Brand Identity Guidelines
Interim brandmark use only

ubuntu

We believe that everyone has the right to a high-quality computing experience. And we believe it should be free. Ubuntu is the best operating system in the world. It's fast, free and safe. More than an operating system, Ubuntu is at the forefront of a world-changing revolution that's gathering pace every day. A truly collaborative effort with freedom at its heart, Ubuntu is the result of a growing community working together to produce something extraordinary.

Why do we need guidelines?

A successful visual identity has to be consistent, recognisable and powerful.

The following guidelines should help all of us to create a distinct, professional visual identity that clearly communicates our brand values.

Please take some time to understand how to apply these guidelines correctly.

Our values

Ubuntu embodies freedom, and is collaborative, precise, and reliable.

The logos

The logo is the most recognisable feature of any brand identity.
Our new logos represent our core values.

The Ubuntu logo
Ubuntu has grown up. We've revisited the circle-of-friends idea and evolved it. Our new Ubuntu logo has two parts: the word mark and the symbol

- The word mark - We've designed a new font, which harnesses the core values of precision and reliability in particular. Given that the theme for the next five years is light, the preferred use of the word mark is white typography on a flat orange-coloured background.
- The symbol - The new symbol simplifies and sharpens the original circle-of-friends design. It's leaner, more refined and more contemporary. Wherever possible, the symbol should always appear as white on a flat orange-coloured background.

The Canonical logo
The new Canonical logo is smart, precise and focused. It is clearly linked to Ubuntu but equally clearly differentiated.

- The word mark - The Canonical word mark adopts the same font as the Ubuntu word mark, but uses capital letters. The preferred use of the word mark is white typography on a flat aubergine-coloured background.
- The new symbol plays on the ideas of Canonical being focused and targeted. These ideas strongly relate to our core values of reliability, precision and adroitness. Similar to Ubuntu, the symbol should always appear as white on a flat aubergine-coloured background wherever possible.

Ubuntu and Canonical: bridging the gap

A strong, purposeful and vibrant identity for Ubuntu and Canonical are central to our success. In the past, the distinctive look of Ubuntu lent itself well to pure community messaging, but it was hard to use the same approach for Canonical's commercial services. We needed to move away from a one-size-fits-all approach and define a clear, recognisable way to engage every audience.

Who are we talking to?

Ubuntu faces a unique – and welcome – challenge in appealing to a range of users. But these different users expect different things. We have developed a system which will help define the right look and feel for the right target audience.

A new approach
We have identified six of our core audiences and distilled them into three groups. Each group represents a different audience focus.

The audience spectrum
Before we produce any material, it should be clear where the audience emphasis lies on the scales between community and commercial, consumer and enterprise, and user and engineer. This will help us determine which colours and designs to use.

General design rules

Community / Commercial
Orange / aubergine

Consumer / Enterprise
Light aubergine / dark aubergine
Less closely spaced dots / more closely spaced dots

User / Engineer
Closely spaced dots / widely spaced dots

A vibrant palette

Colour makes a brand instantly recognisable. We like to think our colour palette is simple, effective and striking.

We have introduced a palette which includes both a fresh, lively orange, and a rich, mature aubergine. The use of aubergine indicates commercial involvement, while orange is a signal of community engagement.

The palette explained

Our new palette includes:
Orange - For a community focus. Shades only vary according to hierarchy of information within tables and diagrams.

Light and dark aubergine - For a consumer focus. Lighter shades indicate more of a consumer focus, darker shades indicate more of an enterprise focus. Warm grey - For balance. Orange and aubergine together are very striking. The addition of warm grey softens the combination of orange and aubergine and provides a bridge between the two.Cool grey - For typography, particularly body copy. Black can be quite harsh in combination with aubergine, but grey delivers more balance while still being legible.White - For a clean, fresh and light feel.Black - For typography and black-and-white versions of the brandmark.

We have introduced a colour balance chart which shows the proportional use of colour for materials depending on where they sit on the audience spectrum.

At one end of the scale, where the work is dominated by the community, the emphasis is on a fresh palette, the use of white and orange, and warm grey for balance.

