

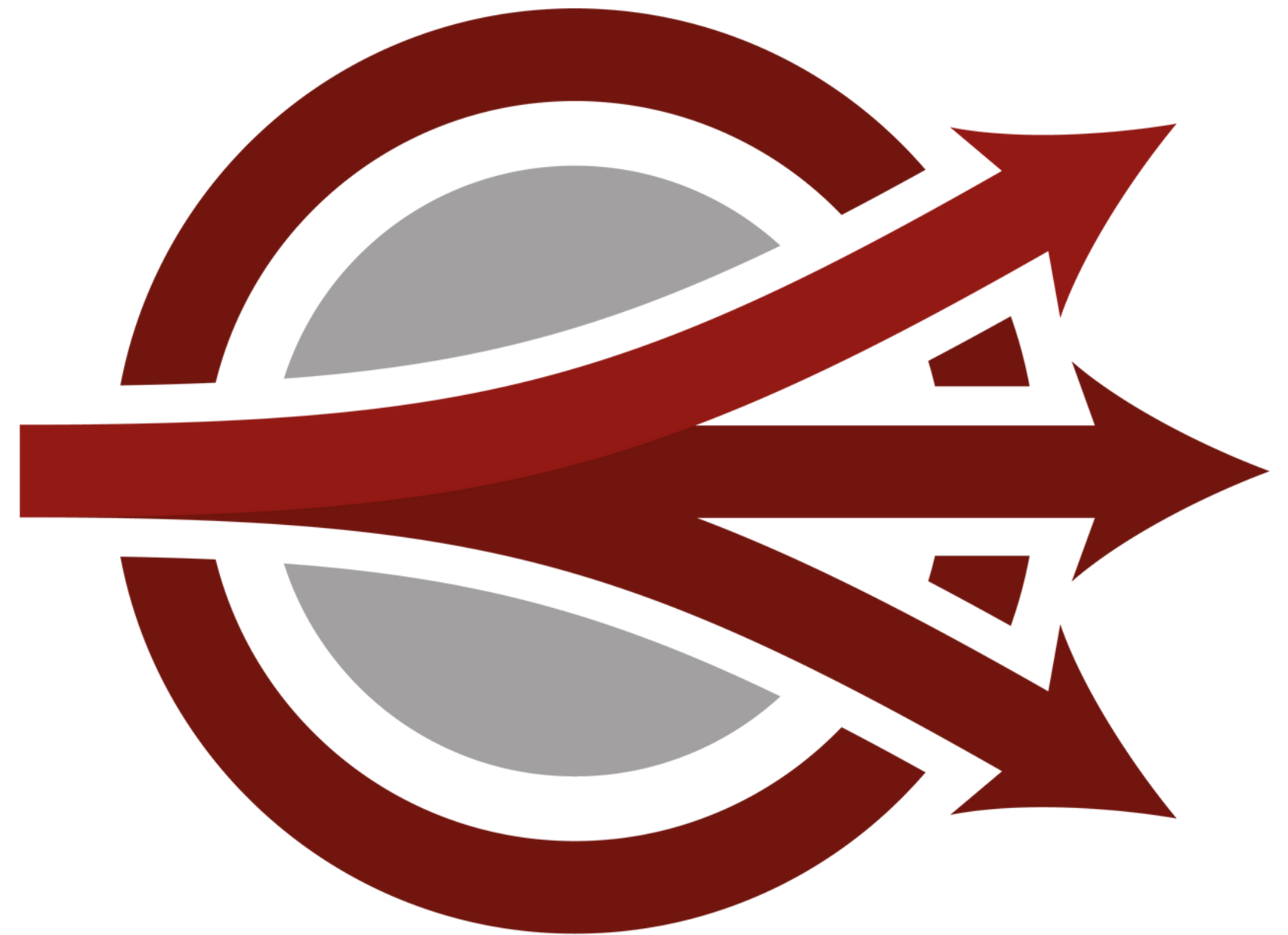
BRAND GUIDELINES

The OpenDDS[®] Project

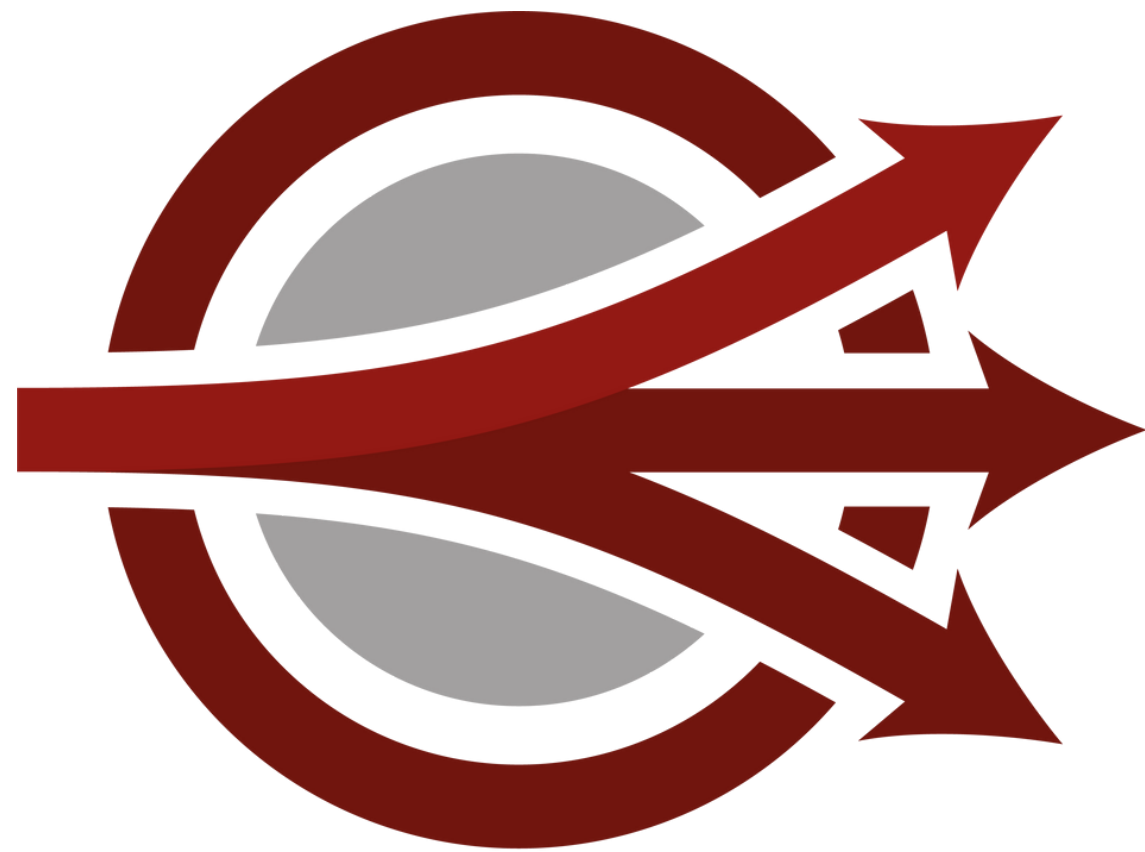


The following guidelines outline how and where you may use OpenDDS Trademarks in print and digital assets.

OpenDDS Trademarks may be used only in accordance with these directives and with the written permission of the OpenDDS brand team. All other use is prohibited.



OpenDDS[®]

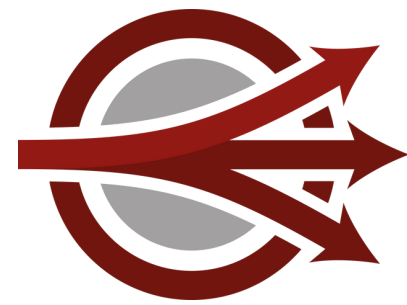


OpenDDS
FOUNDATION™

The word OpenDDS and various OpenDDS logos, trade dress, images, designs, and other trademarks (collectively, "Trademarks") are proprietary assets owned by **Object Computing, Inc.** and are trademarks owned by Object Computing and registered in various jurisdictions. You must refrain from using OpenDDS logos (as outlined in the next section) unless you are specifically authorized to use them by the **OpenDDS brand team.** Use and management of OpenDDS trademarks is overseen by Object Computing and the OpenDDS Foundation.

Please email contracts@opendds.org for more information or to request authorization.

