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DMTF Logo Usage Guidelines and Graphic Standards

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Introduction

This document outlines the DMTF Logo Usage Guidelines and Graphic Standards. The intent of these guidelines and standards is to ensure consistency in the use and reproduction of all DMTF logos. To protect and grow the DMTF brand, we have a distinguishable logo that can be used by members and nonmembers while ensuring consistency of visual impressions associated with DMTF. Guidelines regarding the logo's appearance and usage are outlined for you in this document.

Questions?

If you have questions regarding any of the standards in this guide, or need special permission to use or change any of the listed guidelines, contact press@dmtf.org.

The DMTF & Redfish logo is a registered trademark of DMTF.

To obtain the latest version of the logos, visit the Press Release and Logo Usage Policy section of DMTF's Operating Policies.

This document was prepared by the Executive Committee.

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DMTF Logo Usage Guidelines and Graphic Standards

To maintain consistency, the use and reproduction of the DMTF logo is specified by this document. The following clauses provide specific guidelines for the use of the logo, including size, color, placement and layout information.

1 Logo guidelines

The following information applies to both color and black and white DMTF logos.

- This logo replaces all older designs or variations. It is the only graphic device to be used to signify DMTF.
- When the DMTF acronym occurs within a headline or body text, do not use this or any logo. Instead, set the letters DMTF in all caps in the same typeface and size as the rest of the line.

1.1 DMTF – color logo

The following version in PMS Blue 2738 C is the official DMTF logo and primary version for use. This logo is the core element in DMTF's visual identity. Its relative size, positioning and color treatment are governed by the rules in this guide.

NOTE The logo is a unique design and cannot be accurately reproduced with any typeface. It shall not be hand drawn, scanned or modified in any way. It should be reproduced only from electronic files.

Figure 1 – DMTF color logo

Color specifications - PMS Blue 2738 C

It can be converted to either of the following:

C: 100, M: 87.06, Y: 0, K: 1.96

R: 27, G: 66, B: 152

1.2 DMTF – black and white logo

Sometimes, often due to production costs, only one color of ink is available and so DMTF's logo must be reproduced in one color. In this scenario, the logo, logotype, or symbol must be used following the convention of using a light color type on a dark background. The logotype and/or symbol outline must be clearly distinguishable from the background color. You must honor the DMTF color palette when possible, using the black and white logo only when necessary.

Figure 2 – DMTF black and white logo

2 Logo graphic standards

As a general rule, third parties may use the DMTF logo; however, the logo must always be used pursuant to the graphic standards and usage guidelines. Any use that falls outside of these guidelines is strictly prohibited unless permission has been granted by DMTF. If you require use of the logo on a dark background, email press@dmtf.org for the approved logo files.

2.1 Size requirements

The DMTF logo is designed for the great majority of uses. In print uses, the primary logo should be no smaller than .75" in width. For on-screen uses (web and video), the logo should be at least 75 pixels wide. The logo can only be used horizontally. Do not use the logo below these size ranges.

The digital file you receive may be scaled up or down to meet your design needs. There are some parameters we have created, however, to ensure legibility and appropriateness. When you reduce or enlarge the digital file to suit your needs, the horizontal axis and vertical axis must remain in sync (i.e., scale both the horizontal and vertical amounts at 50%, do not make the horizontal scale 45% and the vertical scale 52%); otherwise, the aspect of the ratio will be thrown off and the image will begin to skew out of proportion.

2.2 Minimum free space and measurement

The logo must have a “buffer” space around it to maintain legibility and visual impact. No other graphic elements, such as typography, rules, pictures, etc., should infringe upon this space.

Figure 3 – DMTF logo height

The minimum free space needed is given relative to the height of the logo:

Where logo height is (h), the required buffer space is .25h.

Figure 4 – DMTF logo buffer space

Note that the logo should be centered visually, not mechanically.

3 Logo usage

To ensure the logo is used effectively, the following guidelines must be followed:

- The logo may not be used in any manner that might imply that any unrelated DMTF materials, including but not limited to goods, services, websites, or publications, are sponsored, endorsed, licensed by, or affiliated with DMTF.
- The logo may not be displayed as a primary or prominent feature on any unrelated DMTF materials, including but not limited to header, footer, opening line, etc. Member companies using the Logo pursuant to these guidelines must also display in the primary and more prominent position, their own logo(s), business name, product names, or other branding.
- The logo may not be imitated or used as a design feature in any manner.
- The logo may not be used in a manner that would disparage DMTF.