At the other end of the scale, where the work is more focused on Canonical, the palette is more refined and grounded, with much more emphasis on aubergine as the core colour.

For specific examples, please see pages x to x.

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For specific examples, please see pages x to x.

Connect the dots

Widely spaced dots - On the user-engineer spectrum, we took inspiration from graph paper and engineering blue prints. When you see widely spaced patterns of dots, the content is more engineering-oriented than user-oriented.

A large area of widely spaced dots on the page signal engineer orientation only.

A small set of widely spaced dots can be used as a flourish to add texture to the page.

For specific examples, please see pages x to x.

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A small set of widely spaced dots can be used as a flourish to add texture to the page.

For specific examples, please see pages x to x.

Made to measure

Our sliding-scale approach helps us to target different audiences more effectively. We can convey subtle collaboration between community and corporate groups, or work which is aimed at engineers and enterprise-focused developers. This means that we can publish content that spans the full range of audiences, and we can start the design process with the right visual cues in mind.

Example audiences
- Canonical to OEMs - Emphasis on aubergine. Widely spaced dot patterns.
- Canonical to CIOs - Emphasis on aubergine. Closely spaced dot patterns.
- Canonical to the community - Emphasis on orange but with aubergine presence.
- Closely spaced dot pattern - used sparingly.
- Internal audience eg. Some Hands materials -Emphasis on aubergine with an orange flourish. Both widely spaced dots and closely spaced dotsshould be used here. Artwork examples will be available

Producing new work - A checklist

Whenever you're about to create a new piece of work, please consider the following.

Presentations
We've created a presentation template to help you use the brand consistently. (see pages x to x)

By following these guidelines, you should be able to create simple, effective and dynamic presentations.

General tips
Avoid overcrowding slides with too many words or images. Keep them simple.
Do not use too many different styles of chart. Try to create a uniform look to the presentation and the information will be much easier for the viewer to understand.

Use the correct typeface and colour palette. Use the audience spectrum to identify the colours you should be using.

Checklist
1. Where does the piece of work fit on the audience spectrum?
2. Am I using the right colour palette?
3. Am I using the most up-to-date master template?
4. If I am using photography, is it in the right style?
5. Are the charts and diagrams consistent?
6. Am I using the right font?
7. Am I using the right brandmark?
8. Am I using the right tone of voice?

Please see pages x to x for detailed specs.

Charts and diagrams

Charts and diagrams are a great way to present complex information in a clear way. Our charts and diagrams make full use of our new dot-pattern textures and our new colour palette.

Dot-pattern texture
- For backgrounds
- Under title headings

Colour palette
- Orange
- Aubergine
- Warm grey
- Cool grey

General tips

Don't overcrowd the chart or diagram. Think about what you need to say and be selective about the information you need to communicate.

Use pictograms where necessary (see examples on pages x to x and visit the pictogram library at ...).

Use the correct typeface and colour palette. Use the audience spectrum to identify the colours you should be using.
Please consult the guide detailing how to create charts and diagrams on pages x to x.

Checklist

1. Where does the diagram/chart sit on the audience spectrum?
2. Am I using the right colour palette?
3. Are the charts and diagrams consistent?
4. Am I using the right font?
5. Am I using the right brandmark?
6. Am I using the right tone of voice?

Please see pages x to x for detailed specs.

Photography

Photography is a good way to help us contextualise and humanise content. We use 'product' photography and 'people' photography. We're more likely to 'product' photography in relation to Ubuntu and 'people' photography in relation to Canonical. Our photography uses an aubergine duotone effect.

