

# Oracle Cloud Badges for Partner Use

## GUIDELINES



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# INTRODUCTION

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The following guidelines provide usage details for Oracle Cloud Badges. Oracle Cloud Badges leverage the Oracle brand logo architecture, the Oracle Brand Icon Collection, and official Oracle color palette. Oracle Cloud Badges are used by Oracle partners who have achieved official *Powered by Oracle Cloud* or *Integrated with Oracle Cloud* status. These badges will be used on partner websites and collateral to identify which of their applications have achieved *Powered by Oracle Cloud* or *Integrated with Oracle Cloud* status.

This badging system is intended to be used on the same website or collateral as the Oracle PartnerNetwork (OPN) membership badge (Silver, Gold, or Platinum). Badges should not be used on third party product packaging nor in a partner product itself. Badges will follow the standard OPN program logo usage guidelines in effect for the *Exastack Ready* and *Optimized* programs. A company's application and/or product achieves *Powered by Oracle Cloud* or *Integrated with Oracle Cloud* status, and therefore a single company may have more than one product which achieves the status. A badge may be used in collateral such as a datasheet, solution brief, and/or signage at an event or booth.

Please adhere to these guidelines at all times, an Oracle logo should never be altered from its officially released form.

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# ORACLE CLOUD BADGE CRITERIA

Use of an Oracle Cloud badge is contingent on meeting certain specific qualification criteria:

- Oracle PartnerNetwork (OPN) membership, Silver level or higher
- Complete testing or verify that the partner application is compatible with Oracle Cloud
- Cloud Marketplace listing
- A public statement that qualifying partner application supports Oracle Cloud (SaaS, PaaS and/or IaaS)

Oracle Cloud badges will be provided to OPN members (silver and higher) once confirmed that their applications meet the following additional criteria:

Powered by Oracle Cloud: Runs on Oracle IaaS or PaaS (OPN partner has self “certified” or completed a verification process for Cloud Marketplace, Jump Start, or similar).

Integrated with Oracle Cloud: Integrates with Oracle IaaS, PaaS, or SaaS (OPN partner has self “certified” or completed a verification process for Cloud Marketplace, JumpStart, or similar).

For more information about accessing the Oracle Cloud badges, please contact the program lead:

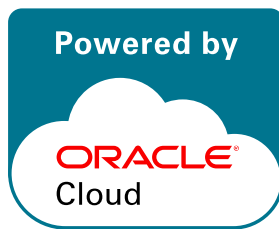
[mary.hadinger@oracle.com](mailto:mary.hadinger@oracle.com) or [OracleCloudISV\\_ww@oracle.com](mailto:OracleCloudISV_ww@oracle.com)

# ORACLE CLOUD BADGES

Below are examples of *Powered by Oracle Cloud* and *Integrated with Oracle Cloud* badges. They are designed using Oracle's brand logo architecture, as well as Oracle's brand icon collection and official color palette. Oracle Blue is used for the "Powered by Oracle Cloud" badge frame, while Oracle Grey is used for the "Integrated with Oracle Cloud" badge frame.

\*Note: Oracle Cloud badges leverage the official Oracle Cloud logo, which has a unique visual impression that differs from other official Oracle logos. This visual difference is intentional and applies exclusively to Oracle Cloud logos and badges, due to the unique positioning of Cloud products and services in the Oracle portfolio.

POWERED BY ORACLE CLOUD  
BADGE



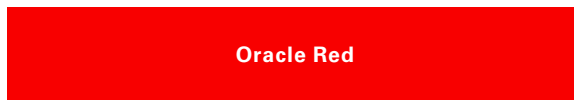
INTEGRATED WITH ORACLE CLOUD  
BADGE



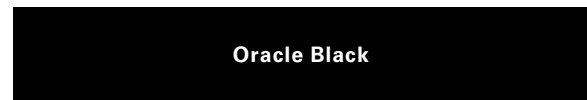
# OFFICIAL COLOR PALETTE

Color is one of the most effective elements for ensuring a clear and consistent presentation of the Oracle brand identity. Proper use of the official color palette is essential to maintaining a strong worldwide brand. Oracle's primary color palette consists of Oracle Red and Oracle Black, which are used in Cloud badge content. Oracle Blue is used for the *Powered by Oracle Cloud* badge frame, and Oracle Grey is used for the *Integrated with Oracle Cloud* badge frame.

