



Logo Usage Guidelines
June 2016

KHRONOS LOGO USAGE GUIDELINES

Proper Logo Usage

Basic Information

The guidelines in this document pertain to the entire Khronos logos family (OpenGL®, OpenMAX™, etc).

In each logo pack, the following files are provided:

Versions For Print

- » SPOT Color Vector (EPS)
- » CMYK Vector (EPS)
- » White Vector (EPS)

Versions For Web

- » RGB (PNG & JPEG- 500, 170, 100px high, SVG)
- » White (PNG - 500, 170, 100px high, SVG)

The version selected will depend on the medium and design of the communication and the method of reproduction. The intent is to provide maximum flexibility and readability against a variety of backgrounds. Please use the vector files whenever possible for best quality.

Color / White Logo Usage



When choosing between color and white logos, always use the logo that provides the greatest contrast against the background. Typically the cutoff will be around 50% background brightness, but it may vary between logos.

Clear Space



The height of a capital letter indicates the minimum clearance between the logo and other outside graphical elements.

Minimum Size



Logos must not appear smaller than 0.3 inches high in print or 50px high in web usage.

Unacceptable Logo Usage

What NOT to do

Here are a few common, but unacceptable uses of the Khronos logo family. By simply placing the logo graphics as-is into your layouts, you can avoid almost all of these problems.



DO NOT REMOVE TRADEMARKS
Never remove the ® or ™ symbols from the logo



DO NOT SCALE DISPROPORTIONATELY
Always keep the correct aspect ratio when scaling the logo



DO NOT ADAPT INTO A NEW LOGO
Elements from the Khronos logo family are not allowed in third-party logos



DO NOT RECOLOR
Keep existing logo colors



DO NOT DISTORT
Distortion, perspective effects, or warping the logo is not allowed



DO NOT USE BUSY BACKGROUNDS
Always keep backgrounds simple with ample contrast for the logo



DO NOT ADD EFFECTS
Drop shadows, bevels, glows, etc. must not appear on the logo



DO NOT ADD OR SUBTRACT ITEMS
The entire logo must appear intact



DO NOT MIX COLOR & WHITE
When multiple logos are used together, the usage or absence of color must be consistent

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Khronos Logo Family List of Color Values

Logo	PMS color	RGB value	Hex code	CMYK value	Color Description
Khronos Khronos w/tagline	186 + black	204_51_51	#CC3333	14_94_88_4	Red
Collada	7409 + black	241_164_43	#F1A42B	3_40_95_0	Golden Yellow
DevU	7542	145_155_201	#919BC9	44_35_3_0	Periwinkle Blue
EGL	187	174_17_22	#AE1116	21_100_100_15	Dark Red
glTF	376	135_197_64	#87C540	52_0_100_0	Lime Green
OpenCL	OpenCL artwork and guidelines are available at: https://developer.apple.com/softwarelicensing/agreements/opencv.php				
OpenGL ES	2415	186_42_141	#BA2A8D	27_96_3_0	Reddish Purple
OpenGL SC	Cool Gray 7	153_153_153	#999999	42_35_35_1	Medium Gray
OpenGL	7697	85_134_164	#5586A4	70_39_24_1	Wedgewood Blue
OpenKCam	363	60_153_50	#3C9932	78_16_100_3	Grass Green
OpenKODE	186 + black	204_51_51	#CC3333	14_94_88_4	Red
OpenMAX Family	2738 + black	57_58_147	#393A93	94_93_3_0	Violet
OpenML	Warm Red	254_55_15	#FE370F	0_90_100_0	Bright Red-Orange
OpenSL ES Family	151 + black	255_132_14	#FF840E	0_60_100_0	Orange
OpenVG	7733	0_107_51	#006B33	90_33_100_24	Dark Green
OpenVX	186	199_5_6	#C70506	15_100_100_6	Red
OpenWF Family	188 + black	99_13_13	#630D0D	34_97_93_53	Maroon
SPIR	286	0_75_169	#004BA9	98_80_0_0	Royal Blue
StreamInput	326	51_166_160	#33A6A0	74_13_42_0	Turquoise
SYCL	166	243_90_28	#F35A1C	0_80_100_0	Deep Orange
Vulkan	187	164_30_34	#A41E22	24_100_99_18	Dark Red
WebCL	3165	20_83_97	#145361	90_56_48_27	Dark Teal
WebGL	201	153_0_0	#990000	25_100_100_25	Dark Red

For more information about trademark guidelines and logo usage, please visit: www.khronos.org/legal/trademarks