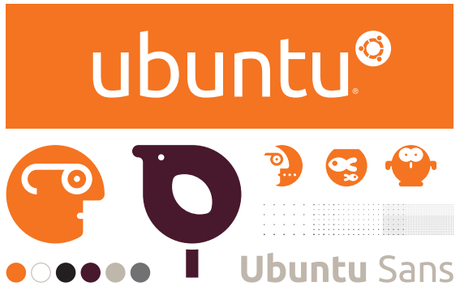
General tips
- We use duotone and tritone image treatments with colours taken from our palette.
- We can artificially highlight part of an image with orange or aubergine.
- When signalling community involvement, we use an orange-and-black duotone.
- When signalling Canonical involvement, we use an aubergine-and-black duotone.
- In both cases, we can accent, or highlight, a portion of the image using either orange or one of the lighter shades of aubergine.
- We can add a dot-pattern flourish to signal Canonical ownership and re-enforce the brand.
- Text on photographs should be white, either directly on the darker portion of the image, or on a dark swatch of colour placed on to the image.

You can find approved photographic images from our photo library at ...

Checklist

1. Where does the content fit on the audience spectrum?
2. Am I using the duotone correctly?
3. Am I using the right text colour?
4. Have I cropped the image in the right way?
5. Source images from our photo library at ...

Please see pages x to x for detailed specs.



EXAMPLES OF PRINT COLLATERAL
INCLUDING RELEVANT ANCHOR POINTS

EXAMPLES OF PRINT COLLATERAL
INCLUDING RELEVANT ANCHOR POINTS

EXAMPLES OF PRINT COLLATERAL
INCLUDING RELEVANT ANCHOR POINTS

THE BRANDMARK
The brandmark 01
Circle of Friends 03
Colourways
The brandmark 04
Circle of Friends 05
Exclusion zone
The brandmark 06
Circle of Friends 07
Minimum size and small use 08
Positional guides 09
Incorrect use 10
Exceptional use brandmarks
Stacked version 11
Exclusion zone and minimum size 12
Vertical version 13

THE BRAND ELEMENTS
Colour palette 14
Typography 00
Tone of voice 00
Graphic dot device 00
Pictograms 00
Imagery
Photography 00
Diagrams 00

APPLYING THE BRAND
Banners 00
CD and CD packaging 00
Section... 00
Section... 00

FILE STRUCTURE AND CONTACTS
File structure
Naming system 15
Colourway chart 16
Contact information 00

The brandmark

Copy to come...

THE UBUNTU BRANDMARK

The Ubuntu brandmark captures the precise and reliable qualities of the brand in a straight forward symbol and wordmark.

It is made up of a custom designed font (wordmark), carefully spaced with a re-drawn 'Circle of Friends' placed within a roundel.

Consistent use of the Ubuntu brandmark is essential in creating a united brand identity. The master brandmark is supplied as artwork and should never be altered, distorted or re-created in any way.

BRANDMARK ELEMENTS

Wordmark
Logotype created using our unique, custom designed font. With each letter carefully spaced for the correct feel and maximum legibility.

Circle of Friends
A crafted graphic symbol that represents; freedom, collaboration, precision and reliability.

Roundel
Circular holding device for the Circle of Friends for added precision and clarity.

Registered Trademark ®
The Ubuntu word and associated brandmarks are Registered Trademarks. When using the Ubuntu brandmark, please include the ®, unless the size or location of the brandmark or reference makes this impossible or detrimental to the look and feel, in which case you should identify the brandmark as a Canonical ™ by stating in an appropriate and obvious place "Ubuntu is a registered trademark of Canonical Ltd."

THE CIRCLE OF FRIENDS

The Ubuntu brandmark is made up of the Ubuntu wordmark and the Ubuntu symbol. This symbol is called the 'Circle of Friends'.

It has been carefully re-drawn and positioned within a roundel for precision and added clarity.

AVAILABLE COLOURWAYS

The brandmark is supplied as Pantone and CMYK versions for print, and HEX versions for web. It can only be used on one of the Ubuntu colours, shown on page 14.

Never change any of the colours in the brandmark. For detailed colour specifications refer to page 14.

AVAILABLE COLOURWAYS

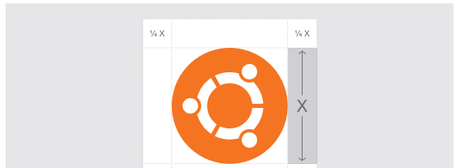
The Circle of Friends is supplied as Pantone and CMYK versions for print, and HEX versions for web. It can only be used on one of the Ubuntu colours, shown on page 14.

