



Rocky Linux Brand Style & Trademark Usage Guide

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Rocky Enterprise Software Foundation's trademarks, service marks and logos ("Trademarks") represent intellectual property rights owned by Rocky Enterprise Software Foundation and as such are valued assets of Rocky Enterprise Software Foundation. These Trademarks, whether registered or unregistered, must be used in accordance with these usage guidelines. To make any use of our marks in a way not covered by these guidelines, please contact us and include a visual mockup of intended use.

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1. Logos

1.1. Logo Variations

Primary Logo

The combination of the logomark and logotype makes up our primary logo.



Logomark

The logomark may be used alone when the primary logo is also used in proximity or when the primary viewers of the logomark are already familiar with the brand.



1.2. Clear Space



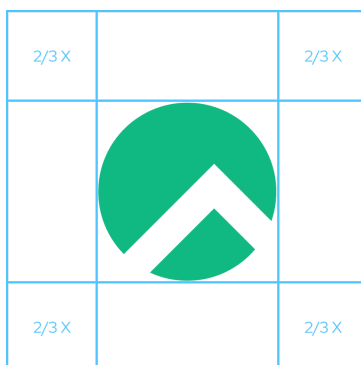
Primary Logos

Clear space = the height of the logomark.



Alternate Logos

Clear space = $\frac{2}{3}$ the height of the logomark.



1.3. Logo Misuse

To successfully reinforce the project's identity, it is important that the Rocky Linux logo is presented accurately.

Shown here are some common errors that could occur when using the logo. These same rules apply to all product and sub-brand logos. It is impossible to list all possible misuses, so if in doubt contact the Rocky Enterprise Software Foundation.



Do not alter the logo's proportion.



Do not change the color of the logo.



Do not outline the logo.



Do not alter the size of the logomark or logotype in relation to each other.

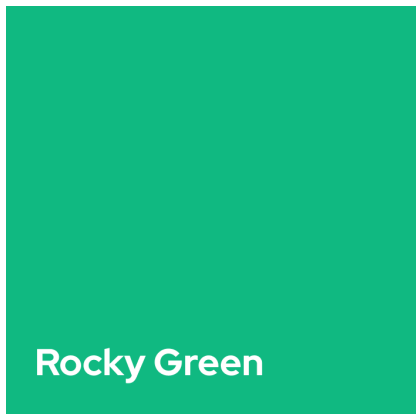


Do not use the logo on top of a busy graphic or image.

2. Colors

2.1. Primary Brand Color

Green is a very down-to-earth color. It can represent new beginnings and growth. It also signifies renewal and abundance. For these reasons, it perfectly aligns with the goal of Rocky Linux.



PMS		Rocky Green
C	66	
M	0	
Y	22	
K	27	
R	16	
G	185	
B	129	
#	10B981	

3. Typography

3.1. Red Hat Display

AaBbCc

Red Hat Display is a fresh, geometric, sans-serif font family designed by Jeremy Mickel in collaboration with Red Hat's design teams. It is our primary brand font and should be used for all headlines, sub-headlines, titles, calls-to-action, and labels.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz0123456789

!@#\$%^&*()-+[]{};'/,.

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz0123456789

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz0123456789

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz0123456789

Light

3.2. Red Hat Text

AaBbCc

Red Hat Text is another variant in the fresh, geometric, sans-serif font family, also designed by Jeremy Mickel in collaboration with Red Hat's design teams. Red Hat Text should be used for body copy or small titles within body copy.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789
!@#\$%^&*()-+[]{};'/_.**

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789**

Semi-Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789**

Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789**

Regular

3.3. JetBrains Mono

AaBbCc

JetBrains Mono's typeface forms are simple and free from unnecessary details. Rendered in small sizes, the text looks crisper. This font should be used for all monospace applications such as code snippets.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz0123456789

!@#\$%^&*()-+[]{};' /, .

