

The image shows a horizontal bar divided into three sections. The leftmost section is a solid red rectangle. The middle section is a vertical gradient bar transitioning from a dark red on the left to a lighter red on the right. The rightmost section is a light gray rectangle containing the Oracle logo, which consists of the word "ORACLE" in white, uppercase, sans-serif font inside a red rectangular box.

ORACLE®

Oracle Red Box Logo for Sponsorships
Guidelines

A solid red horizontal bar at the bottom of the page containing the Oracle logo in white, uppercase, sans-serif font.

ORACLE®

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Oracle Signature



Oracle Signature – Jiaguwen



■ Introduction

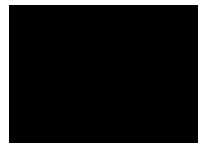
The Oracle Red Box Logo for Sponsorships is used in materials related to Oracle's sponsorships and cosponsorships of an event with one or more partner companies. It's typically used in conjunction with the other sponsoring company's/ companies' logo(s).

Sponsorship promotions require use of the Oracle Red Box logo in all related deliverables, including printed media, online, specialty products, and merchandising such as T-shirts.



Oracle Red

Pantone PMS 485
 Process 0C, 100M, 100Y, 0K
 RGB 255R, 0G, 0B
 Hex FF0000



Black

Process 0C, 0M, 0Y, 100K
 RGB 0R, 0G, 0B
 Hex 000000



Oracle Gray

Pantone PMS Cool Gray 11
 Process 0C, 0M, 0Y, 60K
 RGB 127R, 127G, 127B
 Hex 7F7F7F

■ Color Palette

Color and typography are two of the most effective elements for ensuring a clear and consistent presentation of the Oracle brand identity and are essential to maintaining a strong worldwide brand.

Oracle's official color palette consists of PMS 485, PMS Cool Gray 11, and black. Consistent use of the official color palette is essential.

Univers 55
Univers 55 Italic
Univers 65
Univers 65 Italic

Garamond 3
Garamond 3 Italic
Garamond 3 Bold
Garamond 3 Bold Italic

Arial Regular*

Times Regular*

*For use in Microsoft Word and Microsoft PowerPoint.

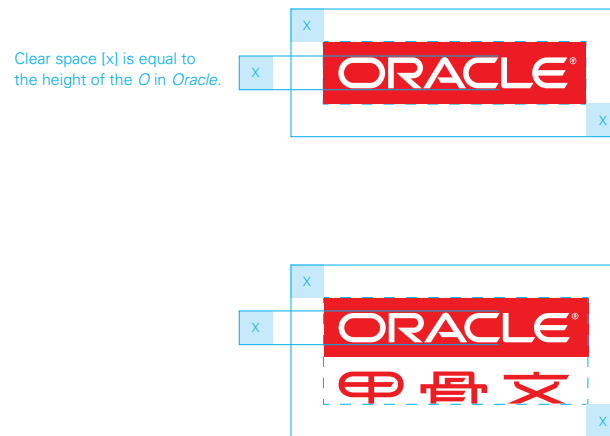
■ Typography

Consistent use of Oracle's official typefaces is fundamental to the Oracle brand identity. When used consistently, these typefaces help unify and strengthen Oracle communications.

The Oracle brand identity features two typeface families: Univers and Garamond. These typefaces visually reinforce the Oracle brand.

If typography is needed to support the Oracle Red Box Logo for Sponsorships, please refer to the official typefaces as listed here.

Note that for Microsoft Word and Microsoft PowerPoint applications, Oracle recommends using Arial and Times Regular in place of Univers and Garamond.

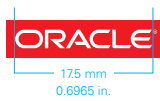


■ Clear Space

The Oracle Red Box Logo for Sponsorships should never compete visually with other graphic elements. Use established minimum clear-space guidelines at all times.

Clear space [x] is equal to the cap height of the O in the Oracle signature. That distance should be used to set off the logo both horizontally and vertically from other elements. Never use less than the minimum clear space. See clear space defined by x in the example at left.

Print Minimum Size



Pixel Minimum Size



■ Minimum Size

The Oracle Red Box Logo for Sponsorships should always be large enough to ensure legibility. To ensure that the logo is prominent and readable at reduced sizes, please observe the minimum-size requirements in all media.

The minimum size is measured by the width of the Oracle signature. In printed materials, the Oracle signature must be no less than 17.5 mm or 0.6965 inches in width. When displayed onscreen, the Oracle signature must be no less than 57 pixels in width.

One-Color (Oracle Red)



One-Color (Black-and-White)



■ Color and Background Usage

The Oracle Red Box Logo for Sponsorships is designed with the use of one color: PMS 485 or black. The color logo on a white background is always preferred. Using the logo on black or dark backgrounds is acceptable but not recommended. Most importantly, make sure the Oracle Red Box Logo for Sponsorships is always legible.



Do not change the color of the Oracle Red Box Logo for Sponsorships.



Do not choose a background color that clashes with the color of the Oracle Red Box Logo for Sponsorships.



Do not choose background colors that offer low contrast. Always strive for high contrast and legibility.



Do not place the Oracle Red Box Logo for Sponsorships over four-color photography or illustration that impairs legibility.



Do not make a pattern out of the Oracle Red Box Logo for Sponsorships.



Do not stretch the Oracle Red Box Logo for Sponsorships.



Do not use a three-dimensional version of the Oracle Red Box Logo for Sponsorships in a two-dimensional format.



Do not use the Oracle Red Box Logo for Sponsorships with a drop shadow.



Do not distort the Oracle Red Box Logo for Sponsorships or place it inside a form or object.



Do not use the Oracle Red Box Logo for Sponsorships at an angle. It must always be displayed horizontally.

Unacceptable Usage

The Oracle Red Box Logo for Sponsorships brand identity is instantly recognizable however and wherever it is used. You must follow brand guidelines carefully and avoid unauthorized variations such as those displayed at left.