Sun Corporate Logo Guidelines

Proper Usage of the Sun Corporate Logo
April 2004

The Network is the Computer™

General Guidelines

Consistent and proper usage of the Sun corporate logo and the other authorized logos will reinforce Sun's branding efforts. The Sun corporate logo consists of the Sun logomark ("bug"), Sun logotype, and the word "Microsystems." These elements should never be used separately.

Clearspace (page 3)

A minimum clearspace has been established so that the Sun corporate logo will never have to compete visually with other graphic elements.

Logo Size (page 4)

The Sun corporate logo should always be large enough to ensure legibility. Minimum size and registered mark (®) standards follow.

Color Palette (page 4)

The Sun corporate logo is provided in the following colors: one-color black (1C); one-color PMS (1C); four-color CMYK (4C); RGB; and white. When used on a Sun Yellow background, a black corporate logo must be used; otherwise, depending on application and background color, a black or white corporate logo can be used when the logo is placed over a solid color or image.

Approved Identity Versions (pages 5–6)

Approved versions are shown of the Sun corporate logo.

Unacceptable Applications (page 7)

Examples are shown of unacceptable applications of the Sun corporate logo.

File Formats

Sun logos are available for both Macintosh and PC platforms, in Illustrator EPS, GIF, and JPEG formats. The EPS format should be used for all printed formats (such as brochures, datasheets, and banners). GIF and JPEG files should be used for digital applications (such as Web, StarOffice, and UI).

Clearspace

To assure the prominence and clarity of the Sun signature, it is important to make sure that the
Sun corporate logo always has room to breathe. To that end, the Sun corporate logo must always
have a minimum clearspace of 1x, as illustrated below. 5x is the distance from the cap height
of the word "Sun" to the baseline of the word "Microsystems." No imagery or text should
encroach upon the Sun signature, and the minimum clearspace should be adhered to.
These guidelines also apply when using the Sun corporate logo with the tagline.
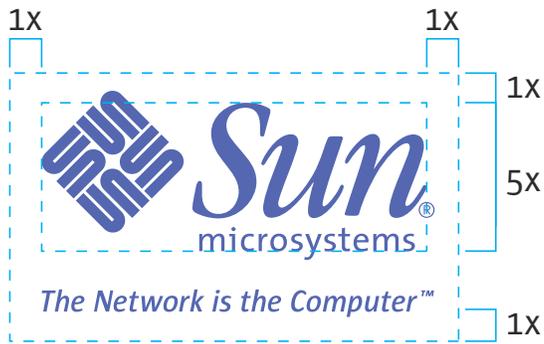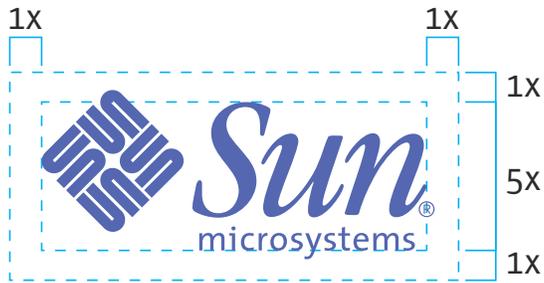
Minimum and Preferred Logo Size; Trademark Scaling

To ensure legibility of the Sun corporate logo, a minimum size has been determined. The Sun corporate logo cannot be any smaller than .75 inches in width. However, the preferred logo size is a minimum of 1 inch in width.

When addressing the "®" symbol, simple scaling of the entire identity in most cases will suffice. "®" scaling independent of the Sun corporate logo is necessitated only at very large sizes (over 22 inches tall). The "®" should never be smaller than 3.5 points, or larger than 150 points.

Minimum width .75 inch

Preferred width 1 inch

Make sure the "®" centers to the top curve of the "n." The "®" sits from the bottom of the curve of the "n" the same distance as the width of the ring around the "®."

Color Palette

Consistent color usage across all media is integral to the integrity of the Sun brand. Below are approved color formula variations for several analog and digital formats. No other color specifications should be used.

PANTONE®
7455 C

Coated
PANTONE: PMS 7455 C
CMYK: 79C, 66M
RGB: 58R, 85G, 165B
HEX: 594FBF
Grayscale: 100K

PANTONE®
2728 U

Uncoated
PANTONE: PMS 2728 U
CMYK: 79C, 66M
RGB: 58R, 85G, 165B
HEX: 594FBF
Grayscale: 100K

BLACK

Coated and Uncoated
Grayscale: 100K

Approved Identity Versions

Logo without Tagline
Shown below are the approved versions of the Sun corporate logo in both positive and negative formats. Reversed logo usage, such as application in the Sun brand flag, is covered in the Corporate Identity Guidelines Overview.

One Color — PMS 7455

One Color — CMYK

One Color — Black

Web (HEX)

RGB

One Color — White

Logo with Tagline
Shown below are the approved versions of the Sun corporate logo when it is used with the tagline — "The Network is the Computer" — in both positive and negative formats. Reversed logo usage, such as application in the Sun brand flag, is covered in the Corporate Identity Guidelines Overview.

One Color — PMS 7455

One Color — CMYK

One Color — Black

Web (HEX)

RGB

One Color — White

Unacceptable Applications

Do not alter in any way the electronic logo artwork either in proportion or color. Special attention should also be paid when placing the Sun corporate logo on a solid background, and it should never be placed on a busy background image.
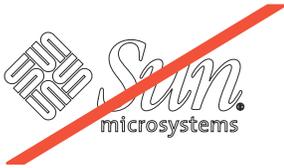
Do not outline the Sun corporate logo.

Do not combine colors in the Sun corporate logo.

Do not use unapproved colors in the Sun corporate logo.

Do not modify or recreate the provided logo artwork.

Do not use the bug by itself.

Do not create patterns or backgrounds with the bug.

When using the Sun corporate logo on a Sun Blue background, the logo must be white.

When using the Sun corporate logo on a black background, the logo must be white.

Do not place the Sun corporate logo on a busy background.

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The Network is the Computer™