Never change any of the colours in the brandmark. For detailed colour specifications refer to page 14.

DEFINING THE EXCLUSION ZONE

The Ubuntu brandmark must always have a clear area surrounding it, free from any other element.

To define this area, measure the height of the roundel and use half this measure to create the boundary of clear space around the brandmark.



DEFINING THE EXCLUSION ZONE

The Circle of Friends, when used on its own, must always have a clear area surrounding it, free from any other element.

To define this area, measure the height of the roundel and use a quarter of this measure to create the boundary of clear space.

MINIMUM SIZE

Standard version
The standard version of the brandmark must never be used at a width less than 80mm, as shown above.

No ® version
Below the width of 80mm, the no registered trademark version must be used. It must never be used at a width less than 30mm.

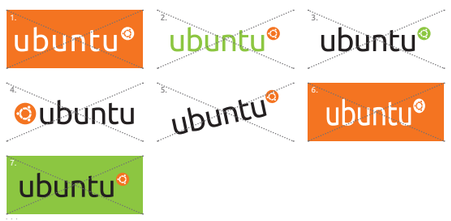
Small use version
When it is necessary to use the brandmark at a width less than 30mm a 'small use version' has been created. This version must never be used at a width less than 15mm.

CENTERING THE BRANDMARK

When centering the brandmark, it is important to maintain a visual balance of surrounding space.

Horizontal alignment
Align the mid-point between the 'u' and 'n' with the centre of the page/screen.

Vertical alignment
Position the brandmark so that the roundel sits on the centre of the page/screen.



INCORRECT USE

Ensuring the correct application of the brandmark is paramount to the Ubuntu brand identity.

By following the guidelines on how to use them you will help to build a powerful and united identity for the Ubuntu brand.

Shown on this page are examples incorrect use.

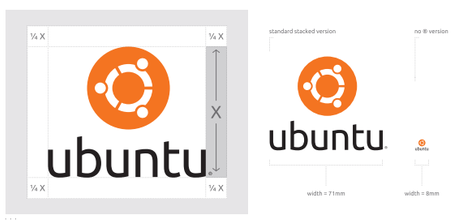
YOU MUST NOT...

1. Change the spacing between the individual elements or characters
2. Change the colour of the wordmark
3. Change the colour of the Circle of Friends
4. Change the arrangement of the elements
5. Place the brandmark at an angle other than horizontal or vertical
6. Change the proportion of the brandmark
7. Place the brandmark on a non brand colour

THE UBUNTU STACKED BRANDMARK

For exceptional circumstances, e.g. hardware stickers, a stacked version of the brandmark has been created.

Consistent use of the Ubuntu brandmark is essential in creating a united brand identity. The master brandmark is supplied as artwork and should never be altered, distorted or re-created in any way.



DEFINING THE EXCLUSION ZONE

The Ubuntu brandmark must always have a clear area surrounding it, free from any other element.

To define this area, measure the height of the roundel and use a quarter of this measure to create the boundary of clear space around the brandmark.

MINIMUM SIZE

Standard stacked version
The standard version of the brandmark must never be used at a width less than 71mm, as shown above.

No ® version
Below the width of 71mm, the no registered trademark version must be used. It must never be used at a width less than 8mm.

THE UBUNTU VERTICAL BRANDMARK

For exceptional circumstances, e.g. large portrait banners, a vertical version of the brandmark has been created.

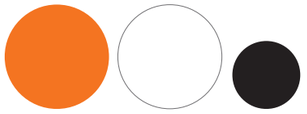
The Circle of Friends
Within the vertical version the Circle of Friends always remains horizontal.

The master vertical brandmark is supplied as artwork and should never be altered, distorted or re-created in any way.

Defining the exclusion zone
The Ubuntu brandmark must always have a clear area surrounding it, free from any other element.

To define this area, measure the height of the roundel and use half this measure to create the boundary of clear space around the brandmark.

Minimum size and small use
The same minimum size and small use rules apply as with the standard version of the brandmark. Refer to page 08 for details.



