



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 curriculum**.

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, as 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 Bark. Consistent use of the official color palette is essential to maintaining a strong worldwide brand.



Oracle Red

Pantone C	PMS 3516 C
Pantone U	PMS 3516 U
RGB	R240 G76 B35
CMYK	C0 M86 Y100 K0
Hex	C74634



Oracle Bark

Pantone C	PMS 7533 C
Pantone U	PMS 2322 U
RGB	R65 G44 B25
CMYK	C36 M55 Y70 K75
Hex	312D2A

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 size, 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 17.5mm or 0.6965 inches in width. When displayed onscreen, the Oracle Signature must be no less than 57 pixels in width.



17.5mm/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.



Color and background usage

The Oracle Academy logo is designed with Oracle Red and Oracle Bark. There are also single bark color, or black-and-white (one color) options for specific applications, such as budget print. 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.

2 colors (white background)

ORACLE
Academy

1 color bark (white background)

ORACLE
Academy

Black-and-white (white background)

ORACLE
Academy

Reversed (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.



ORACLE
Academy

Do not change the color of the logo



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Do not make a pattern out of the logo



ORACLE
Academy

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



ORACLE
Academy

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



ORACLE
Academy

Do not stretch the logo



ORACLE
Academy

Do not use the logo at an angle, it must always be displayed horizontally