

# Red Hat Partner Event Guidelines

Version 1.0

Last updated: 1 September 2022

## What is a Red Hat Partner Event?

A Red Hat Partner Event is an event hosted and led by a Red Hat business partner or distributor, either in-person or virtually.

## Why promote your event as a Red Hat Partner Event?

Branding your event as a Red Hat Partner Event can help you to leverage the credibility and knowledge of the Red Hat brand and products to better engage with your customers.



## Red Hat Partner Event logo

Based on our Universal logo format, the Partner Event logo prominently features the Red Hat fedora. Clear space, or the area around the logo that should be clear of other logos or graphics, should be at least the width of the word 'Red.'

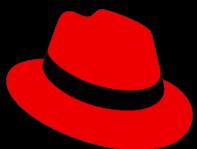
## Red Hat Partner Event logo colors

The most common color options are standard and reverse color, because the hat is red. Choose the option that has the best contrast on the background.



**Red Hat  
Partner Event**

Standard color



**Red Hat  
Partner Event**

Reverse color



### Proportion

To make it clear that your company is hosting the event, your logo should be approximately 25% wider than the Red Hat Partner Event logo. Place your logo beneath the Red Hat Partner Event logo with appropriate clear space.



Red Hat  
**Partner Event**



Red Hat  
**Partner Event**



Red Hat  
**Partner Event**



✗ **Not this**

Do not change the colour of the band or remove it.

✗ **Not this**

Do not add shadows, gradients, or any other effects to the logo.

✗ **Not this**

Do not change the colours of the logo in any way.

✗ **Not this**

Do not use the logo or the hat icon as part of another logo or for parody purposes.



Red Hat | Company  
Partner Event

✖ Not this

Don't co-brand your logo with the Red Hat Partner Event logo and/or increase the size of the fedora



Red Hat | Company  
Partner Event

✖ Not this

Don't modify the logo or change the shape or size of individual parts.



Red Hat  
Partner Event  
**Company**

✖ Not this

Don't make Red Hat Partner Event logo same size as your company logo.



Red Hat  
Partner Event | **Company**

✖ Not this

Do not co-brand the Red Hat Partner Event logo with your company logo.

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# Legal guidance

Whether you choose to use your own branding or Red Hat branding, all Red Hat trademarks should be respected and used correctly.

# Using Red Hat trademarks

## Products and project names

When using Red Hat trademarks, the appropriate trademark symbol should be used after the first or most prominent use of the mark. The trademark symbol does not have to be repeated after the first use. The following marks all use the registered trademark:

- |              |               |          |
|--------------|---------------|----------|
| ▶ Red Hat®   | ▶ CloudForms® | ▶ Ceph®  |
| ▶ OpenShift® | ▶ Hibernate®  | ▶ RHCA®  |
| ▶ JBoss®     | ▶ Ansible®    | ▶ RHCE®  |
| ▶ Fedora®    | ▶ Gluster®    | ▶ RHCSA® |

If a Red Hat trademark is used, you should use the following trademark legend in a prominent place, such as a footnote or where you have the trademark legend for your own mark:

*"[Name of trademarks] [is a/are] trademark[s] of Red Hat, Inc., registered in the United States and other countries."*

If you refer to Linux® in the text of the document, you should add to the end of the Red Hat trademark attribution statement:

*"Linux is the registered trademark of Linus Torvalds in the United States and other countries."*

- ✖ Do not use Red Hat's trademarks as your own
- ✖ Do not use or register any trademarks that are confusingly similar to, or a play on, the words Red Hat
- ✖ Do not use a trademark as a noun, use it as an adjective modifying the noun
- ✖ Do not use a trademark as a verb, they are products or services, not actions
- ✖ Do not modify a trademark to a plural form, make the generic word plural

# Use and application

You may want to use your own branding or choose to leverage the Red Hat brand for your event visuals. Either option is fine. All we ask is that you do not mix and match the two.

 Red Hat  
Partner Event

## Company

El Matadero, Madrid | 10 june, 2022

# One platform. Unlimited potential.

Red Hat Enterprise Linux delivers reliability, freedom, and flexibility in every environment.

[Register](#)



## Using your brand

Uses customer brand elements (colors, font, etc.).

 Red Hat  
Partner Event

## Company

El Matadero, Madrid | 10 June, 2022

# One platform. Unlimited potential.

Red Hat Enterprise Linux delivers reliability, freedom, and flexibility in every environment.

[Register](#)



## Red Hat brand

Uses the Red Hat brand elements (colors, font, etc)

Uses the Red Hat Partner Event or Red Hat Partner Video logo.

[Templates link here](#)

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# Using your brand

If you choose to use your company's branding, the only Red Hat brand element that should be included is the Red Hat Partner Event logo. All other elements, (including font, colours, patterns, etc.) should use your company's branding.



