



CNCF CNF CERTIFICATION
BRAND GUIDELINES
June 2022

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01 Certified CNF Mark

The Certified CNF mark
in primary RGB color.

VERSION #1



VERSION #2



The Certified CNF mark in Pantone® color.

VERSION #1



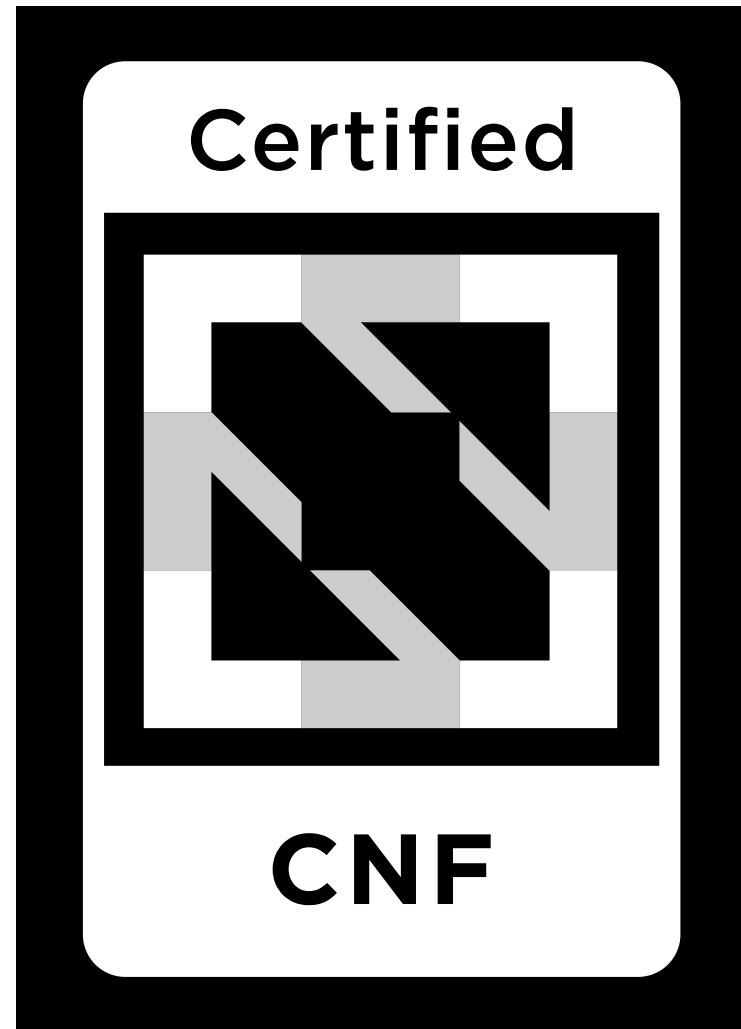
VERSION #2



01 Certified CNF Mark

The Certified CNF mark in white.

