



# We stand for something

Not empty words or snappy jingles but something – a conviction that access to information should be fast, sophisticated, safe, reliable and entirely free. We stand for the very best operating system in the world, created by the expert few for the global many.

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:

FREEDOM, COLLABORATIVE, PRECISE, RELIABLE

Please take the time to understand how to apply this correctly.

## THE BRANDMARK

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ubuntu®

#### 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."



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### 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.



white and orange (orange Circle of Friends)



white and orange



orange



black and orange



white



black

...

#### 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.

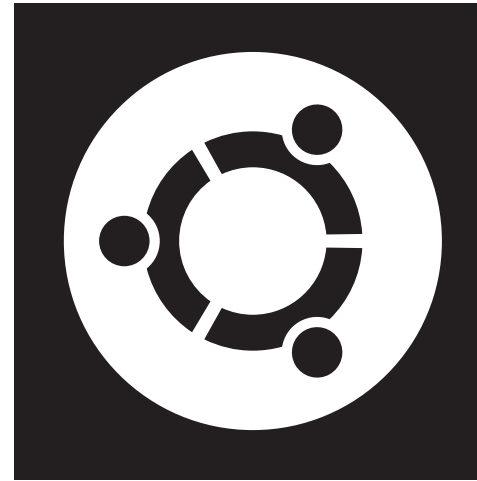
Never change any of the colours in the brandmark. For detailed colour specifications refer to page 14.



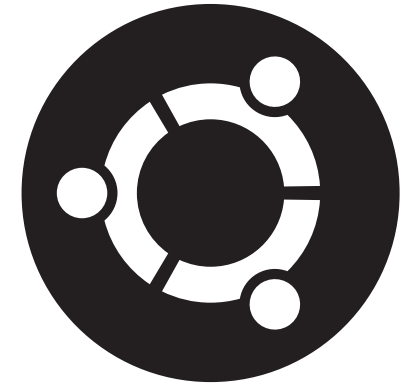
white and orange



orange



white



black

...

#### 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 landmark.  
For detailed colour specifications refer to page 14.

