



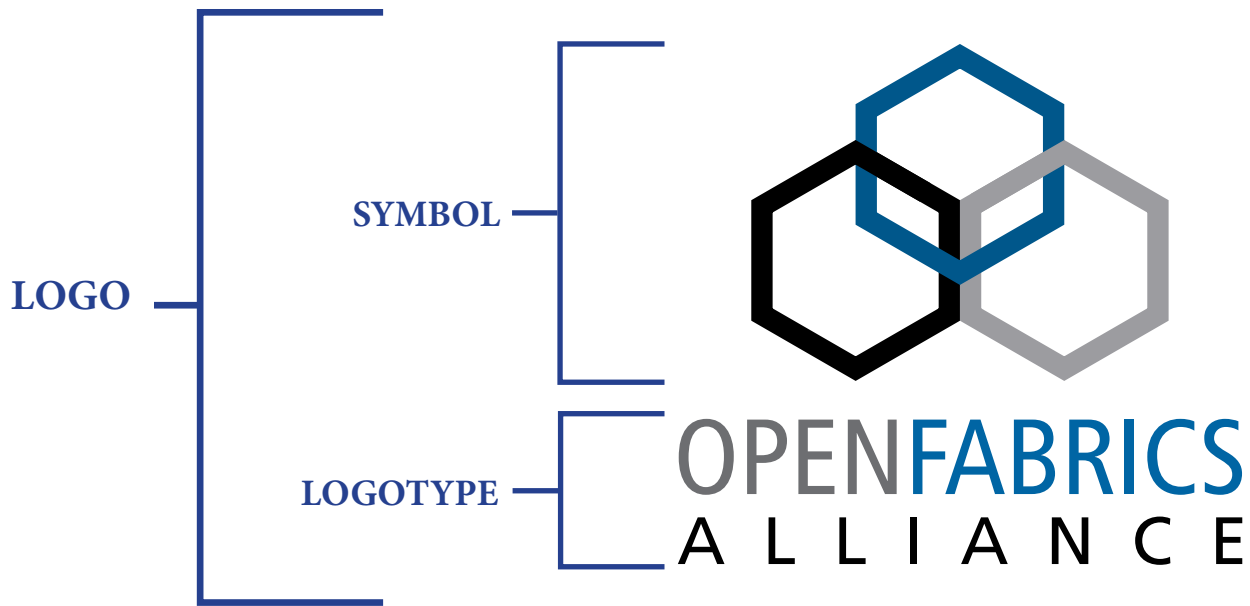
OPENFABRICS
ALLIANCE

Logo Style Guide

July 2009

CORPORATE LOGO/SIGNATURE

Logo/Signature






Logo/Symbol




OPENFABRICS ALLIANCE signature is composed of the Symbol and Logotype. This signature should be applied to all OPENFABRICS ALLIANCE member and organization-related documents and activities. This signature exists on a wide variety of media and marketing material.

Logo Colors

CMYK CONVERSION

	CYAN	MAGENTA	YELLOW	BLACK
 Open Blue	100%	69%	22%	5%
 Open Gray	42%	34%	32%	0%
 Open Black	0%	0%	0%	100%

RGB CONVERSION

	RED	GREEN	BLUE
 Open Blue	0	87	140
 Open Gray	154	155	159
 Open Black	35	31	32

VERTICAL COLOR VARIATIONS

Three-Color LOGO/SIGNATURE



Open Gray  **OPENFABRICS**  Open Blue
A L L I A N C E  Open Black

A preferred 3-color version of the logo/signature has been developed for use in most applications. The two-color versions are intended for applications that are restricted to one or two-color printing process.

GRAY SCALE LOGO/SIGNATURE



OPENFABRICS
A L L I A N C E

HORIZONTAL COLOR VARIATIONS

Three-Color LOGO/SIGNATURE



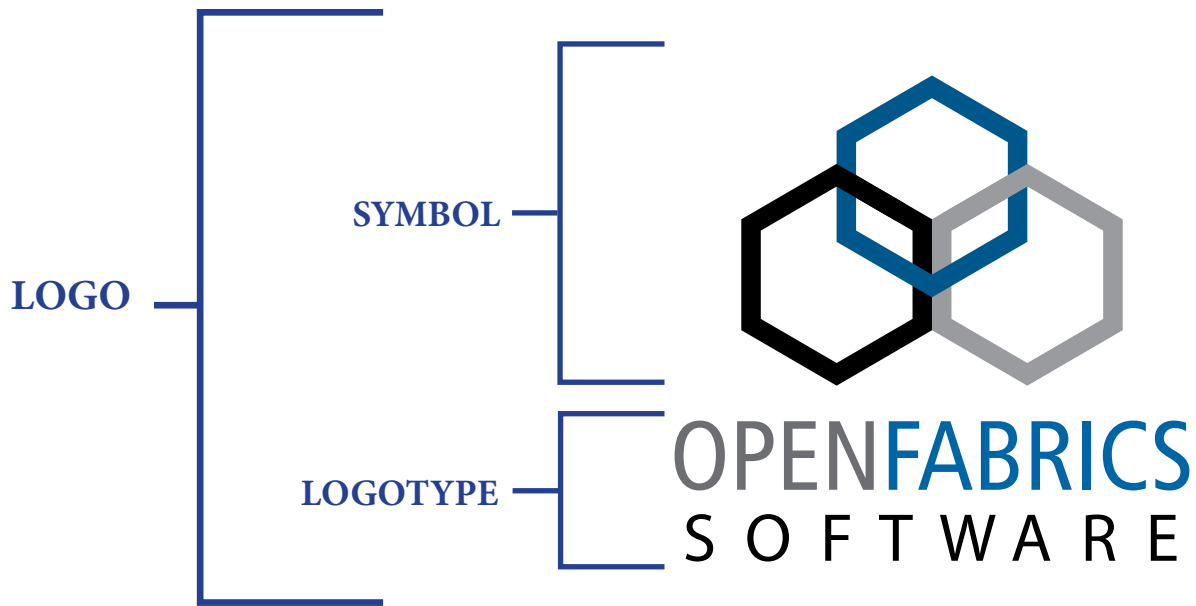
These acceptable variations of the OPENFABRICS ALLIANCE logo/signature should only be used when space or application dictate its use. Please note: the OPENFABRICS SOFTWARE logo/signature does not have a horizontal variation.

