

GEPHI CONSORTIUM

GUIDELINES FOR GEPHI LOGOS & TRADEMARKS FOR MEMBERS AND PROVIDERS

May 16, 2010

Purpose:

Logos are an important part of an organization's public image. Gephi now has a recognizable logo. However, Gephi being a new brand in the IT industry and in order to achieve maximum public impact, it is important we use this logo within the framework of an efficient and consistent logo policy.

This document outlines the policy and guidelines of the Gephi Consortium in regards to Gephi trademark and logos by Gephi members and providers with offers based on Gephi code base. Logos considered by this document are « Gephi Consortium » and « Gephi Consortium Member ».

Our goals in establishing these guidelines are pretty simple:

- The Gephi trademark is a symbol of the quality and community support that people have come to associate with Gephi. To ensure that the Gephi trademark continue to serve these functions, we need to keep some element of control over their use. Along these lines, we want to ensure that the use of our mark not likely to lead to confusion with other marks. By this we mean that people should be able to tell when something is from the Gephi Consortium. Also, use of our mark should not be in a disparaging manner because we prefer that our mark not be used to be rude about the Gephi technology, the Gephi Consortium or its Members.
- We want to encourage our logos to be used in approved ways. So, for example, we want to make it as simple as legally possible for our Members to use the « Gephi Consortium » marks. If you want to use an Gephi Consortium logo in a way not explicitly explained in these Guidelines, then ask us by sending an email to management-office@gephi.org

Proper usage of “Gephi” trademark

1. The full name of the organization is « Gephi Consortium ». It cannot be shortened to Gephi.
2. You may not incorporate the Gephi trademark into the name of your company or software product name without formal approval from Gephi Consortium's Management Office.
3. It is acceptable to include the Gephi trademark in the name of a publication, domain name or book. However you must ensure that a) the appropriate TM symbol is associated with the Gephi reference and appropriate attribution as discussed below, b) the usage does not imply or make the user believe that the publication, domain name or book is supported or authorized by the Gephi Consortium.

Proper usage of “Gephi Consortium Member” Logo

The Gephi Consortium Member logo is used to identify those organizations that are official members of the Gephi Consortium, including Corporate Members and Individual Members. Only Members with a signed Gephi Membership Agreement on file are authorized to use this logo.

General usage of Logos

1. Derivative works of the Gephi Consortium logos are not allowed.
2. The Gephi logos and production specification are available from www.gephi.org. Replication of these logos must follow these specifications.

Proper Notice and Attribution

The appropriate trademark symbol (i.e. TM) should appear at least with the first use of the Gephi trademark and all occurrence of the Gephi logos.

When you use a Gephi trademark or logo you should include a statement attributing the trademark to the Gephi Consortium. For example, "Gephi is trademark of Gephi Consortium".

Logo production specifications

Font "Gephi Consortium": Bistecca Regular

Print Colors (CMJN): black 0,0,0,100 ; write background 100,100,100,100

Screen Colors (RGB): black #000 ; write background #fff

TO BE DONE:

Logos Gephi Consortium Member