or 0.6965 inches in width. When displayed onscreen, the Oracle signature must be no less than 57 pixels in width.

For business cards only, due to their smaller size, logos may be reduced so that the Oracle signature is 14.5 mm or 0.5709 inches in width. Preferred positioning of the OPN membership logo is in the lower-left corner of the business card. See the Positioning section of these guidelines for an example.

Color (White Background)



Color (Black Background)



Black-and-White (White Background)



Black-and-White (Black Background)



Color and Background Usage

OPN membership logos are designed with PMS 485 and black. There is also a black-and-white (one-color) option for specific applications, such as newspaper advertising. The color logo on a white background is always preferred. Using the logo on black or dark backgrounds is acceptable but not recommended. Most importantly, make sure the OPN membership logos are always legible.

Note: The black backgrounds displayed at left are for staging purposes only, to illustrate how the OPN membership logos appear when placed on a black background, and are not part of the logo.

Trademark Basics and Credit Line

All print advertising, brochures, and other corporate collateral bearing any of the OPN membership logos must credit ownership of the Oracle trademark to Oracle. The following credit line should be used: "Oracle and Java are registered trademarks of Oracle and/or its affiliates." Exempt from this requirement are business cards and letterhead. Translation or localization of OPN membership logos is not allowed. These logos should be used only as shown.

Sample Logos



Specialized
Oracle Database



Specialized
Oracle Database



Specialized
Oracle Database



Specialized
Oracle Database

OPN Specialized Logos

In addition to the appropriate OPN logo for your membership level, Oracle offers branding that indicates your level of Oracle-specific technical competency. These OPN Specialized logos brand your company as one that is recognized by Oracle and preferred by customers in your area(s) of specialization. The OPN Specialized partner logos are based on the Oracle signature and include the partner membership logo along with a descriptive name that identifies each Oracle-branded area of specialization. Each logo was created using the corporate fonts and color palette. Partners may qualify for more than one OPN Specialized logo.

Clear space [x] is equal to the height of the *O* in *Oracle*.



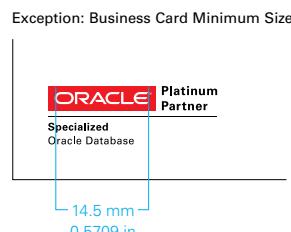
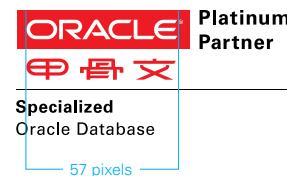
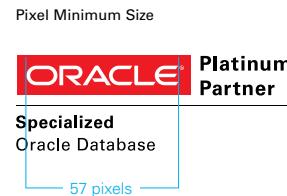
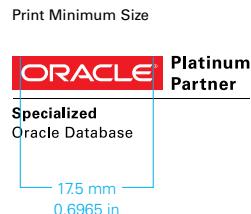
Clear space [x] is equal to the height of the *O* in *Oracle*.



Clear Space

OPN Specialized logos should never compete visually with other graphic elements. Use established minimum clear-space guidelines at all times.

Clear space [x] is equal to the cap height of the *O* in the Oracle signature. That distance should be used to set off the logo both horizontally and vertically from other elements. Never use less than the minimum clear space. See clear space defined by *x* in the examples at left.



Minimum Size

OPN Specialized logos should always be large enough to ensure legibility. To ensure that the logo is prominent and readable at reduced sizes, please observe the minimum-size requirements in all media.

The minimum size is measured by the width of the Oracle signature. In printed materials, the Oracle signature must be no less than 17.5 mm or 0.6965 inches in width. When displayed onscreen, the Oracle signature must be no less than 57 pixels in width.

For business cards only, due to their smaller size, logos may be reduced so that the Oracle signature is 14.5 mm or 0.5709 inches in width. Preferred positioning of the OPN Specialized logo is in the lower-left corner of the business card. See the Positioning section of these guidelines for an example.

Color (White Background)

Specialized
Oracle Database

Color (Black Background)



Black-and-White (White Background)

Specialized
Oracle Database

Black-and-White (Black Background)

Specialized
Oracle Database

Color and Background Usage

OPN Specialized logos are designed with PMS 485 and black. There is also a black-and-white (one-color) option for specific applications, such as newspaper advertising. The color logo on a white background is always preferred. Using the logo on black or dark backgrounds is acceptable but not recommended. Most importantly, make sure the OPN Specialized logos are always legible.

