AIX and AIX 6
logo usage guidelines

The AIX and AIX 6 logos

There are four primary AIX logos.

For use on black backgrounds:
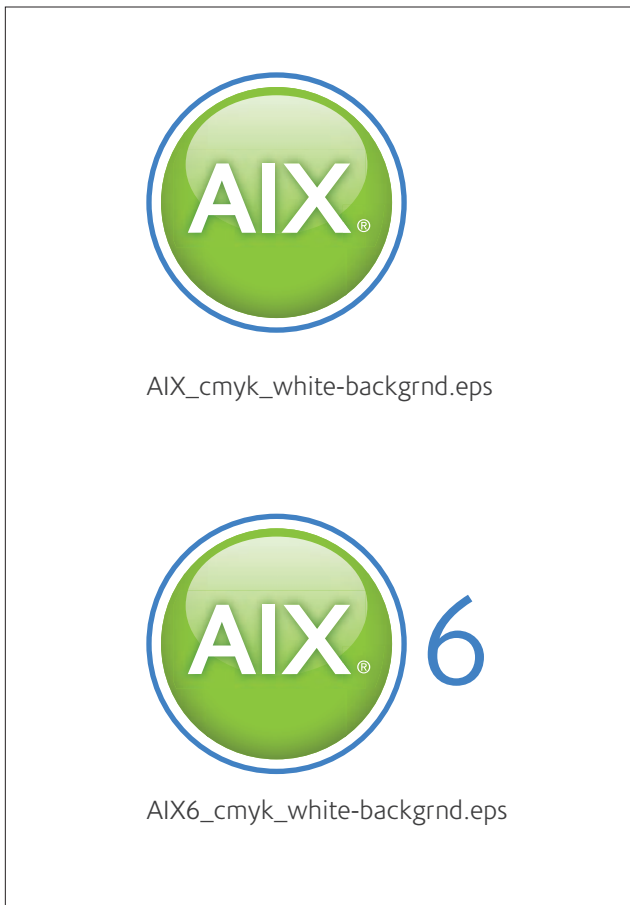- AIX
- AIX6

For use on black backgrounds:
- AIX
- AIX6

The logos for use on black backgrounds are adjusted optically. They have larger blue rings and the "6" is shifted to the right, to maintain optical spacing between the elements. The versions for white and black backgrounds are not interchangeable. Use only on appropriate background color.

Preferred logos

AIX_cmyk_white-backgrnd.eps

AIX_cmyk_black-backgrnd.eps

AIX6_cmyk_white-backgrnd.eps

AIX6_cmyk_black-backgrnd.eps

These logos should be used only on white or very light backgrounds.

These logos should be used only on black or very dark backgrounds.

Other logo versions

Spot color versions
Primarily for use where spot colors are required, such as screen printing. Note that these versions are flat colors and do not have the spherical shading of the CMYK versions.

AIX_spot_white-backgrnd.eps

AIX_spot_black-backgrnd.eps

Grayscale
For use in black and white or limited-color print applications (usually one- or two-color print jobs).

AIX_grayscale_white-backgrnd.eps

AIX_grayscale_black-backgrnd.eps

1-color
Primarily for use where usage is limited to 1-color and background color is not black or white. The ring and "6" are 100% white or black instead of the 50% black in grayscale logos. The "AIX" is knocked out to background color.

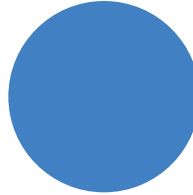AIX_1-color_pos.eps

AIX_1-color_neg.eps

Color

The primary AIX logo color is Power Green and the secondary color is IBM Blue. The color values and their PMS equivalents are shown here.

The preferred version of the logo is the green/blue, modeled, CMYK version. When used in applications where the colors are limited, it is preferred that a 1-color logo be used on white, black, Power Green or IBM Blue. If the logo must be placed on a background of a different color, the 1-color, black or white logo is preferred.

Power Green
C50, M0, Y100, K0
PMS 376
R125, G186, B0
#7DBA00

IBM Blue
C75, M43, Y0, K0
PMS 2718
R90, G135, B197
#5a87c5

Preferred logos

Limited-color applications

Placement and backgrounds

The logos should always be easily legible against the background. If they're placed over an image, the background behind it should have a uniform tone and provide sufficient contrast. Avoid backgrounds with patterns or textures that might reduce visibility.

Use the CMYK versions "for white and black backgrounds", when placing on very light or very dark backgrounds.

Use the 1-color versions for midtone backgrounds and for colored backgrounds that might clash with the green and blue in the CMYK logo.

Incorrect: The gray background doesn't provide enough contrast for the blue ring.

Incorrect: The red clashes with the green and blue in the logo.

Correct: The 1-color, negative logo's white ring is clearly visible.

Correct: The white of the 1-color negative logo works well with the red.

Incorrect: The background is not uniform in tone and should also be darker for use with the CMYK logo for black backgrounds.

Correct: The background is uniform in tone and light enough to provide good contrast.

Placement and backgrounds (continued)

Incorrect: The background color is too close to the ring color.

Correct: The 1-color, negative logo's white ring is clearly visible.

Incorrect: The CMYK version of the logo is preferred. If background uniformity or color is not a problem and the usage is not in a limited color application, the CMYK logo should be used.

Correct: The CMYK logo is used in this 4-color image.

IBM. ®