Logo Elements



LOGO MARK



OpenDDS®

WORD MARK



OpenDDS LOGO

OpenDDS®

The official OpenDDS logo consists of the **logo mark** and the **word mark** (with the "Open" section of the text a lighter font weight than the "DDS" section), followed by the registered trademark symbol ®. Never display the OpenDDS logo without the registered trademark symbol.

The logo mark may be used alone, but only if the word OpenDDS and registered trademark symbol are prominently visible in accompanying text. The OpenDDS word mark should never be used alone without the logo mark.

Logo Elements

Horizontal and stacked versions of the logo are available for placement in different layouts.

HORIZONTAL



STACKED



Logo Variations

Certain additional entities and products incorporate elements of the OpenDDS logo into their logos. These include (but are not limited to) the OpenDDS Foundation.

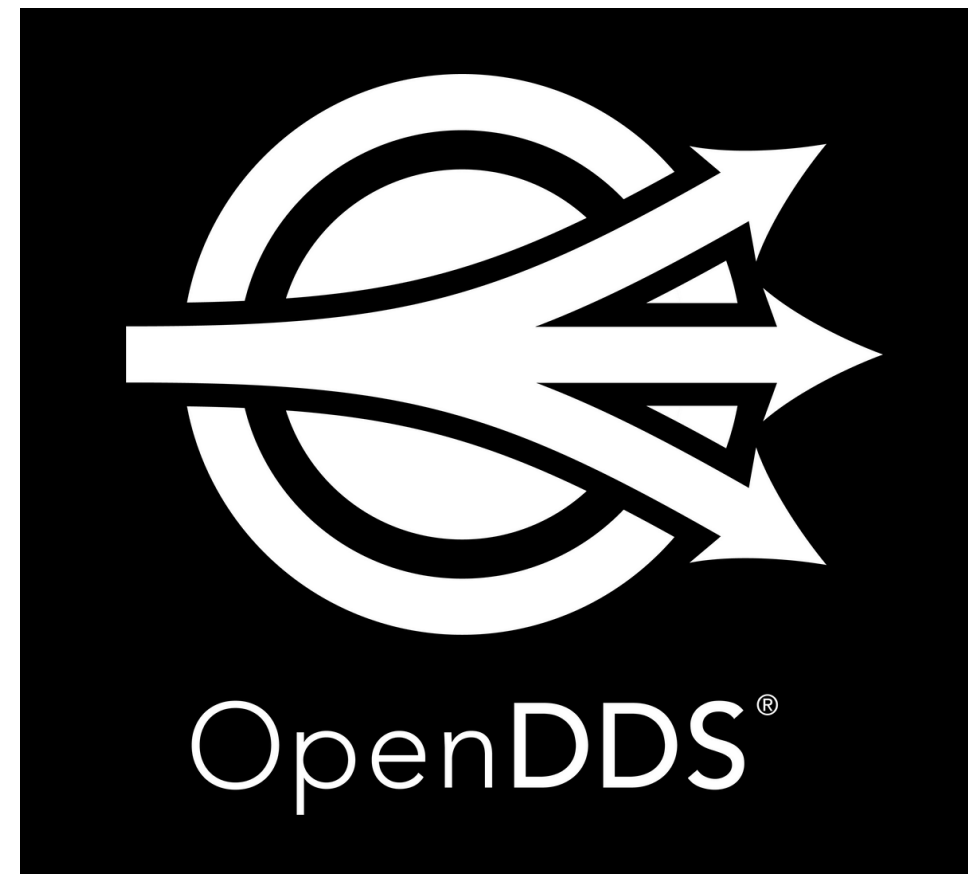


Unless otherwise indicated, all guidelines outlined in this document apply to the logo mark, the OpenDDS word mark, the OpenDDS Foundation logo, and any other Trademark within the OpenDDS brand family, even if all versions are not referenced in a given example.

OpenDDS logos may be displayed in full color and white.



The full-color logo should be used on solid white and light-colored backgrounds.



For solid black or dark-colored backgrounds, use the white logo.

Color Palette

brick #71150e

red #931914

gray #a2a0a0

Minimum Size

The OpenDDS logo should always be large enough to ensure legibility.

Print and a pixel minimum-size requirements are in place to ensure readability at reduced sizes.

FOR DIGITAL DISPLAY

The logo mark plus OpenDDS text must be a minimum of 300 pixels in width for the horizontal version.