Note: The black backgrounds displayed at left are for staging purposes only, to illustrate how the OPN Specialized logos appear when placed on a black background, and are not part of the logo.

Sample Logos

**Advanced Specialized**

Oracle Database

**Advanced Specialized**

Oracle Database

**Advanced Specialized**

Oracle Database

**Advanced Specialized**

Oracle Database

OPN Advanced Specialized Logos

In addition to the appropriate OPN logo for your membership level, Oracle offers branding that indicates advanced levels of Oracle-specific technical competency. These OPN Advanced Specialized logos brand your company as one that is recognized by Oracle, has 50 or more Oracle-certified implementation specialists on staff, and is preferred by customers in your area(s) of specialization.

The OPN Advanced Specialized partner logos are based on the Oracle signature and include the partner membership logo along with a descriptive name that identifies each Oracle-branded area of specialization. Each logo was created using the corporate fonts and color palette. Partners may qualify for more than one OPN Advanced Specialized logo.

Clear space [x] is equal to the height of the *O* in Oracle.



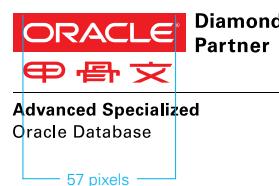
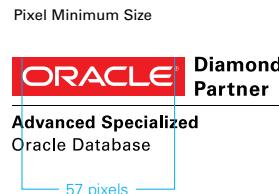
Clear space [x] is equal to the height of the *O* in Oracle.



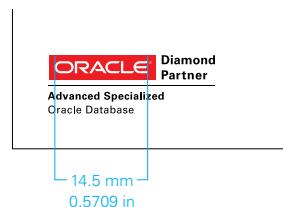
Clear Space

OPN Advanced Specialized logos should never compete visually with other graphic elements. Use established minimum clear-space guidelines at all times.

Clear space [x] is equal to the cap height of the *O* in the Oracle signature. That distance should be used to set off the logo both horizontally and vertically from other elements. Never use less than the minimum clear space. See clear space defined by *x* in the examples at left.



Exception: Business Card Minimum Size



Minimum Size

OPN Advanced Specialized logos should always be large enough to ensure legibility. To ensure that the logo is prominent and readable at reduced sizes, please observe the minimum-size requirements in all media.

The minimum size is measured by the width of the Oracle signature. In printed materials, the Oracle signature must be no less than 17.5 mm or 0.6965 inches in width. When displayed onscreen, the Oracle signature must be no less than 57 pixels in width.

For business cards only, due to their smaller size, logos may be reduced so that the Oracle signature is 14.5 mm or 0.5709 inches in width. Preferred positioning of the OPN Advanced Specialized logo is in the lower-left corner of the business card. See the Positioning section of these guidelines for an example.

Color (White Background)



Color (Black Background)



Black-and-White (White Background)



Black-and-White (Black Background)



Color and Background Usage

OPN Advanced Specialized logos are designed with PMS 485 and black. There is also a black-and-white (one-color) option for specific applications, such as newspaper advertising. The color logo on a white background is always preferred. Using the logo on black or dark backgrounds is acceptable but not recommended. Most importantly, make sure the OPN Advanced Specialized logos are always legible.

Note: The black backgrounds displayed at left are for staging purposes only, to illustrate how the OPN Advanced Specialized logos appear when placed on a black background, and are not part of the logo.

Sample Logos



Oracle Validated Integration Logos

In addition to the appropriate OPN logo for your membership and specialization levels, Oracle offers branding for partners that offer validated integrations with specific Oracle products. OPN partners are rapidly taking advantage of the Oracle Validated Integration program, which provides validation testing for the integration of partner solutions with Oracle E-Business Suite; Oracle CRM On Demand; and any other Oracle application family including Oracle's PeopleSoft, JD Edwards EnterpriseOne, JD Edwards World, and Siebel applications.

Get Validated. Learn the benefits of this program and the criteria for earning the distinguished Oracle Validated Integration recognition. Validation also fulfills one of the business criteria for OPN Specialized with Oracle Applications. If you are a partner with a validated integration and eligible for Oracle Validated Integration branding, you can maximize your marketing by using the Oracle Validated Integration logo on such assets as your collateral, Oracle Solutions Catalog profile, Website, advertising, stationery, business cards, and signage.

