



# **KUBERNETES AI CONFORMANCE BRAND GUIDELINES**

November 2025

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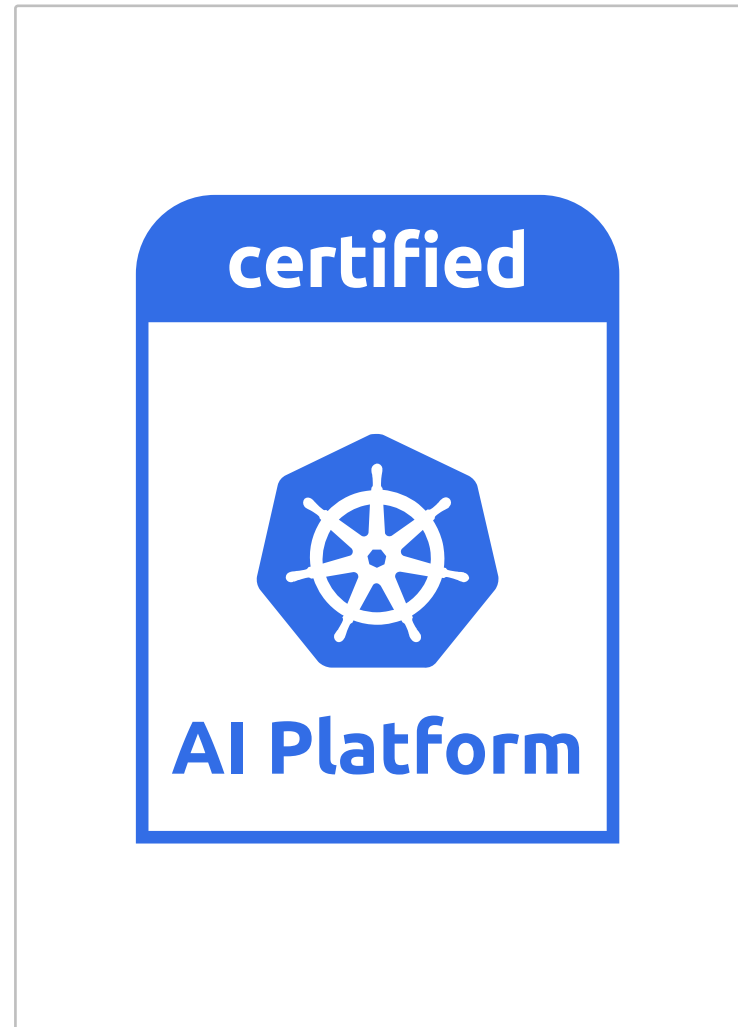
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## 01 Certified Kubernetes AI Platform Mark

The Certified Kubernetes AI Platform mark in primary RGB color.

MARK



MARK WITH VERSION BADGE



01 **Certified Kubernetes  
AI Platform Mark**

The Certified Kubernetes AI Platform mark in Pantone® color.

