



OPNFV VERIFIED
BRAND GUIDELINES

January 2018

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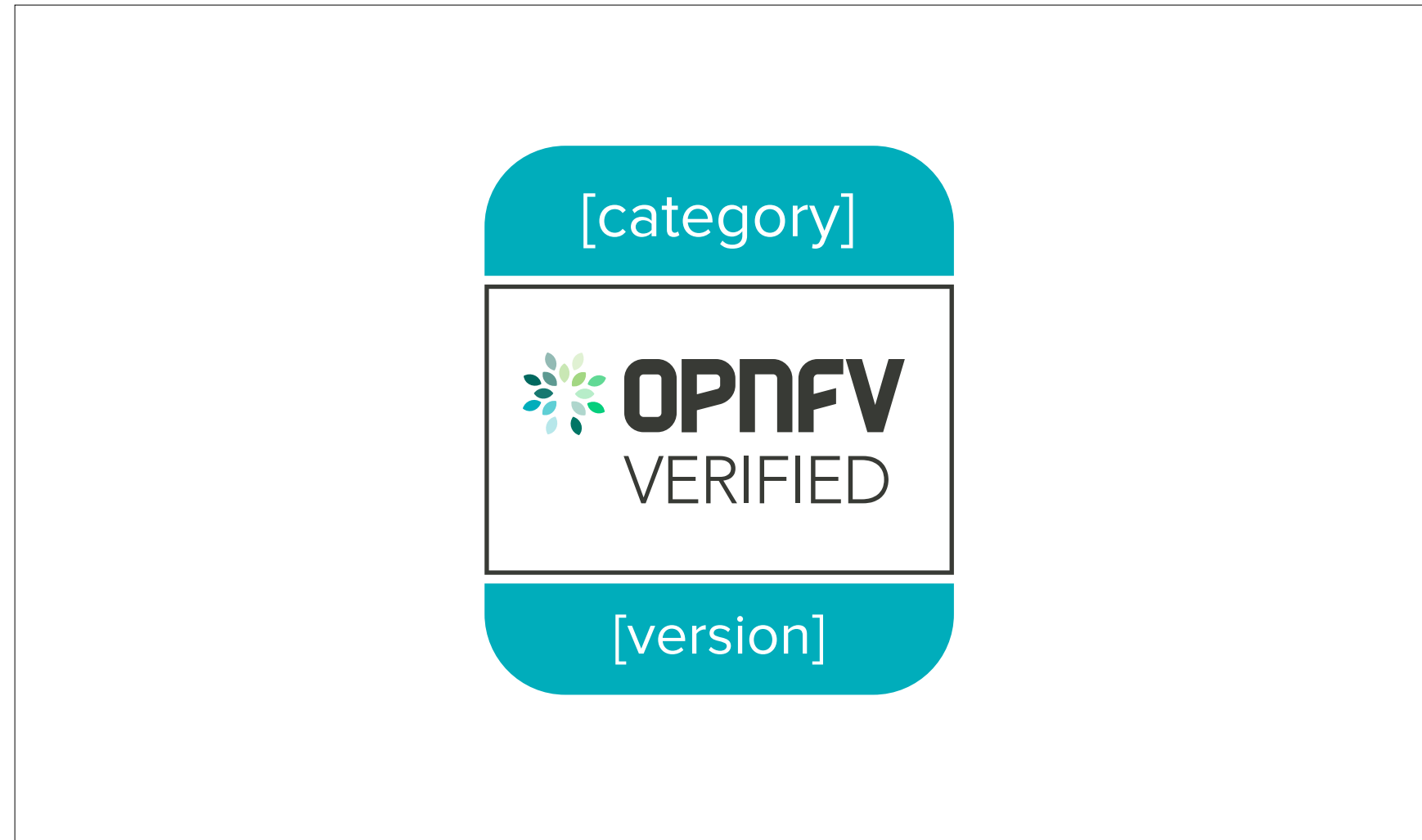
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01 OPNFV Verified Mark

The OPNFV Verified mark in full color.