GRAY SCALE LOGO/SIGNATURE



SOFTWARE LOGO/SIGNATURE

Logo/Signature






Logo/Symbol




OPENFABRICS SOFTWARE signature is composed of the Symbol and Logotype. This signature should be applied only to OPENFABRICS SOFTWARE-related documents and activities. This signature exists on a wide variety of media and marketing material.

Logo Colors

CMYK CONVERSION

	CYAN	MAGENTA	YELLOW	BLACK
 Open Blue	100%	69%	22%	5%
 Open Gray	42%	34%	32%	0%
 Open Black	0%	0%	0%	100%

RGB CONVERSION

	RED	GREEN	BLUE
 Open Blue	0	87	140
 Open Gray	154	155	159
 Open Black	35	31	32

LOGO MINIMUM SIZE

The logos should be displayed prominently, relative to the size of the piece, in all applications. It should be visually clear to the audience that the material presented to them is from OPENFABRICS ALLIANCE or OPENFABRICS SOFTWARE. Whenever reducing the logo in cases such as very small ads or small promotional materials, the logo must always be clear and legible. Minimum sizes have been established below.



Preferred Vertical Configuration Stacked Logo



Horizontal Logo Configuration

LOGO CLEAR SPACE

To ensure visual integrity, there must always be a minimum amount of clear space in order to set it off from other elements. This clear space must be kept free of other graphic elements.

The gray area (see below) indicates the minimum amount of clear space that must surround the logo/signature in all applications. The correct minimum amount of clear space shall be defined as “X”, as shown. The measurement “X” is equal to the height of the OPENFABRICS ALLIANCE or OPEN-FABRICS SOFTWARE letters.

PREFERRED Vertical Configuration



Alternate Horizontal Configuration



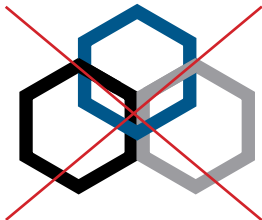
LOGO USAGE & IMPROPER ALTERATION



This is the official logo/signature.

The Logo should be used as a single unit whenever possible. The logotype should never be used alone, but should always have the logo mark (eye).

Shown here are examples of improper uses of the OPENFABRICS ALLIANCE and OPENFABRICS SOFTWARE official logo and signature. The logo/signature should always be used in the configuration in which it was designed and not combine or made part of other design elements.



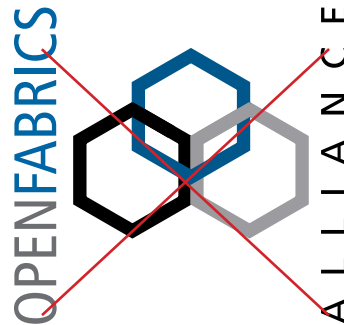
The Logo should NEVER be used separately.



The Signature should NEVER be used separately.



Do not rearrange or stack Logo or Signature.



Do not rearrange or stack Logo or Signature.



Do not rearrange the colors of the Logo or Signature.



Do not change colors of the Logo or Signature.

LOGO MISUSE & IMPROPER ALTERATION



Do not tilt logo or signature



Do not shrink logo or signature



Do not place logo on a background or backgrounds with conflicting colors.

White is the recommended Background.

TYPOGRAPHY

To maintain visual consistency across all publications and materials, please use the typefaces recommended below whenever possible. Regular style fonts can be used in different colors, screens or reversed backgrounds. The text used for “OPENFABRICS ALLIANCE” and “OPENFABRICS SOFTWARE” is Frutiger.

FONTS

Myrian Pro



ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Myrian Pro-Bold is used for headlines and subheads larger than 21pt.

Myrian Pro-Regular
Myrian Pro-Light

Garamond (Preferred Body Type)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Garamond-Regular is used for body copy or type no larger than 22pts.

Garamond-Italic

Garamond-Bold

Times New Roman (Alternate Body Type-2)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Times New Roman- Regular

Times New Roman- Italic

Times New Roman-Bold

Times New Roman- Bold Italic

Arial (URL & Alternate Body Type-3)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
URL USAGE

Arial- Regular

Arial- Bold

The following URL: www.openfabrics.org is required on all “OPENFABRICS ALLIANCE” documents.