UBUNTU ORANGE
Pantone 1665
C0 M79 Y100 K0
HEX #DD4814

WHITE
C0 M0 Y0 K0
HEX #FFFFFF

BLACK
C0 M0 Y0 K100
HEX #000000

COLOUR SPECIFICATIONS

Colour is an effective, powerful and instantly recognisable medium for visual communications. To convey the brand personality and brand values, there is a sophisticated colour palette.

These colours are used widely in the brand communications, to convey the precise, reliable&and free personality.

PLEASE NOTE: The colours shown on this page are a guide only and should not be used as an accurate match.
Pantone Matching System is a worldwide printing, publishing and packaging language for the selection, marketing and control of colour.
PANTONE® is a registered trademark of Pantone Inc.

ubuntu_orange_st_pms_no®.eps

BRAND NAME | COLOURWAY | VERSION | COLOUR MODE | REGISTERED TRADEMARK STATUS | FILE FORMAT

ubuntu_orange_pms_su.eps

VERSION SIZE

FILE NAMING SYSTEM

The Master Artwork File uses a simple naming system (detailed on this page) to make it easy to find the correct files.

Use the following pages as a guide to choosing the correct version for your communication.

Brand name
Ubuntu

Colourway
black-orange
orange
white-orange
white-orange(colf)
black
white

Version
st = stacked version
ver = vertical version

Colour mode
pms = Pantone
cmyk = Four colour process
b-w = Greyscale
hex = Web safe colours

Registered trademark status
no® = no registered trademark version

Version size
su = small use

File format
.eps = for print and web
.svg = for web
.jpg = for web
.png = for web

COLOUR VERSIONS

BLACK AND WHITE VERSIONS

UBUNTU BRANDMARK COLOURWAY CHART

Colour brandmark file name	Wordmark	Circle of Friends	Roundel
ubuntu_black-orange_pms.eps	black	white	orange
ubuntu_orange_pms.eps	orange	white	orange
ubuntu_white-orange_pms.eps	white	white	orange
ubuntu_white-orange(colf)_pms.eps	white	orange	white
Black and white brandmark file name	**Wordmark**	**Circle of Friends**	**Roundel**
ubuntu_black_b-w.eps	black	white	black
ubuntu_white_b-w.eps	white	black	white

CHOOSING THE CORRECT VERSION

Use the examples and chart above to help you choose the correct version of the brandmark.

The naming of colourways are the same for both print and web versions, and all file formats.

The examples above are print versions.

Brand identity elements

Copy to come...

This is Ubuntu Sans.

It is a unique, custom designed font that has a very distinctive look and feel.

UBUNTU SANS

The way that typography is used says as much about our brand as the words themselves.

The Ubuntu typeface has been specially created to complement the Ubuntu tone of voice. It has a contemporary style and contains characteristics unique to the Ubuntu brand that convey a precise, reliable and free attitude.

It is used to create a strong look and communicate key brand messages. It has a distinctive look and it must be used on all communications.

The following pages show the weights available and give guidelines on how to use typeface correctly.

Ubuntu Sans Regular – ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz /(.,:; ?!'-_+) 0123456789

Ubuntu Sans Regular Italic – ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz /(.,:; ?!'-_+) 0123456789

Ubuntu Sans font family

Ubuntu Sans Light
Ubuntu Sans Light Italic

Ubuntu Sans Regular
Ubuntu Sans Regular Italic

Ubuntu Sans Medium
Ubuntu Sans Medium Italic

Ubuntu Sans Bold
Ubuntu Sans Bold Italic

Ubuntu Sans Condensed

WEIGHTS AVAILABLE

Copy...

Ubuntu Sans Monospace
A monospaced typeface is where each character has the same set width and spacing. The advantage of which is...

Ubuntu Sans Monospace is available in Latin, Greek and Cyrillic, and in the following weights: Regular, Bold, Italic, Bold Italic.

Ubuntu Sans Hebrew
Available in the following weights: Regular, Bold, Italic, Bold Italic.

Ubuntu Sans Arabic
Available in the following weights: Regular, Bold.