In the stacked version, the widest part of the logo mark must be a minimum of 200 pixels in width.

When using the logo mark alone, the logo must be a minimum of 75 pixels in width.

IN PRINTED MATERIALS

The logo mark plus OpenDDS text must be a minimum of 2.5 inches (6.35 cm) in width for the horizontal version.

In the stacked version, the widest part of the logo mark must be a minimum of 1.5 inches (3.81 cm) in width.

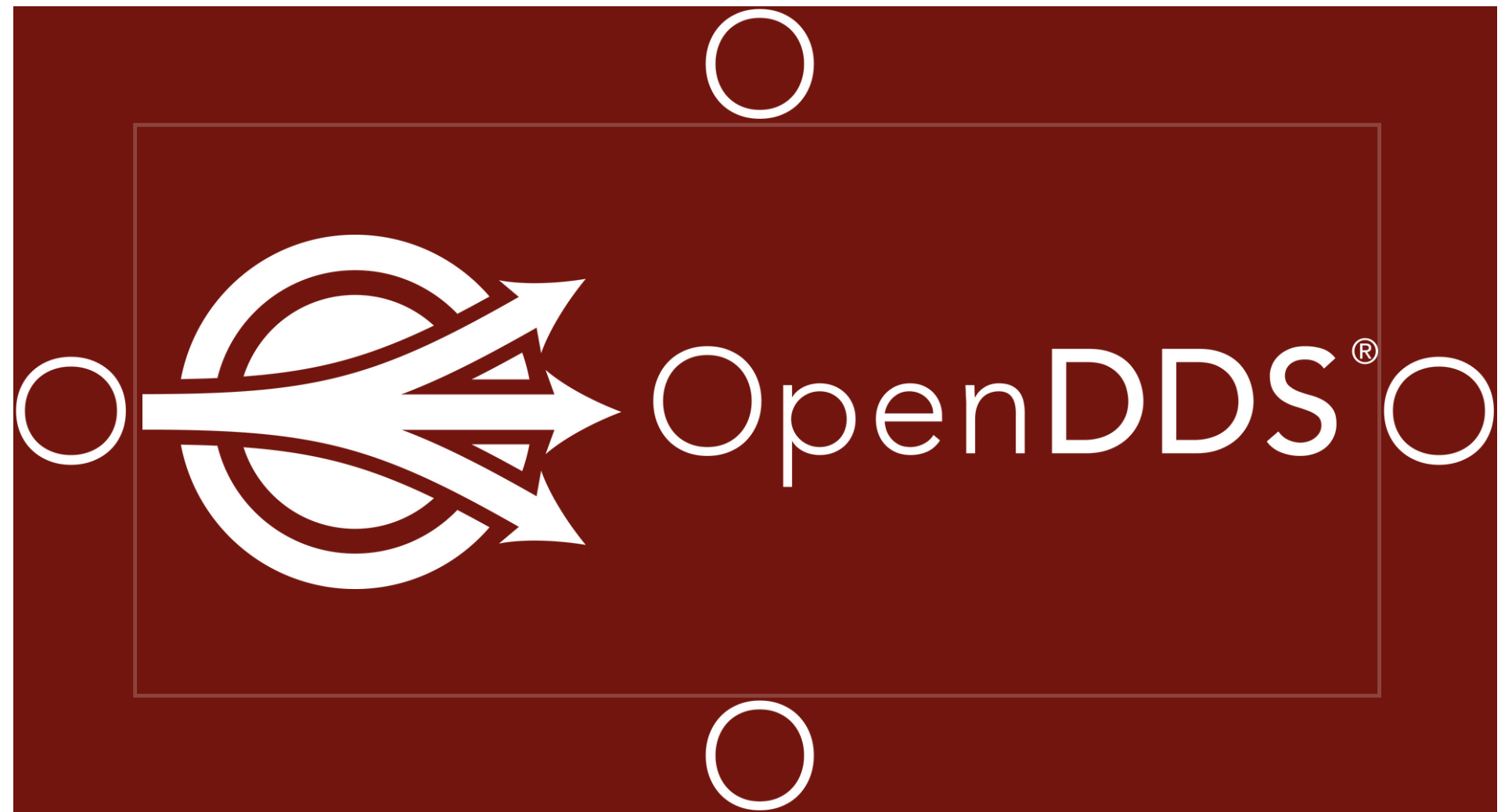
When using the logo mark alone, the logo must be a minimum of 1 inch (2.54 cm).



