

## LOGOS



### SAY HELLO TO SHADOWMAN

Shadowman is an icon, not a logo. He is a symbol from our early days, when our founders embraced our outsider, subversive, revolutionary reputation and ran with it.

As Red Hat succeeded, Shadowman became famous, and people began to see him as a force for good. As a symbol, he grew more powerful. How many other corporate icons are tattooed on so many employees and fans?

Shadowman represents our history of doing the right thing, and the confidence that brings.



## LOGOS

### THE FULL CORPORATE LOGO

Learn to love the logo – it's the only one we've got. Don't add things to it, take things from it, or stretch it out of proportion.



### SHADOWMAN ICON

In places where Shadowman is well known, he can stand on his own without the type. If you're unsure, use the full corporate logo. It never hurts.



**WHEN IN DOUBT,  
USE THE FULL  
CORPORATE LOGO.**

Some examples of appropriate times to use Shadowman alone:

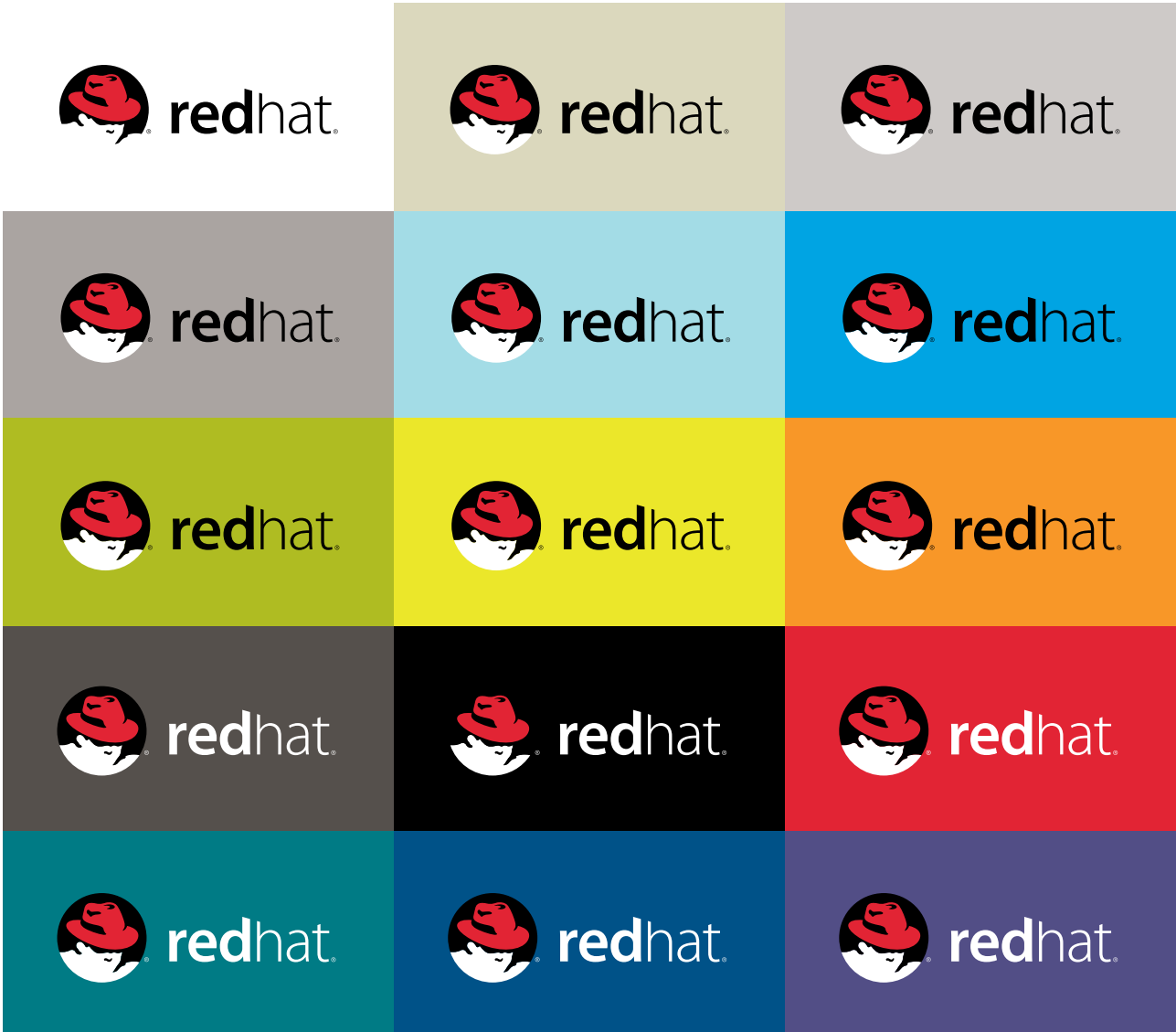
- ▶ Materials for a Red Hat-only event where the full corporate logo already appears in other places
- ▶ Interior pages of documents or presentations where the full corporate logo already appears on the cover
- ▶ Widgets on redhat.com or microsites that already include the full corporate logo in the header or footer