Oracle Validated Integration partner logos were developed to bring a common look and feel to OPN's integration areas. They are based on the Oracle signature and include a descriptive name that identifies each Oracle-branded integration area. Each logo was created using the corporate fonts and color palette.

■ Correct Usage

Oracle Validated Integration logos may be used only to show that your product is integrated with Oracle software. Do not use Oracle Validated Integration logos in a manner that is false or misleading, could reflect negatively on Oracle, or suggests that your product or service has been produced or warranted by Oracle.

- You may display Oracle Validated Integration logos only on marketing materials (for example, Web pages, trade show banners, advertisements, data sheets, and product packaging) that are specific to your product that is integrated with Oracle software.
- Oracle Validated Integration logos and the term Oracle cannot appear to be part of your trademarks, company name, product name, or service name.
- Materials on which you use Oracle Validated Integration logos must clearly indicate that you are independent from Oracle. All materials displaying an Oracle Validated Integration logo must display that logo in a subordinate manner to and separately from your own names, marks, or logos.
- All materials displaying an Oracle Validated Integration logo and a trademark credit line for your trademarks or third-party trademarks must legibly display the following trademark credit line: "Oracle and Java are registered trademarks of Oracle and/or its affiliates." Exempt from this requirement are business cards and letterhead.
- Partner use of all Oracle logos must adhere to guidelines posted at oracle.com/us/legal/third-party-logos/index.html and at oracle.com/partners/secure/marketing/download-logos/index.html.

Clear space [x] is equal to the height of the *O* in Oracle.



Clear Space

Oracle Validated Integration logos should never compete visually with other graphic elements. Use established minimum clear-space guidelines at all times.

Clear space [x] is equal to the cap height of the *O* in the Oracle signature. That distance should be used to set off the logo both horizontally and vertically from other elements. Never use less than the minimum clear space. See clear space defined by x in the example at left.



Minimum Size

Oracle Validated Integration logos should always be large enough to ensure legibility. To ensure that the logo is prominent and readable at reduced sizes, please observe the minimum-size requirements in all media.

The minimum size is measured by the width of the Oracle signature. In printed materials, the Oracle signature must be no less than 17.5 mm or 0.6965 inches in width. When displayed onscreen, the Oracle signature must be no less than 57 pixels in width.

For business cards only, due to their smaller size, logos may be reduced so that the Oracle signature is 14.5 mm or 0.5709 inches in width. Preferred positioning of the Oracle Validated Integration logo is in the lower-left corner of the business card. See the Positioning section of these guidelines for an example.

Color (White Background)



Color (Black Background)



Black-and-White Logo (White Background)



Black-and-White Logo (Black Background)



Color and Background Usage

Oracle Validated Integration logos are designed with PMS 485 and black. There is also a black-and-white (one-color) option for specific applications, such as newspaper advertising. The color logo on a white background is always preferred. Using the logo on black or dark backgrounds is acceptable but not recommended. Most importantly, make sure the Oracle Validated Integration logos are always legible.

Note: The black backgrounds displayed at left are for staging purposes only, to illustrate how the Oracle Validated Integration logos appear when placed on a black background, and are not part of the logo.



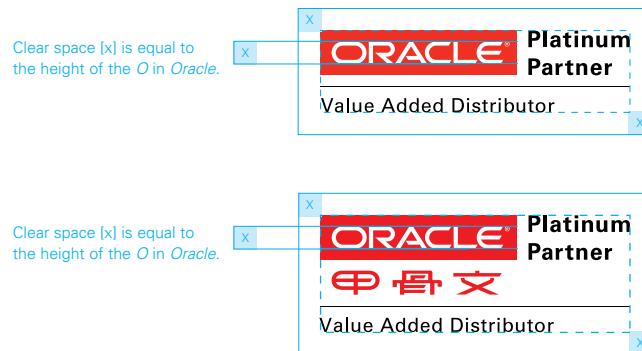
Value Added Distributor



Value Added Distributor

■ Oracle Value Added Distributor Logo

OPN provides an opportunity for value added distributors (VADs) to brand their special relationship with Oracle. The Oracle Value Added Distributor logo allows partners to indicate the nature of their business relationship with Oracle.



