



**OPNFV VERIFIED**  
**BRAND GUIDELINES**

January 2018

CONTENTS

01 OPNFV Verified Mark..... 3

02 Clear Space ..... 6

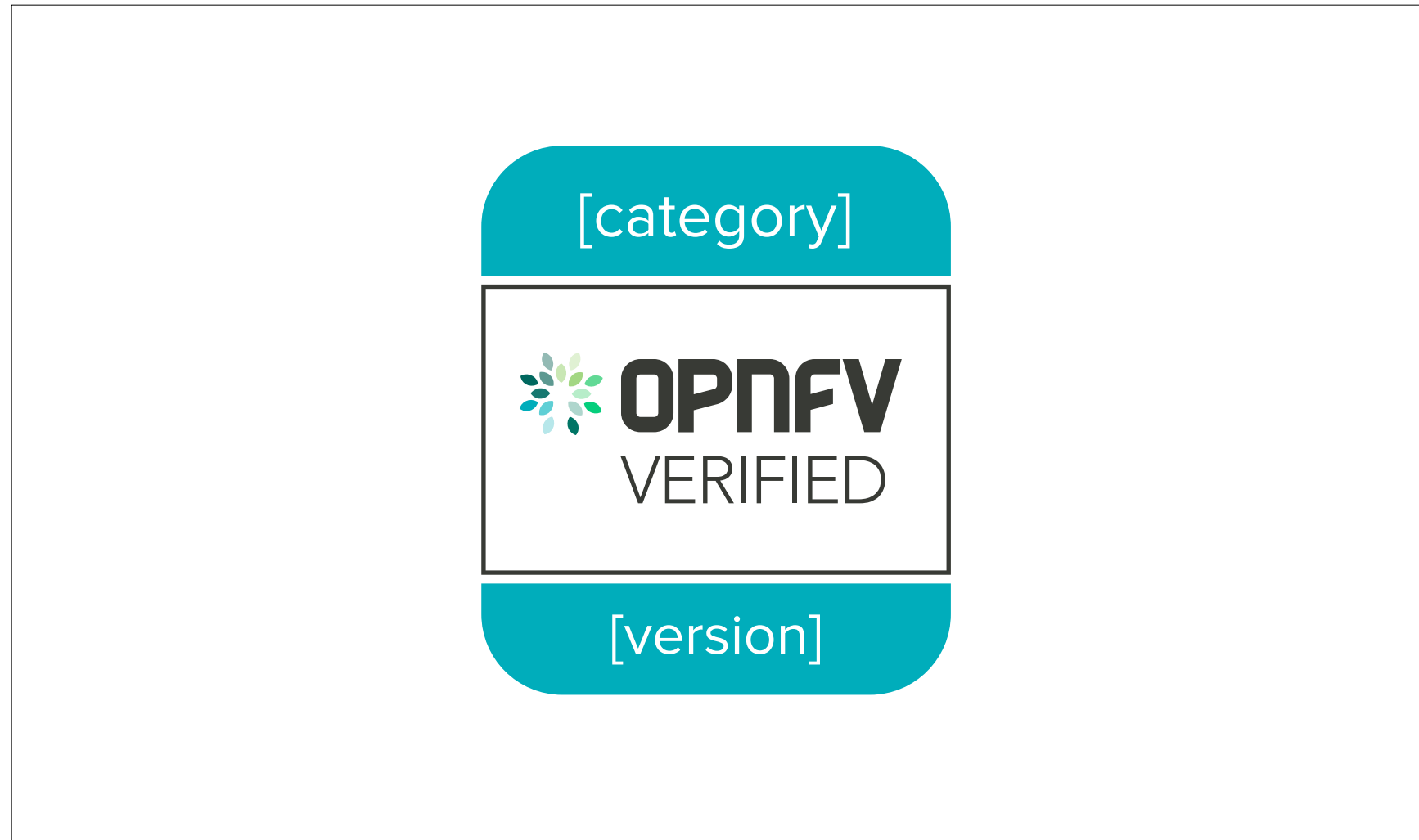
03 Usage Cases..... 7

04 Color Palette..... 8

## 01 OPNFV Verified Mark

The OPNFV Verified mark in full color.