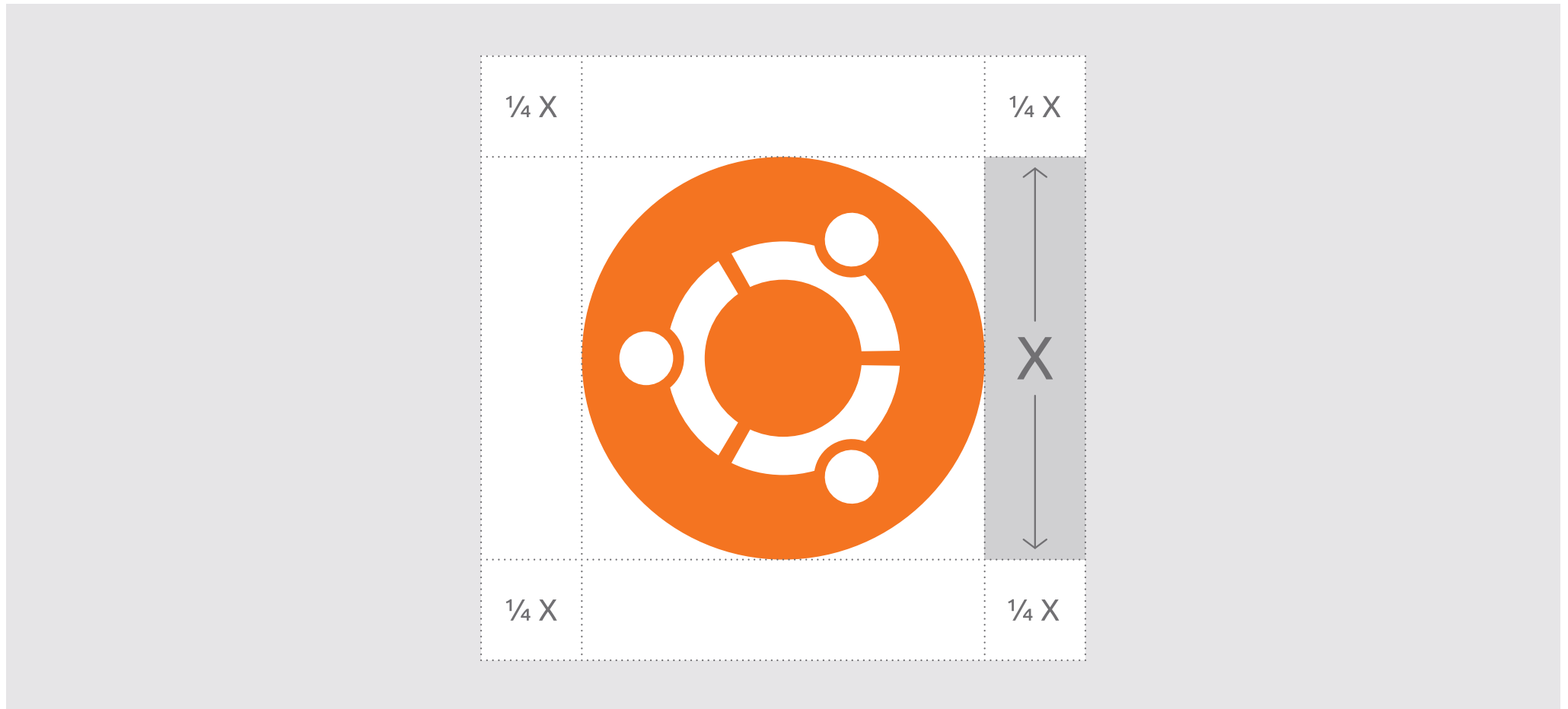




#### DEFINING THE EXCLUSION ZONE

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.

standard version



width = 80mm

no ® version



width = 30mm

small use version



width = 15mm

#### 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



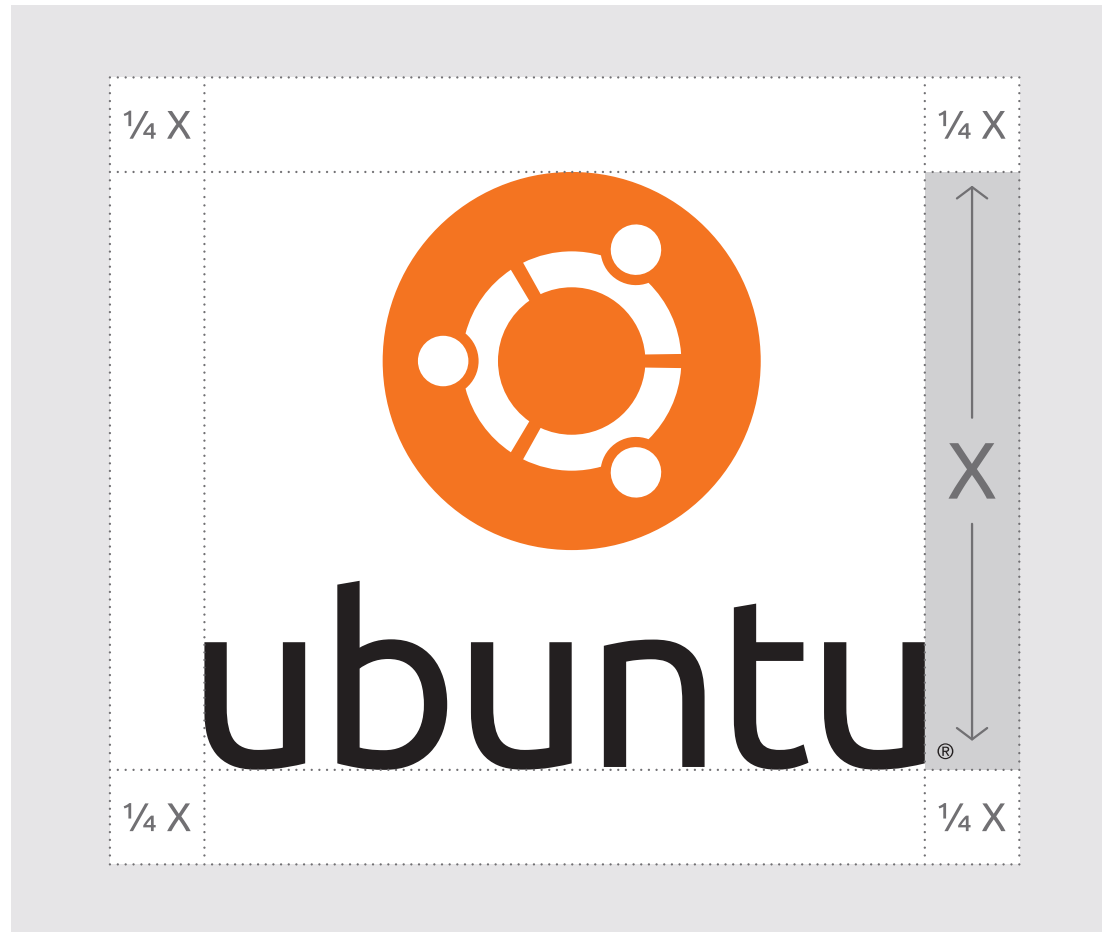
ubuntu®

...

#### 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.



standard stacked version



no ® version



**DEFINING THE EXCLUSION ZONE**

The Ubuntu trademark 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 trademark.

