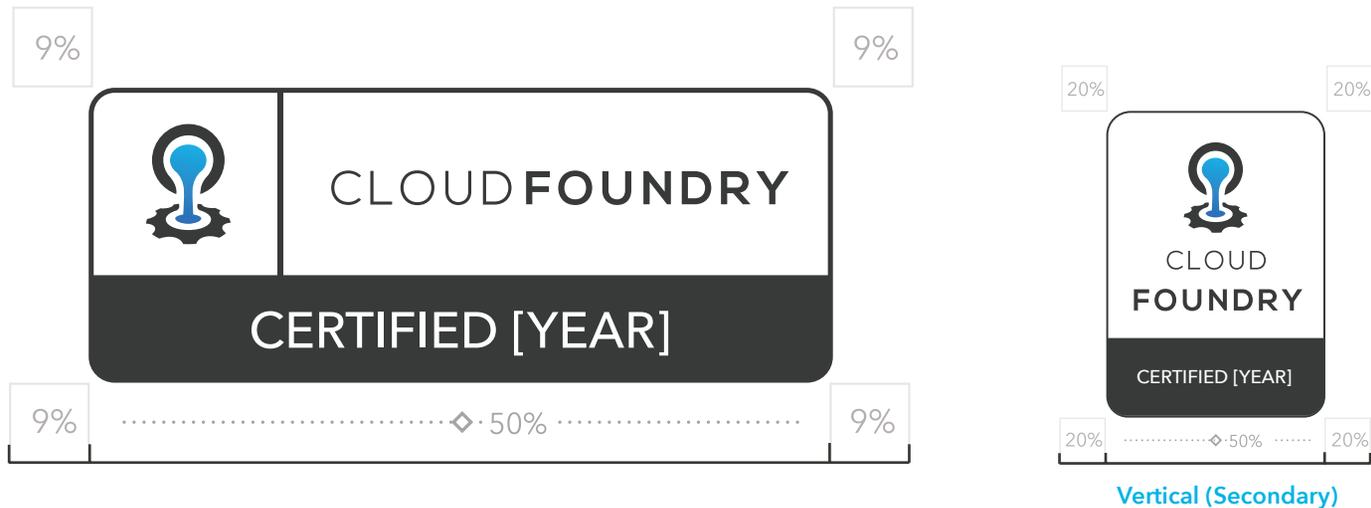# CLOUD FOUNDRY

Cloud Foundry PaaS Certification Mark Guidelines

Certification Mark

The Certification Logos and Word Marks are a valuable asset and, like any asset with appreciable value, must be properly used and protected. Organizations licensed to use the Certification Logos and Word Marks should be mindful of how they use the marks in all communication and outreach materials. Ensuring that the Certification Logos and Word Marks are properly used protects every Foundation member's investment in the program, as well as user and industry confidence in the Cloud Foundry brand.
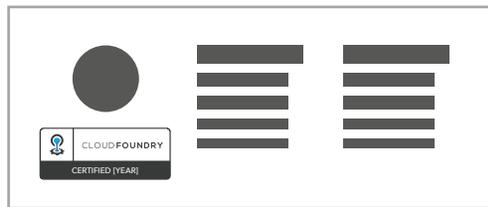

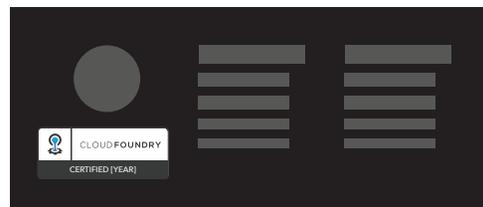**Vertical (Secondary)**

Design Features

- The logos incorporate the master brand's molten icon and typography in a supporting, rather than primary role in the logo mark's design elements. The logo's use of the Cloud Foundry master iconography is designed to make it instantly recognizable.

- All horizontal uses of the mark must maintain 9% minimum clear space free of graphics, text and other marks. All vertical uses of the mark must maintain 20% minimum clear space free of graphics, text and other marks.

- The logo's horizontal and vertical orientations are designed to accommodate layout and design needs.

- The logo's visual design is deliberately simple, so as to be complementary and not visually competitive to organization or certified offering brands.

Usage

The following guidelines apply to licensees' use of the Cloud Foundry PaaS Certification Mark. The Cloud Foundry PaaS Certification Mark may never be associated with products, services or applications that do not meet the requirements of the Cloud Foundry PaaS Certification Program. Licensees may only use the logo mark for the year in which they are certified, e.g. if you were certified in 2016, you cannot use the 2018 logo mark unless you have been re-certified.
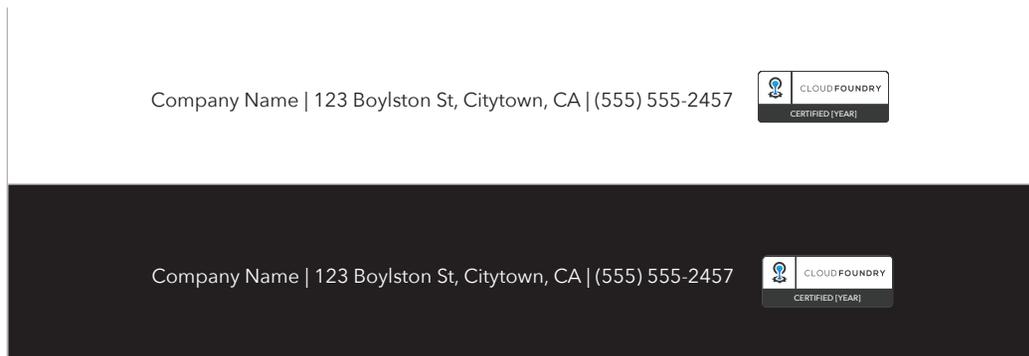
Website Footer

On Light Background
- Minimum width 63px

On Dark Background
- White color fill for use on dark backgrounds
- Font: Proxima Nova, All Caps
- Tracking: 200
- Color Pantone: White

Collateral

Company Name | 123 Boylston St, Citytown, CA | (555) 555-2457

Company Name | 123 Boylston St, Citytown, CA | (555) 555-2457

No variations
The Certified Logos may only be used as provided by the Foundation in the approved versions shown below. The marks may not be altered, cut apart, separated, or otherwise distorted in perspective or appearance. The colors of the Cloud Foundry PaaS Certification Mark must not be changed. This includes, but is not limited to, removing the words Cloud Foundry from the mark.

Resizing
The mark may be resized, but the proportions must be maintained. The mark may never be applied smaller than 63px in horizontal format or 45px in vertical format. The lettering inside the marks must remain legible when reproduced for print or electronic formats. All uses of the mark must maintain a clear space free of graphics, text and other marks equal or greater to the short horizontal line of the "L" in the logo. This space also defines the minimum distance from the mark to the edge of a border, page, screen, etc.

Colors

Pantone 447c	306c
	7455c
HEX #454645 CMYK 0, 30, 40, 90	CF Gradient

Vertical (Secondary)

Minimum width 45px

CLOUD **FOUNDRY**

www.cloudfoundry.org