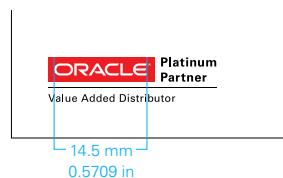
Clear Space

The Oracle Value Added Distributor logo should never compete visually with other graphic elements. Use established minimum clear-space guidelines at all times.

Clear space [x] is equal to the cap height of the O in the Oracle signature. That distance should be used to set off the logo both horizontally and vertically from other elements. Never use less than the minimum clear space. See clear space defined by x in the examples at left.



Exception: Business Card Minimum Size



Minimum Size

The Oracle Value Added Distributor logo should always be large enough to ensure legibility. To ensure that the logo is prominent and readable at reduced sizes, please observe the minimum-size requirements in all media.

The minimum size is measured by the width of the Oracle signature. In printed materials, the Oracle signature must be no less than 17.5 mm or 0.6965 inches in width. When displayed onscreen, the Oracle signature must be no less than 57 pixels in width.

For business cards only, due to their smaller size, logos may be reduced so that the Oracle signature is 14.5 mm or 0.5709 inches in width. Preferred positioning of the Oracle Value Added Distributor logo is in the lower-left corner of the business card. See the Positioning section of these guidelines for an example.

Color (White Background)



Value Added Distributor



Value Added Distributor

Color (White Background)



Value Added Distributor



Value Added Distributor

Black-and-White (White Background)



Value Added Distributor



Value Added Distributor

Black-and-White (White Background)



Value Added Distributor



Value Added Distributor

Color and Background Usage

The Oracle Value Added Distributor logo is designed with PMS 485 and black. There is also a black-and-white (one-color) option for specific applications, such as newspaper advertising. The color logo on a white background is always preferred. Using the logo on black or dark backgrounds is acceptable but not recommended. Most importantly, make sure the Oracle Value Added Distributor logo is always legible.

Note: The black backgrounds displayed at left are for staging purposes only, to illustrate how the Oracle Value Added Distributor logo appears when placed on a black background, and are not part of the logo.

Sample Logos



Oracle Exastack Ready Logos

The Oracle Exastack program from OPN enables Oracle independent software vendor (ISV) partners to leverage a scalable, integrated infrastructure to deliver their applications tuned, tested, and optimized for high performance. The program helps ISVs run their solutions on Oracle Exadata Database Machine and Oracle Exalogic Elastic Cloud—integrated systems products in which the software and hardware are engineered to work together. Oracle Partners can leverage the new Oracle Exastack program to become Oracle Exastack Ready and to demonstrate to their customers that their solutions have been fully tested to deliver optimum performance and reliability.

Oracle Exastack Ready

Partners may achieve Oracle Exastack Ready based on their support for products including Oracle VM, Oracle Solaris, Oracle Linux, Oracle Database, and Oracle WebLogic Server and, in doing so, demonstrate to customers that their applications are available on the latest major releases of these products.

By qualifying their applications as Oracle Exastack Ready, OPN members demonstrate to customers that they have tested their applications on, and their applications support, Oracle Exadata Database Machine and Oracle Exalogic Elastic Cloud component products including Oracle Solaris, Oracle Linux, Oracle Database, Oracle VM, and Oracle WebLogic Server.

Once OPN members have achieved Oracle Exastack Ready status for one or more applications, they may display the Oracle Solaris Ready, Oracle Linux Ready, Oracle Database Ready, Oracle VM, and Oracle WebLogic Ready logos as appropriate to show that they have tested their applications and that their applications support those Oracle Exadata Database Machine and Oracle Exalogic Elastic Cloud component products.

Correct Usage

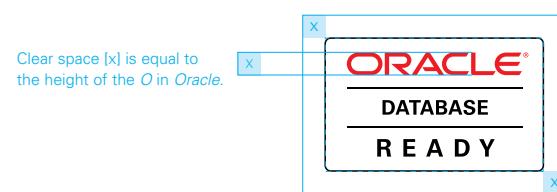
The Oracle Exastack Ready program includes the use of the following logos: Oracle Solaris Ready, Oracle Linux Ready, Oracle Database Ready, Oracle VM Ready, and Oracle WebLogic Ready. To be eligible to participate in the Oracle Exastack Ready program and to use the applicable logos, you must meet the Oracle Exastack Ready criteria, available at oracle.com/partners/en/opn-program/oracle-exastack-ready/index.html.