## BADGE CONTENT



Pantone C PMS 485 C  
Pantone U PMS 485 U (2 Hits)  
Process C0 M100 Y100 K0  
RGB R248 G0 B0  
Hex F80000



Pantone C PMS Black C  
Pantone U PMS Black U (2 Hits)  
Process C0 M0 Y0 K100  
RGB R0 G0 B0  
Hex 000000

## BADGE FRAMES



Pantone C PMS 633 C  
Pantone U PMS 314 U  
Process C100 M5 Y10 K36  
RGB R0 G117 B143  
Hex 00758E



Pantone C PMS Cool Gray 8 C  
Pantone U PMS Cool Gray 8 U  
Process C0 M0 Y0 K55  
RGB R147 G150 B153  
Hex 939699

# OFFICIAL TYPEFACES

Consistent use of Oracle’s official typefaces is fundamental to our brand identity. When used consistently, these typefaces help unify and strengthen Oracle communications. The Oracle brand identity features two typeface families: *Univers LT Std* and *Garamond 3 LT Std*. These typefaces visually reinforce the Oracle brand, and are diverse enough to provide a range of visual options.

*Univers LT Std* is the primary Oracle typeface. It is used across marketing communication, event promotion, release activation, and much more.

Every agency or internal creative group doing creative work for Oracle is responsible for maintaining their own licenses for the official typefaces. No substitutions are allowed, even an alternate “cut” of *Univers* from a different foundry. The correct version can be [referenced here](#).

## GARAMOND 3 LT STD

Used exclusively in business cards and letterhead to offset corporate information. When unavailable, *Times New Roman* is the approved replacement.

[See a reference for Garamond 3 LT Std here](#).

Note that for Microsoft PowerPoint, we use *Calibri*. For Microsoft Word and online applications, we use *Arial* and *Times Regular* in place of *Univers LT Std* and *Garamond 3 LT Std*. However, always follow the standards for font use specified within Oracle templates and the guidelines for using those templates.

Univers LT Std 45  
*Univers LT Std 45 Oblique*  
Univers LT Std 55  
*Univers LT Std 55 Oblique*  
**Univers LT Std 65 Bold**  
***Univers LT Std 65 Oblique Bold***

Garamond 3 LT Std  
*Garamond 3 LT Std Italic*  
Garamond 3 LT Std Bold  
***Garamond 3 LT Std Bold Italic***

Times New Roman Regular  
*Times New Roman Italic*  
**Times New Roman Bold**  
***Times New Roman Bold Italic***

Calibri Regular\*

Arial Regular\*\*

Times Regular\*\*

\*For use in Microsoft PowerPoint

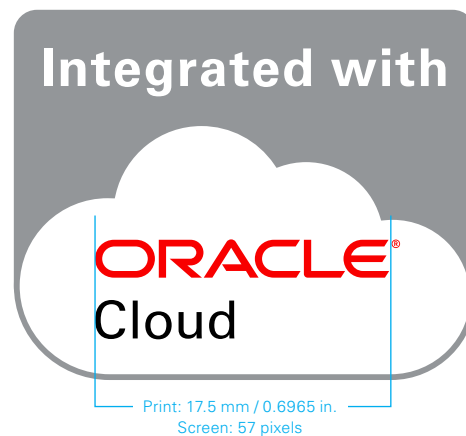
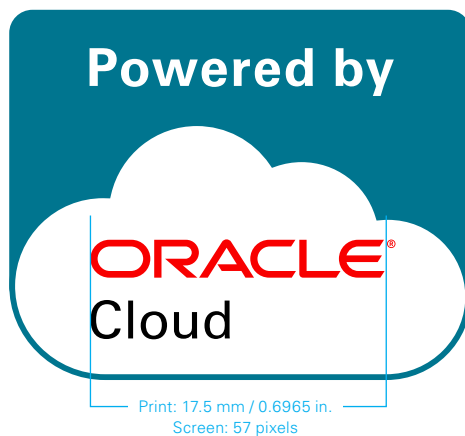
\*\*For use in Microsoft Word and online

## MINIMUM SIZE

An Oracle Cloud badge 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 *Oracle*. In printed materials, the *Oracle* portion of the logo must be no less than 17.5 mm or 0.6965 inches in width. When displayed onscreen, the *Oracle* portion of the logo must be no less than 57 pixels in width.

