



PyTorch

Brand  
Guidelines

# Brand Guidelines



# What is PyTorch?

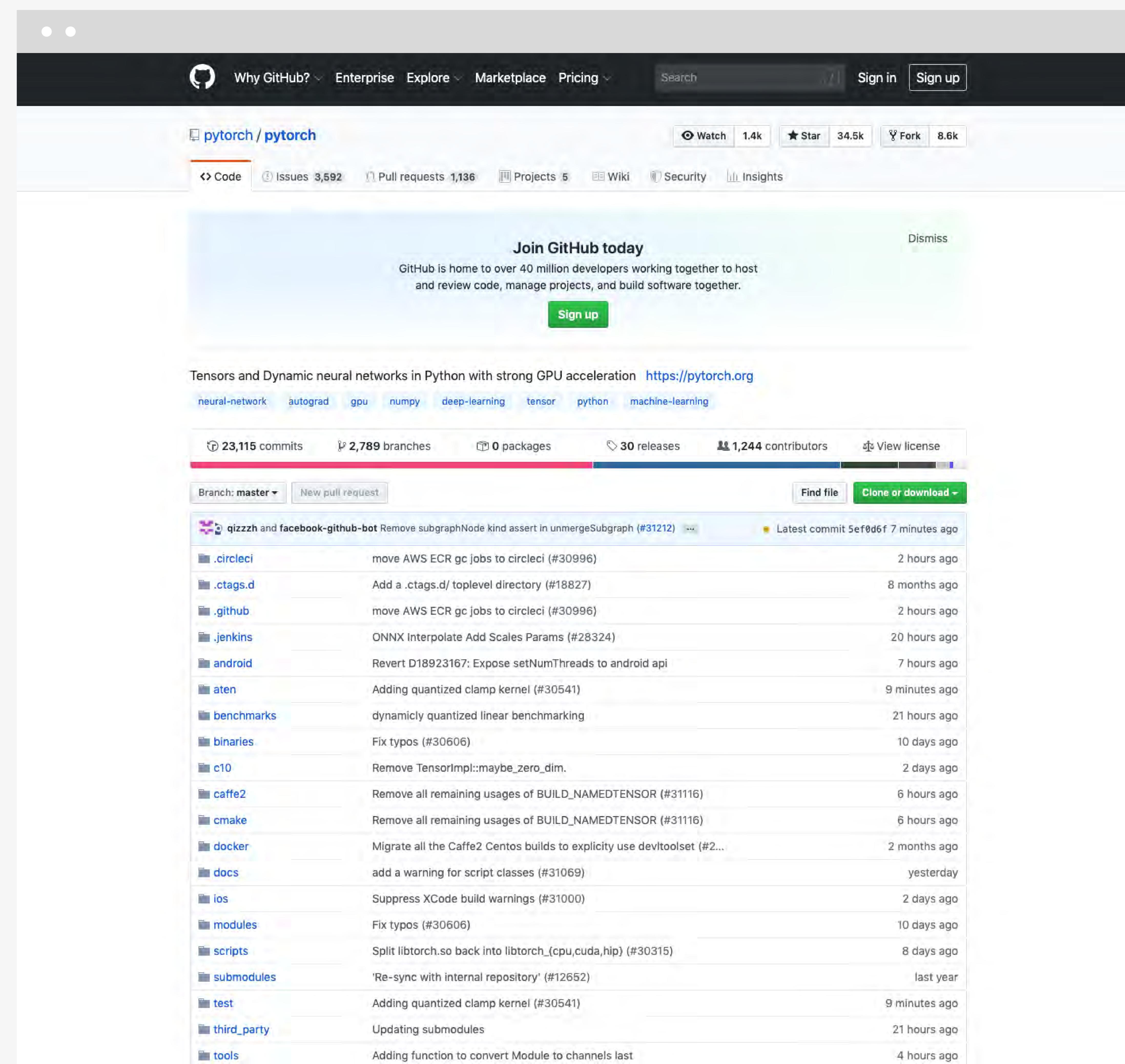
PyTorch is an open source machine learning framework that accelerates the path from research prototyping to production deployment.

Learn more at [PyTorch.org](https://PyTorch.org)

*Please only use the PyTorch name and marks when accurately referencing the PyTorch Foundation or its software projects. When referring to our marks, please include the following attribution statement:*

*"PyTorch, the PyTorch logo and any related marks are trademarks of The Linux Foundation."*

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# Symbol

Our expression is best communicated when it is supported by the Symbol — a simple graphic that adds intrigue and curiosity to our system.