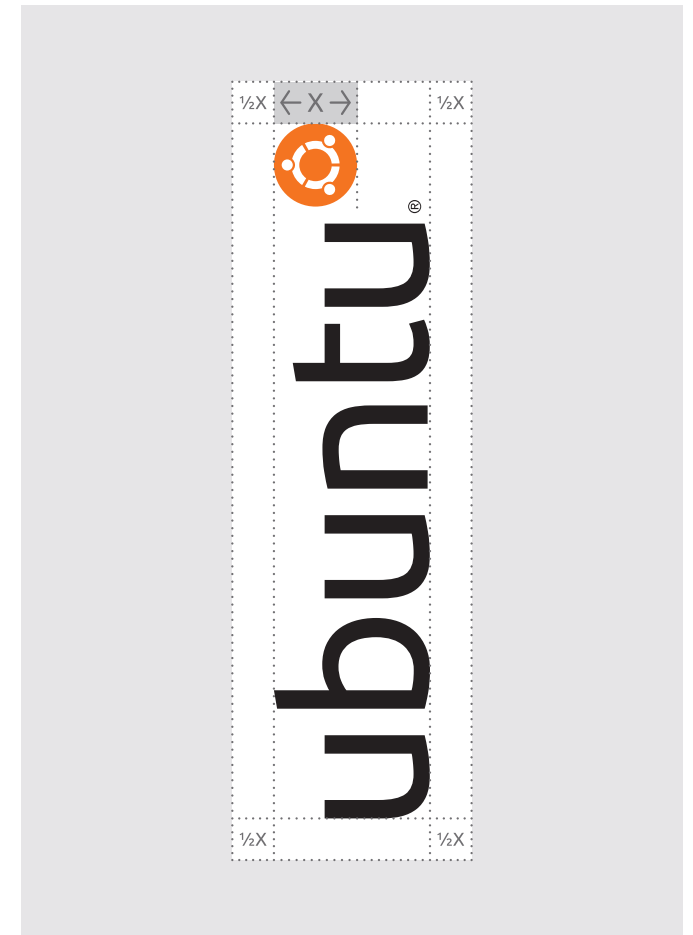
**MINIMUM SIZE**

**Standard stacked version**

The standard version of the trademark 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

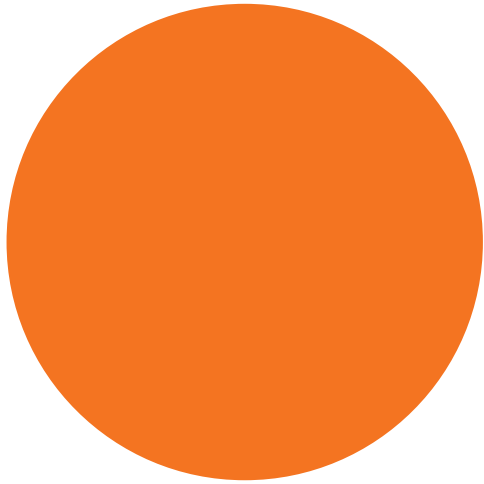
The Ubuntu brandmark must always have a clear area surrounding it, free from any other element.

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

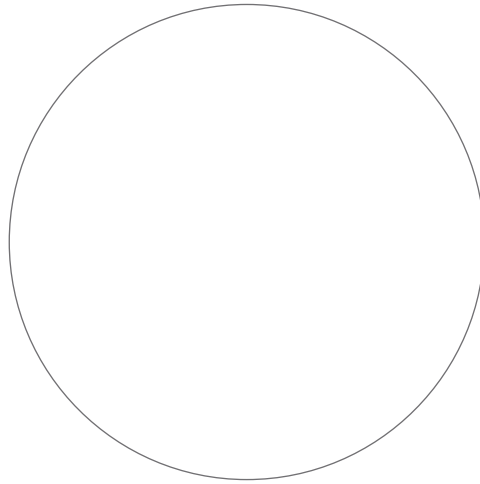
The same minimum size and small use rules apply as with the standard version of the brandmark. Refer to page 08 for details.





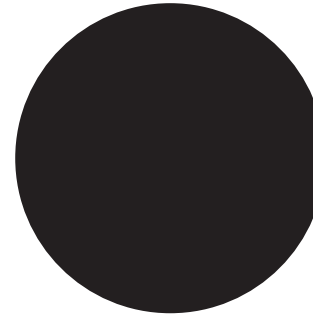
UBUNTU ORANGE

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(cof)
- 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



ubuntu\_black-orange\_pms.eps



ubuntu\_orange\_pms.eps



ubuntu\_white-orange\_pms.eps



ubuntu\_white-orange(cof)\_pms.eps

BLACK AND WHITE VERSIONS



ubuntu\_black\_b-w.eps



ubuntu\_white\_b-w.eps

...

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.

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(cof)_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