

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

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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