The symbol allows us to speak through a more graphic language — without resorting to cliché fire or data metaphors.



# Symbol Clearspace

While our system encourages a flexible use of elements, it's important to present the symbol in its entirety maintaining legibility and clarity.

We use the circular dot as a measurement reference for clear space surrounding the symbol. Please keep at least 1/2 distance of the symbol's width at all times.



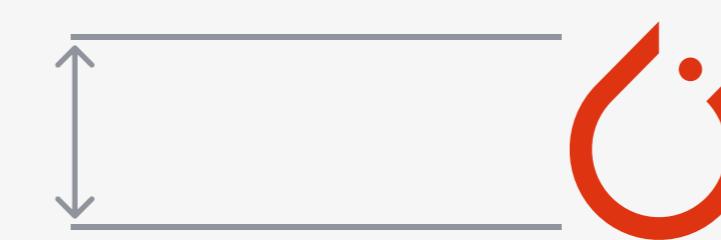


# Symbol Sizing

When sizing or scaling the symbol, never exceed a minimum of 24 pixels for screen or 10mm for print. This ensures consistency and legibility of the symbol.



Minimum Screen Size: 24px  
Minimum Print Size: 10mm





# Lockup

The PyTorch wordmark is just as important as the symbol itself. It's important for the wordmark to always be displayed in the typeface Freight Sans Regular, and to maintain the spacing and proportions shown here.

Choose the appropriate lockup depending on your specific application.

When sizing or scaling the wordmark or lockups, ensure a legible size at all times. It should not appear subordinate to any other partner logos or lockups.

Horizontal Lockup



Stacked Lockup



Vertical Lockup



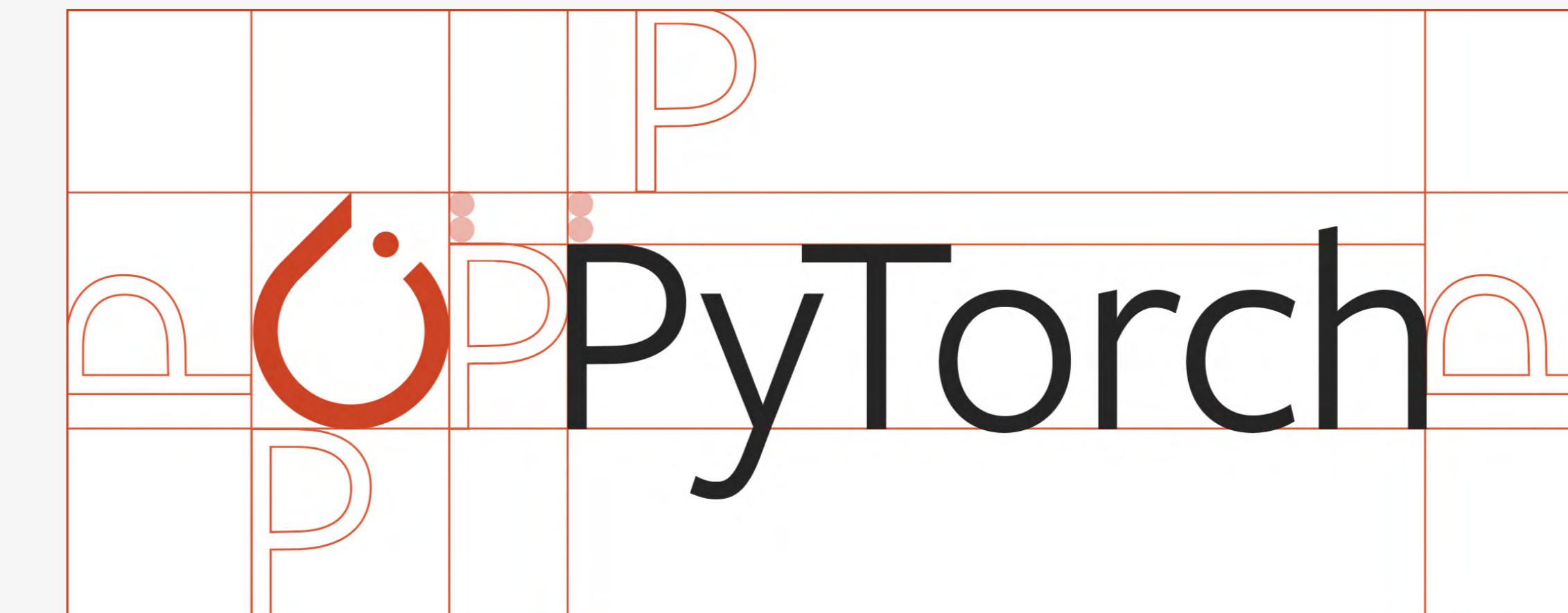


# Lockup Clearspace

To preserve legibility and clarity of the wordmark, it's important to maintain a clear area surrounding the wordmark. This insulates our wordmark from distracting visual elements such as copy, illustrations or photography.