### MINIMUM SIZE



\*Logo is not shown at actual size

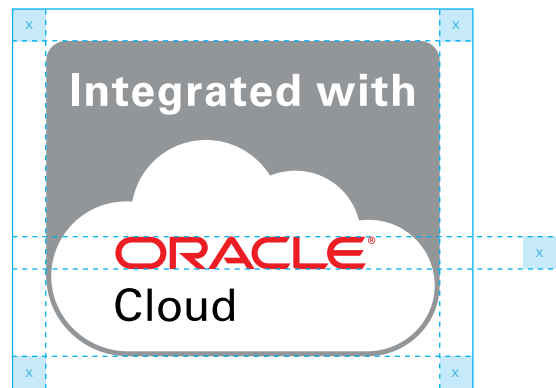
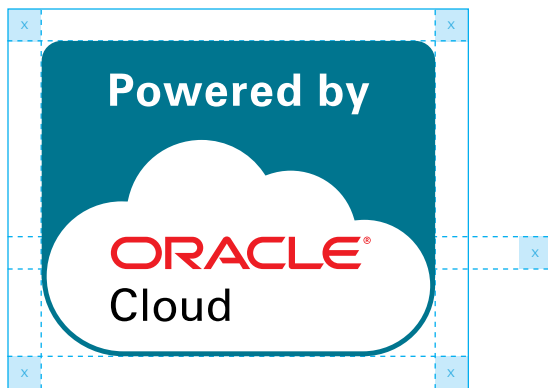


# CLEAR SPACE

An Oracle Cloud badge 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 logo. 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 below.

## CLEAR SPACE

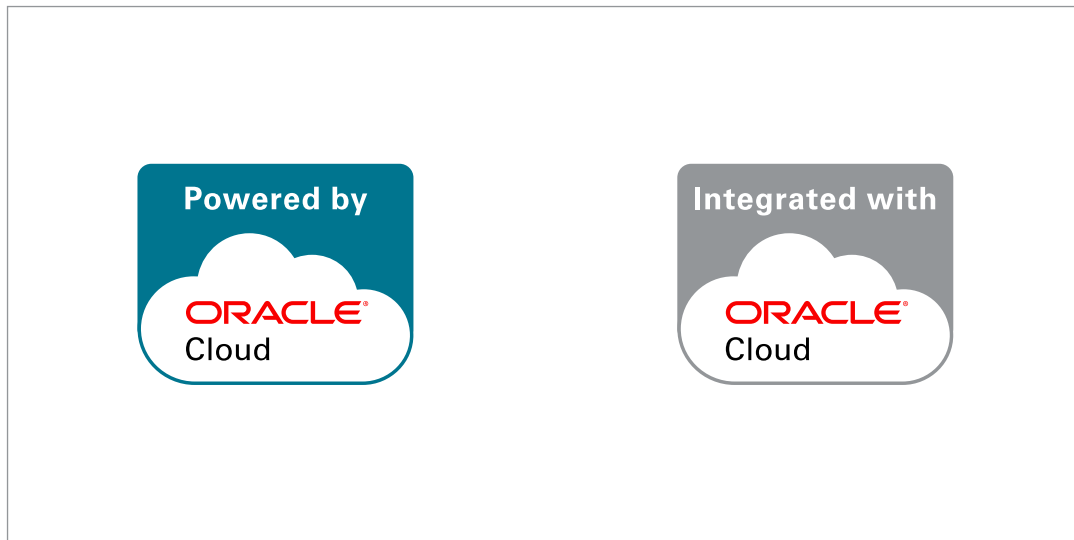


Clear space [x] is equal to the height of the *O* in *Oracle*.

