



Logo Usage Guidelines
May 2018

KHRONOS LOGO USAGE GUIDELINES

Proper Logo Usage

Basic Information

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

In each logo pack, the following files are provided:

Versions For Print

- » **SPOT Color** - EPS
- » **CMYK** - EPS
- » **White** - EPS

Versions For Web

- » **RGB** - SVG, PNG, JPEG (500, 170, 100px)
- » **White** - SVG, PNG (500, 170, 100px)
- » **Logo Bug** (optional) - PNG (48, 32, 16px)

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.

Approved Colors

Use only the approved CMYK, RGB, and Pantone spot colors as included in the info.txt file in each logo pack.

A full reference of approved colors is available at:
<https://www.khronos.org/trademarks/>

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.

Logo Minimum Size (50px / 0.3")



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

Logo Bug Usage (below 50px)



Select logos include a "Logo Bug," a simplified version of the logo intended for very small screen usage, for example as a browser favorites icon (Favicon).

Logo Bugs are only for on-screen usage below 50px. Do not print.

Clear Space



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

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