MARK



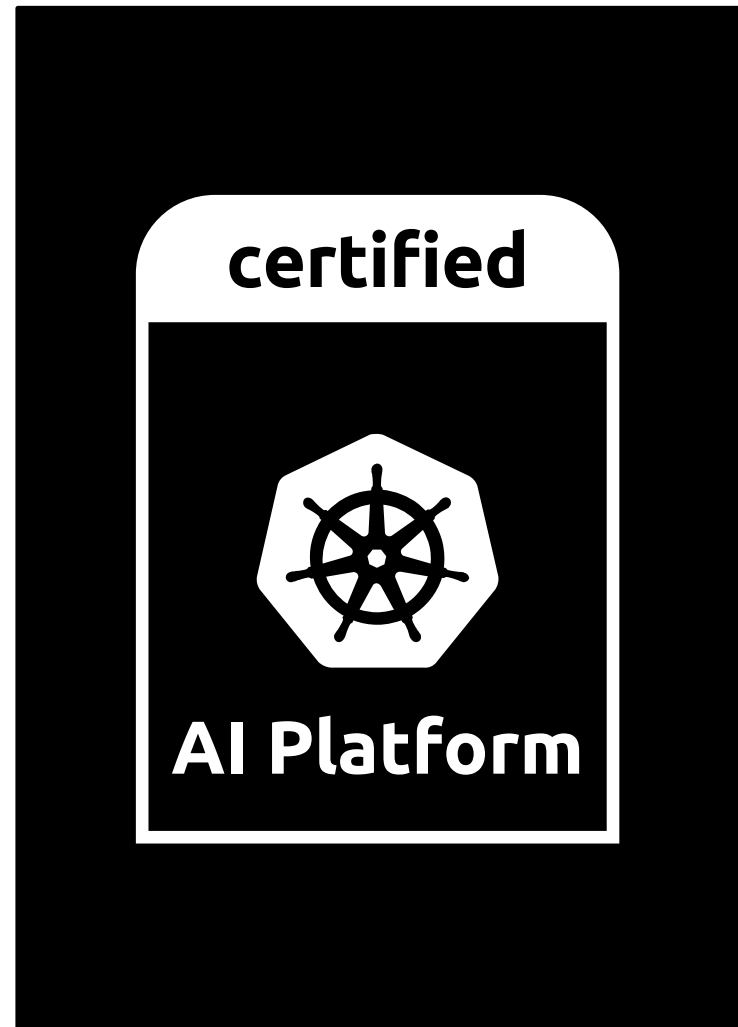
MARK WITH VERSION BADGE



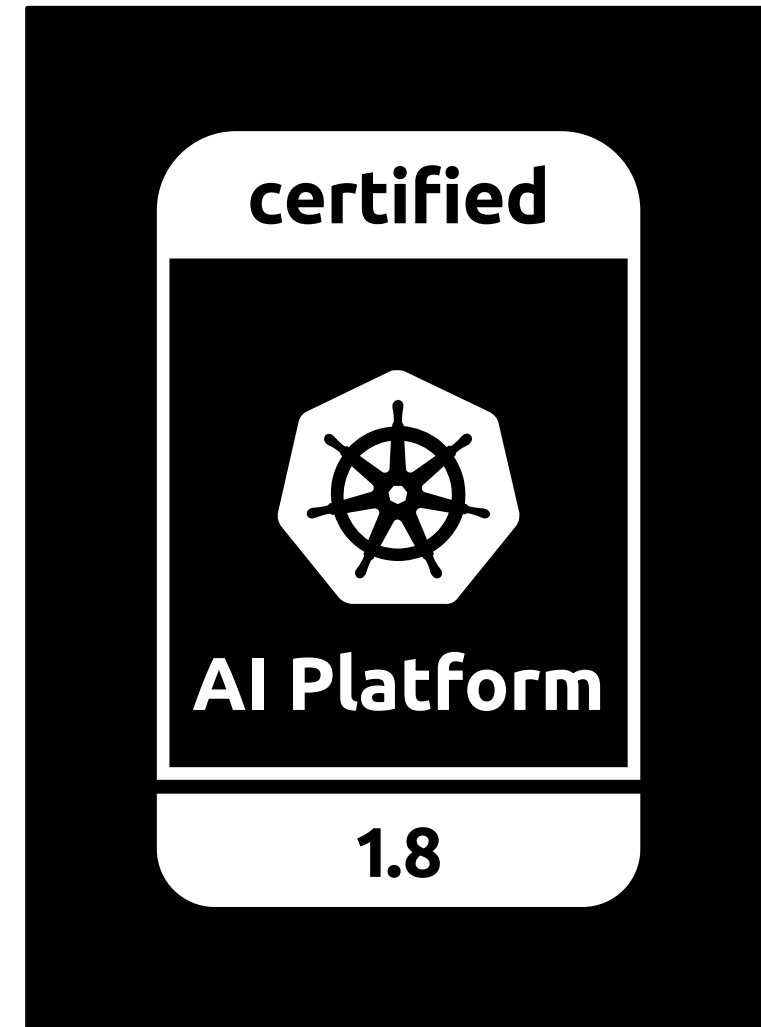
## 01 Certified Kubernetes AI Platform Mark

The Certified Kubernetes  
AI Platform mark in white.