Logo Placement

- You may place the applicable Oracle Exastack Ready logo on collateral, on your Website, and on marketing materials (for example, trade show banners, advertisements, data sheets, and product packaging) that are specific to the product that has qualified for the applicable Oracle Exastack Ready component.
- You may not place the applicable Oracle Exastack Ready logo on your software product (e.g., not in splash screens, about screens, help screens, help menus, product media such as a DVD, or product packaging).
- You may not place the applicable Oracle Exastack Ready logo on any hardware product.
- Your use of any Oracle Exastack Ready program logo and/or benefit is subject to the terms of your OPN agreement, the OPN Policies, and Oracle's Logo and Advertising Template Guidelines set forth at oracle.com/partners (log in and select Membership / Agreements and Policies). If your application product no longer meets all of the Oracle Exastack Ready criteria, you must stop using the applicable logo. If you breach any of the requirements set forth above or in the OPN Policies, the OPN agreement, or Oracle's Logo and Advertising Guidelines with regard to use of any Oracle Exastack Ready logo, you will remove the logo from any and all Websites within three business days of the date of Oracle's notice to you of such breach, and you will stop distributing collateral containing the logo immediately upon Oracle's notice of such breach. In addition, Oracle may terminate your participation in the Oracle Exastack Ready program and/or Oracle PartnerNetwork, at Oracle's sole discretion.
- Do not use Oracle Exastack Ready logos in a manner that is false or misleading, could reflect negatively on Oracle, or suggests that your product or service has been produced or warranted by Oracle.

Correct Usage

- Oracle Exastack Ready logos and the term *Oracle* cannot appear to be part of your trademarks, company name, product name, or service name.
- Materials on which you use Oracle Exastack Ready logos must clearly indicate that you are independent from Oracle. All materials displaying an Oracle Exastack Ready logo must display that logo in a subordinate manner to and separately from your own names, marks, or logos.
- All materials displaying an Oracle Exastack Ready logo and a trademark credit line for your trademarks or third-party trademarks must legibly display the following trademark credit line: “Oracle and Java are registered trademarks of Oracle and/or its affiliates.” Exempt from this requirement are business cards and letterhead.
- Partner use of all Oracle logos must adhere to guidelines posted at oracle.com/us/legal/third-party-logos/index.html and at oracle.com/partners/secure/marketing/download-logos/index.html.

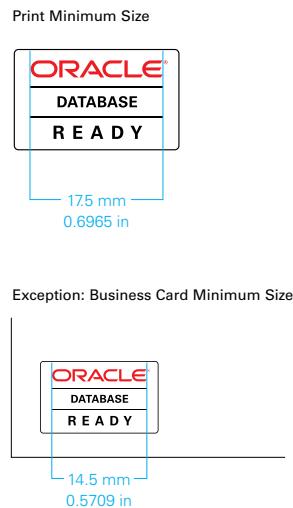


Clear space [x] is equal to the height of the *O* in *Oracle*.

Clear Space

Oracle Exastack Ready logos should never compete visually with other graphic elements. Use established minimum clear-space guidelines at all times.

Clear space [x] is equal to the cap height of the *O* in the Oracle signature. That distance should be used to set off the logo both horizontally and vertically from other elements. Never use less than the minimum clear space. See clear space defined by *x* in the example at left.



Minimum Size

Oracle Exastack Ready logos should always be large enough to ensure legibility. To ensure that the logo is prominent and readable at reduced sizes, please observe the minimum-size requirements in all media.

The minimum size is measured by the width of the Oracle signature. In printed materials, the Oracle signature must be no less than 17.5 mm or 0.6965 inches in width. When displayed onscreen, the Oracle signature must be no less than 57 pixels in width.

For business cards only, due to their smaller size, logos may be reduced so that the Oracle signature is 14.5 mm or 0.5709 inches in width. Preferred positioning of the Oracle Exastack Ready logo is in the lower-left corner of the business card.

See the Positioning section of these guidelines for an example.