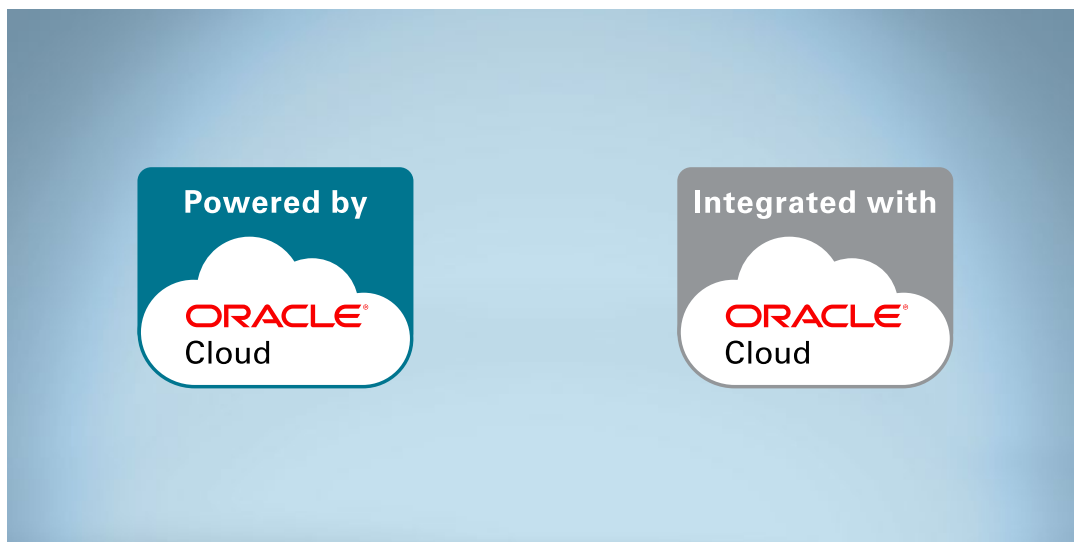
# COLOR AND BACKGROUND USAGE

Oracle Cloud Badges should only be used on white or light colored backgrounds. Do not use Oracle Cloud Badges on backgrounds that provide low contrast viewing.

## WHITE BACKGROUND



## LIGHT-COLORED BACKGROUND

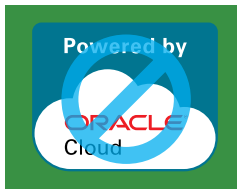


# UNACCEPTABLE USAGE

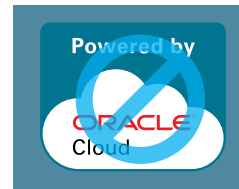
Design and usage standards ensure that an Oracle Cloud Badge is instantly recognizable however and wherever it is used. You must follow brand guidelines carefully and avoid unauthorized variations such as those displayed below.



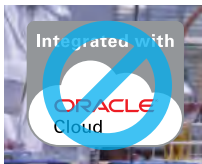
Do not change the color of an Oracle Cloud Badge.



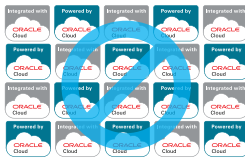
Do not choose a background color that clashes with the color of an Oracle Cloud Badge.



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



Do not place an Oracle Cloud Badge over four-color photography or illustration that impairs legibility.



Do not make a pattern out of an Oracle Cloud Badge.



Do not stretch an Oracle Cloud Badge.



Do not use a three-dimensional version of an Oracle Cloud Badge in a two-dimensional format.



Do not use an Oracle Cloud Badge with a drop shadow.



Do not distort an Oracle Cloud Badge or place it inside a form or object.



Do not use an Oracle Cloud Badge at an angle—it must always be displayed horizontally.

# RESOURCES

## THE ORACLE BRAND

### INTERNAL

Oracle's Brand Creative team provides a one-stop resource for corporate branding assets and guidelines. Please visit the links listed below to access approved Oracle logos, graphics, and templates; style guidelines; the official list of approved Oracle product names; and more.

Oracle Brand home page:

[brand.oracle.com](https://brand.oracle.com)

To view and download assets from the Oracle Corporate Icon or Corporate Photography Collections, please navigate to the Media Manager portal:

[omm.us.oracle.com](https://omm.us.oracle.com)

Oracle logos:

[my.oracle.com/site/mktg/creative/logos](https://my.oracle.com/site/mktg/creative/logos)

Oracle graphics:

[my.oracle.com/site/mktg/creative/graphics](https://my.oracle.com/site/mktg/creative/graphics)

Oracle templates:

[my.oracle.com/site/mktg/creative/templates](https://my.oracle.com/site/mktg/creative/templates)

Resources including the official Oracle product names list and Oracle style guide:

[my.oracle.com/site/mktg/creative/resources](https://my.oracle.com/site/mktg/creative/resources)

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### EXTERNAL

Oracle provides trademark, copyright, and other important brand information and resources on its external website. If you do not have access to our internal branding site, please visit the links below.

Third-party usage guidelines for Oracle trademarks:

[oracle.com/us/legal/third-party-trademarks](https://oracle.com/us/legal/third-party-trademarks)

Oracle PartnerNetwork marketing resources:

[oracle.com/partners/en/most-popular-resources](https://oracle.com/partners/en/most-popular-resources)

Third-party usage guidelines for Oracle logos:

[oracle.com/us/legal/third-party-logos](https://oracle.com/us/legal/third-party-logos)

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### CONTACTS

For assistance locating editorial brand resources:

[proof\\_us@oracle.com](mailto:proof_us@oracle.com)

For assistance locating design brand resources:

[branding\\_grp@oracle.com](mailto:branding_grp@oracle.com)

To request a new brand asset, go to:

[my.oracle.com/site/mktg/creative/resources](https://my.oracle.com/site/mktg/creative/resources)

and click the Job Request Tool link.