MARK



MARK WITH VERSION BADGE



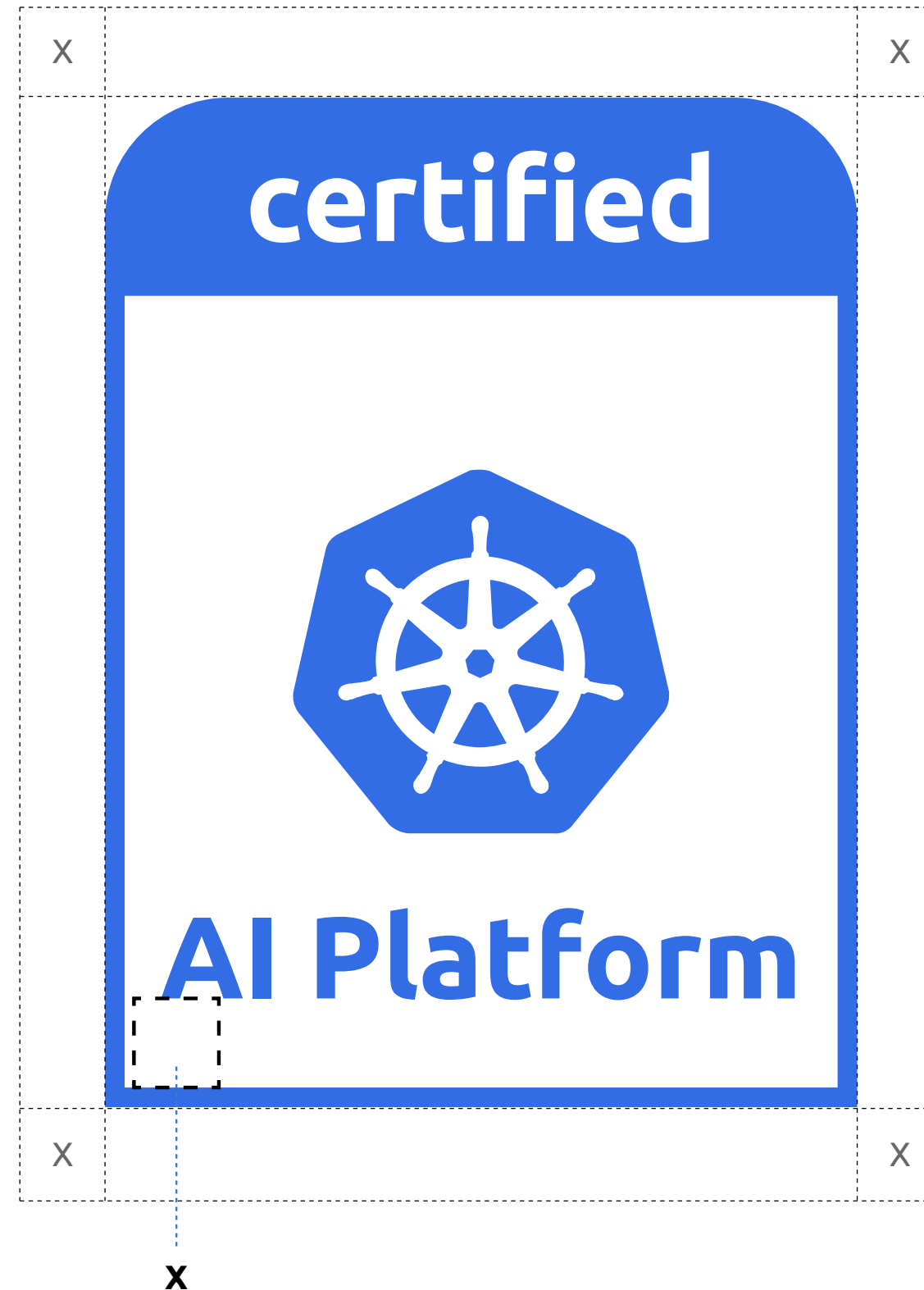
## 02 Clear Space

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

To work out the clearspace, measure the space between the AI Platform tag and the inside border.