Ubuntu Sans Light/Regular

Typeface plays an important roll in defining and strengthening our personality. Leading is important creating legibility and a good rythmn to the page.

USING LIGHT AND REGULAR

Ubuntu Sans Light
Use Ubuntu Sans Light for...

Refer to 'How does it all come together?' sections for examples of how to use typography correctly.

Ubuntu Sans Regular
Use Ubuntu Sans Regular for continous text and sub-headings and highlighted copy within body copy.

Refer to 'How does it all come together?' sections for examples of how to use typography correctly.

Leading (line spacing)
For headlines please use 27/30pt.
For continuous text please use Ubuntu Regular or Ubuntu Light. Please use a 3pt space.
For legibility 9/12 pt is the ideal size and leading.

Ubuntu Sans Regular
The following guidelines have been designed to help all of us create a professional, powerful, precise and consistent brand identity that clearly communicates the Ubuntu values.

Use Ubuntu Sans Regular for continous text and sub-headings and highlighted copy within body copy.

Refer to 'How does it all come together?' sections for examples of how to use typography correctly.

The following guidelines have been designed to help all of us create a professional, powerful, precise and consistent brand identity that clearly communicates the Ubuntu values.

Use Ubuntu Sans Regular for continous text and sub-headings and highlighted copy within body copy.

Refer to 'How does it all come together?' sections for examples of how to use typography correctly.

Ubuntu Sans Medium/Bold

Typeface plays an important roll in defining and strengthening our personality. Leading is important creating legibility and a good rythmn to the page.

TO UPDATE WHEN FONTS DELIVERED

USING LIGHT AND REGULAR

Ubuntu Sans Medium
Use Ubuntu Sans Medium for...

Ubuntu Sans Bold
Use Ubuntu Sans Bold for...

Leading (line spacing)
For headlines please use 27/30pt.
For continuous text please use Ubuntu Regular or Ubuntu Light. Please use a 3pt space.
For legibility 9/12 pt is the ideal size and leading.

Ubuntu Sans Bold
The following guidelines have been designed to help all of us create a professional, powerful, precise and consistent brand identity that clearly communicates the Ubuntu values.

Use Ubuntu Sans Regular for continous text and sub-headings and highlighted copy within body copy.

Refer to 'How does it all come together?' sections for examples of how to use typography correctly.

The following guidelines have been designed to help all of us create a professional, powerful, precise and consistent brand identity that clearly communicates the Ubuntu values.

Use Ubuntu Sans Regular for continous text and sub-headings and highlighted copy within body copy.

Refer to 'How does it all come together?' sections for examples of how to use typography correctly.

Typestyles

- All text Ubuntu Light or Regular
- All text prints cool grey 11
- Intro copy prints black
- All copy R/L upper and lower case
- 6pt space between paragraphs
- Bullet points for emphasis 2mm tab after bullet point
- Sub bullet points en dash
- 12pt line space before and after heading
- Footnotes – 6pt/9pt leading use glyphs for numbering

Typestyles Above is a brief outline of the typestyles we are adopting for typography. There are detailed examples on page xx

Formats

Grids

_2/3/4/6/ columns
_How to use them

Grids

_2/3/4/6/ columns
_How to use them

Grids

_2/3/4/6/ columns
_How to use them

Colour Palette

_All colour breakdowns
_HEX, Pantone, CMYK

Colour Palette

_All colour breakdowns
_HEX, Pantone, CMYK

Colour Landscape

_The amount of colour we use

INTRODUCING THE UBUNTU DOTS
Copy to follow....

DOT SIZE AND SPACING

... dots
0.7mm dot, 6mm spacing

... dots
0.5mm dot, 3mm spacing

... dots
0.3mm dot, 1mm spacing

USING THE DOTS AS A BACKGROUND GRID

Charts and diagrams
Copy to follow....

Pictograms
Copy to follow....

Large text
Copy to follow....

KEYLINES AND GRAPHIC ACCENTS

Chart keylines
Copy to follow....

Dividing lines
Copy to follow....

Graphic accents
Copy to follow....