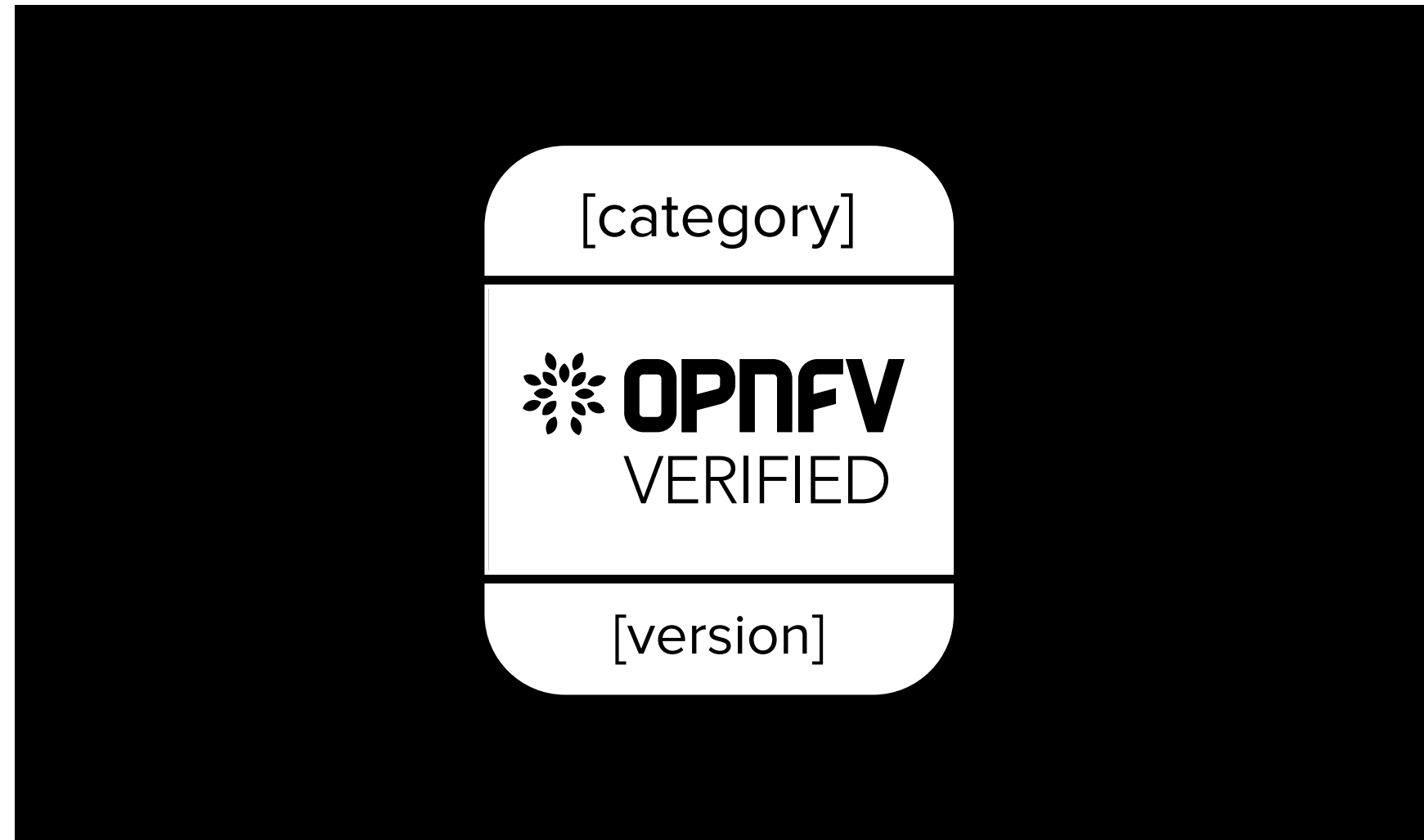
MARK WITH CATEGORY & VERSION BADGES



## 01 OPNFV Verified Mark

The OPNFV Verified mark in white.

