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# 5 DMTF Logo Usage Guidelines and Graphic 6 Standards

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## Introduction

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

### 65 **Questions?**

66 If you have questions regarding any of the standards in this guide, or need special permission to use or  
67 change any of the listed guidelines, contact [press@dmtof.org](mailto:press@dmtof.org).

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

69 To obtain the latest version of the logos, visit the [Press Release and Logo Usage Policy](#) section of  
70 DMTF's Operating Policies.

71 This document was prepared by the Executive Committee.

72 DMTF is a not-for-profit association of industry members dedicated to promoting enterprise and systems  
73 management and interoperability. For information about DMTF, see <http://www.dmtf.org>.



## 75 DMTF Logo Usage Guidelines and Graphic Standards

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

### 79 1 Logo guidelines

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

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

#### 85 1.1 DMTF – color logo

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

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



91

92

Figure 1 – DMTF color logo

93 **Color specifications** - PMS Blue 2738 C

94 It can be converted to either of the following:

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

96 R: 27, G: 66, B: 152

## 97 1.2 DMTF – black and white logo

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



103

104

Figure 2 – DMTF black and white logo

## 105 2 Logo graphic standards

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

### 110 2.1 Size requirements

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

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



120 **2.2 Minimum free space and measurement**

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



123  
 124 **Figure 3 – DMTF logo height**

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

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



127  
 128 **Figure 4 – DMTF logo buffer space**

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

130 **3 Logo usage**

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

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

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

150 If you require use of the logo on a dark background, email [press@dmtf.org](mailto:press@dmtf.org) for the approved logo files.

### 151 **3.1 Statements and uses**

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

157 Typical uses of the DMTF logo include:

- 158 • Corporate presentations
- 159 • Marketing collateral
- 160 • Press releases
- 161 • Websites
- 162 • Trade show and event signage
- 163 • White papers

164 Unacceptable modifications to the logo:

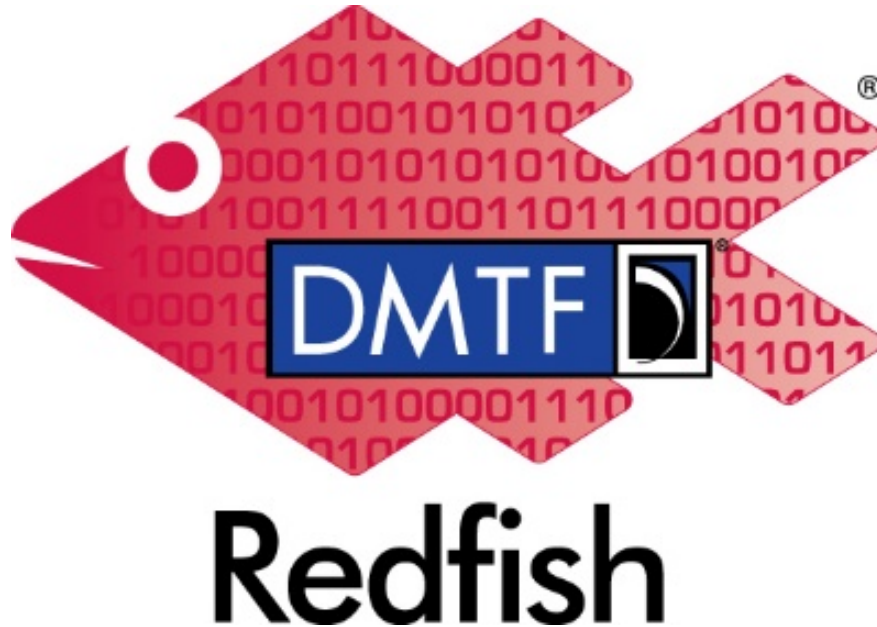
- 165 • Do not change the proportion or position of elements within the logo.
- 166 • Do not stretch the logo to "fit" into a particular space.
- 167 • Do not tilt, stretch rotate or alter the shape of the logo.
- 168 • Do not alter the approved color usage or palette.
- 169 • Do not reduce the logo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

171 If you require use of the logo on a dark background, email [press@dmtf.org](mailto:press@dmtf.org) for the approved logo files.