- The logo must be used as provided by DMTF with no changes, including but not limited to changes in the color, proportion, or design, or removal of any words, artwork, or registered symbol. The logo may not be animated, morphed, or otherwise distorted in perspective or appearance.
- The logo may never be screened back, built out of four-color process screens, or broken into multiple colors.
- The EPS version is high quality and can be scaled to your specific needs.
- The logo cannot be contained within a box, circle, or other shape; or combined with any other name, logo, or icon to create a co-branded logo.

If you require use of the logo on a dark background, email press@dmtf.org for the approved logo files.

3.1 Statements and uses

DMTF reserves the right, in its sole discretion, to terminate or modify permission to display the logo, and may request that third parties modify or delete any use of the logo that, in DMTF's sole judgment, does not comply with these guidelines, or might otherwise impair DMTF's rights to the logo. DMTF further reserves the right to object to unfair uses or misuses of its trademarks or other violations of applicable law.

Typical uses of the DMTF logo include:

- Corporate presentations
- Marketing collateral
- Press releases
- Websites
- Trade show and event signage
- White papers

Unacceptable modifications to the logo:

- Do not change the proportion or position of elements within the logo.
- Do not stretch the logo to "fit" into a particular space.
- Do not tilt, stretch rotate or alter the shape of the logo.
- Do not alter the approved color usage or palette.
- Do not reduce the logo to an unreadable size.
- Do not use the logo over a background that renders it unreadable.

If you require use of the logo on a dark background, email press@dmtf.org for the approved logo files.

4 Forum-specific logos

4.1 Redfish logo guidelines

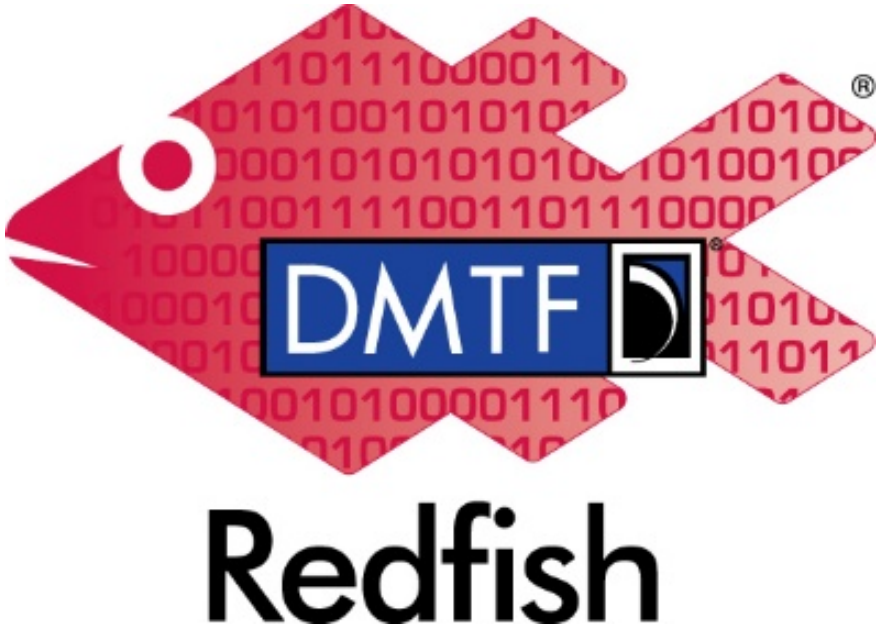

Figure 5 – Redfish color logo

Color specifications

DMTF forum logos:	Redfish logo:
PMS Blue 2738 C	Pantone 200C
It can be converted to:	
C: 100, M: 87.06, Y: 0, K: 1.96	C: 0, M: 100, Y: 63, K: 12
or	
R: 27, G: 66, B: 152	R: 211, G: 18, B: 69

4.2 Redfish logo size requirements

The Redfish logo is designed specifically for the Redfish Forum usage. In print uses, the primary logo should be no smaller than 1 inch wide. For on-screen uses (web and video), the logo should be at least 100 pixels wide. The logo must only be used horizontally. Usage of the logo below these size ranges is not permitted.