MARK WITH CATEGORY & VERSION BADGES

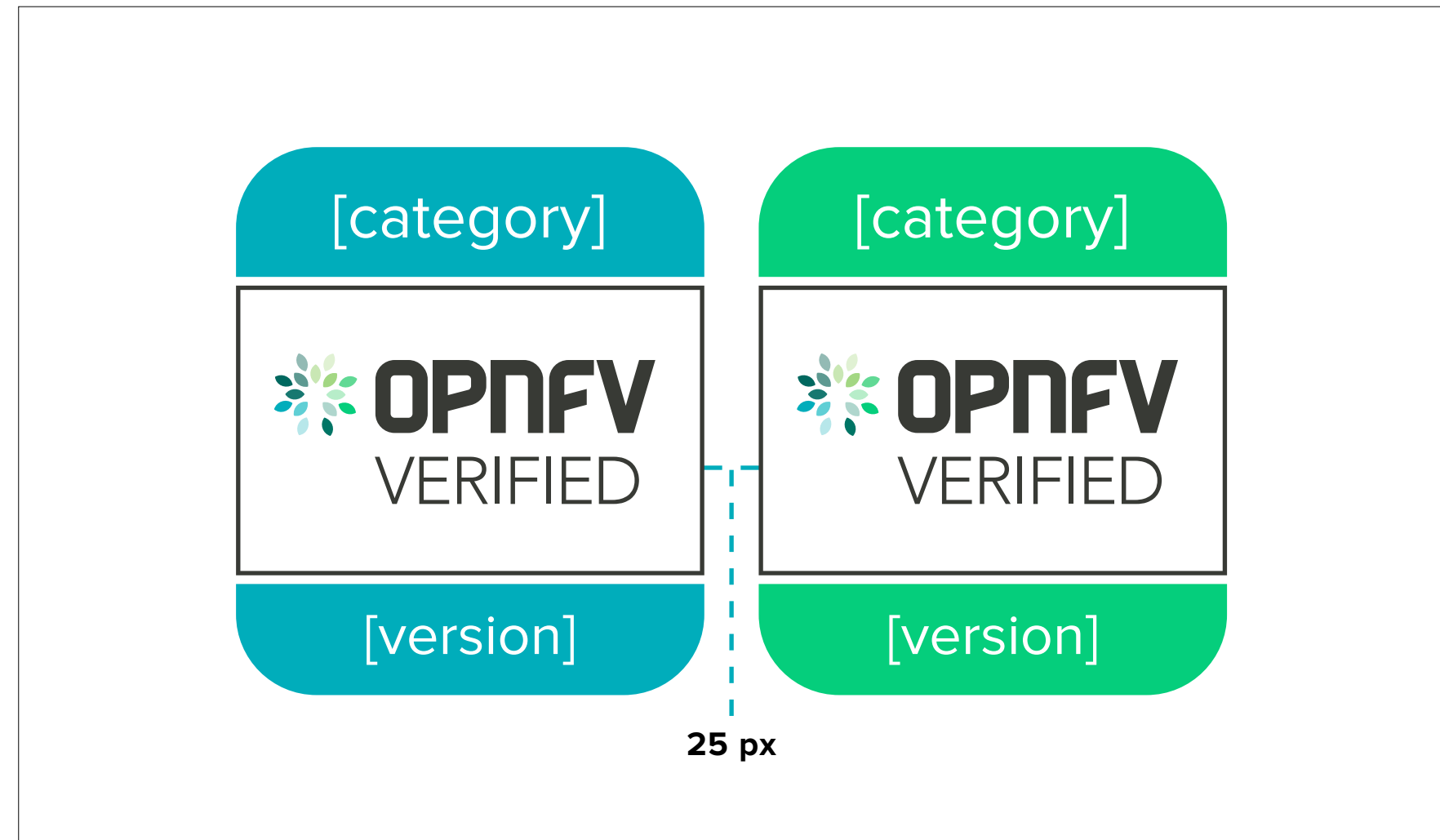


## 01 OPNFV Verified Mark

In cases when two or more OPNFV Verified logos have been earned for the same product or service, the logos should be listed side-by-side, vertically aligned, with a minimum of 25 pixel width between them.