VERSION #1



VERSION #2



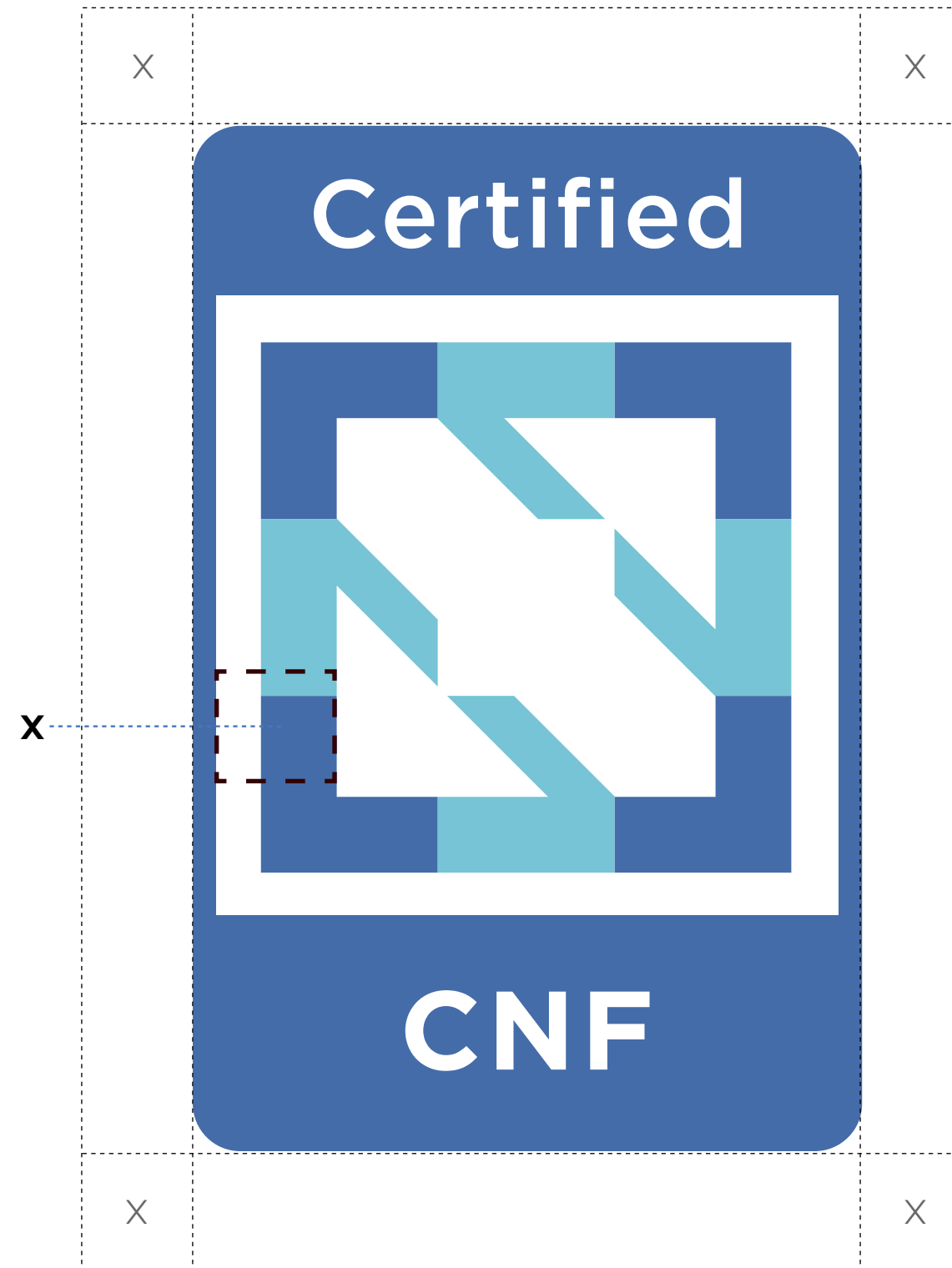
02 Clear Space

Clear space is the minimum “breathing room” maintained around the Logo.

To work out the clearspace, measure the space between the CNCF mark and the inside border.

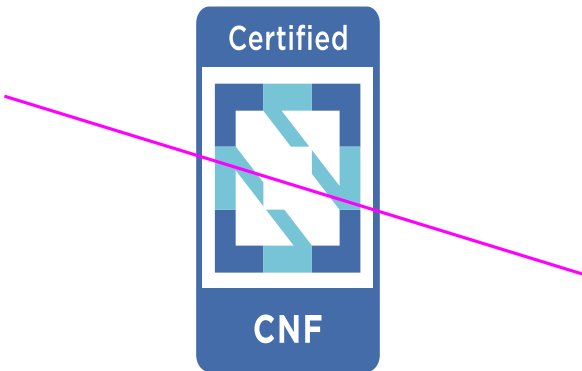
(Clearspace = x)

This area should be kept free of graphics, text and other marks. This space also defines the minimum distance from the mark to the edge of a border, page, screen, etc.

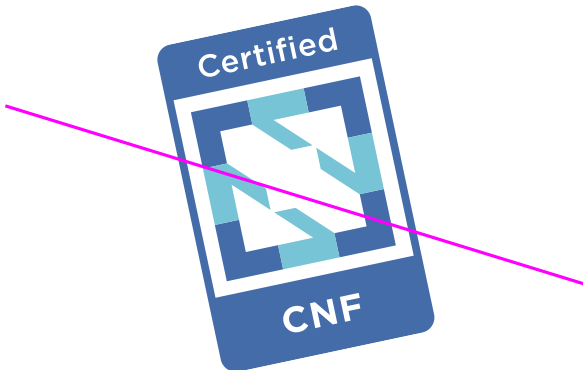


The integrity of the Certified CNF logo must be respected at all times. Do not alter, recreate OR distort the mark in any way.