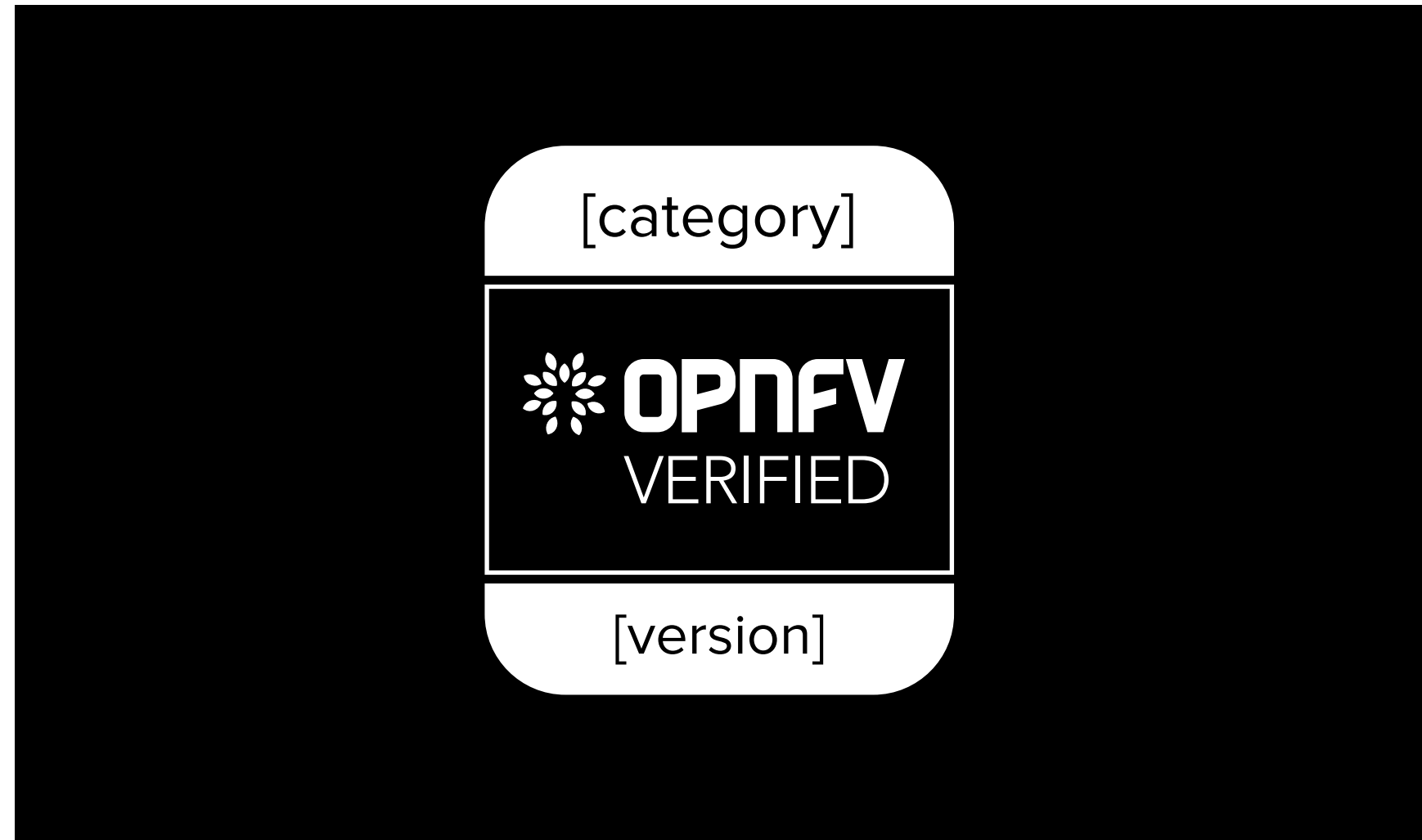
MARK WITH CATEGORY & VERSION BADGES



01 OPNFV Verified Mark

The OPNFV Verified mark in white.