**Badges in different categories will have different colors that are defined by the program.**

SIDE-BY-SIDE



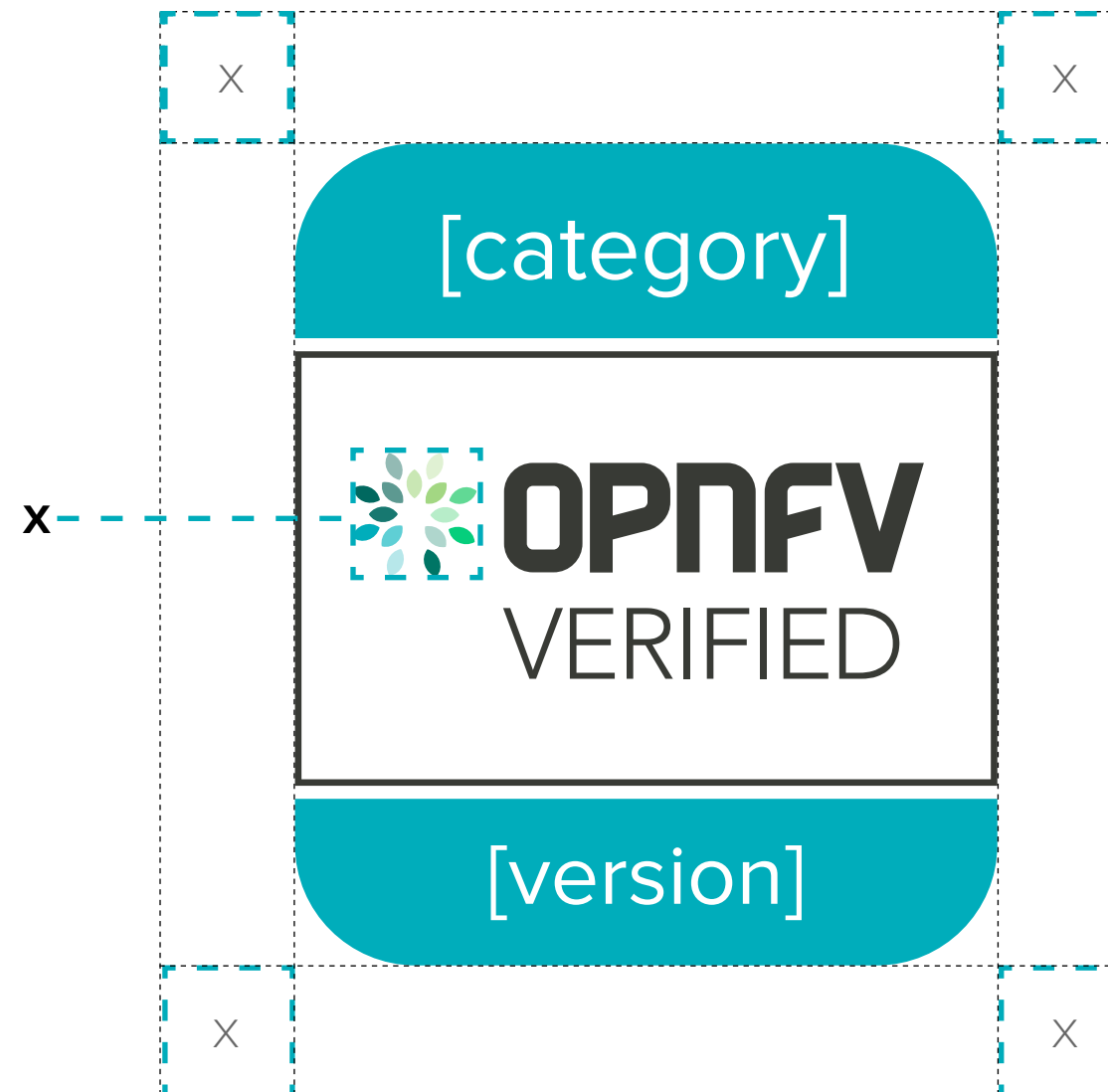
## 02 Clear Space

Clear space is the minimum “breathing room” maintained around the Logo.

