

Oracle Academy

LOGO GUIDELINES



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INTRODUCTION

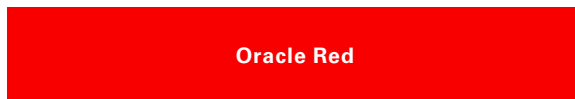
The Oracle Academy logo is available for use by **educational institutions** that are members of the **Oracle Academy program**. Educational institutions bearing this logo are recognized for their **authorization to teach Oracle Academy courses**.

The Oracle Academy logo leverages the new Oracle Corporate Logo Brand Architecture developed by Oracle Brand Creative. The new logo system establishes a common brand impression for all offerings under the Oracle umbrella. Please adhere to these guidelines at all times, an Oracle logo should never be altered from its officially released form.

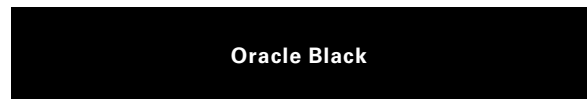
OFFICIAL COLOR PALETTE

Color is one of the most effective elements for ensuring a clear and consistent presentation of the Oracle brand identity. Oracle's primary color palette consists of Oracle Red and Oracle Black. Consistent use of the official color palette is essential to maintaining a strong worldwide brand. Never tint or shade Oracle Red, it should always be used at 100%.

PRIMARY PALETTE



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

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 is 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 Brand Collateral 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

The Oracle Academy logo 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.



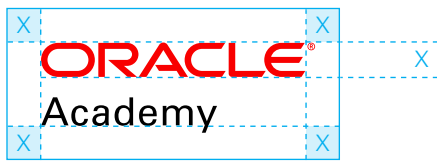
17.5 mm/0.6965 in. (print)

57 pixels (onscreen)

CLEAR SPACE

The Oracle Academy logo 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 below.



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

COLOR AND BACKGROUND USAGE

The Oracle Academy logo is designed with Oracle Red and Oracle Black. There is also a single black-and-white (one-color) option for specific applications, such as newspaper advertising. 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 Academy logo is always legible.

*Note: The black backgrounds displayed below are for staging purposes only, to illustrate how the Oracle Academy logo appears when placed on a black background, and are not part of the logo.

COLOR (WHITE BACKGROUND)



ORACLE[®]
Academy

COLOR (BLACK BACKGROUND)*



ORACLE[®]
Academy

BLACK-AND-WHITE (WHITE BACKGROUND)



ORACLE[®]
Academy

WHITE (BLACK BACKGROUND)*



ORACLE[®]
Academy

UNACCEPTABLE USAGE

Design and usage standards ensure that the Oracle Academy logo 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 below.



Do not change the color of the Oracle Academy logo.



Do not choose a background color that clashes with the color of the Oracle Academy logo.



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



Do not place the Oracle Academy logo over four-color photography or illustration that impairs legibility.



Do not make a pattern out of the Oracle Academy logo.



Do not stretch the Oracle Academy logo.



Do not use a three-dimensional version of the Oracle Academy logo in a two-dimensional format.



Do not use the Oracle Academy logo with a drop shadow.



Do not distort the Oracle Academy logo or place it inside a form or object.



Do not use the Oracle Academy logo at an angle—it must always be displayed horizontally.

RESOURCES: ORACLE BRAND CREATIVE ASSETS

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

To view and download assets from the Oracle Brand Icon or Brand Photography Collections, please navigate to the Media Manager portal:
omm.us.oracle.com

Oracle logos:
my.oracle.com/site/mktg/creative/logos

Oracle graphics:
my.oracle.com/site/mktg/creative/graphics

Oracle templates:
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

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

Third-party usage guidelines for Oracle logos:
oracle.com/us/legal/third-party-logos

Oracle PartnerNetwork marketing resources:
oracle.com/partners/en/most-popular-resources

CONTACTS

For assistance locating editorial brand resources: proof_us@oracle.com

For assistance locating design brand resources: branding_grp@oracle.com

To request a new brand asset, go to:
my.oracle.com/site/mktg/creative/resources
and click the Job Request Tool link.