



WIND RIVER LOGO GUIDE

The Wind River® logo is the most visible and recognizable element of the Wind River corporate identity system. Just as it is illegal for someone to use your signature, it is inappropriate for anyone to use or repurpose our corporate logo in any manner that has not been approved. When used in accordance with the corporate identity program, the logo effectively links all Wind River products and services.

PRINCIPLES OF USE

You may use the Wind River logo only on approved materials, outlined by the following criteria:

- Usage must be associated with your qualifying Joint Value Proposition featuring applicable Wind River products as defined in your Partner Program Agreement.
- Proper usage requirements are adhered to at all times.
- Generally acceptable media for the logo are: tradeshow, event signage, product briefs, marketing collateral, and websites.
- Usage must adhere to the logo size, color, and space requirements outlined in the physical usage guidelines below.
- Your Wind River Alliance Manager must approve all final materials.

The following are general rules for correct use of the Wind River logo. More detailed information is provided in the pages that follow. Use the name and logo only as specified in this document.

A SYMBOL OF OUR BRAND

The Wind River logo is a symbol of our brand. With its bold simplicity and unique letterforms, it commands attention and exudes energy—especially when reproduced in Wind River Red. It is meant to convey the assurance of a premium, world-class brand in the eyes of our customers. Using it properly and consistently is essential in building a recognizable and valued brand.

CLEAR SPACE

All applications of the Wind River logo should include the recommended clear space around the logo equal to twice the height of the “W” in Wind. This clear space gives the logo room to breathe and ensures that it won’t be obscured by neighboring elements or typography. Any background inside this clear space must be even, unpatterned, and free from typography or any other graphic elements. If the logo is used directly on a photographic image, the clear space area must provide good contrast between the background and the logo, and be even in tone and pattern free.

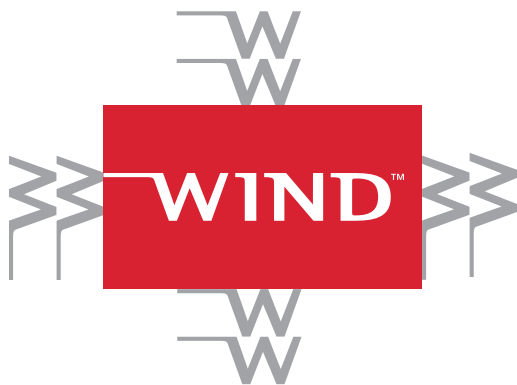


Figure 1: Optimal clear space around the Wind River logo is equal to twice the height of the “W” in Wind



Figure 2: Minimum clear space around the Wind River logo is equal to the height of the “W” in Wind

MINIMUM LOGO SIZE

The Wind River logo files are provided in two formats suitable for print and screen applications.

Minimum sizing for these two formats is as follows:

- Print format logos should have a minimum width of 1 inch (25.4 mm) in any printed collateral; an example is shown below.
- Screen format logos should have a minimum width of 140px@72dpi.



Figure 3: For print format applications, the minimum logo size is equal to 1 inch in length (25.4 mm)

EXAMPLES

Correct

Red on white



Correct

Black on white



Correct

Reversed on black



Correct

Red on 30% black or lighter



Correct

Reversed phrase on 50% black or darker



Correct

Red on neutral section of photo



Correct

Black on light neutral section of greyscale photo