MARK WITH CATEGORY & VERSION BADGES

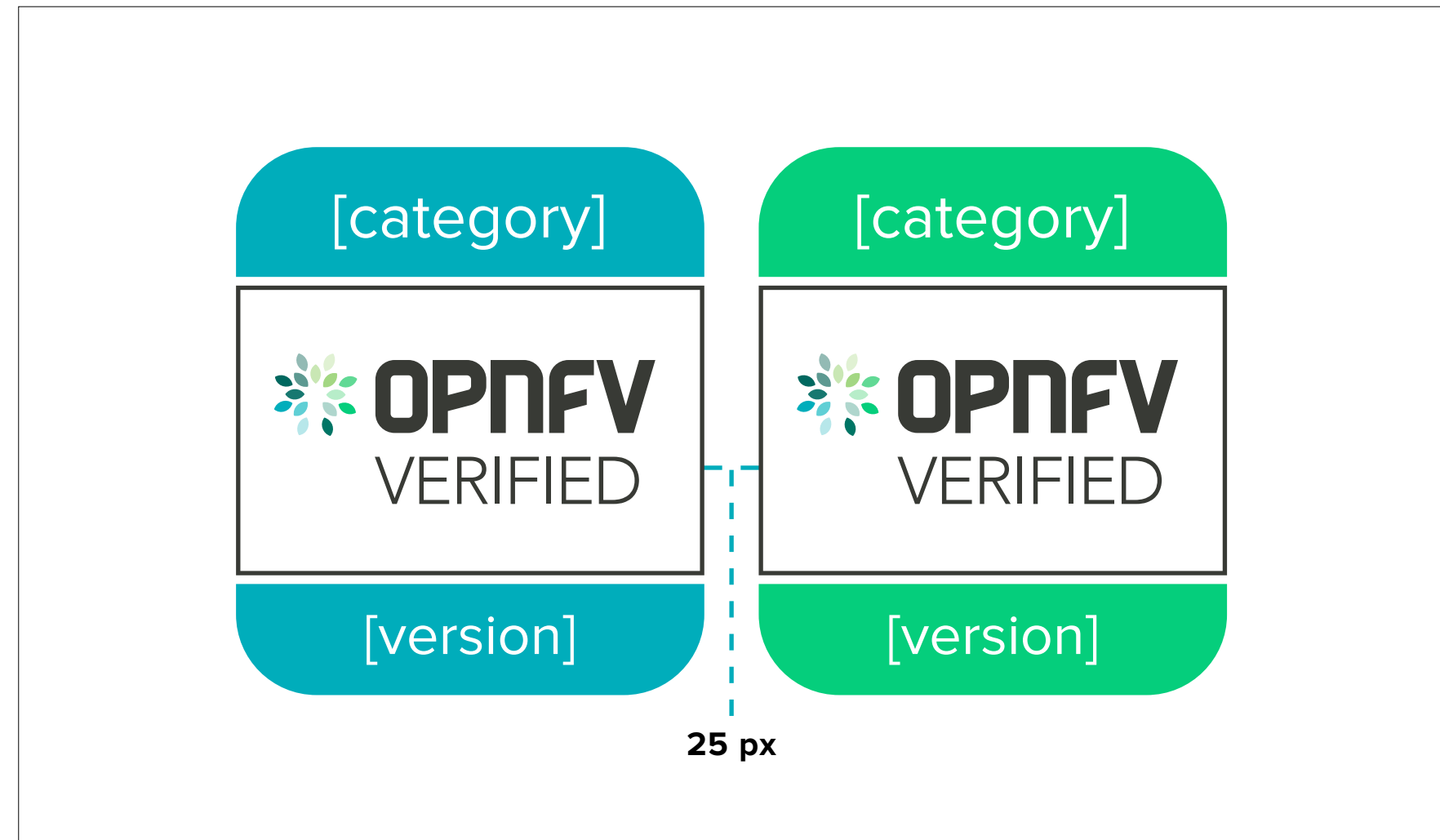


01 OPNFV Verified Mark

In cases when two or more OPNFV Verified logos have been earned for the same product or service, the logos should be listed side-by-side, vertically aligned, with a minimum of 25 pixel width between them.

