



## Pentaho Brand and Identity Standards



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# Pentaho Brand and Identity Standards

## The Pentaho Brand

Like our reputation, our brand is synonymous with innovation and technology, domain knowledge, service quality, global presence and community confidence. Follow the guidelines below to ensure the Pentaho logotype is used properly. Note the examples of what you should and should not do when reproducing the Pentaho logo.

## Logo Elements

	The logo typeface is Papyrus, all lower case and should only be used as an element of the logo. Do not use Papyrus for other text in Pentaho media to avoid causing confusion with the branding.
	The coil is intended to appear to the left of the Pentaho text. It should never appear without the Pentaho text unless it is used as a background screen and meets the following criteria: <ol style="list-style-type: none"><li>1. The full un-screened logo must be present.</li><li>2. At least 800% larger than the logo.</li><li>3. No more than a 15% screen of the original green.</li></ol> Never use the coil as a bullet or some other form of punctuation. Never change the screened coil color to orange.

## Logo Clearspace

All attempts should be made to allow enough clearspace between the logo and other elements used for any type of media. The minimum amount of clearspace is equal to the amount of clear space between the bottom of the coil and the "bottom of the "p" in Pentaho. Exceptions can be where light gradients fade behind the logo, as long as none of the logo elements become difficult to read or the gradient appears to be part of the logo.



\*Note: This use of the logo is intended to be used only in approved cases. NEVER add your own text inside the clearspace boundaries.\_

Minimum Size

Avoid using the logo with tag "open source business intelligence" any smaller than 2" printed and 3" (216px) on screen. If the logo needs to be used at a smaller size remove the tag.

Use of the logo without the tag should be no smaller than 1.5" (90px)



Incorrect Logo Usage



<p>The coil should always be kept to scale and to the left of the text.</p>	
 <p>Don't use the logo as a screen or watermark. If you want to use a watermark element from the logo, the full logo must be present somewhere on the page or screen where the coil is screened.</p>	 <p>The logo should always be level to the horizontal plain of the media. Do not rotate the logo.</p>
<p>Avoid putting the logo on colors that make the logo difficult to read. Keeping it on white, or light grays is the safest. If you have to put it over a photo, make sure there are no distracting lines or colors that will make the brand difficult to distinguish. Any time you put the logo on a photo you should send a sample to Pentaho marketing for approval.</p>	

## Colors

The logo can be presented in color or black and white / gray scale as long as it follows the following guidelines.



<p>Pentaho Orange</p>  <p>PMS Coated 158 C Uncoated 158 U C 0 M 60 Y 94</p>	<p>Pentaho Green</p>  <p>PMS Coated 383 C Uncoated 390 U C 18 M 0 Y 100</p>	<p>Pentaho Gray (used for text)</p>  <p>PMS Coated Cool Gray 7 C Uncoated 415 U C 0 M 0 Y 0</p>
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K 0 On-Screen R 239 G 128 B 51  HEX ED752A	K 31 On-Screen R 158 G 170 B 54  HEX 95a22c	K 47 On-Screen R 167 G 167 B 167  HEX a7a7a7
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## Typefaces

### Printed / PDF Distributed Media

Use the typeface "Trebuchet"

Trebuchet

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
@#\$%^&\*()[]{}?!  
1234567890

### Online / Web media

Use the typeface "Tahoma". The standard hex color is #666666.

Tahoma

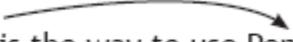
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
@#\$%^&\*()[]{}?!  
1234567890

## Alternative Font

Arial, Helvetica, Sans-serif should be included in web styles as alternative fonts.

## Typeface / Font Usage with the Company Name

Always use the body copy font. Do not insert the logotype when setting text.

  
This is the way to use Pentaho in a sentence.  
Never use ~~pentaho~~ like this or ~~Pentaho~~ like this.

## E-mail Signature

To maintain a consistent image externally, everyone should try to use a similar e-mail signature in all correspondence. Each e-mail application has its own capabilities / limitations, so do your best with the software you prefer to use. At a minimum, use the same size and sans-serif fonts (non bold). If the logo can't be embedded, replace the image with the words "Pentaho Corporation" (10pt).

Joe Pentaho  
Software Contributor



The Commercial Open Source Alternative for Business Intelligence  
Citadel International, Suite 340 • 5950 Hazeltine National Dr. • Orlando, FL 32822, USA  
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## Address, Phone and E-mail Standard

Phone numbers should be represented the following way:

+long distance code [space] area code [space] three digits [hyphen] four digits [space] ext. #####

Example:

+1 555 555-555 ext. 5555

To define the type of number use the following terms:

Office = No description, this is default

Cell Phone = Cell (Mobile is acceptable, but less consistent with our usage)

Faximile = Fax

Extension = ext.

Toll Free = Toll Free

Instant Message = IM (not recommended for external communication)

E-mail vs. Email = We currently are using E-mail (open for discussion)

All addresses should end with the country of origin. Example: Orlando, FL 32822, USA

## Usage Terms

Pentaho's trademarks, service marks and trade name are valuable assets. Because Pentaho intends to protect these assets and strengthen corporate and brand identities, Pentaho requires that use of its trademarks reflect a positive image and do not confuse or deceive consumers. Only Pentaho and its authorized partners and licensees can use the Pentaho logo in advertising, promotional and sales materials. Pentaho authorized partners can use the Pentaho logo only as specified in their partner agreement and must always be in conjunction with the appropriate terms that define the relationship authorized by their contract with Pentaho.

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If you have any questions regarding Pentaho's corporate style guidelines, please contact Pentaho's Corporate Communications department or send an e-mail to [marketing@pentaho.com](mailto:marketing@pentaho.com).