### **(Clearspace = x)**

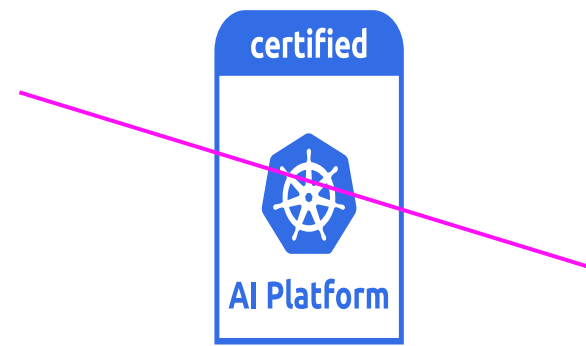
This area should be kept free of graphics, text and other marks. This space also defines the minimum distance from the mark to the edge of a border, page, screen, etc.



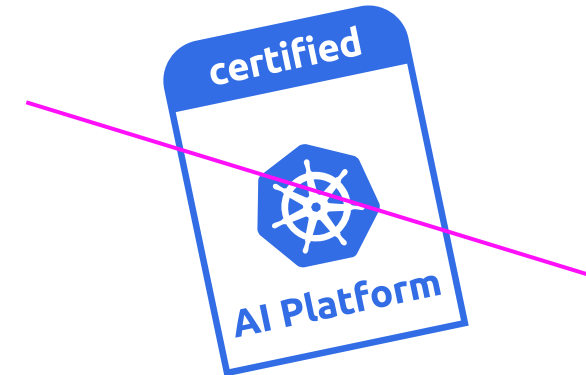
## 03 Usage Cases

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

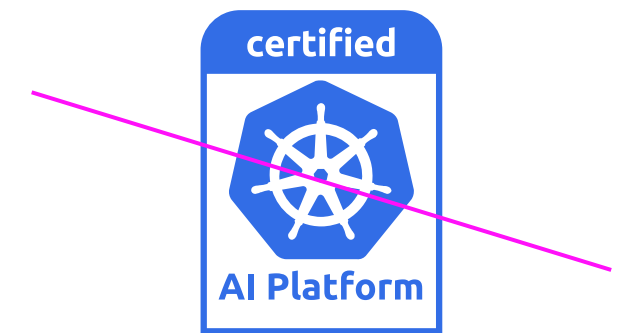
Please use approved electronic art when reproducing the Certified Kubernetes AI Platform logo.



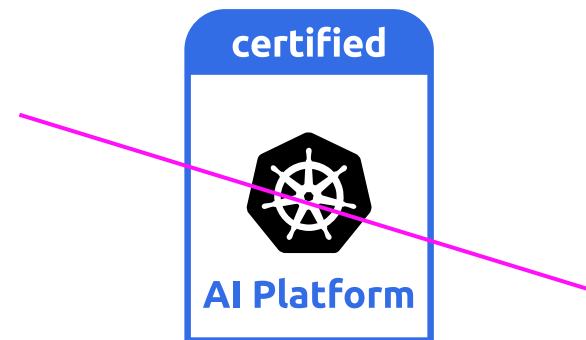
**SCALE** Do not play with the scale and perspective, or alter the proportions of the mark.



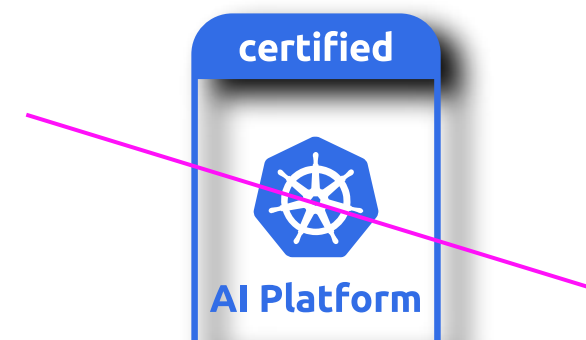
**ORIENTATION** Do not change the orientation of the mark by rotating it in any way.



