Oracle Academy Logo

Introduction

The Oracle Academy logo is available for use by educational institutions that are members of the Oracle Academy program. When consumers see this identity being used by your educational institution, they will immediately recognize that you have been authorized by Oracle to teach Oracle Academy courses at your institution.

Protecting the integrity of the Oracle Academy logo by using it consistently and correctly is essential to creating and maintaining a strong worldwide brand identity. It expands your standing as a closely aligned, industry-leading education partner, an identity from which we all benefit. This document provides guidelines for correctly using the Oracle Academy logo. Only institutions that strictly adhere to these guidelines and have accepted an Oracle Academy agreement are authorized to display the Oracle Academy logo.
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.
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.

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

**Official Typefaces**

- 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.
Logo Specifications and Clear Space

The Oracle Academy logo is for use by educational institutions that are members of the Oracle Academy program. There are print and screen versions of the Oracle Academy logo, allowing educational institutions to indicate their relationship with Oracle. These logos should only be implemented on the institution's print or online creative, such as collateral and Websites.

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 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 at left.
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 Oracle. In printed materials, the Oracle portion of the logo must be no less than 175 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.
Color and Background Usage

The Oracle Academy logo is designed with PMS 485 and black. There is also a single black-and-white 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 at left 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.
Correct Usage

- This Oracle Academy logo is only for use on a member institution’s printed collateral or Website to indicate that the institution is authorized to offer Oracle Academy courses.

- This logo should not appear on any corporate print collateral or online creative other than to identify an institution’s membership in the Oracle Academy program. The logo does not imply that Oracle endorses the institution’s products or services.

- Use of the Oracle Academy logo is for materials containing marketing content only.

- Use the print version of the Oracle Academy logo for any printed collateral.

- Use the online version of the Oracle Academy logo for online or interactive creative.

- Use the static screen logo for any electronic presentation or demo.

- Use Oracle-approved artwork only. Do not alter the artwork in any manner.

- Maintain the specified clear space surrounding the Oracle Academy logo.

- Use the Oracle Academy logo in a subordinate manner to your institution’s signature.

- The Oracle Academy logo cannot appear to be the name of a product or manufacturer.

- The Oracle Academy logo must appear as equally predominant as any other third-party trademarks.

- The Oracle Academy logo must always be accompanied by your institution’s logo when placed in merchandising materials. Please adhere to minimum-size and clear space guidelines.
Unacceptable Usage

Design and usage standards ensure that the Oracle Academy logo 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.

- Do not change the color of the Oracle Academy logo.
- Do not stretch the Oracle Academy logo.
- Do not choose a background color that clashes with the color of the Oracle Academy logo.
- Do not use a three-dimensional version of the Oracle Academy logo in a two-dimensional format.
- Do not choose background colors that offer low contrast. Always strive for high contrast and legibility.
- Do not use the Oracle Academy logo with a drop shadow.
- Do not place the Oracle Academy logo over four-color photography or illustration that impairs legibility.
- Do not distort the Oracle Academy logo or place it inside a form or object.
- Do not make a pattern out of the Oracle Academy logo.
- Do not use the Oracle Academy logo at an angle—it must always be displayed horizontally.