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# Logo Usage Guidelines

# The Outercurve Foundation policies regarding the use of its logo are as follows:

# Permission to use the Outercurve Foundation logo (displayed above) is automatically granted to Outercurve projects, to identify association with organization.

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# The Outercurve Foundation logo must be printed in black (with grey tones) or in color, as follows:

# Pantone color recommended for screen use is Pantone 269C. For print use, however, to ensure the vibrancy of the purple, we would recommend Pantone 268 for coated pieces (like brochures), and Pantone 2597 for uncoated pieces (like business cards or letterhead). The Illustrator print files are matched to the Pantone 268.

# The Outercurve Foundation organization logo must be placed so that the words appear horizontally and the aspect ratio of the entire logo must be maintained, but the size may be varied. Nothing may be added to or deleted from the Outercurve Foundation organization logo, and projects may not add their own marks to the Outercurve Foundation organization logo.

# The Outercurve Foundation logo must be used on Outercurve project websites, literature, and trade show booths and so on, but solely to indicate association with the Foundation.

# The Outercurve Foundation logo should NOT be used in any way that could be construed as endorsement by Outercurve Foundation of any product or service.

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**Basic Do's and Don'ts**

* Do no stretch the logo.
* Do not condense the logo.
* Do no angle the logo; text should always be at a 90 degree angle.
* Do not reverse the colors in the logo.
* Do not use one component of the logo without the other.
* Do not change the typeface in the logo.
* Do not stack or rearrange the logo components.
* Do not place the logo on complex backgrounds.
* Do link the logo when used online to [www.outercurve.org](http://www.outercurve.org)

**Project Website Basics**

Outercurve Foundation projects are free to use any infrastructure supported technology for managing and deploying their websites, and are free to use any look and feel in their designs.

Projects are expected to include the Outercurve logo and with a link back to the Outercurve site ([www.outercurve.org](http://www.outercurve.org)) that will give users a better sense of the connection between all Outercurve projects.

Projects are expected to include the following tagline on the bottom of project (home) page:

Software IP management and project development governance provide by Outercurve Foundation (link to [www.outercurve.org](http://www.outercurve.org)).