This spacing is determined by the measurements of the "P" within the PyTorch wordmark.

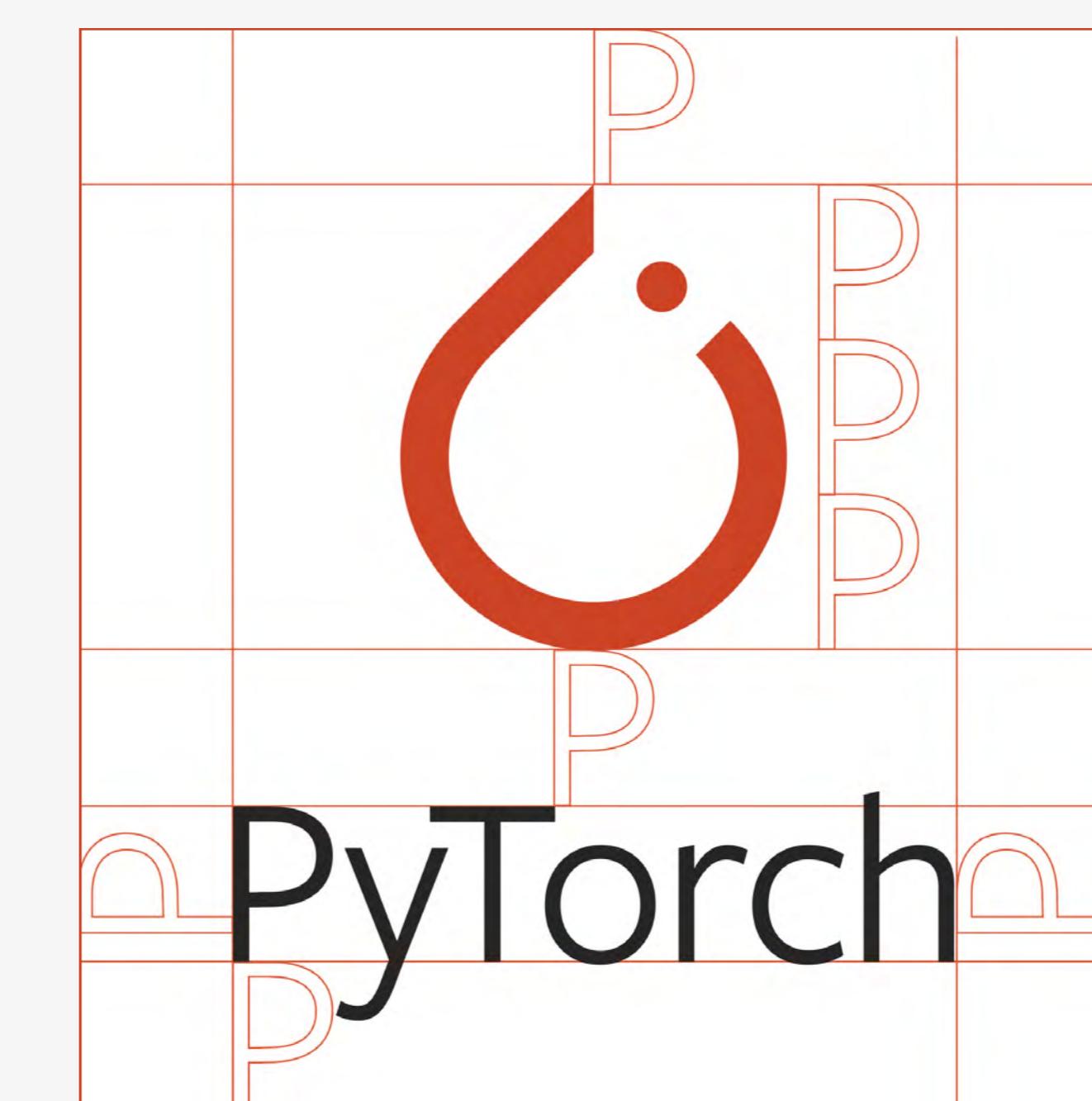
Horizontal Lockup



Stacked Lockup

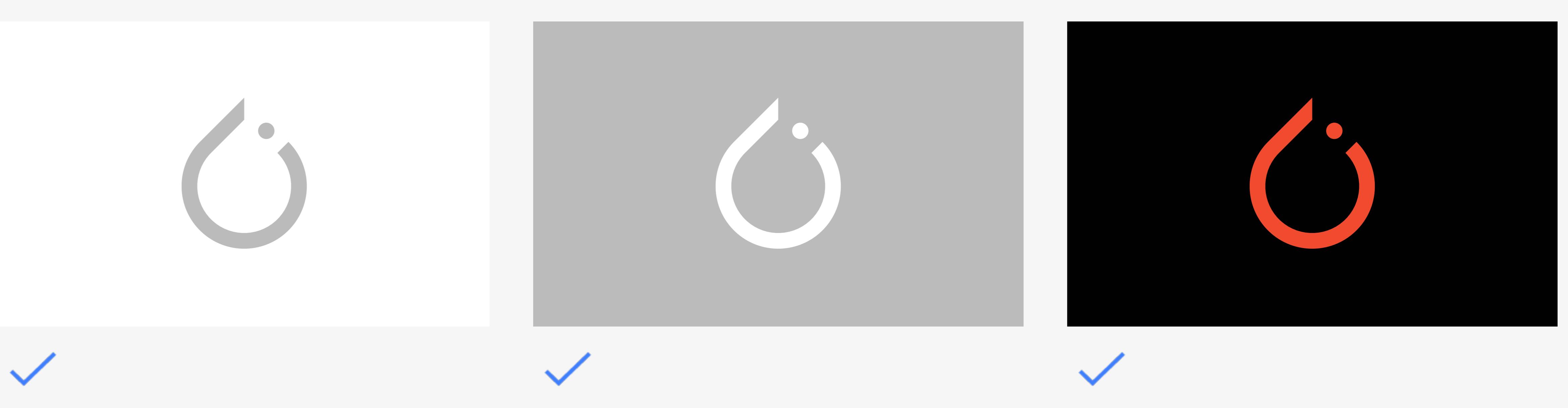


