Mandriva Guidelines

Trademark and Logo Usage

Introduction

■ **The logotypes are built around :**
. a- the star symbol "Star Logo"
. b- the words "Mandriva" or "Mandriva Linux"

■ a - Star Logo

■ b$_1$ - Mandriva: Corporate Logo

■ b$_2$ - Mandriva Linux: Product Logo

These two components must not be separated or recreated.

Color Palette

■ Pantone® Colors

These logotypes can only be reproduced using Mandriva's official colors or black or white.

■ Two Pantone® Colors:

. Pantone®123C (yellow)

. Pantone® 660C (blue)

Pantone 123C   Pantone 660C

CMYK, RGB and HEX Colors can also be used

■ Four-Color Process (CMYK)

. Pantone®123C (yellow) = C: 0, M: 30, Y:94, K:0

. Pantone® 660C (blue) = C: 91, M: 60, Y:0, K:0

■ RGB Color

. Pantone®123C (yellow) = R: 255, G: 179, B:16

. Pantone® 660C (blue) = R: 33, G: 68, B:156

■ HEX Color

. Pantone®123C (yellow)= #FFB310

. Pantone® 660C (blue) = #21449C

Color Palette

■ **Black & white printing**

If you can only print in black and white, use these logos rather than printing the colored logotypes in gray tones.

Mandriva: Corporate Logo

Mandriva Linux: Product Logo

Sizing and Clear Space

■ **Sizing**

Graphic and typographic elements must not be included in the border space of the logotypes.

■ The smallest reproduction size must not be less than 15 mm (height).

■ A combination with other graphic or typographic elements or an outline of the logos cannot be used.

■ **Clear Space**

■ For clarity purposes, the spacing around the logo must be respected.

■ The zone of minimum spacing should be left totally empty (no Image, text or other logo...). This empty space is one times the height of the characters and should appear all around the logo.

Contrast Background

■ Sufficient Contrast

The logotypes must be placed on a clear and solid background that offers a signifiant contrast.

Incorrect Usage

■ These examples illustrate some common misuses of our logotypes.

Do not distort our logotypes in any way

Do not create other versions of our logo

Do not add elements to our logotypes

Incorrect Usage

Do not remove element from our logo

Do not change the font of our logotypes

Do not create outlines around our logotypes

Do not modify the composition of our logotypes

Incorrect Usage

*Do not insert other graphic or typographic elements
on the background*

Do not use a poorly contrasting background

Do not alter the color of our logotypes

Do not use a single color version of our logotypes

Naming Nomenclature

■ Writing

Correct Usage	Incorrect Usage
Mandriva	Mandrivasoft
Mandriva Linux	Mandrivalinux , Linux-Mandriva...
Mandriva Store	MandrivaStore...
Mandriva Club	MandrivaCLUB...
Mandriva Online	Mandriva*online*...

Trademarks

■ Legal Notice

The related "Star logo" is registered Trademarks. All rights reserved by Mandrakesoft SA.

Thank you

Thank you for contributing to the success of our company

■ Visit www.mandriva.com/company/press to register and download our logotypes

■ Validate the use of our logos on your documents at design@mandriva.com

■ Visit www.mandriva.com for further information about our company.