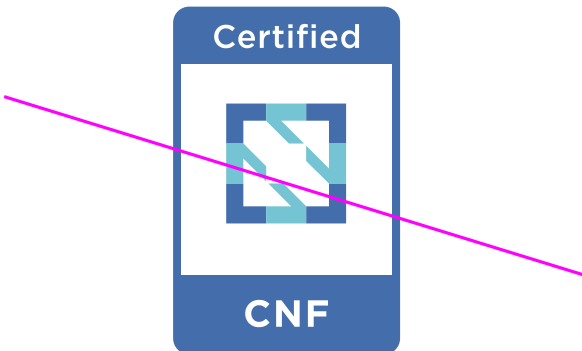
Please use approved electronic art when reproducing the Certified CNF logo.



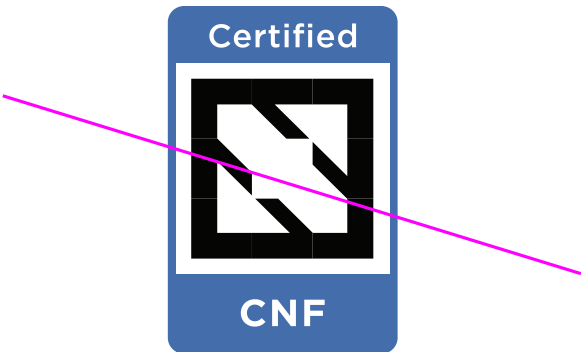
SCALE Do not play with the scale and perspective, or alter the proportions of the mark.



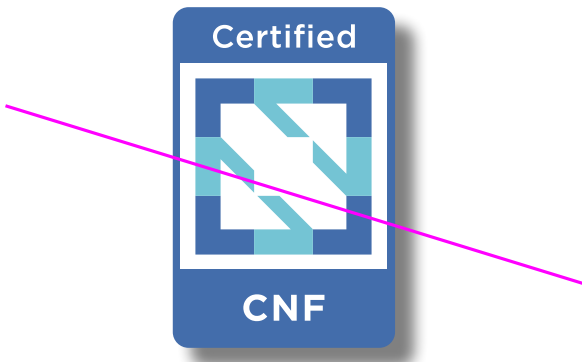
ORIENTATION Do not change the orientation of the mark by rotating it in any way.



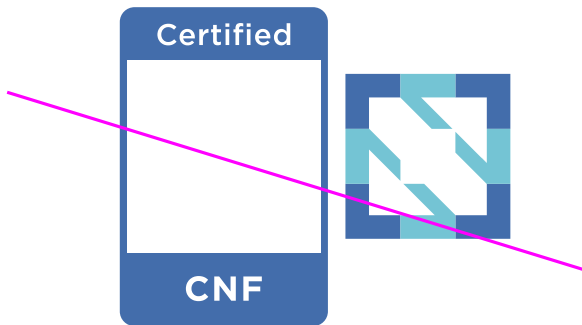
PROPORTIONS Do not change the proportions of the logotype and mark.



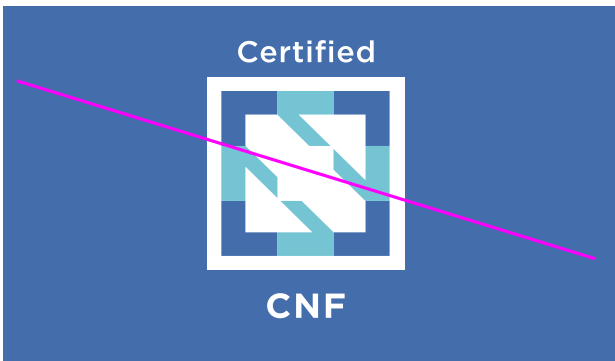
COLOR Do not reverse, change, or add colors to the mark.



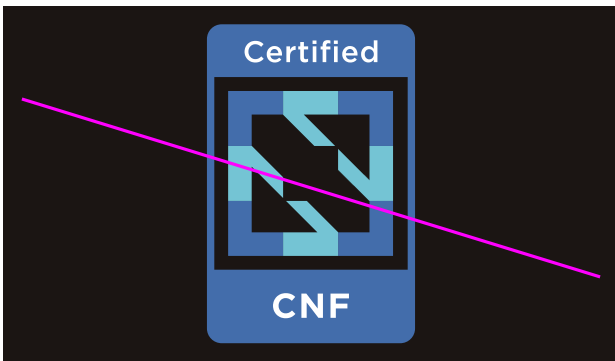
EFFECTS Do not add any effects such as a drop shadow, outline, etc., to the mark.



MARK Do not change the layout of the logo.



