

DotNetNuke® Logo Guidelines

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Category: Policies and Procedures



DotNetNuke® Logo Guidelines

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DotNetNuke® Logo Guidelines

Abstract

The purpose of this document is to enable DotNetNuke community members to create communications materials that present a single, strong, instantly recognizable logo brand for DotNetNuke.



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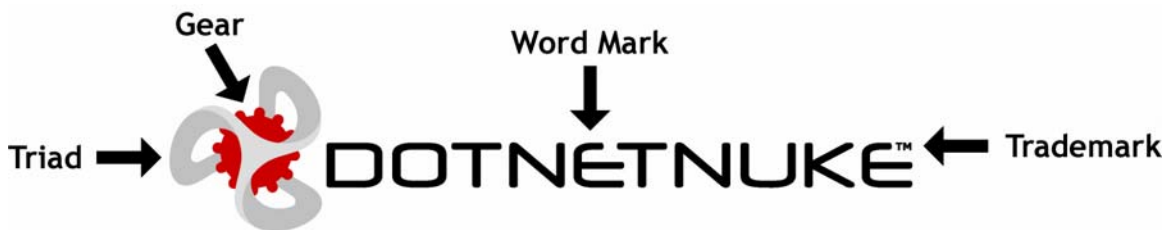
Logo Usage Standards

The following logo usage standards apply for all media of communication, including the Web, print collateral, news articles, event signage, direct mail and promotional items.

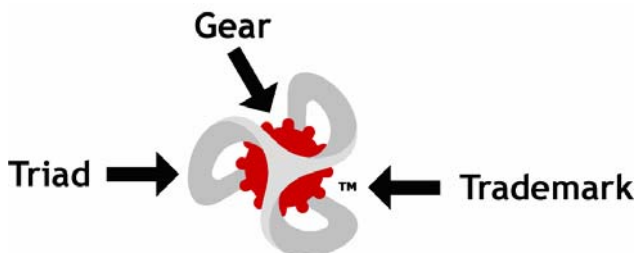
Logo Components

The DotNetNuke logo is comprised of four components: the Triad, the Gear, the Word Mark and the trademark. Only two configurations are acceptable at this time:

The logo including Word Mark:



The logo without the Word Mark:



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Clear Space

For the DotNetNuke logo to maintain impact, the surrounding area must be open and uncluttered. When placing the logo close to graphic elements clear space must be maintained on all sides.



The same clear space rule applies for all versions of the identity. The required border of space around the logo must be x wide, where x equals the height of the "D" in the DotNetNuke logo.

Minimum Size

The logo must be of a size large enough to read the logo type and trademark notation. As a general rule, the logo should not be smaller than $\frac{3}{8}$ " or 0.94cm or 36 pixels tall for Web and print. The exception is in cases where the reproduction area is very small, such as on pens.



Logo Color Palette

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The logo can appear in three colors or in black and white only. Use the variation most appropriate for your audience and budget. Do not alter the colors of the logo in any way.

	Pantone (PMS)	CMYK (for Print)	RGB (for Web)	HEX (Web-safe)
Gear	PANTONE 485 2X	C0+M100+Y100+K20	R204+G0+B0	#CC0000
Light Triad	PANTONE 427	C0+M0+Y0+K13	R221+G221+B221	#DDDDDD
Dark Triad	PANTONE 442	C91+M43+Y0+K0	R192+G192+B192	#C0C0C0
Word Mark	PANTONE 433 2X	C0+M0+Y0+K100	R0+G0+B0	#000000

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Background

The color logo can be used on a black or white background, although a white background is the preferred choice.



Black and White Logo

The black and white logo should be used on a white background. When placed on a black background, the logo should be reversed.



Translation

The logo may not be translated or localized into any other language.

Special Uses

On occasion, the logo may be integrated with other graphic elements for special uses such as DotNetNuke sub-brands, buttons etc. Such special use versions of the logo incorporating creative license may only be created by the DotNetNuke Marketing Team while carefully maintaining brand consistency. No third-party may create a special use logo under any circumstances.

Logo Violations

The DotNetNuke logo artwork should not be altered in any way, or combined with any other object, including, but not limited to, other logos, icons, words, graphics, photos, slogans, numbers, symbols, or Web audio files. Special considerations may be given upon approval by the Marketing Team, but this is extremely rare. The following are examples of the ways in which you should not use the DotNetNuke logo:

Orientation

The logo should not be displayed in any orientation different from what is provided in the artwork by DotNetNuke. Do not turn the logo on its side. The text should always read horizontally on the medium it is being placed.



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Lockup

Do not take the logo apart and recombine it in any way to create new artwork. No part of the logo may be changed or re-sized in any way relative to the rest of the logo.



Background

Do not place the logo on top of an image, photo or patterned background. Do not place the logo on a background that does not offer sufficient contrast.



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Drop Shadow/Border

Do not use the logo with a drop shadow, or create any type of border around it.



Animation

Do not animate the logo.

Outline

Do not use the logo in outline form.



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Trademark

Do not reproduce the logo without the appropriate TM or ® symbol.



