

# Micronaut® Brand Guidelines

The following guidelines outline how you may use Micronaut trademarks in print and digital assets.

Micronaut trademarks may be used only in accordance with these directives.

## The Micronaut Logo

The Micronaut logo consists of:

- The **logo mark** (swirl plus the Greek symbol for "micro" [μ])
- The **word mark** ("Micronaut" in all caps with the "naut" section of the text a lighter font weight than the "Micro" section)
- The **registered trademark symbol** (®)



Horizontal and stacked versions of the logo are available for placement in different layouts.

The Micronaut logo should never be displayed without the registered trademark symbol.

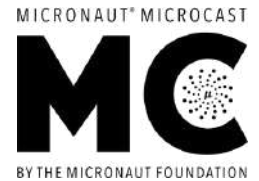
The word mark should never be used alone without the logo mark.

The logo mark may be used alone, but only if the word Micronaut and registered trademark symbol are prominently visible in accompanying text.

# Logo Variations

Certain additional entities and products incorporate Micronaut trademarks into their logos.

These include (but are not limited to) Micronaut Data, Micronaut Launch, the Micronaut Foundation, and Micronaut Microcasts.



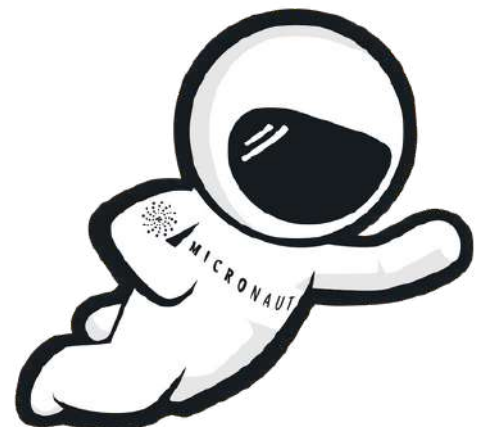
Unless otherwise indicated, all guidelines outlined in this document apply to the logo mark, the word mark, the Micronaut Data logo, the Micronaut Launch logo, the Micronaut Foundation logo, the Micronaut Microcast logo, and any other trademark within the Micronaut brand family, even if all versions are not referenced in a given example.

## Sally the Astronaut

Sally the astronaut is the Micronaut<sup>®</sup> framework's mascot.

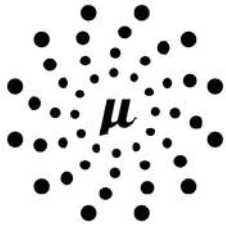
Sally may be used only if the word "Micronaut" and registered trademark symbol are prominently visible in accompanying text.

All guidelines that apply to Micronaut logos also apply to Sally the astronaut. No changes should be made to Sally the astronaut without prior approval from the Micronaut brand team.



# Color Palette

Micronaut logos may be displayed in black (#000000) and white (#ffffff).



M I C R O N A U T<sup>®</sup>

Use the black logo on solid white and light-colored backgrounds.

For solid black and dark-colored backgrounds, use the white logo, unless the background color is light enough that the white logo becomes washed out.



Do not display the logo in any color other than black or white.



Do not display the logo in more than one color.



Do not place the logo on a red background.



Do not place the logo on a four-color photograph or other multicolored background.

# Clear Space

The Micronaut logo should be given optimal staging in layouts. Minimum clear space is equal to the height of the M in Micronaut.

Never use less than the minimum clear space. Clear space is always relative to the size of the logo.



# Minimum Size

The Micronaut logo should always be large enough to ensure legibility.

Minimum-size requirements are in place to ensure readability at reduced sizes.

## FOR DIGITAL DISPLAY

The combined logo mark plus word mark must be a minimum of 300 pixels in width for the horizontal version.

In the stacked version, the word mark must be a minimum of 200 pixels in width.

When using the logo mark alone, the logo must be a minimum of 75 pixels in width.

## IN PRINTED MATERIALS

The combined logo mark plus word mark must be a minimum of 2.5 inches (6.35 cm) in width for the horizontal version.

In the stacked version, the word mark must be a minimum of 1.25 inches (3.175 cm) in width.

When using the logo mark alone, the logo must be a minimum of 1 inch (2.54 cm) in width.

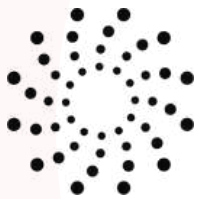
# Unacceptable Usage

Design and usage standards ensure that the Micronaut logo brand identity is instantly recognizable however and wherever it is used. The word and logo mark are to be used exactly as designed unless written permission has been granted to alter them.

Please follow brand guidelines carefully and avoid unauthorized variations such as those displayed here.



Do not change the capitalization or the font.



Do not remove the  $\mu$  symbol from the center.



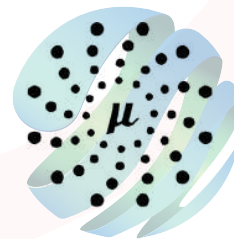
Always maintain the logo's original aspect ratio; do not stretch the logo in any direction.



Do not change the number of dots.



Never add additional text to the Micronaut logo that is not part of the original asset.



Never combine the Micronaut logo with another product logo.

Versions of the logo have been produced in which the font weight is consistent. These specific versions may be used only in this approved format; they should not be altered in any way.

# Summary

The Micronaut word mark, Micronaut logo mark, Micronaut Data logo, Micronaut Launch logo, Micronaut Foundation logo, Micronaut Microcast logo, Sally the astronaut, and any other graphic representations of Micronaut-related products and entities are proprietary assets owned by Object Computing, Inc.

Use of these assets by third parties in product documentation, marketing materials, and all other print and digital communications is prohibited without express written authorization from the Micronaut brand team.

Third parties authorized to use Micronaut trademarks may not alter or modify them, except as expressly outlined in this document. Violations of the requirements in this document may be grounds for terminating any authorization granted by the Micronaut brand team. Authorization may be granted with additional restrictions not referenced here; individual authorization documentation takes precedence over information presented in this document.

# Contact

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