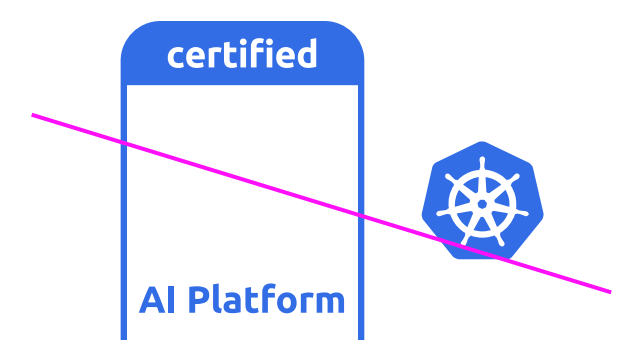
**PROPORTIONS** Do not change the proportions of the logotype and mark.



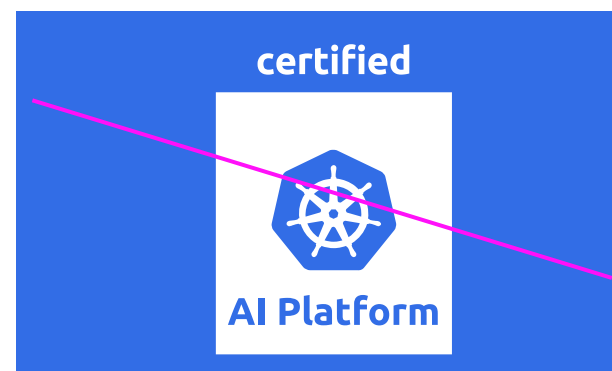
**COLOR** Do not reverse, change, or add colors to the mark.



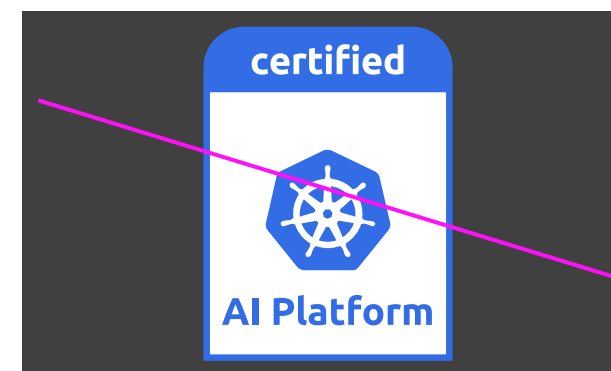
**EFFECTS** Do not add any effects such as a drop shadow, outline, etc., to the mark.



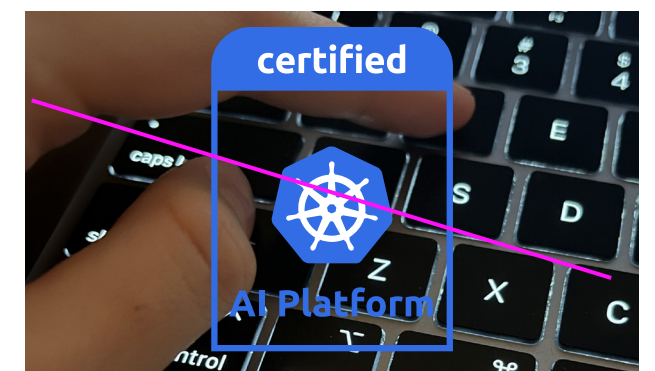
**MARK** Do not change the layout of the logo.