LOGOS

THE LOGO ON COLOR

Strive for maximum visibility. In general, if a color would be less than 50% gray when converted to black and white, use the standard black type logo. More than 50% gray, use the reverse white type logo. Background colors are found in the COLOR section of this book.



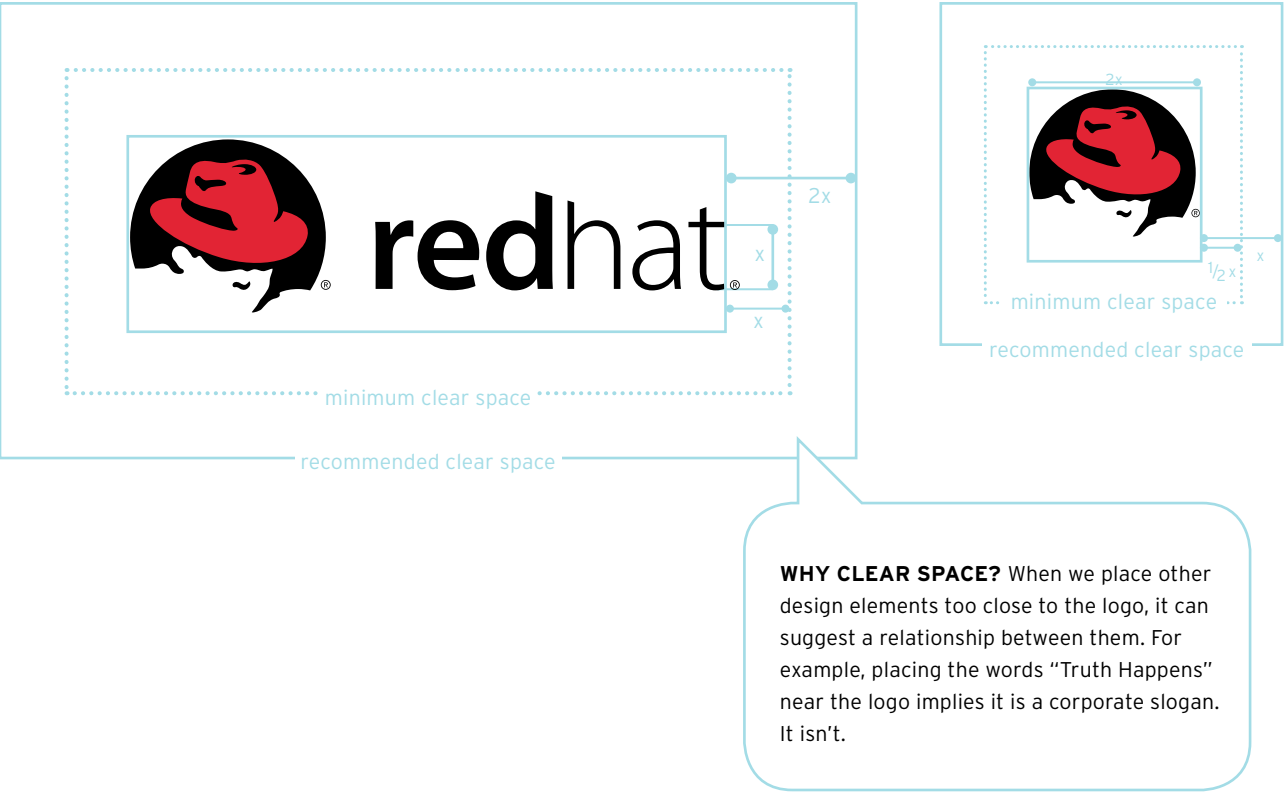
ONE-COLOR LOGOS

Sometimes an ad or brochure must be printed in one color. Use a black or white one-color logo here. For guidance choosing the correct logo to emboss, deboss, engrave, or frost, see the APPLIED LOGO section.