To work out the clearspace, measure the size of the OPNFV icon.

### (Clearspace = x)

This area should be kept free of graphics, text and other marks. This space also defines the minimum distance from the mark to the edge of a border, page, screen, etc.

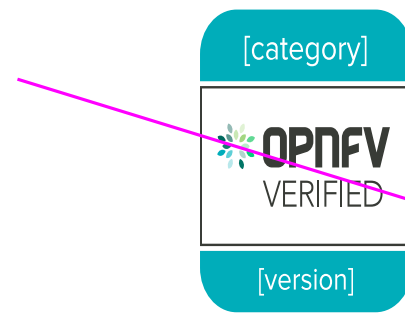


## 03 Usage Cases

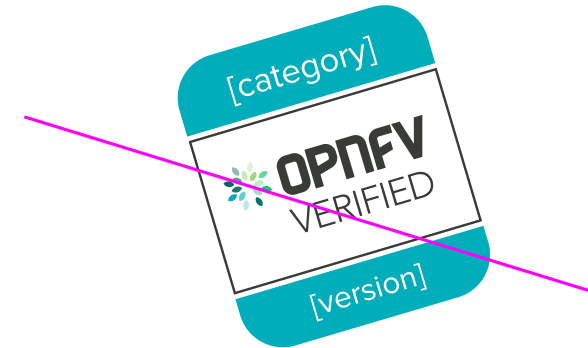
The integrity of the OPNFV Verified logo must be respected at all times.

Do not alter, recreate OR distort the mark in any way.

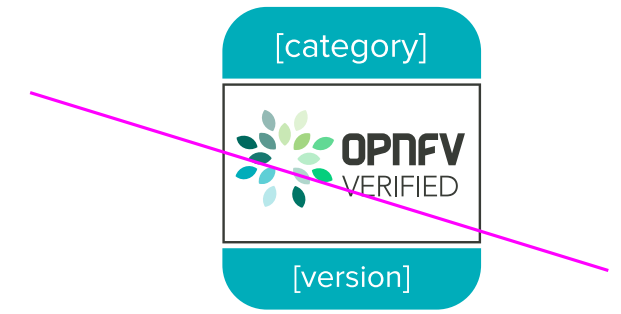
Please use approved electronic art when reproducing the OPNFV Verified logo.



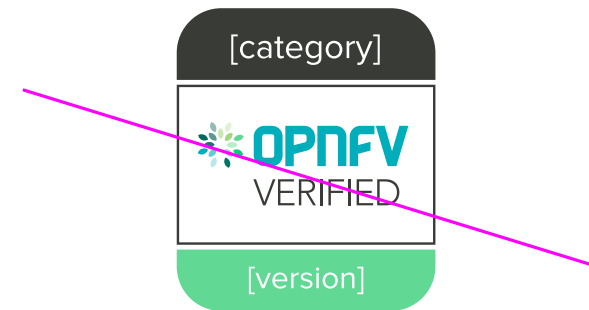
**SCALE** Do not play with the scale and perspective, or alter the proportions of the mark.



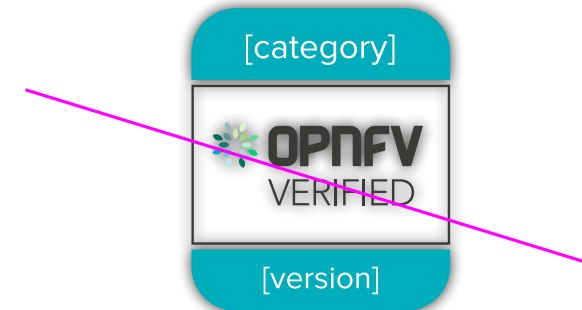
**ORIENTATION** Do not change the orientation of the mark by rotating it in any way.