The digital logo file provided by DMTF may be scaled up or down to meet your design needs. There are some parameters that must be maintained to ensure legibility and appropriateness. When reducing or enlarging the digital file to suit your needs, the horizontal axis and vertical axis must remain in sync (i.e.,

scale both the horizontal and vertical amounts at 50%, do not make the horizontal scale 45% and the vertical scale 52%); otherwise, the aspect of the ratio will be thrown off and the image will begin to skew out of proportion.

4.3 Minimum free space and measurement

The logo must have a “buffer” space around it to maintain legibility and visual impact. No other graphic elements, such as typography, rules, pictures, etc., should infringe upon this space.

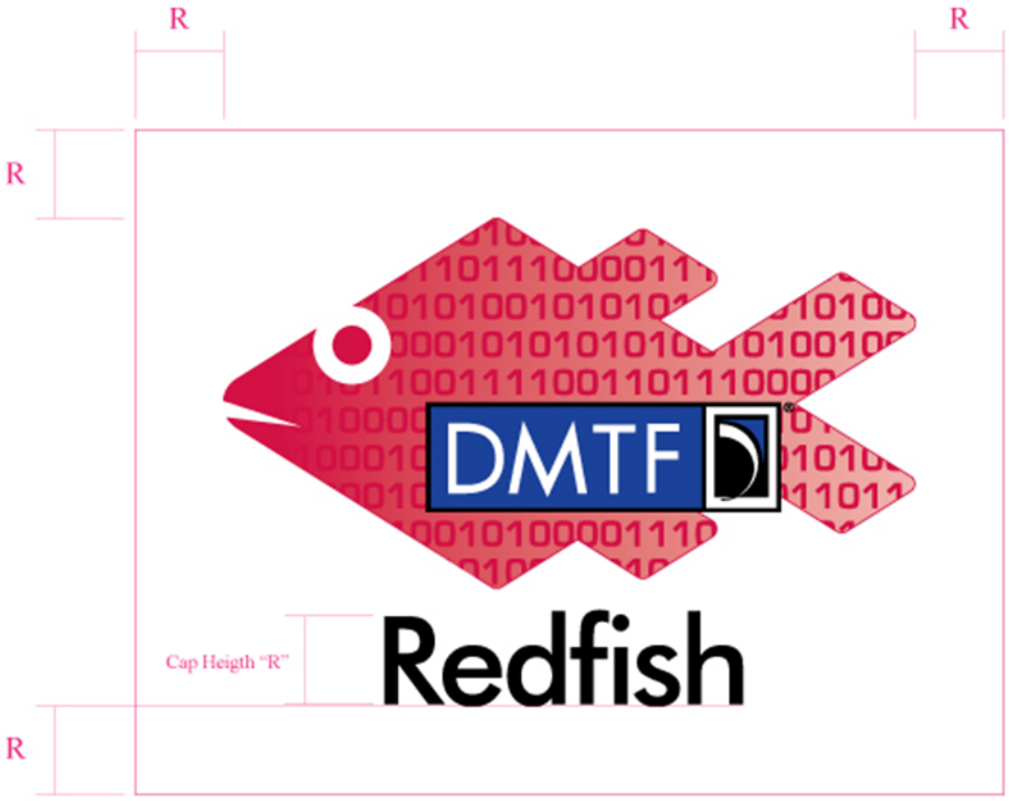

Figure 6 – Redfish logo height and buffer space requirement

The minimum free space needed is given relative to the height of the logo:

Where Redfish text height is (R), the required buffer space is also (R) in distance around the logo. (i.e., if the (R) in Redfish is .5 inches tall, the space around the entire logo should be .5 inches)

205 # ANNEX A
206 (**informative**)
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209 # Change log

Version	Date	Description
1.0.0	2019-12-10	Initial release
1.0.1	2024-07-18	Added link to the DTMF Policies page

Bibliography

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https://www.dmtf.org/sites/default/files/standards/documents/DSP4014_2.6.pdf