Badges in different categories will have different colors that are defined by the program.

SIDE-BY-SIDE



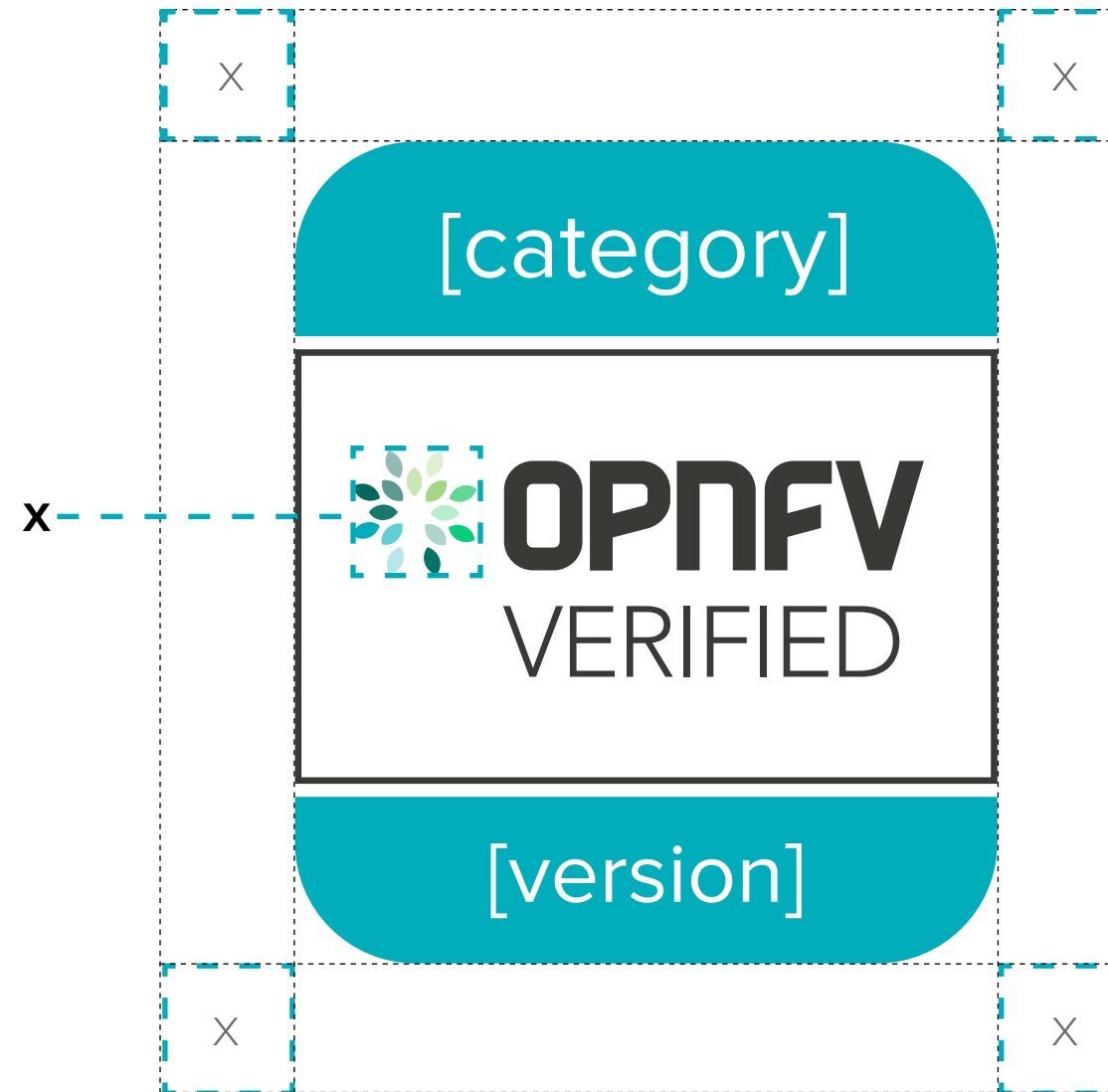
02 Clear Space

Clear space is the minimum “breathing room” maintained around the Logo.