Vertical Lockup

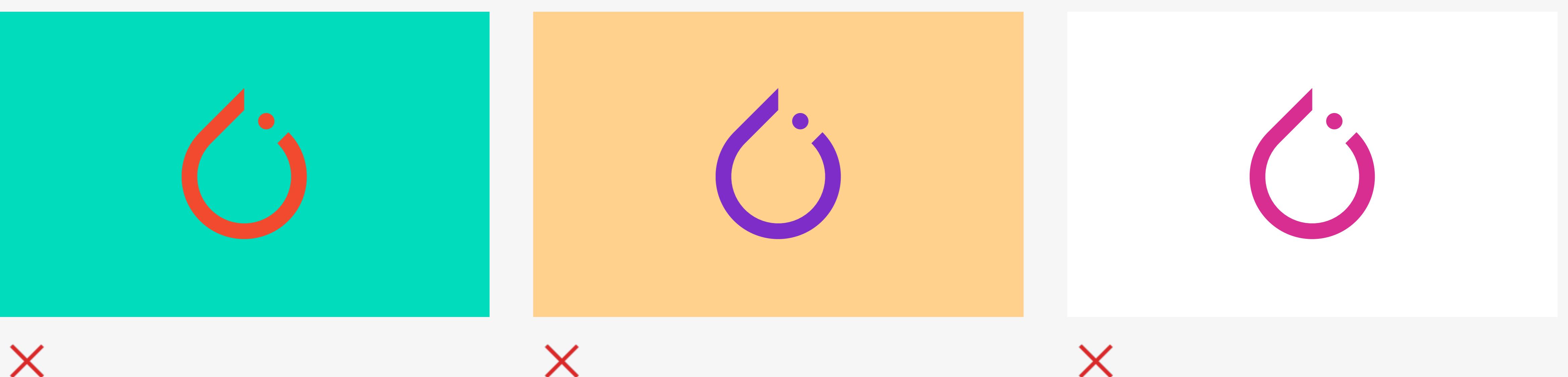


## Dos and Don'ts

Leverage the color palettes and keep things simple, ensuring there is a strong contrast between the symbol and the background.