Clear Space

The OpenDDS logo should be given optimal staging in layouts. Minimum clear space is equal to the height of the O in Open.

Never use less than the minimum clear space. Clear space is always relative to the size of the logo.



Unacceptable Usage

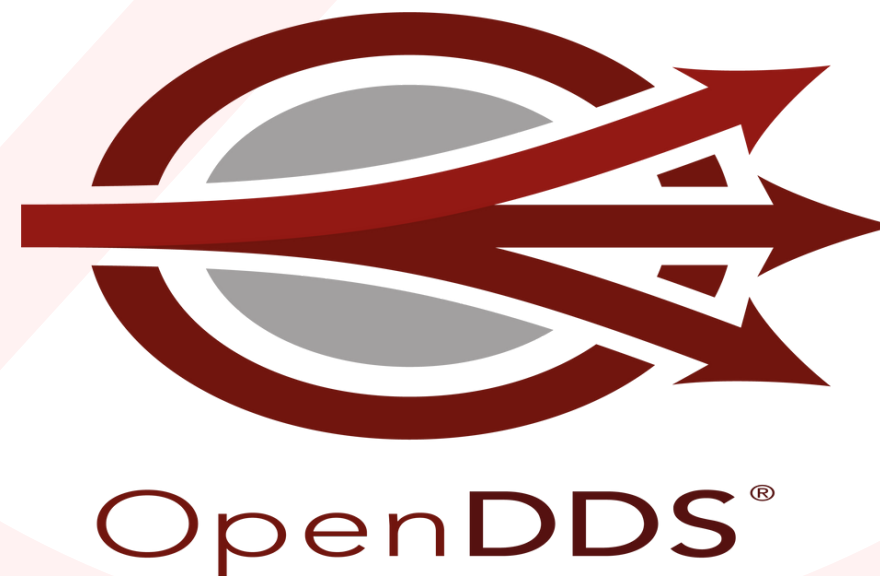
Design and usage standards ensure that the OpenDDS logo brand identity is instantly recognizable however and wherever it is used.

Please follow brand guidelines carefully and avoid unauthorized variations such as those displayed here.



Unacceptable Usage

Always maintain the logo's original aspect ratio;
do not stretch the logo in any direction.



Unacceptable Usage

Never alter the logo colors.



Do not change the colors of the logo mark.



Do not change the color of the word mark.

Unacceptable Usage

Never alter the word mark.



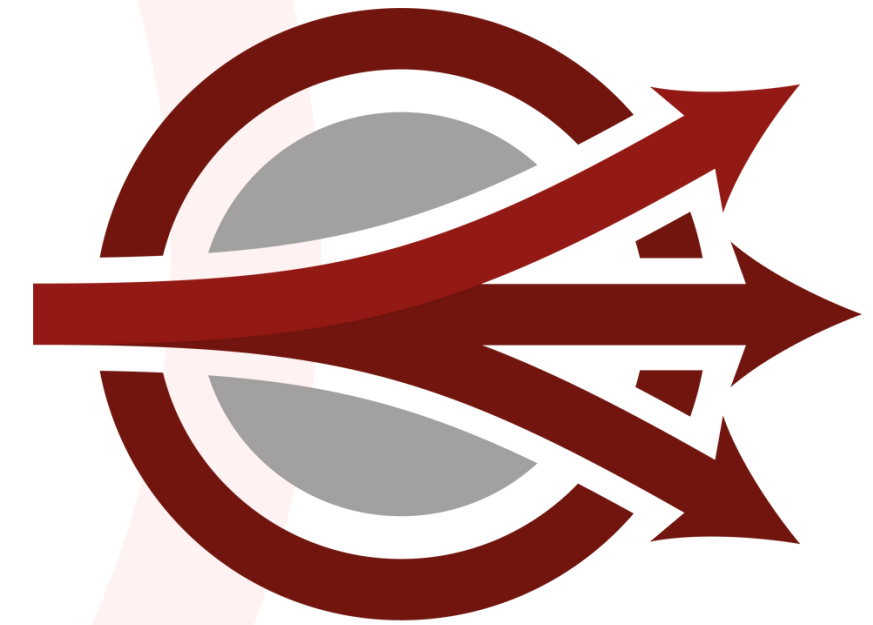
OpenDDS®

Do not make the "Open" and "DDS" font weights consistent.



opendds®

Do not change the capitalization.



opendds®

Do not change the font.