To work out the clearspace, measure the size of the OPNFV icon.

(Clearspace = x)

This area should be kept free of graphics, text and other marks. This space also defines the minimum distance from the mark to the edge of a border, page, screen, etc.

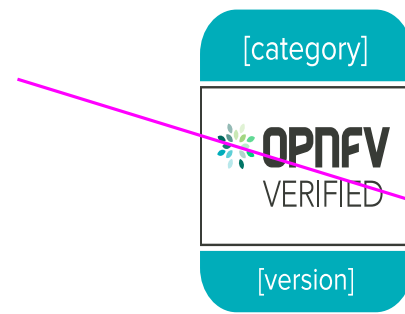


03 Usage Cases

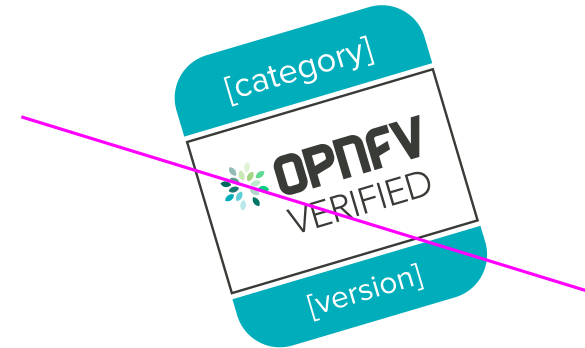
The integrity of the OPNFV Verified logo must be respected at all times.

Do not alter, recreate OR distort the mark in any way.

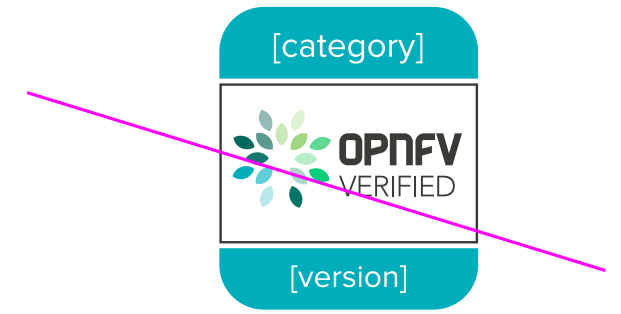
Please use approved electronic art when reproducing the OPNFV Verified logo.



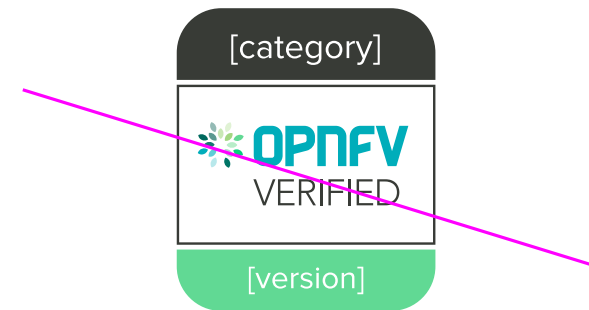
SCALE Do not play with the scale and perspective, or alter the proportions of the mark.



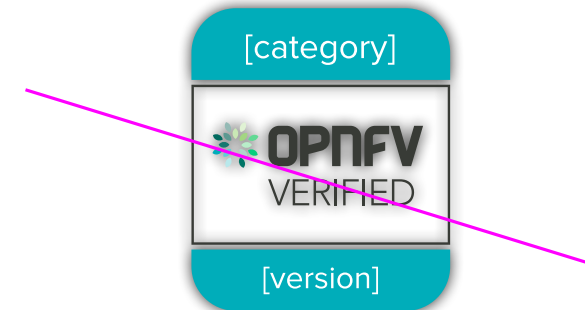
ORIENTATION Do not change the orientation of the mark by rotating it in any way.



