Calligra Suite Logo Usage Guidelines

Copyright (c) 2011 The Calligra Project

The following guidelines apply to the Calligra Suite logo as a trademark of KDE e.V. (http://ev.kde.org). The logo exists to aid and promote instant public recognition of creations and activities of the Calligra Project.

1. This logo may be reproduced on any medium having a direct relationship to the Calligra Project's creations or activities. Such a medium may be web pages, graphics or video content, documentation, advertising, promotional and sales materials, clothing (shirts, hats, etc), packaging, optical discs, or the graphical user interface of software.

1.1. The Calligra Project's creations or activities do not include personal activities and creations of its contributors that are not in direct relation to the Calligra Project.

2. Reproducing the logo is allowed as long as this is considered as fair use. In particular the logo artwork maintains its license even if combined with content published under a different license, either paid or free, such as a web site or a company folder.
3. Creation of the Calligra Project or part of this creation may be used as a part of another product or content consisting of other parts not directly related to (and not derived from) the Calligra Project's creations. In this case the logo may only be used if it is made clear that the logo only refers to the part of the product or content derived from creations of the Calligra Project and does not refer to the entire product or to any parts unrelated to the Calligra Project.

For example the logo may be displayed on an optical disc containing various software packages, but only in a way that indicates that not all packages placed on the disc are related to creations of the Calligra Project.

4. These guidelines apply to usage of the logo by everyone, including past, present and future members or contributors of the Calligra Project.

5. The Calligra Project reserves the right to change contents of this document without prior notice, but it intends to maintain the wording of this document intact.

6. The logo's artwork may be modified without regard to the guidelines published on page 4 of this document only after removing all direct relations to the Calligra Project's creations or activities. For example it must not be possible to read the word Calligra from the modified artwork.

7. The license of the logo's artwork itself is Creative Commons Attribution 3.0 Unported. Its text is available at http://creativecommons.org/licenses/by/3.0/legalcode.
Graphic standards
The Calligra Suite logo consists of the solid black Calligra graphic and the solid white background as shown at left. Blue borders are displayed in this document only for informational purposes. Do not add any border line when using the logo.

Negative version
In the negative version of the logo the Calligra graphic is white and the background is solid black as shown at left. The solid black color can be replaced with another very dark solid color. The notes about border apply to the alternative version too.

Clearance zone
The clearance zone is an integral part of the logo design and should be used for maximum presence for the logo across any material. The logo must never enter the clearance zone. The size of the clearance zone should not be reduced but can be enlarged. The minimum clear space area is equal to the base line height of the “Calligra” text, which is about 1/3 of the entire logo's height. Use solid white (or black) color even if the background of the document is very light (or dark, respectively).

Artwork sizes
The Calligra Suite logo is available in a range of sizes. The minimum size for the logo for printouts is 40x24mm or 55x39mm with clearance zone, as shown. For screens it is 100x71 pixels.
On media such as optical disks the Calligra Suite logo can be reduced to an absolute minimum size of 20mm x 12mm.
Avoid mistakes
Always reproduce the complete Calligra Suite logo as the electronic artwork provides. Do not alter the logo in any way. Do not redesign it, redraw, animate. Do not alter the proportions of the logo or rotate it or render it three dimensions. Do not use any part of the logo as a decorative element, background, or pattern.

Do not place graphics, photographs, type or illustrations inside the minimum clearance zone. Do not incorporate the Calligra Suite logo into any other design, and never add new elements to the logo. Do not separate the elements of the logo. Do not add words or version numbers to the logo. Do not alter the size or proportions of or space between the letters.

Trademark symbols & credit Line
The Calligra Suite logo artwork does not include the trademark “™” symbol or registered trademark “®” symbol so do not add either of these symbols to the logo. Use the following credit line in all printed materials:

Calligra Suite logo is a trademark of KDE e.V.

More information
To download artwork files visit http://calligra.org/logo. For more information, contact calligra-devel@kde.org.