Unacceptable Usage

Never alter the logo mark.



Do not alter the shape.



Do not remove the arrows.

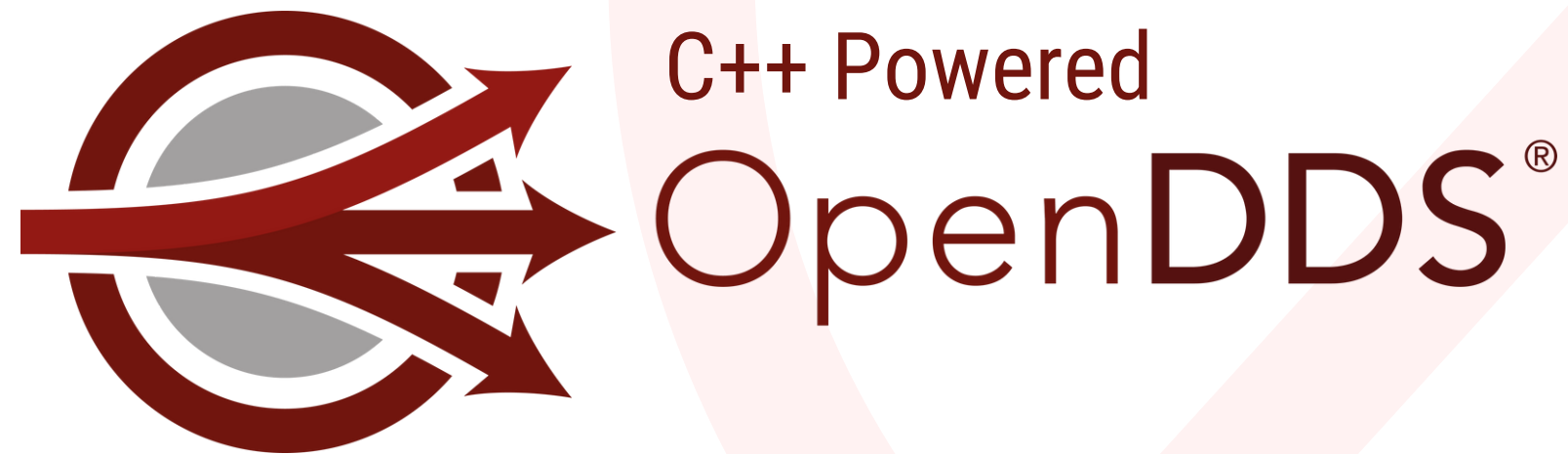


Do not change the number of arrows.

Unacceptable Usage

Never add additional text to the OpenDDS logo that is not part of the original asset.

Never combine the OpenDDS logo with another product logo.