Color (White Background)



Color (Black Background)



Black-and-White Logo (White Background)



Black-and-White Logo (Black Background)



Color and Background Usage

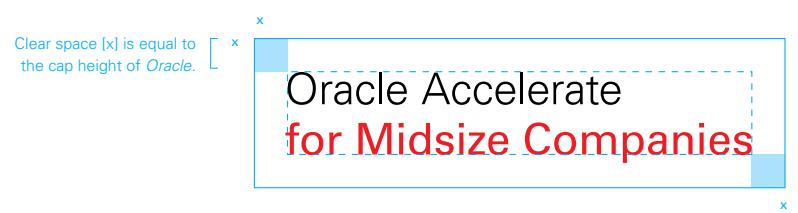
Oracle Exastack Ready logos are designed with PMS 485 and black. There is also a black-and-white (one-color) option for specific applications, such as newspaper advertising. The color logo on a white background is always preferred. Using the logo on black or dark backgrounds is acceptable but not recommended. Most importantly, make sure Oracle Exastack Ready logos are always legible.

Note: The black backgrounds displayed at left are for staging purposes only, to illustrate how the Oracle Exastack Ready logos appear when placed on a black background, and are not part of the logo.

Oracle Accelerate for Midsize Companies Logo

Oracle Accelerate for Midsize Companies provides simple-to-deploy, packaged, enterprise-class, industry-specific software solutions to growing midsize organizations. Created and provided by Oracle's expert partners, Oracle Accelerate for Midsize Companies solutions are designed for fast time to benefit, which means getting the right solution in place quickly, inexpensively, and with a controlled scope and predictable returns. The best Oracle Accelerate for Midsize Companies solutions are based on Oracle Business Accelerators, which are powerful, cloud-based rapid implementation tools developed and maintained by Oracle to get you up and running on a wide range of Oracle applications, both quickly and reliably. Oracle has more than 280,000 midsize customers—and the number one reason that midsize customers buy Oracle is to grow. To find out more, visit oracle.com/accelerate

The Oracle Accelerate for Midsize Companies logo can be used in conjunction with the appropriate Oracle PartnerNetwork partner-level logo. Protecting the integrity of the Oracle Accelerate for Midsize Companies logo by using it consistently and correctly is essential to creating and maintaining a strong worldwide brand identity. This document provides guidelines for correctly using the Oracle Accelerate for Midsize Companies logo. Only companies whose solutions have been reviewed by Oracle and have executed the Oracle Accelerate Addendum to the Oracle PartnerNetwork Agreement are authorized to display the Oracle Accelerate for Midsize Companies name and logo. Companies must strictly adhere to these guidelines and to Oracle's third-party usage guidelines for Oracle trademarks available at oracle.com/html/3party.html



Clear Space

To ensure the logo does not compete visually with other graphic elements, you must surround the logo with the established minimum clear space. Clear space [x] is equal to the cap height of *Oracle* as shown in the diagram at left. Never use less than the minimum clear space. Clear space is relative to the overall size of the logo.

Print Minimum Size

Oracle Accelerate
for Midsize Companies

17.5 mm
0.689 in.

Pixel Minimum Size

Oracle Accelerate
for Midsize Companies

57 pixels

Minimum Size

The logo should always be large enough to ensure legibility.

By establishing a minimum size, Oracle ensures the logo is always prominent and readable at reduced sizes.

The minimum-size measurement refers to the width of *Oracle*. There is a print (printed materials) and a pixel (onscreen) minimum-size requirement.

Color (White Background)

Oracle Accelerate
for Midsize Companies

Color (Black Background)

Oracle Accelerate
for Midsize Companies

Black-and-White (White Background)

Oracle Accelerate
for Midsize Companies

Black-and-White (Black Background)

Oracle Accelerate
for Midsize Companies

Color and Background Usage

The logo is designed with the use of two colors: Oracle Red and Oracle Black. Please refer to page 2 for color specifics.

The use of white backgrounds is preferred. The logo is also designed as a single black-and-white option for specific applications, such as newspapers. This color usage applies to all activity and organization logos.

The black background displayed below is for staging purposes only, to illustrate how the logo appears when placed on a background, and is not part of the logo.



Do not change the color of the logo.



Do not choose a background color that clashes with the color of the logo.



Do not choose background colors that offer low contrast. Always strive for high contrast and legibility.



Do not place the logo over four-color photography or illustration that impairs legibility.



Do not make a pattern out of the logo.



Do not stretch the logo.



Do not use a three-dimensional version of the logo in a two-dimensional format.



Do not use the logo with a drop shadow.



Do not distort the logo or place it inside a form or object.



Do not use the logo at an angle—it must always be displayed horizontally.