Red Hat Partner Event

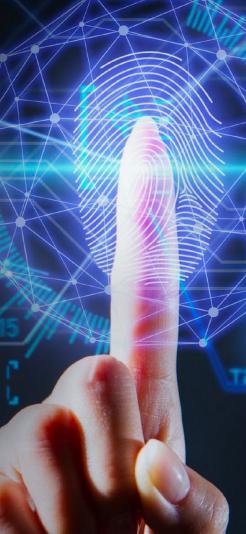
Company

London | 10 June, 2022

# One platform. Unlimited potential.

Red Hat Enterprise Linux delivers reliability, freedom, and flexibility in every environment.

Register



Red Hat Partner Event

Company

London | 10 June, 2022

# One platform. Unlimited potential.

Red Hat Enterprise Linux delivers reliability, freedom, and flexibility in every environment.

## Using your brand

Start by placing the Red Hat Partner Event logo near your logo, with enough clear space.

If you're using your own brand, do not use any Red Hat brand elements (colors, icons, illustrations font, etc.) other than the Red Hat Partner Event logo.

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# Using the Red Hat brand

If you choose to use Red Hat branding, you must use the templates provided [here](#). Do not create your own new asset that uses Red Hat branding.

Use the templates as they are without making changes to the colours, font, type weight, patterns, etc. You can access the templates [here](#).

# Layouts

## Basic

**Use:** Plug-and-play template that gives you the flexibility to choose event topic.

## Secondary (solutions and verticals)

**Use:** Predetermined topics supported by existing creatives.

## Photography

**Use:** For high profile speakers

[Templates available for Red Hat Partners](#)

# Basic

Solid light gray or black background color with pattern.





Not this

Don't change the colours of the background, typography, or pattern

Not this

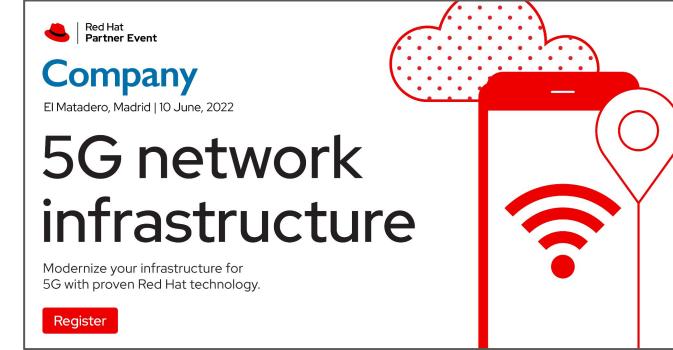
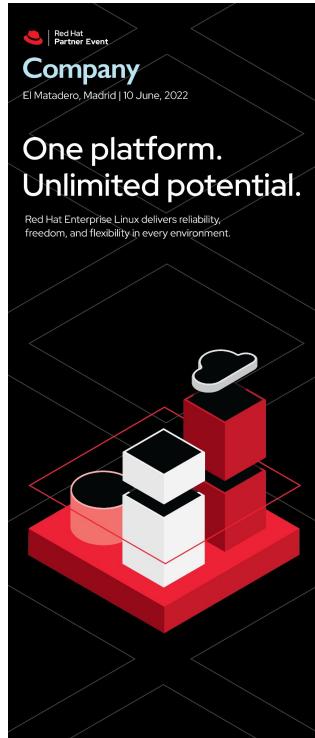
Don't remove or replace the pattern with other graphics.

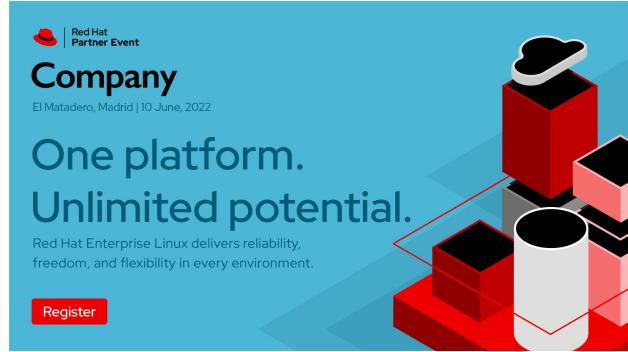
Not this

Don't apply different type sizes to headlines or change the weight of the type. Don't apply any effects including drop shadow.

# Secondary

Use this for specific solutions, campaigns and verticals.





**✗ Not this**

Don't change the colours of the background, typography, or pattern.



**✗ Not this**

Don't remove or replace the pattern with other graphics. Don't apply any effects including drop shadow.