**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.

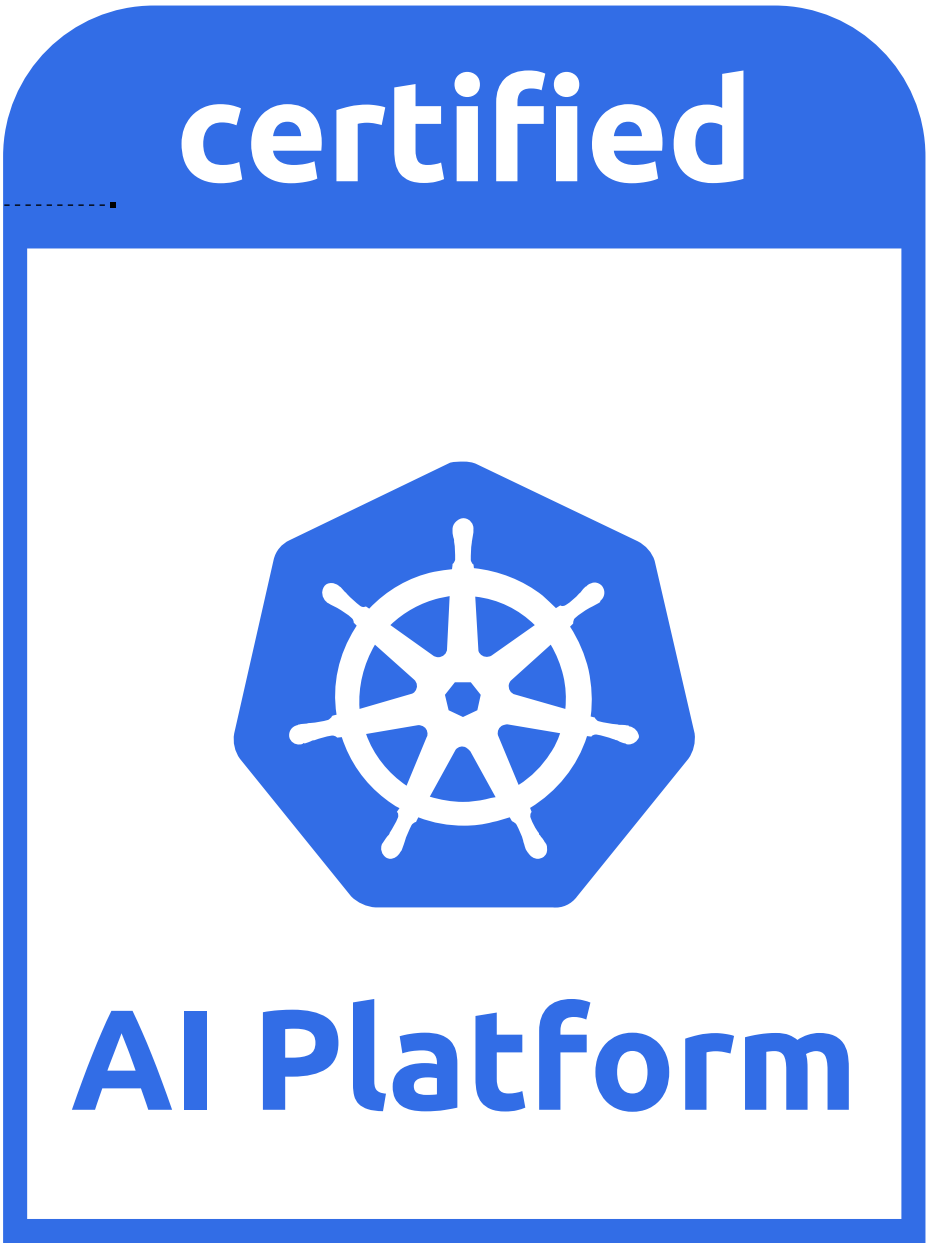
# 04 Color Palette

The Certified Kubernetes 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 285 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**  
C79 M60 Y0 K0  
R50 G108 B229  
HEX#326CE5
- **PANTONE® 285C**  
(FOR NECESSARY  
PRINT-USE ONLY)





## THANK YOU

For questions pertaining to usage, please email  
[info@cncf.org](mailto:info@cncf.org)