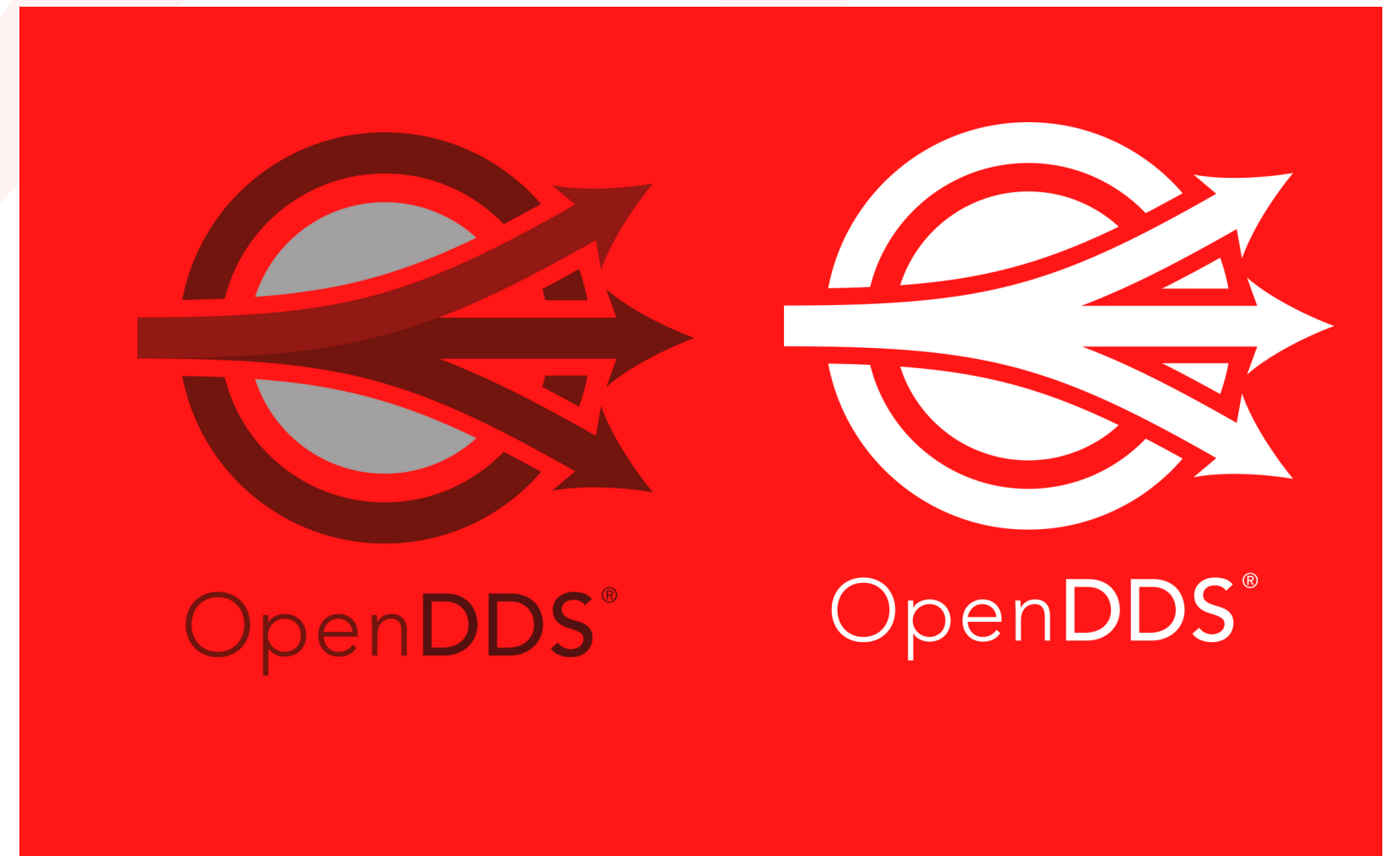


Unacceptable Usage

Never place the OpenDDS logo on a four-color photograph or other multicolored background.



Never place the OpenDDS logo on a red background.



OpenDDS in Text

The OpenDDS word in paragraph text should always be treated as a proper noun; it should be printed with the 'O' and the 'DDS' capitalized and the remainder of the name in lowercase letters. In headings, the word may also be printed in all caps.

The first use of the word "OpenDDS" in running text should always be followed by the registered trademark symbol ®.

"OpenDDS" should always be used as an adjective (e.g., OpenDDS® project, OpenDDS® system, etc.) and not as a noun or in the possessive.

"OpenDDS" should never be used as part of a product name.

Notices

Authorized use of an OpenDDS Trademark should include prominent disclosure of the following trademark notice.

"OpenDDS® is a registered trademark of Object Computing, Inc. Use is for referential purposes and does not imply any endorsement or affiliation with any third-party product. Unauthorized use is strictly prohibited."



Summary



The OpenDDS logo mark, OpenDDS word mark, OpenDDS Foundation logo, and any other graphic representations of OpenDDS-related products and entities are proprietary assets owned by Object Computing, Inc.

Use of these assets by third parties in product documentation, marketing materials, and all other print and digital communications is prohibited without express written authorization from the OpenDDS brand team.

Third parties expressly licensed or authorized to use OpenDDS Trademarks may not alter or modify them, except as expressly outlined in this document. Any violations of the requirements in this document may be grounds for terminating any authorization or license granted by the OpenDDS brand team. Authorization may be granted with additional restrictions not referenced here; individual authorization documentation takes precedence over information presented in this document.

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FOUNDATION™



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