



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.

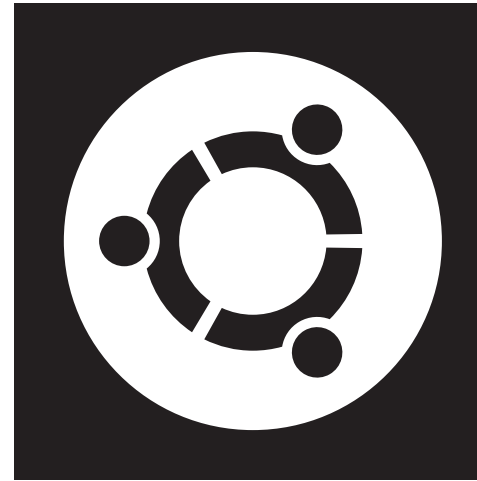
Never change any of the colours in the brandmark. For detailed colour specifications refer to page 14.



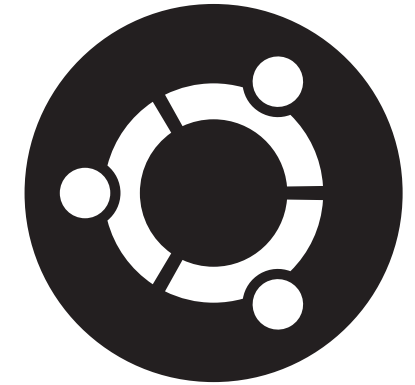
white and orange



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.

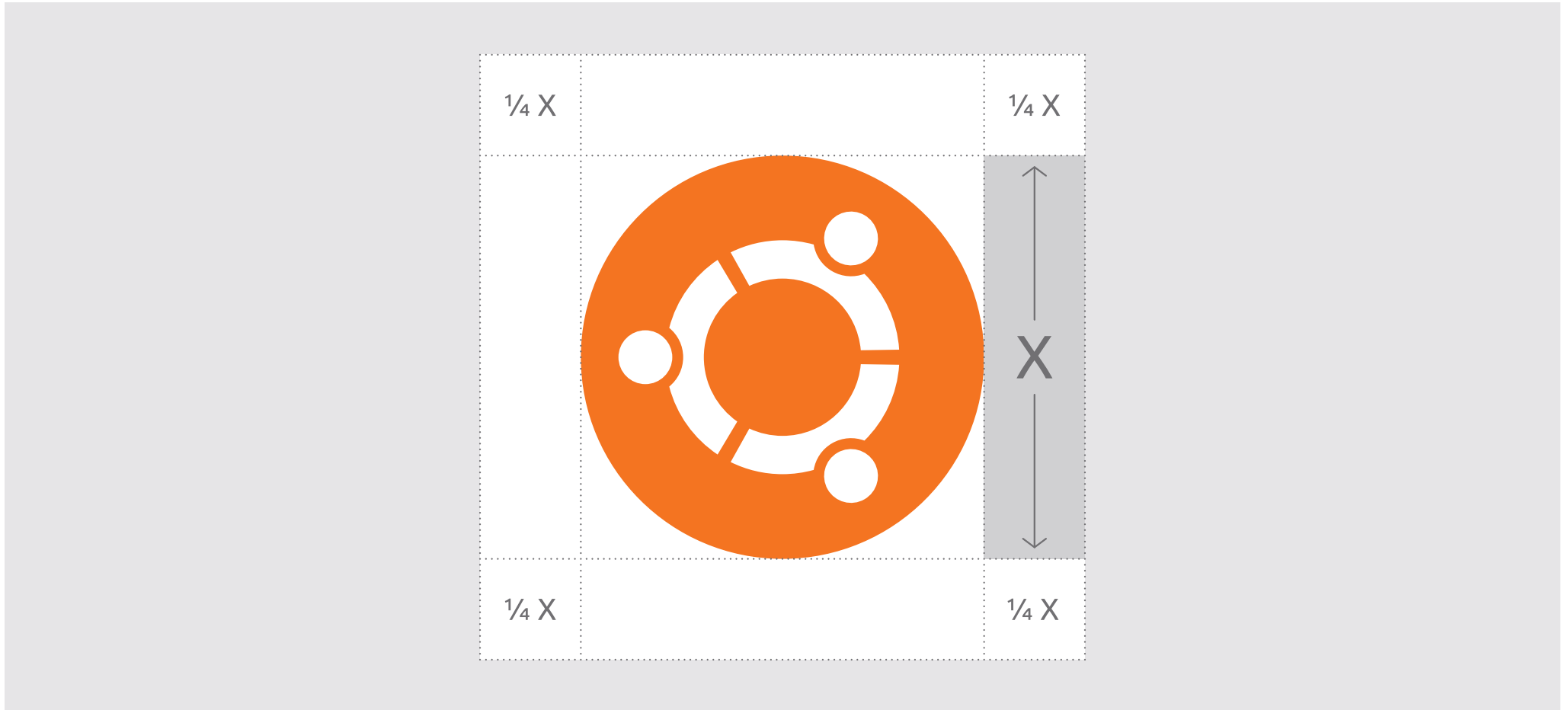
Never change any of the colours in the landmark.
For detailed colour specifications refer to page 14.



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



no ® version



small use version



MINIMUM SIZE

Standard version

The standard version of the trademark 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 trademark 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