DOT COMBINATIONS
Copy to follow....

DOT COMBINATIONS
Copy to follow....

DOT SIZE AND SPACING

... dots
4mm dot, 36mm spacing

... dots
3mm dot, 18mm spacing

... dots
2mm dot, 6mm spacing

Co branding

_How the logos work and live with 3rd party branding

Co branding

_How the logos work and live with 3rd party branding

Co branding

_How the logos work and live with 3rd party branding

Pictograms

_How we/when use the pictograms

Pictograms

_How we/when use the pictograms

Pictograms

_How we/when use the pictograms

How does it all come together?

Copy to come…

Styling presentations

_Open Office templates

Styling presentations

_Open Office templates

Styling presentations

_Open Office templates

Styling presentations

_Open Office templates

Signage

_guidelines for internal signage

Signage

_guidelines for internal signage

Signage

_guidelines for internal signage

Ads

_Guideline banner ads

Examples

_Data sheets

x7

Examples

_Guideline diagrams
_Guideline charts

Examples

_Guideline diagrams
_Guideline charts

Examples

_Dot pattern

Examples

_White paper

Examples

_Case studies

Examples

_Pictograms

Examples

_Pictograms

Examples

_Presentations
_Powerpoint

Examples

_Brochure

Examples

_Photography guidelines

Examples

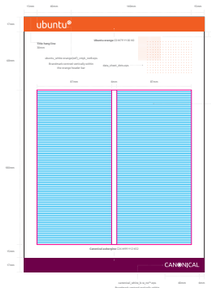
_Photography guidelines

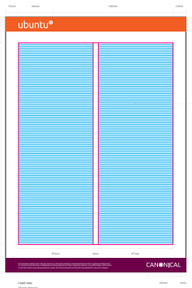
Examples

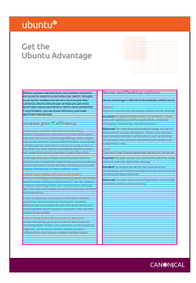
_Banner ads

And now for the detail

Copy to come…







ubuntu

Get the Ubuntu Advantage

Ubuntu powers administrative, fast problem resolution and patches to maximize up-and-down-gas capacity. Struggle to stay for the hardest one minutes, not even one day, without your favorite applications. Ubuntu is free of charge, and offers additional professional services.

Increase your IT efficiency

Enhance your systems administrators' efficiency

Ubuntu is the platform with the largest community dedicated to systems management and deployment. Join a community of people with shared interfaces, systems administrators, or manage your Ubuntu deployments with Landscape, Ubuntu's tool for Ubuntu systems. Landscape is available as a hosted service or as software that you can install behind your firewall.

Lower your support costs

Ubuntu's large user base means that common problems have already been found and fixed by the community, reducing the number you will encounter. Ubuntu's predictable release schedule and support lifecycle allow you to plan upgrades well in advance.

Get timely support from the experts

Ubuntu is developed by Canonical and a community of hundreds of developers around the world. Canonical offers commercial support for Ubuntu, including 24x7 support, phone support, and remote desktop support. Canonical's support team has a deep knowledge of Ubuntu and can help you resolve issues.

Server and Desktop options

Ubuntu is the right platform for the desktop and for server use.

Desktop
Ubuntu comes with everything you need to run your organization, including office software, web browsers, and communication software for chat and video conferencing. Ubuntu is localized in more than 40 languages.

Standard for general productivity in businesses. These desktops are managed centrally with Landscape and receive security updates for 18 months.

Advanced for heavily-tasked desktops, eager, such as are used in financial services or software development. Ubuntu is also available dedicated configurations, such as desktops with extra-long support lifecycles, which provide updates for 3 years on desktops or 5 years on servers.

Server
Ubuntu Server Edition offers always-free enterprise server features.

Essential for basic server use, such as file and print, email, and web hosting, with 18 months of updates.

Standard for mainstream server use, such as web server, virtualization and integration into existing infrastructure, with 18 months of updates.

Advanced for heavy-workload and business-critical use with high availability clusters and 5 years of updates.