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz0123456789

Normal

4. Iconography

4.1. Heroicons Icon Set

Rocky Linux uses an open source icon set called “Heroicons”. The set was designed to be simple, consistent, and legible. Icons should be used when an action, idea, or feature would benefit from a visual cue. Though icons can be used to quickly convey a concept it is proven they increase cognitive load. With this in mind use icons thoughtfully and sparingly.

Usage

Please follow these guidelines when using icons.



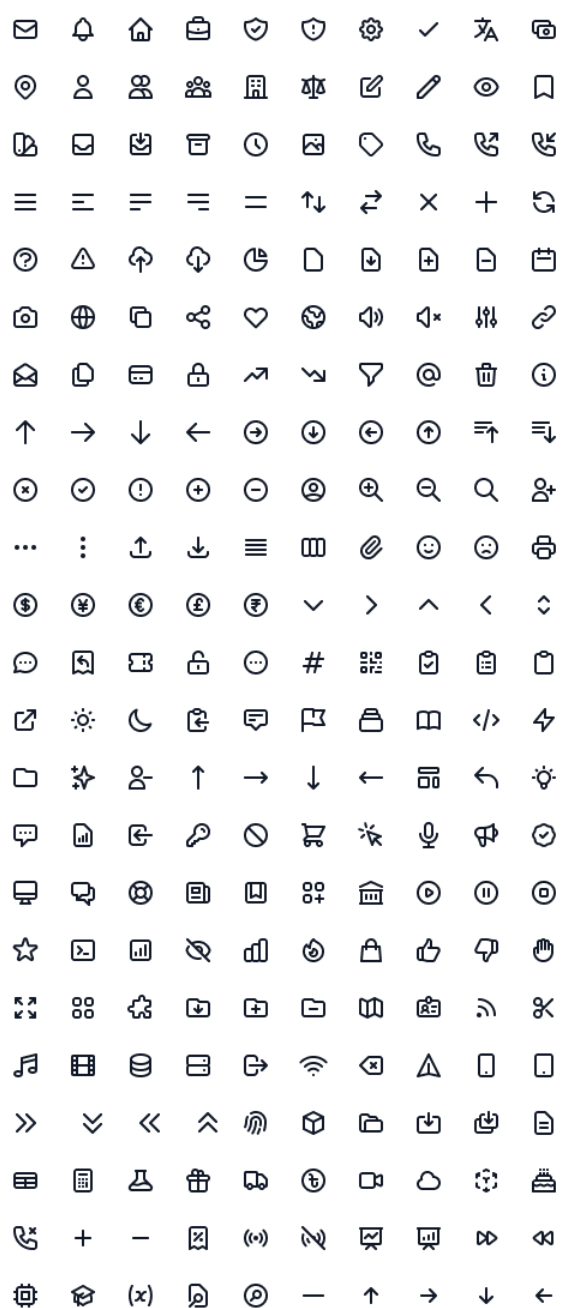
16-22 px Stroke: **1 px**



24-30 px Stroke: **1.5 px**



32-56 px Stroke: **2 px**



5. Trademark Usage Policy

This is a statement of Rocky Enterprise Software Foundation's (RESF) trademarks and its policy and guidelines relating to use of trademarks owned by RESF and used by projects under RESF.

For purposes of this document, references to trademarks or marks include all trade and service marks and logos owned by the RESF legal entity. Projects operating as separately incorporated entities managed by RESF have their own trademarks, policies and usage guidelines.

5.1. Rocky Enterprise Software Foundation's Trademarks

Rocky Enterprise Software Foundation has registrations pending or trademarks in use for the following marks in the United States and/or other countries:

- Rocky Enterprise Software Foundation™
- RESF™
- Rocky Linux™

5.2. RESF Trademark Usage Guidelines

Trademarks are used to provide assurance to the community of consistency with respect to the quality of products or services with which the mark is associated. This policy attempts to strike the proper balance between two competing interests: 1) the need of RESF to ensure that its trademarks remain reliable indicators of the qualities that they have been created to preserve and 2) the need of RESF to ensure that community members are able to discuss the projects with which RESF is associated and to accurately describe the relationship between RESF and the products and services offered by others.

