



Logo Usage Guidelines  
**May 2018**

## KHRONOS LOGO USAGE GUIDELINES

# Proper Logo Usage

### Basic Information

The guidelines in this document pertain to the entire Khronos logos family (OpenGL®, Vulkan®, etc).

In each logo pack, the following files are provided:

#### Versions For Print

- » **SPOT Color** - EPS
- » **CMYK** - EPS
- » **White** - EPS

#### Versions For Web

- » **RGB** - SVG, PNG, JPEG (500, 170, 100px)
- » **White** - SVG, PNG (500, 170, 100px)
- » **Logo Bug** (optional) - PNG (48, 32, 16px)

The version selected will depend on the medium and design of the communication and the method of reproduction. The intent is to provide maximum flexibility and readability against a variety of backgrounds. Please use the vector files whenever possible for best quality.

### Approved Colors

Use only the approved CMYK, RGB, and Pantone spot colors as included in the info.txt file in each logo pack.

A full reference of approved colors is available at:  
<https://www.khronos.org/trademarks/>

### Color / White Logo Usage



When choosing between color and white logos, always use the logo that provides the greatest contrast against the background. Typically the cutoff will be around 50% background brightness, but it may vary between logos.

### Logo Minimum Size (50px / 0.3")



Logos must not appear smaller than 0.3 inches high in print or 50px high in web usage.

### Logo Bug Usage (below 50px)



Select logos include a "Logo Bug," a simplified version of the logo intended for very small screen usage, for example as a browser favorites icon (Favicon).

**Logo Bugs are only for on-screen usage below 50px. Do not print.**

### Clear Space



The height of a capital letter indicates the minimum clearance between the logo and other outside graphical elements.

# Unacceptable Logo Usage

## What NOT to do

Here are a few common, but unacceptable uses of the Khronos logo family. By simply placing the logo graphics as-is into your layouts, you can avoid almost all of these problems.



**DO NOT REMOVE TRADEMARKS**  
Never remove the ® or ™ symbols from the logo



**DO NOT SCALE DISPROPORTIONATELY**  
Always keep the correct aspect ratio when scaling the logo



**DO NOT ADAPT INTO A NEW LOGO**  
Elements from the Khronos logo family are not allowed in third-party logos



**DO NOT RECOLOR**  
Keep existing logo colors



**DO NOT DISTORT**  
Distortion, perspective effects, or warping the logo is not allowed



**DO NOT USE BUSY BACKGROUNDS**  
Always keep backgrounds simple with ample contrast for the logo



**DO NOT ADD EFFECTS**  
Drop shadows, bevels, glows, etc. must not appear on the logo



**DO NOT ADD OR SUBTRACT ITEMS**  
The entire logo must appear intact



**DO NOT MIX COLOR & WHITE**  
When multiple logos are used together, the usage or absence of color must be consistent

## Khronos Logo Family Color Guide

## ACTIVE STANDARDS

| Logo                        | PMS color   | RGB value     | Hex code | CMYK value       | Color Swatch / Description |
|-----------------------------|---|---------------|----------|------------------|----------------------------|
| Khronos / Khronos w/tagline | 186 + black   | 204, 51, 51   | #CC3333  | 14, 94, 88, 4    | Red                        |
| 3D Commerce                 | 556 C   | 102, 157, 116 | #669D74  | 64, 20, 66, 3    | Pale Forest Green          |
| EGL                         | 187   | 174, 17, 22   | #AE1116  | 21, 100, 100, 15 | Dark Red                   |
| glTF                        | 376   | 135, 197, 64  | #87C540  | 52, 0, 100, 0    | Lime Green                 |
| KSCAF                       | 534 C   | 40, 58, 87    | #283A57  | 90, 76, 42, 34   | Dark Navy Blue             |
| NNEF                        | 7683 C  | 5, 108, 181   | #056CB5  | 83, 55, 0, 0     | Steel Blue                 |
| OpenCL                      | OpenCL artwork and guidelines are available at: <a href="https://developer.apple.com/softwarelicensing/agreements/openc1.php">https://developer.apple.com/softwarelicensing/agreements/openc1.php</a> |               |          |                  |                            |
| OpenGL ES                   | 2415  | 186, 42, 141  | #BA2A8D  | 27, 96, 3, 0     | Reddish Purple             |
| OpenGL / OpenGL SC          | 7697  | 85, 134, 164  | #5586A4  | 70, 39, 24, 1    | Wedgewood Blue             |
| OpenVG                      | 7733  | 0, 107, 51    | #006B33  | 90, 33, 100, 24  | Dark Green                 |
| OpenVX                      | 186   | 199, 5, 6     | #C70506  | 15, 100, 100, 6  | Red                        |
| OpenXR                      | 2612 C  | 120, 43, 144  | #782B90  | 65, 100, 0, 0    | Purple                     |
| SPIR                        | 286   | 0, 75, 169    | #004BA9  | 98, 80, 0, 0     | Royal Blue                 |
| SYCL                        | 166   | 243, 90, 28   | #F35A1C  | 0, 80, 100, 0    | Deep Orange                |
| Vulkan                      | 187   | 164, 30, 34   | #A41E22  | 24, 100, 99, 18  | Dark Red                   |
| WebGL                       | 201   | 153, 0, 0     | #990000  | 25, 100, 100, 25 | Dark Red                   |

## INACTIVE STANDARDS

| Logo             | PMS color    | RGB value    | Hex code | CMYK value     | Color Description |
|------------------|--------------|--------------|----------|----------------|-------------------|
| Collada          | 7409 + black | 241, 164, 43 | #F1A42B  | 3, 40, 95, 0   | Golden Yellow     |
| OpenKCam         | 363          | 60, 153, 50  | #3C9932  | 78, 16, 100, 3 | Grass Green       |
| OpenKODE         | 186 + black  | 204, 51, 51  | #CC3333  | 14, 94, 88, 4  | Red               |
| OpenMAX Family   | 2738 + black | 57, 58, 147  | #393A93  | 94, 93, 3, 0   | Violet            |
| OpenML           | Warm Red     | 254, 55, 15  | #FE370F  | 0, 90, 100, 0  | Bright Red-Orange |
| OpenGL ES Family | 151 + black  | 255, 132, 14 | #FF840E  | 0, 60, 100, 0  | Orange            |
| OpenWF Family    | 188 + black  | 99, 13, 13   | #630D0D  | 34, 97, 93, 53 | Maroon            |
| StreamInput      | 326          | 51, 166, 160 | #33A6A0  | 74, 13, 42, 0  | Turquoise         |
| WebCL            | 3165         | 20, 83, 97   | #145361  | 90, 56, 48, 27 | Dark Teal         |

For more information about trademark guidelines and logo usage, please visit: [www.khronos.org/trademarks](http://www.khronos.org/trademarks)