LOGOS

CLEAR SPACE





CO-BRANDED LOGO

When the logo is co-branded, use the correct amount of clear space and a vertical 0.5 point rule to designate separation.



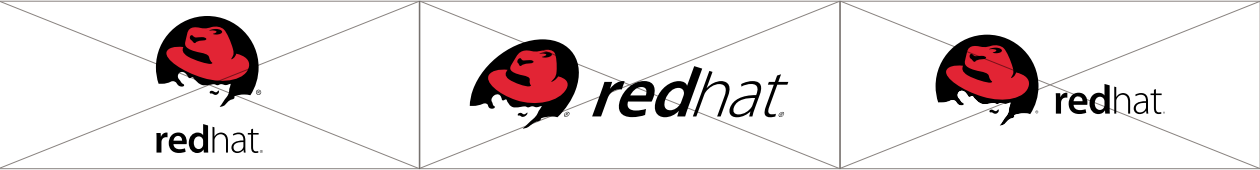
Ⓡ Don't forget, a registered trademark symbol should always accompany both Shadowman and the Red Hat logotype.

 Let's talk about Tux the penguin. Tux is the mascot of Linux, not Red Hat. So Tux should never be used in Red Hat marketing materials. Do not allow partners to use Tux to represent Red Hat. And never put a fedora on a penguin, a dolphin, or anything other than Shadowman. He hates that.



LOGOS

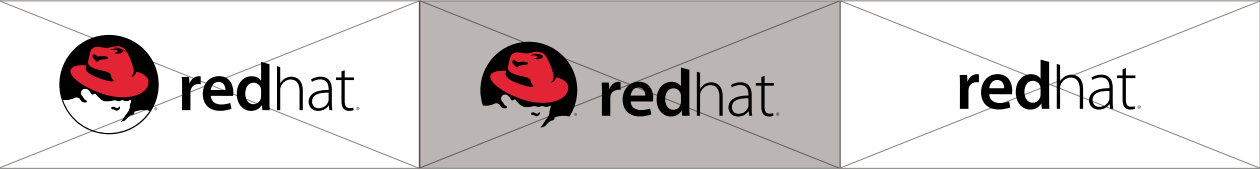
WHAT NOT TO DO WITH THE RED HAT LOGO



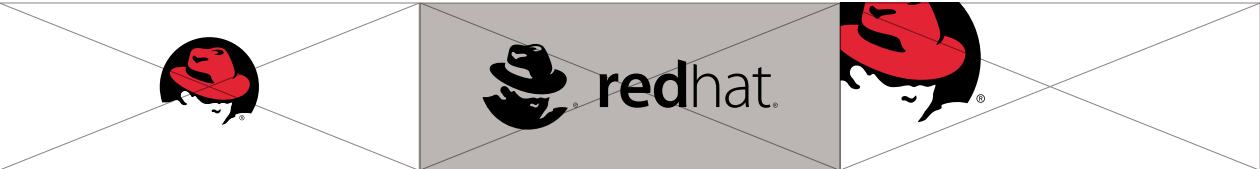
Stacked logo is reserved for partners. Don't stretch or distort the logo. Resize parts of the logo proportionally.



Don't insert products into the logo. Nor taglines. The hat is red. The type is not.



We no longer outline Shadowman. In full color, the face should be white. Never without Shadowman.



® stays out of the circle. Don't invert the one color logo. Don't crop the logo or shadowman icon.

**A NOTE ON WORDING** When writing out our name, be sure to make it two words: Red Hat. Don't be fooled by the wordmark included in the logo.

LOGOS

THE JBOSS LOGO

Products within Red Hat's middleware business unit carry the JBoss brand. With its own logo, JBoss does have its own identity. But it shares a common tool set with Red Hat, including typeface, color palette, imagery, and voice.



ONE-COLOR LOGOS



CLEAR SPACE



WHAT NOT TO DO WITH THE JBOSS LOGO



No multi-color spheres. Don't lose the spheres. Don't stretch or distort the logo.



"by Red Hat" stays below JBoss. No, thank you. Trouble seeing it? Use black or white.