A trademark provides the owner with an exclusive right to authorize or control the use of the mark. Your right to use a mark of RESF is provided for in this policy and in the statement of permitted use, if any, that may accompany the trademark notice displayed on the website dedicated to the project. A copyright license, even an open source copyright license, does not include an implied right or license to use a trademark that may be related to the project developing the licensed software or other materials. Because open source licenses permit unrestricted modification of the copyrighted software, and RESF has no intention of interfering with that right, your right to use any specific trademark of RESF is not determined by your use of software made available under an open source license. Your right to use a mark is conditioned upon conforming to other requirements that are directly related to the qualities that the specific mark has been created to preserve.

Proper use of RESF trademarks by following these trademark guidelines protects the value of RESF trademarks. Any use of or reference to RESF trademarks that is inconsistent with this trademark policy, or use of marks that are confusingly similar to trademarks of RESF, is prohibited. All uses of RESF trademarks, and all goodwill associated therewith, will inure solely to the benefit of RESF.

5.3. Rules That Apply to Trademarks in General

There are some basic rules that apply to any use of any trade or service mark that you do not own, including any mark of RESF, without the express permission of the owner.

- A trademark should never be used as a verb or a noun. A trademark should be used only as an adjective followed by the generic name/noun.
- A trademark should not be used in the plural or possessive form.
- A trademark should not be altered or amended in any way. A mark should not be combined with any other mark, hyphenated, abbreviated or displayed in parts. A trademark that is depicted as two or more words should not be compressed into one word. A logo should not be displayed with color variations, or with other elements superimposed on top of the logo.
- A trademark should not be used as your domain name or as part of your domain name.
- A trademark should not be incorporated into your company's logos or designs.
- A trademark notice should be used on the most prominent and/or first appearance of each mark of RESF, and a trademark notice should not be changed. In particular, a TM should not be changed to a ® in a trademark notice by anyone other than the owner. Alternatively, or as a supplement to the ®, TM, or common law notices, a footnote or text notice with one of the alternative statutory notices is good practice: "X is a trademark of the Rocky Enterprise Software Foundation." If you are unsure about whether a mark of RESF is registered in your country, please contact us for additional guidance as to what trademark symbol you should use.

There are also some basic rights that everyone has to use any trademark, which are often referred to as "fair use," and RESF does not intend to restrict those rights. You may make fair use of word marks to make true factual statements. But fair use does not permit you to state or imply that the owner of a mark products, endorses, or supports your company, products, or services. Even when making fair use of a trademark, you should acknowledge the owner of the trademark with a trademark notice, such as the notice displayed on RESF project websites.

5.4. Rules and Policies Applicable to Marks Owned by RESF

In addition to the generally applicable rules discussed above, there are a few specific rules that we ask everyone to follow when using trademarks owned by RESF.

- Use the full form of any trademark (e.g., “Rocky Enterprise Software Foundation”) in the first reference in all documents of mass communication, including marketing collateral and web pages. You may then use any abbreviated or short form references (e.g. “RESF”) within the same document where the full form has already been used.
- Use RESF’s trademarks in a form that distinguishes them from the text around them, such as by capitalization, bold or italic fonts, or with quotation marks. Any use of unregistered trademarks as listed in the Trademark List above should include a TM immediately after the first usage (e.g., “The Rocky LinuxTM community seeks to secure...”)
- Do not use RESF trademarks in a manner that would disparage RESF or its projects (e.g., untruthful advertising, false/misleading promotional materials, etc.).
- Do not use a RESF logo on the cover of a book or magazine without written permission from RESF.
- Do not use a logo of RESF on posters, brochures, signs, websites, or other marketing materials to promote your events, products or services without written permission from RESF.
- Do not refer to a product or service as being certified under any of RESF’s marks unless your company has successfully undergone the requisite compliance testing and has explicit authorization to use such terms from RESF.
- Do not attempt to claim or assert any ownership rights in any mark of RESF and do not attempt to register any RESF trademark as a trademark, trade name, domain name, or “doing business as” name, alone or (unless specifically licensed) in combination with your own trademarks.
- Do not use any RESF trademark in metatags, search fields, hidden text, or any other form that has the purpose or effect of diverting or confusing consumers without RESF’s prior written permission.
- Do not adopt marks or logos that are confusingly similar to any RESF trademarks.
- Do not use RESF trademarks for products or services for which they were not originally intended.
- Do not alter a RESF trademark in any way.