Stretching/Resizing

Do not distort the logo by stretching or resizing. If resizing is needed, it should only be done with the proportions intact.



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Patterns

Do not create a pattern or background with the logo.



Tint/Gradation

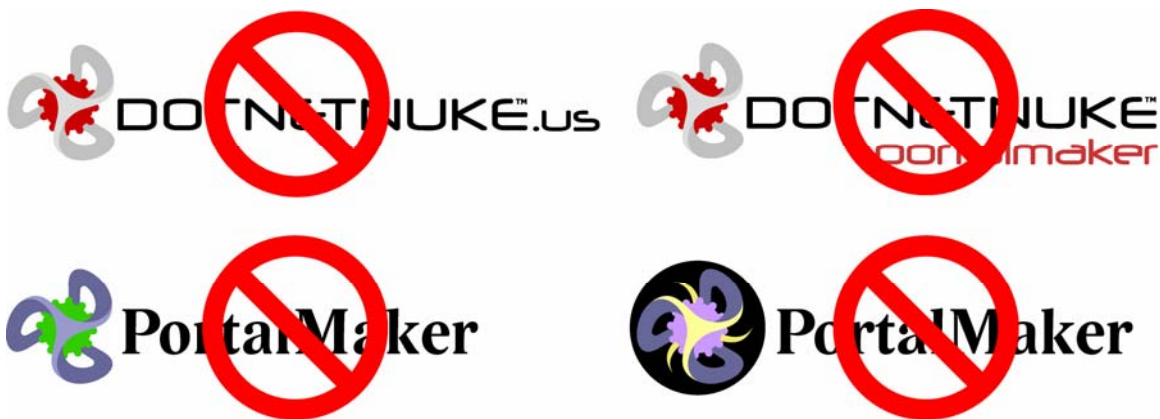
Do not reproduce the logo with a tint or a gradation.



Derivative Logos

Since it is free and open source with a liberal usage license, DotNetNuke has resulted in the creation and growth of many new businesses and resource Websites that provide products or services centered on DotNetNuke. In many such situations, a website with the company's brand is used to provide portal or CMS solutions to customers while DotNetNuke runs under the hood. In some cases, the business may promote its use of DotNetNuke, while in others, DotNetNuke runs anonymously. These are valid and acceptable uses of DotNetNuke.

However, in some situations, a business or individual may provide DotNetNuke-related products or services on a Website that is branded with a custom logo that uses elements of the DotNetNuke logo (such as the triad and gear graphic) in combination with other text or graphic elements. Such uses of the logo graphic are explicitly prohibited. Not only do such graphics violate our logo guidelines, but they also are deceptive to the public as they convey a false impression of being affiliated with DotNetNuke or PMI.



We developed our logo mark to uniquely convey the DotNetNuke brand. The triad and the gear combination are integral elements of this brand. We consider brand identities that derive from, or incorporate, modified versions of these elements to be in violation of the DotNetNuke trademark. This includes rotating or creating a mirror image of the

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triad, duplicating the triad, changing fill or stroke color, changing line width, replacing the gear with a circle or other graphic element, adding additional lines or shapes, etc.

Remedies for Unacceptable Logo Usage

When the existence of such logo marks or other logo violations is brought to our attention, we will pursue all remedies available to us to prevent further usage of the logo mark that is in violation of our trademark. If applicable, we will also suspend the business or individual's membership in any DotNetNuke Corporation program until such time as the offending logo is removed.

The Right Way

We encourage any business or individual that wishes to demonstrate its affinity for DotNetNuke to develop and display its own brand that is separate and unique from the DotNetNuke brand. Furthermore, we encourage you to participate in the DotNetNuke Powered! Program which will provide you with an official DotNetNuke logo that may be prominently displayed on your Website and in your promotional materials.

Additional Information

The DotNetNuke Web Application Framework is constantly being revised and improved. To ensure that you have the most recent version of the software and this document, please visit the DotNetNuke website at:

<http://www.dotnetnuke.com>

The following additional websites provide helpful information about technologies and concepts related to DotNetNuke:

DotNetNuke Community Forums

<http://forums.dotnetnuke.com/default.aspx>

Microsoft® ASP.Net

<http://www.asp.net>

Open Source

<http://www.opensource.org/>

W3C Cascading Style Sheets, level 1

<http://www.w3.org/TR/CSS1>

Errors and Omissions

If you discover any errors or omissions in this document, please email marketing@dotnetnuke.com. Please provide the title of the document, the page number of the error and the corrected content along with any additional information that will help us in correcting the error.

Appendix A: Document History

Version	Last Update	Author(s)	Changes
1.0.0	July 14, 2005	Shaun Walker	<ul style="list-style-type: none">Applied new template
1.0.1	July 20, 2005	Nik Kalyani	<ul style="list-style-type: none">Reorganized content and added sample logos
1.0.2	April 25, 2007	Shaun Walker	<ul style="list-style-type: none">Updated DotNetNuke Corporation references, added provisions for logo usage without wordmark, replace Powered! Program verbage.