CONTRAST Do not use backgrounds that have the same colors used in the mark. Use the appropriate knockout mark on page 3.



COLOR Do not adjust the transparency of the mark so that any elements do not have a white background when using the color logo.



CONTRAST Do not place the mark on images that are too complex or too dark, compromising its visibility.

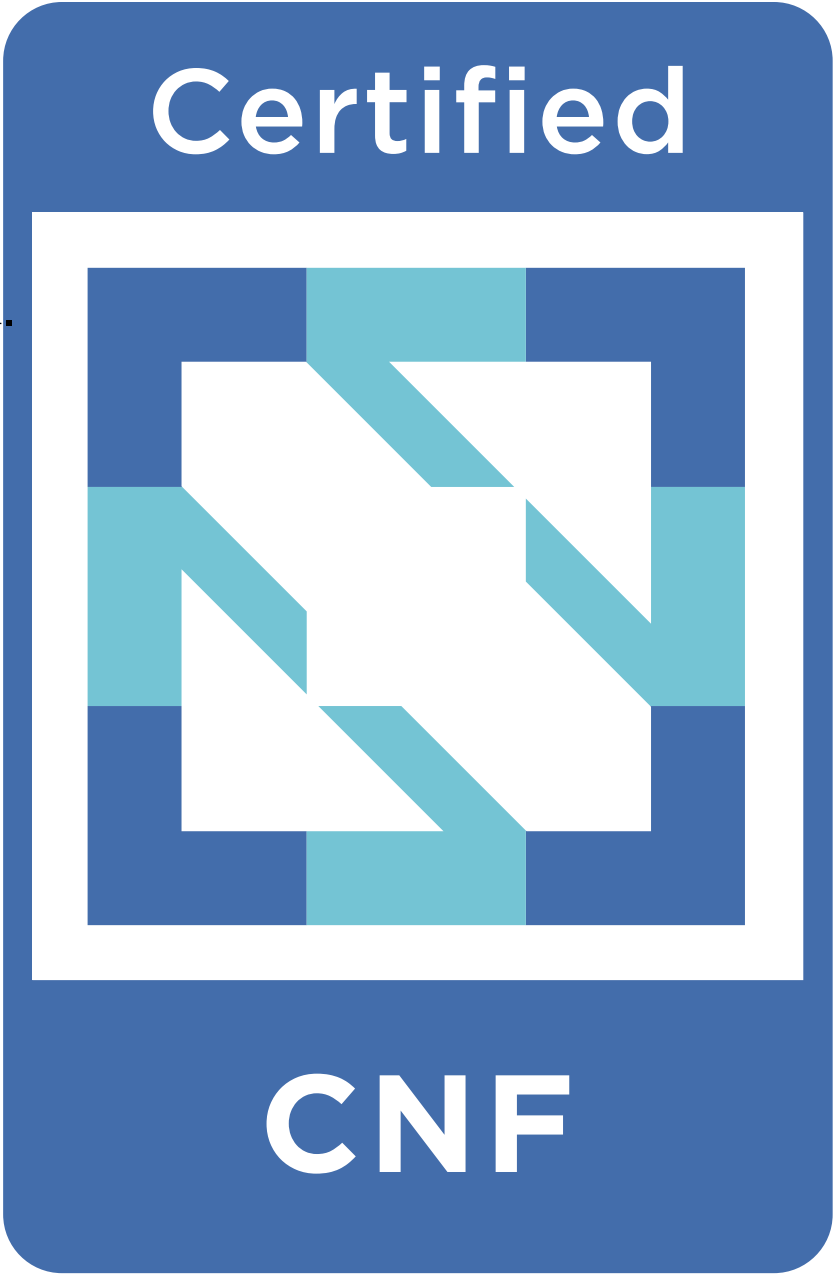
04 Color Palette


The Certified CNF color palette represents a vibrant, dynamic and forward-looking brand.

The selected palette provides a foundation for color consistency across diverse types of layouts.

If a Pantone is needed for print-related items, please use Pantone 7683 C. Otherwise please use the RGB or CMYK breakdown indicated on this page, as that is the main signifying color for the brand. It should be used for all solid fill secondary graphics and colored typography.

PRIMARY COLOR



-  **MAIN BLUE**
C80 M58 Y7 K0
R68 G109 B171
HEX#446DAB
-  **SECONDARY BLUE**
C51 M5 Y14 K0
R119 G196 B213
HEX#77C4D5



THANK YOU

For questions pertaining to usage, please email info@cncf.io