**PROPORTIONS** Do not change the proportions of the logotype and mark.



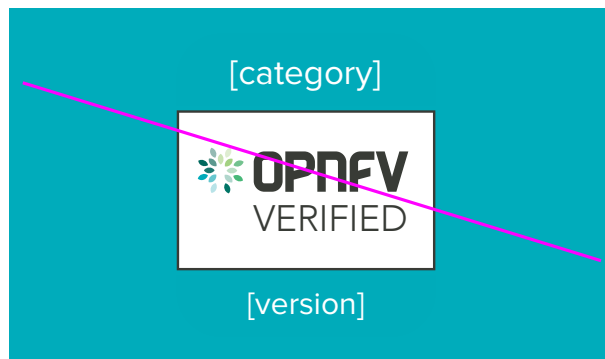
**COLOR** Do not reverse, change, or add colors to the mark.



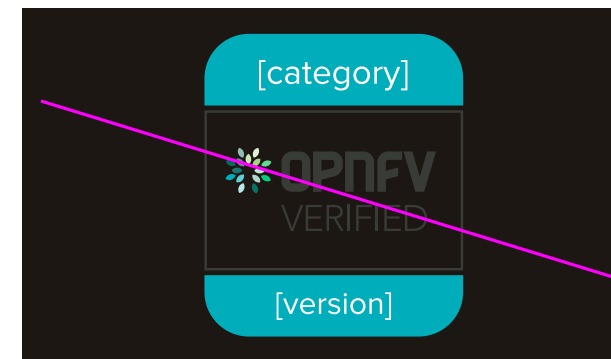
**EFFECTS** Do not add any effects such as a drop shadow, outline, etc., to the mark.



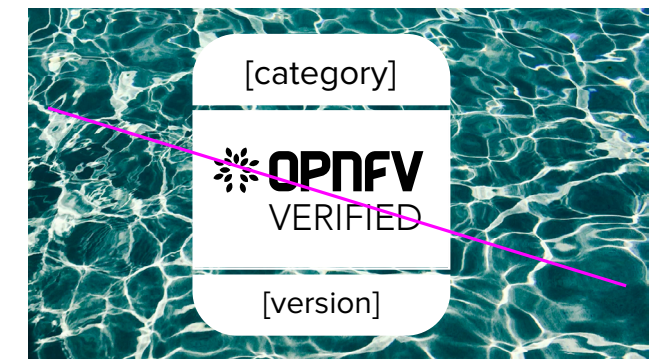
**MARK** Do not use the logo without badges.



**CONTRAST** Do not use backgrounds that have the same colors used in the mark. Use the appropriate knockout mark on page 3.



**COLOR** Do not adjust the transparency of the mark so that any elements do not have a white background when using the color logo.



**CONTRAST** Do not place the OPNFV Verified mark in white on images that are too bright or complex compromising its visibility.




## 04 Color Palette

The OPNFV Verified color palette represents a vibrant, dynamic and forward-looking brand.

The selected palette provides a foundation for color consistency across diverse types of layouts.

PRIMARY COLOR



	<b>PANTONE® 7466 C</b> CMYK 86, 0, 32, 0 RGB 0, 176, 185 WEB #00B0B9
	<b>PANTONE® 3292 C</b> CMYK 98, 14, 65, 51 RGB 0, 89, 79 WEB #00594F
	<b>PANTONE® 3295 C</b> CMYK 100, 5, 65, 26 RGB 0, 120, 100 WEB #007864
	<b>PANTONE® 7479 C</b> CMYK 56, 0, 58, 0 RGB 38, 208, 124 WEB #26D07C
	<b>PANTONE® 359 C</b> CMYK 40, 0, 50, 0 RGB 161, 216, 132 WEB #A1D884
	<b>PANTONE® 447 C</b> CMYK 50, 30, 40, 90 RGB 55, 58, 54 WEB #373A36





## **THANK YOU**

For questions pertaining to usage, please email  
[info@opnfv.org](mailto:info@opnfv.org)