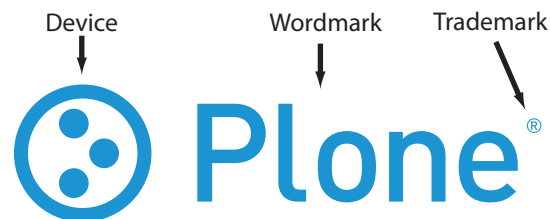


## About the Logo

Projects and companies using Plone are encouraged to use the Plone logo on their websites, brochures, packaging, and elsewhere. You may not use the logo or its likeness as a company logo or for any other commercial purpose without permission from the Plone Foundation. User groups may use the logo in their materials, as long as they don't make any profit from it and comply with usage guidelines. The Plone logo is a worldwide registered trademark of the Plone Foundation, which is responsible for defending against any damaging or confusing uses. In general, we want the logo to be used as widely as possible to promote Plone and the Plone community. Derivative versions of the Plone logo are generally prohibited, as they dilute Plone's brand identity. However, please contact the Plone Marketing committee via email if you have any questions.

## Logo Elements

The Plone logo has three elements - a device, a wordmark and a trademark. There are two versions of the logo, one horizontal and one vertical, which are shown below. These elements must be used together, and may not be separated or altered except in the case of promotional, non-publication items as shown on page 2 of this document.



*You cannot use the Plone wordmark by itself under any circumstance. It IS possible to use the Device separately - see page 2.*



## Minimum Size

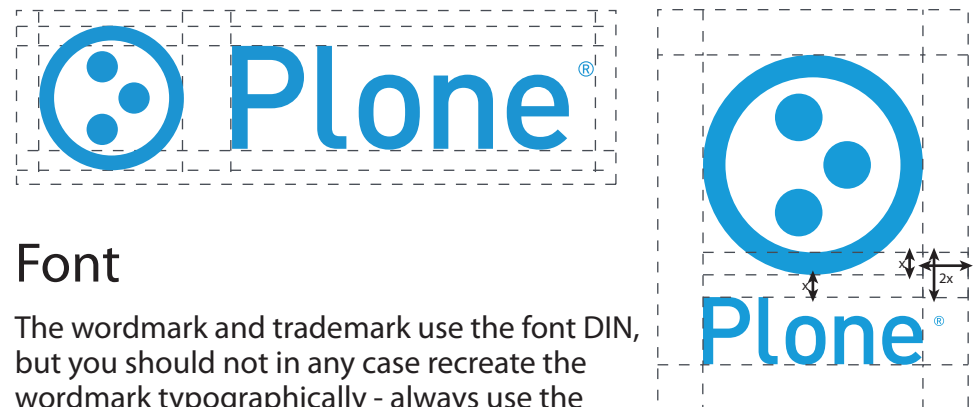
The logo must always be displayed at a size large enough to read both the logo type and the registered trademark. This will vary based on the resolution of the medium it is being used in - but as a general rule the logo circle should be no smaller than 1 cm (3/8") or 36 pixels in height.

## Clear Space

It is critical to maintain an open area surrounding the Plone logo so it remains recognizable and does not become lost in other page elements. Clear space is defined relative to the size of the logo, not as a border of a set distance (such as saying "1/4 inch".)

**Horizontal Logo** - The border on each side of the logo/wordmark is equal to the one half the distance between the device and the "P" in "Plone" and therefore will change based on the size of the logo while maintaining a consistent size relative to the logo.

**Vertical Logo** - The clear space border is equal to twice the thickness of the circle of the Plone logo.



## Font

The wordmark and trademark use the font DIN, but you should not in any case recreate the wordmark typographically - always use the official logo downloaded from [plone.org/logo](http://plone.org/logo).





## What Not to Do



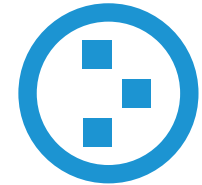
*Wrong font in wordmark*



*Inappropriate pairing of company logo with Plone logo*



*Logo enclosed in graphic element*



*Device variants are not permitted*



*Logo rotated with wordmark*



*Switching elements of the logo*



*Incorrect use of color in logo*



*Use of incorrect wordmark and device*



*Incorrect logo color*



*Logo device rotated and used with attached elements*



*Device and wordmark are always the same color*



*Use of wordmark with other elements*



*Device is too large relative to the wordmark*



*Pairing Plone wordmark with a non-standard device*



*Device is distorted*



*Device Unreadable due to background contrast*