Unacceptable Usage

Design and usage standards ensure that the Oracle Accelerate for Midsize Companies logo brand identity is instantly recognizable however and wherever it is used. You must follow brand guidelines carefully and avoid unauthorized variations such as those displayed at left.

Sample Product Photograph



Sample Product Box Shot



Oracle Product Images

Oracle PartnerNetwork members may use Oracle product images (Oracle product photographs and product packaging artwork [box shots]) in their promotional materials, for the purpose of highlighting those products or services they recommend, resell, implement, or support through their partner relationship with Oracle and consistent with their member level.

To protect Oracle's intellectual property as well as the integrity of the product images, it is essential that these materials be used correctly and without modification. When you use Oracle product images, or any Oracle trademark, you must follow the Third Party Usage Guidelines for Oracle Trademarks at oracle.com/us/legal/third-party-trademarks/index.html and comply with the usage guidelines in this document as well as with the terms of your OPN Agreement, including all applicable Oracle PartnerNetwork policies. (To review these guidelines, log in at oracle.com/partners and navigate to Agreements and Policies).

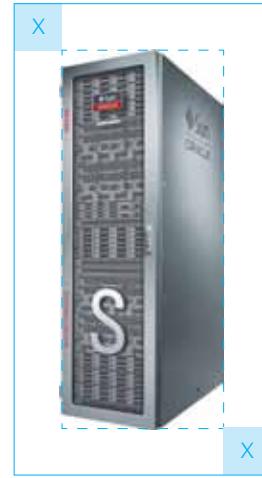
Correct Usage

- You may use Oracle product images only for those Oracle products or services that you recommend, resell, implement, or support through your partner relationship with Oracle and consistent with your member level. Note: In addition to this restriction, Silver-level partners may use only those Oracle product images identified in the Oracle 1-Click Technologies for Midsize Companies Knowledge Zone (see oracle.com/partners for details).
- You must use artwork supplied by Oracle and follow the Oracle graphic standards included in this document for use of Oracle product images, including the standards for color, size, placement, and clear space.
- Any layout using an Oracle hardware image must also display your OPN membership logo.
- You may not take Oracle product images apart, crop or use partial components of them, combine them with any other words or graphics, translate them, change their proportions, animate them, morph them, change their color or fonts, or otherwise alter them in any way.
- When using Oracle product images next to other hardware or software images, you must ensure proportional and balanced sizing is maintained.
- You may not use an Oracle product image to suggest any relationship with Oracle that is not accurate or that creates any impression that is false or misleading.
- Oracle product images cannot appear to be part of your trademarks, company name, product names, or service names.
- You may not use an Oracle product image in a manner that suggests that Oracle endorses one of your products or services.
- When you use an Oracle product image, it needs to be clear that Oracle is the source of the associated product. All materials that include an Oracle product image and/or a trademark credit line for any trademarks must also include the following trademark credit line: "Oracle and Java are registered trademarks of Oracle and/or its affiliates."
- Use your OPN membership level logo, not an Oracle product image, to identify your membership in the OPN program. (Guidelines for use of the OPN membership level logos are included elsewhere in this document.)
- Under no circumstances are you permitted to use the Oracle corporate logo by itself, as an element separated from a product image in which it may appear.
- You may not use Oracle product images in any manner that reflects negatively on Oracle.
- To request approved Oracle product images for your promotional materials, please go to oracle.com/partners/goto/productimages.

Clear space [x] is equal to 0.25 in or 12 pixels.



Clear space [x] is equal to 0.25 in or 12 pixels.