172 **4 Forum-specific logos**

173 **4.1 Redfish logo guidelines**

174



175

Figure 5 – Redfish color logo

176

177

178 **Color specifications**

179 DMTF forum logos:

Redfish logo:

180 PMS Blue 2738 C

Pantone 200C

181 It can be converted to:

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

C: 0, M: 100, Y: 63, K: 12

183 or

184 R: 27, G: 66, B: 152

R: 211, G: 18, B: 69

185 **4.2 Redfish logo size requirements**

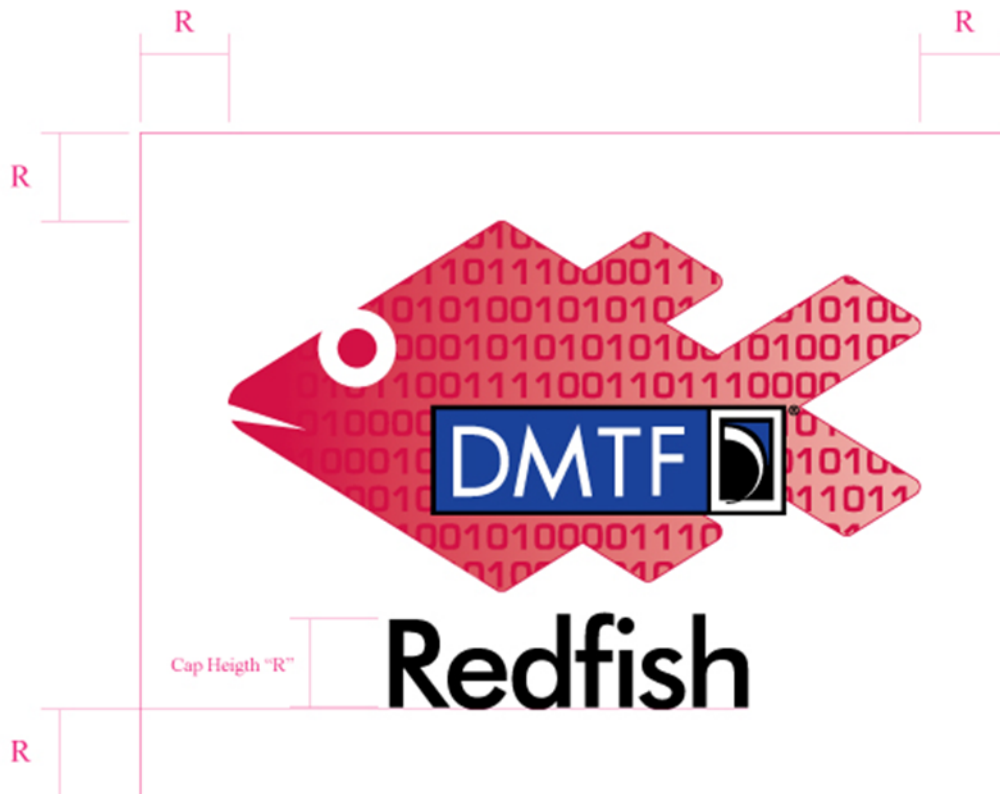
186 The Redfish logo is designed specifically for the Redfish Forum usage. In print uses, the primary logo  
 187 should be no smaller than 1 inch wide. For on-screen uses (web and video), the logo should be at least  
 188 100 pixels wide. The logo must only be used horizontally. Usage of the logo below these size ranges is  
 189 not permitted.

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

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

### 196 4.3 Minimum free space and measurement

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



199

200 **Figure 6 – Redfish logo height and buffer space requirement**

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

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

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205  
206  
207  
208  
209

**ANNEX A**  
**(informative)**

**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

210

## Bibliography

211 DMTF DSP4014, *DMTF Process for Working Bodies 2.6*,  
212 [https://www.dmtf.org/sites/default/files/standards/documents/DSP4014\\_2.6.pdf](https://www.dmtf.org/sites/default/files/standards/documents/DSP4014_2.6.pdf)