TYPE SPECIFICATIONS

- **Title**
  Font: Ubuntu Regular
  Size: 24–36pt for opening
  Size: 18–24pt for inside pages
  Tracking: 0 / Optical Kerning
- **Subheading**
  Font: Ubuntu Regular
  Size: 12–18pt for opening
  Size: 10–12pt for inside pages
  Tracking: 0 / Optical Kerning
- **Heading**
  Font: Ubuntu Regular
  Size: 10–18pt for opening
  Size: 10–12pt for inside pages
  Tracking: 0 / Optical Kerning
- **Body Copy**
  Font: Ubuntu Regular
  Size: 9–12pt for opening
  Size: 9–10pt for inside pages
  Tracking: 0 / Optical Kerning

COPY SPACING SPECIFICATIONS

- **Text Hierarchy**
  Paragraph spacing: 1 x Leading after
  Line spacing: 1 x Leading after

GRAPHIC SPECIFICATIONS

- **Color**
  Primary: Aubergine
  Secondary: Orange, Warm Grey
  Tints: Light, Dark
- **Rule Weight**
  Thin: 0.5pt
  Medium: 1pt
  Thick: 2pt
- **Image Treatment**
  Corner Radius: 0pt
  Drop Shadow: 0pt, 0%, 0pt, 0pt, Color: Black
  Bevel: 0pt, 0pt, Color: Black

CANONICAL

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Linux hardware certification considerations

- Ubuntu Certified
- Major value-add components designed for Linux
- Ubuntu Desktop and Server 18 months of updates and security
- Multiple approaches to the sourcing of value-add components

- Hardware compatibility
- Information on compatibility
- Information on Ubuntu Linux distribution
- Cross-vendor hardware certification

Hardware certification programme goals

- Full Ubuntu compatibility
- Full Ubuntu support for hardware features
- Validated hardware for the stack as a solution
- Ubuntu Certified
- Validated on different hardware
- Ubuntu Recommended
- Ubuntu Hardware continues to work with future releases
- Ubuntu Ready
- Ensure that the latest customers are able to receive support
- Enables value-add components designed for Linux

Ubuntu Certified

- Ubuntu Ready compatibility of hardware
- Shipping hardware for the system
- Ubuntu Desktop and Server supported and maintained updates
- Validation on hardware with Canonical Test Rig
- Ubuntu Server
- Ongoing capability of the system
- Ubuntu Desktop
- Ongoing validation of hardware as compatibility components
- Ubuntu Ready
- Hardware that is ready for the Ubuntu platform by demonstrating compliance
- Ubuntu Recommended
- Hardware that is ready for the Ubuntu platform by demonstrating compliance
- Ubuntu Certified
- Hardware that is validated and certified with Ubuntu
- Canonical Test Rig
- Ubuntu Desktop and Server 18 months of updates and security

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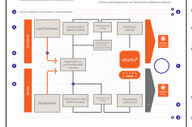
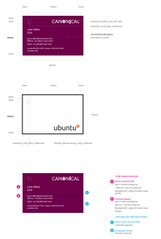
Hardware certification

Ubuntu is the leading open platform for scale-out computing, delivering high-performance cloud infrastructure, big data and HPC clusters, and powering millions of workloads in the public cloud.

Ubuntu's OpenStack distribution includes Linux Standards Base (LSB) interoperability testing. Deployments of public clouds running Ubuntu are tested against OpenStack Interop Guidelines, and OpenStack-powered clouds running Ubuntu are certified by the OpenStack Foundation. Ubuntu is the reference platform for OpenStack development, and new releases of OpenStack are available immediately on Ubuntu.

Ubuntu's hardware certification and partner programmes are the most comprehensive in the industry, with thousands of certified configurations spanning servers, storage, networking and peripherals. Canonical's hardware certification labs test and validate new hardware and software configurations, ensuring that Ubuntu works reliably out of the box on the latest hardware.


Local boot server
Ubuntu software repository
Ubuntu software repository
Ubuntu software repository



Always remember…

recognition, consistency and personality are all key to delivering a successful brand identity.