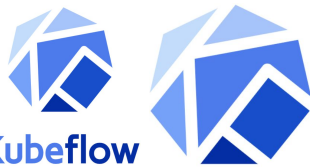# Kubeflow Brand Guidelines

The Kubeflow trademark and **Kubeflow** logos ("Kubeflow Trademarks") are trademarks of Google, and are treated separately from the copyright or patent license grants contained in the Apache-licensed Kubeflow repositories on GitHub. Any use of the Kubeflow Trademarks other than those permitted in these guidelines must be approved in advance.

1. Purpose of the Brand Guidelines

These guidelines exist to ensure that the Kubeflow project can share its platform under open source licenses while making sure that the "Kubeflow" brand is protected as a meaningful source identifier in a way that's consistent with trademark law.

2. Acceptable Uses

Given the open nature of Kubeflow, you may use the Kubeflow trademark to refer to the project without prior written permission. Examples of these approved references include the following:

● To refer to the Kubeflow project itself;
● To refer to unmodified source code or other files shared by the Kubeflow repositories on GitHub;
● To accurately identify that your design or implementation is based on or is for use with the Kubeflow platform.

Examples:
● "[Your Product] for Kubeflow."
● "[XYZ] Conference for Kubeflow Users."

3. Usage Guidelines

● The Kubeflow name may not be used or registered in a manner that would cause confusion as to Google's affiliation or endorsement.
● Don't use the Kubeflow name as part of your company name, product name, domain name, or social media profile.
● Other than as permitted by these guidelines, the Kubeflow name should not be combined with other trademarks, terms, or source identifiers.
● Don't remove, distort or alter any element of the Kubeflow Trademarks without permission:

- Do not shorten, abbreviate, or change the spelling of the Kubeflow name, for example in mass communication, product names, social media profiles, domain names or event names).
- Do not change the color or design elements of the Kubeflow logo, or combine the logo with any other text.
- User groups, social media accounts, community websites, or other community-organized properties or organizations should follow the naming convention "[XYZ] for Kubeflow Users" or "[XYZ] for Kubeflow Contributors".
- The name "Kubeflow Working Group" can only be used by approved working groups maintaining code in the Kubeflow GitHub organization under Kubeflow Project governance.
- If you're organizing a conference or educational event, you can use the word Kubeflow to refer to the technology that the event covers. However, Kubeflow cannot be contained in the title name for your conference or educational event (such as KubeflowConf or Kubeflow Conference) without further explanation. An example of an appropriate usage could be "XYZ Conference for Kubeflow Users" with XYZ being your own brand name. Any promotional materials should also prominently disclaim any official affiliation with or endorsement by Google and the Kubeflow project.
- Don't use the Kubeflow logo on any website, product UI, or promotional materials without our prior written permission.
- Don't use the Kubeflow name or logo to indicate that your design or implementation is compatible with Kubeflow without prior written permission.

4. Contact Us

Please do not hesitate to contact us at kubeflow-trademark@google.com if you are unsure whether your intended use of the Kubeflow Trademarks is in compliance with these guidelines, or to ask for permission to use the Kubeflow Trademarks, clearly describing the intended usage and duration.