PROPORTIONS Do not change the proportions of the logotype and mark.



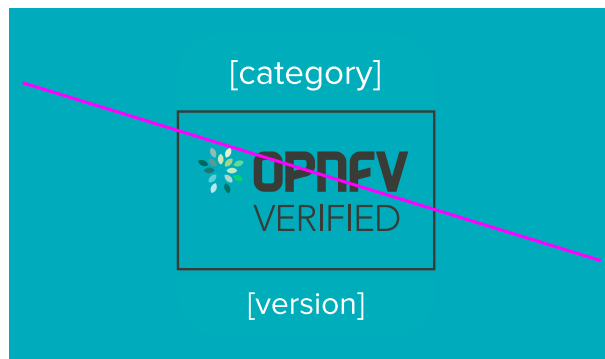
COLOR Do not reverse, change, or add colors to the mark.



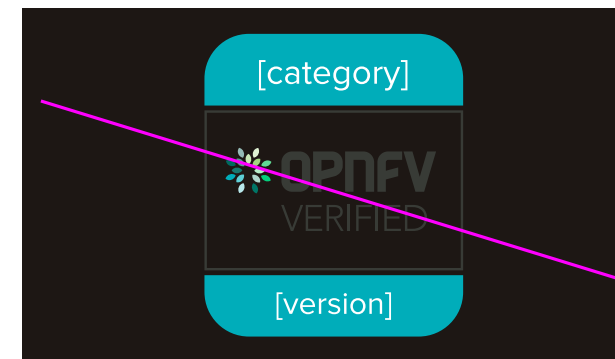
EFFECTS Do not add any effects such as a drop shadow, outline, etc., to the mark.



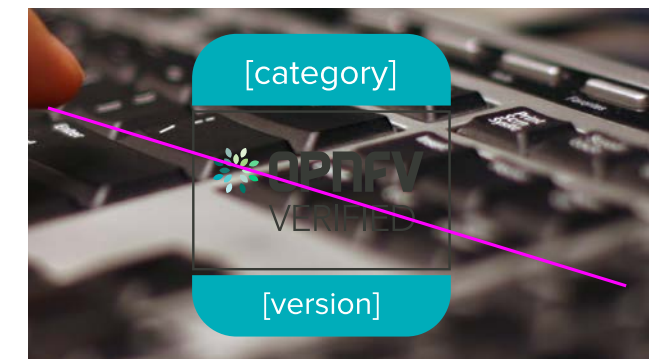
MARK Do not use the logo without badges.



CONTRAST Do not use backgrounds that have the same colors used in the mark. Use the appropriate knockout mark on page 3.



COLOR Do not adjust the transparency of the mark so that any elements do not have a white background when using the color logo.



CONTRAST Do not place the mark on images that are too complex or too dark, compromising its visibility.





04 Color Palette

The OPNFV Verified color palette represents a vibrant, dynamic and forward-looking brand.

The selected palette provides a foundation for color consistency across diverse types of layouts.

PRIMARY COLOR



	PANTONE® 7466 C CMYK 86, 0, 32, 0 RGB 0, 176, 185 WEB #00B0B9
	PANTONE® 3292 C CMYK 98, 14, 65, 51 RGB 0, 89, 79 WEB #00594F
	PANTONE® 3295 C CMYK 100, 5, 65, 26 RGB 0, 120, 100 WEB #007864
	PANTONE® 7479 C CMYK 56, 0, 58, 0 RGB 38, 208, 124 WEB #26D07C
	PANTONE® 359 C CMYK 40, 0, 50, 0 RGB 161, 216, 132 WEB #A1D884
	PANTONE® 447 C CMYK 50, 30, 40, 90 RGB 55, 58, 54 WEB #373A36



THANK YOU

For questions pertaining to usage, please email
info@opnfv.org