Don't use colors that aren't in the approved color palette or those that will create a vibration between the background and foreground.





PyTorch

# Primary Colors

PyTorch Orange embodies a fiery, lava-like essence without aggression. While it is the primary brand color, please use it sparingly. We prefer to apply PyTorch Orange as a deliberate accent.

To achieve the best AA compliance color contrast, PyTorch has a special color palette to best serve these needs.

When applying color in the digital environment; web, app, and social media posts, please reference the digital RGB or hex code equivalent. When printing, please use CMYK or the listed Pantone code.

For UI button elements, please reference “Color Variations for UI Buttons” to apply the color properly.

Orange  
(Digital)

#DE3412

Orange Light 1  
(Digital)

#F05F42

Orange Light 2  
(Digital)

#F2765D

Orange  
(Print)

C00, M61, Y72, K00  
Pantone 171 C

Orange  
(Print)

#B92B0F



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# Secondary Colors

When designing content for the overall PyTorch brand, leverage these core palettes. These colors work successfully for print and digital communications.

When using digitally, please use the hex code or RGB equivalent. When printing, please use CMYK or the listed Pantone code.

Crimson  
(Digital+Print)  
#E12353  
R225, G35, B83  
C00, M94, Y64, K00  
Pantone 192 C

Raspberry  
(Digital+Print)  
#CC2F90  
R204, G47, B144  
C23, M83, Y00, K00  
Pantone 2385 C

Fuchsia  
(Digital+Print)  
#CC2FAA  
R204, G47, B170  
C40, M90, Y00, K00  
Pantone Purple C

Violet  
(Digital+Print)  
#B932CC  
R185, G50, B204  
C48, M80, Y00, K00  
Pantone 2582 C

Indigo  
(Digital+Print)  
#812CE5  
R129, G44, B229  
C70, M76, Y00, K00  
Pantone 2665 C



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# Tertiary Colors

Our neutral and grayscale tertiary palette is meant for typography and supportive backgrounds. When using these grays, please ensure clarity and legibility of written content.

To achieve the best AA compliance color contrast, PyTorch has a special color palette to best serve these needs.

When applying color in the digital environment; web, app, and social media posts, please reference the digital RGB or hex code equivalent. When printing, please use CMYK or the listed Pantone code.

Dark Gray  
(Digital+Print)  
#262626  
R38, G38, B38  
C00, M00, Y00, K91  
Pantone Black 6C

Medium Gray  
(Digital+Print)  
#666666  
R102, G102, B102  
C00, M00, Y00, K68  
Pantone Cool Grey 10 C

Light Gray  
(Digital+Print)  
#BBBBBB  
R187, G187, B187  
C00, M00, Y00, K32  
Pantone Cool Grey 5 C

Light Light Gray  
(Digital+Print)  
#E6E6E6  
R230, G230, B230  
C00, M00, Y00, K12  
Pantone Cool Grey 2 C

Super Light Gray  
(Digital+Print)  
#F6F6F6  
R246, G246, B246  
C00, M00, Y00, K04  
Pantone Cool Grey 1 C

Super Light Gray—  
Hover State  
#EBEBEB  
(Digital)

White  
(Digital+Print)  
#FFFFFF  
R255, G255, B255  
C00, M00, Y00, K00

Super Light Gray—  
Click State  
#FDFDFD  
(Digital)



Coding Background—  
Light  
(Digital)

Hex #F3F4F7

# Supporting Colors

For the PyTorch website and digital environment, and coding purposes, we use Supporting Colors.

Hosting code-related messages such as sample code, or code for the user to copy, please use Coding Background as the background color, and use Coding color—Dark Gray, Light Gray, Green, Yellow, and reference other PyTorch Brand colors to use. At the same time, please ensure the clarity and legibility of written content.

## Example:

```
1 curl -X POST -H "Content-Type: application/json" -d '{\n2     "recipient":{\n3         "name": {\n4             "first_name": "David",\n5             "last_name": "Brown"\n6         },\n7         "phone_number": "+1(650)123-4567"\n8     },\n9 }
```

Coding Background—  
Dark  
(Digital)

Hex #EEF0F3

Coding Text—  
Dark Gray  
(Digital)

Hex #262626

Coding Text—  
Light Gray  
(Digital)

Hex #BBBBBB

Support —  
Green  
(Digital)

Hex #2B7D6D

Support —  
Green  
(Digital)

Hex #F4A623