KHRONOS®
GROUP

Logo Usage Guidelines
July 2023

Proper Logo Usage

Basic Information

The guidelines in this document pertain to the entire Khronos logos family (OpenGL®, Vulkan®, etc). The following files are provided in each logo pack:

Versions For Print
- » **SPOT Color** - EPS
- » **CMYK** - EPS
- » **White** - EPS

Versions For Web
- » **RGB** - SVG, PNG (500, 170, 100px)
- » **White** - SVG, PNG (500, 170, 100px)
- » **Logo Bug** (optional) - PNG (48, 32, 16px)

The intent is to provide maximum flexibility and readability against a variety of backgrounds. Please use the vector files whenever possible for best quality.

Approved Colors

Use only the approved CMYK, RGB, and Pantone spot colors as included in the info.txt file in each logo pack.

A full reference of approved colors is available at:
https://www.khronos.org/trademarks/

Visual Integrity

It is critical to ensure that any adjustments in size or dimensions of the logos are made proportionally, so that the overall logo visual impression is not distorted. You must keep the Logo intact and use all parts of it. If you are applying a 2D logo to a 3D surface, you must ensure the logo is mapped with integrity to the 3D surface to which it is applied.

NOTE: Khronos recognizes that the requirements for visual integrity may occasionally conflict with other requirements described in this document. In such instances, the user may compromise on such other requirements, solely to the extent necessary to ensure that the logo use continues to comply with all requirements for Visual Integrity.

Color / White Logo Usage

When choosing between color and white logos, always use the logo that provides the greatest contrast against the background. Typically the cutoff will be around 50% background brightness, but it may vary between logos.

Logo Minimum Size (50px / 0.3")

50px
0.3 in

Logos must not appear smaller than 0.3 inches high in print or 50px high in web usage.

Logo Bug Usage (below 50px)

< 50px

Select logos include a "Logo Bug," a simplified version of the logo intended for very small screen usage, for example as a browser favorites icon (Favicon).

Logo Bugs are only for on-screen usage below 50px. Do not print.

Clear Space

The height of a capital letter indicates the minimum clearance between the logo and other outside graphical elements.

Note: This clear space requirement may be adjusted to the extent necessary to comply with Visual Integrity requirements.

KHRONOS LOGO USAGE GUIDELINES

Unacceptable Logo Usage

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What NOT to do

Here are a few common, but unacceptable uses of the Khronos logo family. By simply placing the logo graphics as-is into your layouts, you can avoid almost all of these problems.

Note: mapping a 2D logo to a 3D model is permitted, so long as the requirements for Visual Integrity are maintained, and the use complies with the remaining requirements to the extent applicable.

DO NOT REMOVE TRADEMARKS
Never remove the ® or ™ symbols from the logo

DO NOT SCALE DISPROPORTIONATELY
Always keep the correct aspect ratio when scaling the logo

DO NOT ADAPT INTO A NEW LOGO
Elements from the Khronos logo family are not allowed in third-party logos

DO NOT RECOLOR
Keep existing logo colors

DO NOT DISTORT
Distortion, perspective effects, or warping the logo is not allowed

DO NOT USE BUSY BACKGROUNDS
Always keep backgrounds simple with ample contrast for the logo

DO NOT ADD EFFECTS
Drop shadows, bevels, glows, etc. must not appear on the logo

DO NOT ADD OR SUBTRACT ITEMS
The entire logo must appear intact

DO NOT MIX COLOR & WHITE
When multiple logos are used together, the usage or absence of color must be consistent

Khronos Logo Family Color Guide

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ACTIVE STANDARDS

Logo	PMS color	RGB value	Hex code	CMYK value	Color Swatch / Description
Khronos / Khronos w/tagline	186 + black	204, 51, 51	#CC3333	14, 94, 88, 4	Red
3D Commerce	556 C	102, 157, 116	#669D74	64, 20, 66, 3	Pale Forest Green
ANARI	5405 C	72, 122, 144	#487A90	76, 43, 32, 5	Dark Wedgewood Blue
EGL	187	174, 17, 22	#AE1116	21, 100, 100, 15	Dark Red
glTF	376	135, 197, 64	#87C540	52, 0, 100, 0	Lime Green
KTX	635 C	48, 100, 150	#306496	87, 61, 18, 3	Azure
Kamaros	7712 C	8, 114, 137	#087289	92, 24, 26, 6	Teal
NNEF	7683 C	5, 108, 181	#056CB5	83, 55, 0, 0	Steel Blue
OpenCL	1788 C	238, 51, 45	#ED322D	0, 94, 92, 0	CL Red
	1235 C	242, 186, 26	#F2B81A	5, 27, 100, 0	CL Orange
	367 C	171, 208, 56	#AAD038	38, 0, 99, 0	CL Green
	361 C	66, 182, 73	#42B649	73, 0, 100, 0	CL Dark Green
	OpenCL artwork and guidelines are available at: https://developer.apple.com/softwarelicensing/opencl/				
OpenGL ES	2415	186, 42, 141	#BA2A8D	27, 96, 3, 0	Reddish Purple
OpenGL / OpenGL SC	7697	85, 134, 164	#5586A4	70, 39, 24, 1	Wedgewood Blue
OpenVG	7733	0, 107, 51	#006B33	90, 33, 100, 24	Dark Green
OpenVX	186	199, 5, 6	#C70506	15, 100, 100, 6	Red
OpenXR	2612 C	120, 43, 144	#782B90	65, 100, 0, 0	Purple
SPIR	286	0, 75, 169	#004BA9	98, 80, 0, 0	Royal Blue
SYCL	166	243, 90, 28	#F35A1C	0, 80, 100, 0	Deep Orange
Vulkan / Vulkan SC / Portability	187	164, 30, 34	#A41E22	24, 100, 99, 18	Dark Red
WebGL	201	153, 0, 0	#990000	25, 100, 100, 25	Dark Red

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Khronos Logo Family Color Guide

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INACTIVE STANDARDS

Logo	PMS color	RGB value	Hex code	CMYK value	Color Description
Collada	7409 + black	241, 164, 43	#F1A42B	3, 40, 95, 0	Golden Yellow
KSCAF	534 C	40, 58, 87	#283A57	90, 76, 42, 34	Dark Navy Blue
OpenKCam	363	60, 153, 50	#3C9932	78, 16, 100, 3	Grass Green
OpenKODE	186 + black	204, 51, 51	#CC3333	14, 94, 88, 4	Red
OpenMAX Family	2738 + black	57, 58, 147	#393A93	97, 93, 3, 0	Violet
OpenML	185	254, 55, 15	#FE370F	0, 90, 100, 0	Bright Red-Orange
OpenSL ES Family	151 + black	255, 132, 14	#FF840E	0, 60, 100, 0	Orange
OpenWF Family	188 + black	99, 13, 13	#630D0D	34, 97, 93, 53	Maroon
StreamInput	326	51, 166, 160	#33A6A0	74, 13, 42, 0	Turquoise
WebCL	3165	20, 83, 97	#145361	90, 56, 48, 27	Dark Teal

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