RESF marks have been created and their use is expressly permitted for a specific purpose. Do not use logos or names of RESF in any commercial or marketing context other than as expressly permitted in this policy unless you have obtained explicit written permission from RESF to do so. RESF permits the use of its trademarks for private and personal use to make t-shirts, stickers, and caps for yourself and your friends (meaning people from whom you don’t receive anything of value in return) in a manner that is consistent with the preservation

of the goodwill and value of the mark. The goodwill, if any, derived from your use of any RESF trademarks exclusively inures to the benefit of and belongs to the RESF.

You are also allowed to use a trademark or logo of RESF as a link to the home page of the applicable project or to a web page on the RESF web site that is relevant to the reference so long as the link is in a manner that is consistent with the preservation of the goodwill and value of the mark. The link and all other usage of a logo of RESF shall be done using the official versions of RESF logos obtained from RESF or its projects.

For examples of incorrect uses of a logo of RESF, please refer to [Section 1.3 \(Logo Misuse\)](#).

Certain marks of RESF have been created to enable you to communicate compatibility or interoperability of software or products. In addition to the requirement that any use of a mark to make an assertion of compatibility must, of course, be accurate, the use of these marks must avoid confusion regarding RESF's association with the product. The use of the mark cannot imply that RESF or its projects are sponsoring or endorsing the product. The following are examples of proper and improper usage of these trademarks of RESF:

Correct: <your product name> for <RESF mark>

Correct: <your product/company name> plug-in for <RESF mark>

Correct: <your product name> compatible with <RESF mark>

Correct: <your product name> for use with <RESF mark>

Correct: Quick Start for <RESF mark> by <your company name>

Correct: <non-trademarked industry term> Day featuring <RESF mark>

Correct: <non-trademarked industry term> Day with <RESF mark>

Correct: <non-trademarked industry term> Day including <RESF mark>

Incorrect: <RESF mark> <your product name>

Incorrect: <RESF mark> by <your company name>

Incorrect: <RESF mark> - <your product name>

Incorrect: <your product/company name> - <RESF mark>

Incorrect: <RESF mark> Quick Start by <your company name>

Incorrect: <RESF mark> Day

Incorrect: <RESF mark> Day by <your company name>

Incorrect: <non-trademarked industry term> Day brought to you by <RESF mark>

5.5. Questions, Comments, Concerns

We look to our community to help us retain the value of RESF's trade and service marks. If you have questions with respect to these guidelines or to report concerns regarding the use

or misuse of a trademark of RESF, or to obtain written permission for a proposed use of RESF trademarks, contact: legal@rockylinux.org.

5.6. Disclaimer

RESF does not make any express or implied warranties, including but not limited to the warranties of non-infringement of any third party intellectual property rights. RESF does not warrant that any pending trademark applications for trademarks of RESF will result in any granted trademark protection. RESF shall not be liable for any claims relating to user's activities falling within the scope of the permission and user hereby agrees to indemnify, defend and hold RESF and its contributors harmless against any such claims.

5.7. Updates

RESF may release new versions of RESF trademark policy or statements of permitted use of RESF marks without notice.

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