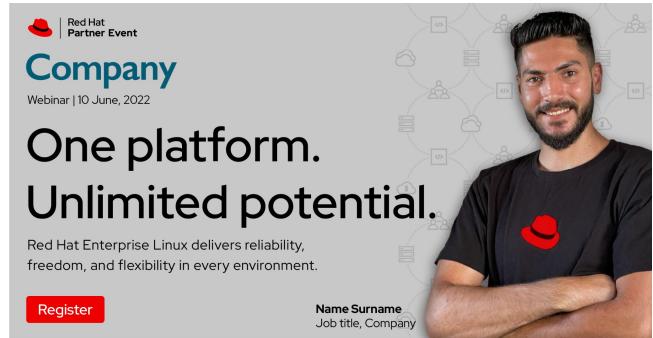
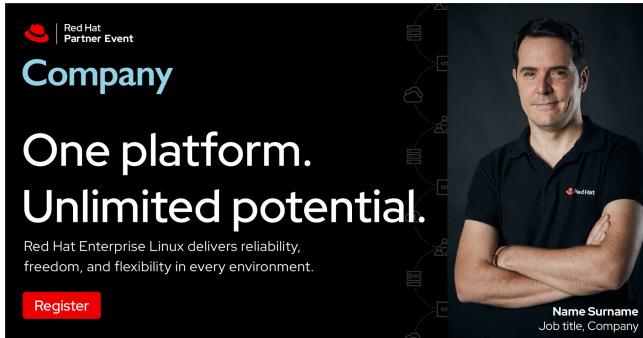
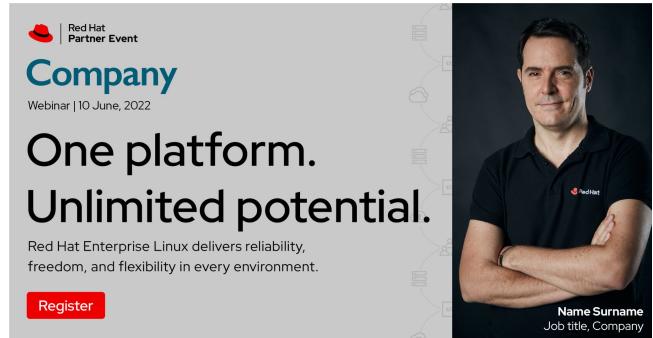


**✗ Not this**

Don't apply different type sizes to headlines or change the weight of the type.

# Photography

Use this for when your event will feature speakers.



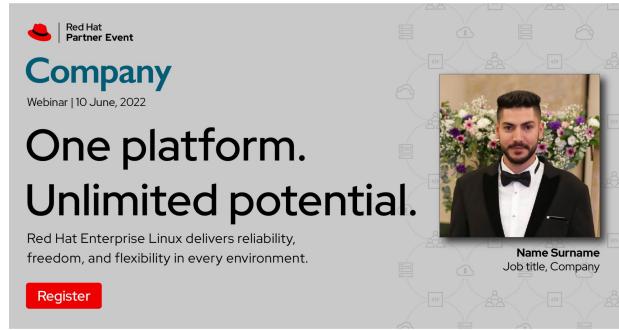
## Using the Red Hat brand

Any visual created using the Red Hat brand must follow all Red Hat brand standards. Place your logo on the visual so that it's clear that your company is hosting the event.



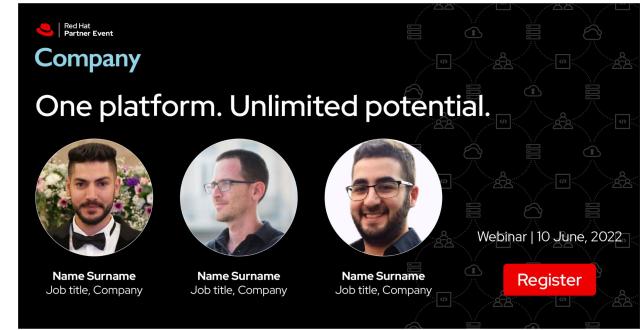
**X** Not this

Don't make changes to the colours or typography, and don't add effects like gradients and drop shadows.



**X** Not this

Don't use internet profile photos or other casual photos, and don't place a photo inside a shape or object.



**X** Not this

Don't add additional photos or speakers to the design. Don't rearrange any elements.

# Useful links

[Red Hat Partner Event templates](#)

[Red Hat Partner Video guidelines](#)

[connect.redhat.com](#)

 [linkedin.com/company/red-hat](https://linkedin.com/company/red-hat)

 [youtube.com/user/RedHatVideos](https://youtube.com/user/RedHatVideos)

 [facebook.com/redhatinc](https://facebook.com/redhatinc)

 [twitter.com/RedHat](https://twitter.com/RedHat)