



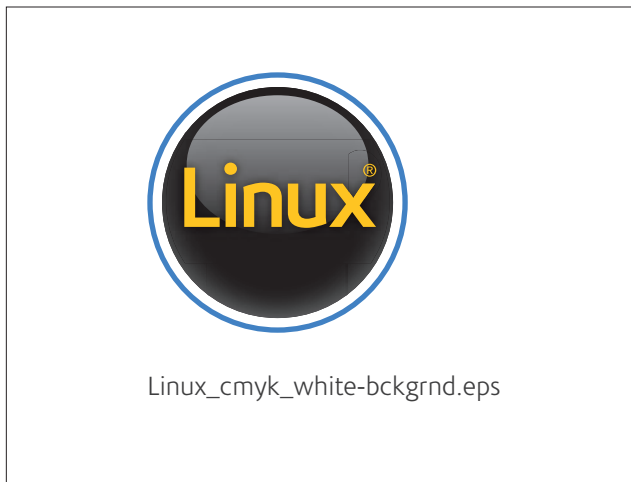
# Linux logo usage guidelines

# The Linux logo

There are two primary Linux logos. One for use on white backgrounds and one for use on black backgrounds.

The logo for use on black backgrounds has a larger blue ring 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



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.



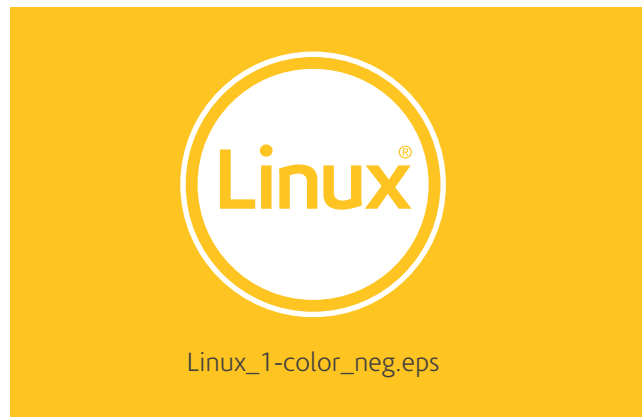
### Grayscale

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



### 1-color

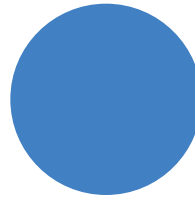
Primarily for use where color is limited and the background color is not black or white. The ring is 100% white or black instead of the 50% black in grayscale logos. The "Linux" is knocked out to background color.



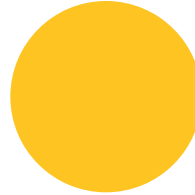
# Color

The Linux logo colors are IBM Blue, Linux Yellow and black. The color values and their PMS equivalents are shown here.

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



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



**Linux Yellow**  
C0, M24, Y94, K0  
PMS 123  
R255, G196, B37  
#ffc425



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 yellow 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 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 color of the blue ring.



**Correct:** The 1-color, negative logo 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.



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