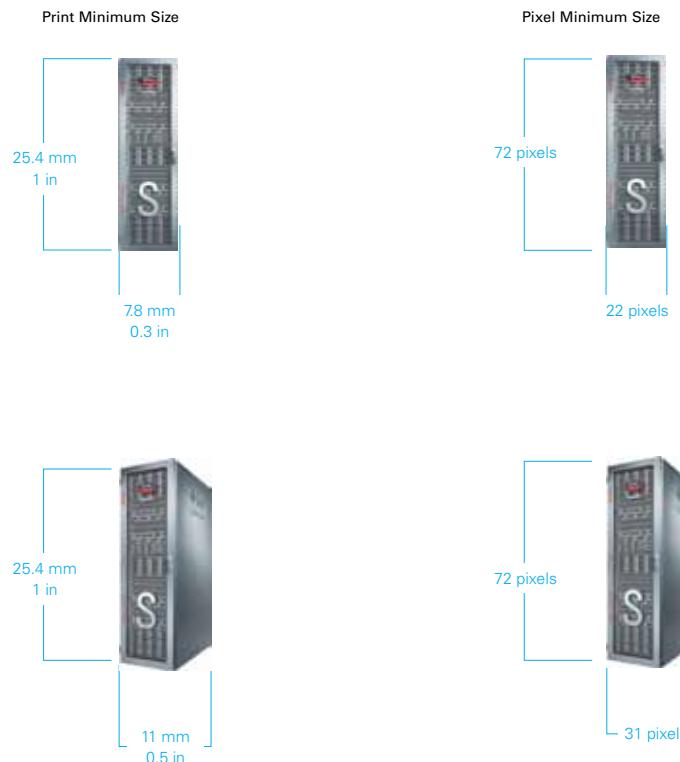
Oracle Product Photography Clear Space

Two views of Oracle product photography are available for your marketing materials: a straight, forward-facing view of the product and a three-quarter view showcasing the front and right side of the unit.

Oracle product photography should never compete visually with other graphic elements. Use established minimum clear-space guidelines at all times.

When placing Oracle product photographs in layout, please add a clear space around the physical shape of the product; clear space for print use should be at least 0.25 inches; clear space for online use should be 12 pixels.

When resizing Oracle product photography, please ensure clear space is proportionally scaled.



Minimum Size

Oracle product photographs should always be large enough to ensure legibility. To ensure that the image is prominent and readable at reduced sizes, please observe the minimum-size requirements in all media.

The minimum size is measured by the overall height and width of the Oracle product photographs. See minimum sizes as defined by the examples at left.

Color (White Background)



Color (Black Background)



Color (Color Background)



Color and Background Usage

The preferred background color for Oracle product photographs is white. Using Oracle product photographs on black or dark backgrounds is acceptable, but in all cases the Oracle product photographs must be legible. Do not use Oracle product photographs on a photographic background.

Avoid any use of Oracle product photography on a red background that could be mistaken for Oracle brand identity.

Do not change proportions, animate, morph, or otherwise alter Oracle product images in any way.



Do not combine Oracle product images with any other words.



Do not combine Oracle product images with any other graphics or images.



Do not place Oracle product images on top of any other images.



Unacceptable Usage

When using any Oracle product photograph you must follow brand guidelines carefully and avoid unauthorized variations such as those displayed at left.

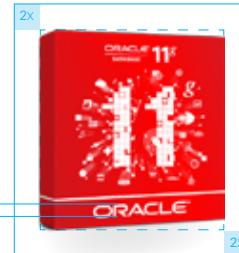
Oracle Box Shots

Clear Space

Oracle product packaging artwork (box shots) should never compete visually with other graphic elements. Use established minimum clear-space guidelines at all times.

Clear space [x] is equal to the cap height of the O in the Oracle signature. That distance should be used to set off the logo both horizontally and vertically from other elements. Never use less than the minimum clear space. See clear space defined by x in the example at left.

Clear space [x] is equal to the height of the O in Oracle.





Minimum Size

Oracle box shots should always be large enough to ensure legibility. To ensure that the artwork is prominent and readable at reduced sizes, please observe the minimum-size requirements in all media.

The minimum size is measured by the overall height and width of the Oracle box shot. In printed materials, the box shots must be no less than 38 mm or 1.5 inches in height and 30.5 mm or 1.2 inches in width. When displayed onscreen, the Oracle box shots must be no less than 85 pixels in width and 110 pixels in height.

Color (White Background)



Color (Black Background)



Color (Color Background)



Color and Background Usage

The preferred background color for Oracle box shots is white. Using Oracle box shots on black or dark backgrounds is acceptable, but in all cases the Oracle box shot must be legible. Do not use Oracle box shots on a photographic background.

Avoid any use of Oracle box shots on a red background that could be mistaken for Oracle brand identity.

Do not take apart, crop, or use partial components of Oracle box shots.



Do not change the color or fonts displayed in Oracle box shots.



Do not translate Oracle box shots.



Do not place Oracle box shots on top of any other images.



Unacceptable Usage

When using any Oracle box shot you must follow brand guidelines carefully and avoid unauthorized variations such as those displayed at left.