



## PROJECT LOGO DESIGN GUIDELINES

The purpose of these guidelines is to assist Hyperledger project teams in the development and design of a visual brand that will help developers and enterprise end users identify the project and recognize it as a trusted brand under Hyperledger. The goal is for projects to have the freedom to create a brand that best represents their project while ensuring the logos have a visual consistency that not only adds a level of professionalism but also immediately allows developers and end users to identify these projects as a part of a collective.

### Must-Have Requirements

To be consistent with our brand guidelines, the project logo should include both "Hyperledger" and the project name in the appropriate typeface (Avenir Lt Std Medium).



The project name height should be 2X the height of the name "Hyperledger", with  $\frac{1}{2}$  of the height between the text. The logo mark should be square, and should extend  $\frac{1}{2}$  the height of the Hyperledger text beyond the top and bottom of the text logo. The "Hyperledger" text must not be altered in any way (i.e. size, color, etc.).

### Design Requirements

1. The logo must be designed in vector format to ensure that it can be scaled to any size. Accepted formats include: .AI, .EPS, .SVG, and .PDF.
2. The artwork needs to be 100% original, with no creative assets or elements being integrated that have been sourced externally.
3. You must include full-color, single-color and greytone (if needed) versions of the logo.
4. The logo can not include any visual element that could be perceived as offensive.

### Color Requirements

1. The logo mark should be limited to two (2) colors - a primary color that must be used in the project name, and an additional accent color (if needed) that can be blended with the primary color in the mark.
2. You must provide all relevant color information when you submit. Please include: Pantone, CMYK, RGB and HEX.

### Fine Print

We will give the projects as much latitude as possible with the logo design, but please note that Hyperledger staff at the Linux Foundation reserve the right to make any adjustments to any submitted designs to ensure that they adhere to our brand guidelines, do not conflict with any other project logos (i.e. similar color scheme or visual elements), and are in line with design best practices.