**MarkLogic**®

# Identity Guidelines

### Partner Version

MarkLogic Corporation, 2017

# The World's Best Database
## for Integrating Data From Silos

Over thousands of years, our history has produced an almost inconceivable amount of data, rich with meaning, possibility and potential, but nearly impossible to harness.

This was the problem that spurred the idea that became MarkLogic.

# Overview

The logo, colors, typefaces, and clear space are the building blocks of the MarkLogic Brand. Use of the Core Elements allows us to consistently communicate our differentiation, while allowing flexibility in communication materials.

## MARKLOGIC LOGO

## MARKLOGIC ICON / FAVICON / AVATAR

## TYPE

Helvetica Neue:  AaBbCcDdEeFfGgHhIiJjKkLl 123456

Arial (Fall back):  AaBbCcDdEeFfGgHhIiJjKkLl 123456

Baskerville (Book Body Copy):  AaBbCcDdEeFfGg  123456

## COLOR

| | |
|---|---|
| PANTONE C | 1797 C |
| PANTONE U | 1797 U |
| CMYK | 2, 97, 85, 7 |
| RGB | 202, 54, 57 |
| HEX | #CA3639 |

| | |
|---|---|
| PANTONE C | 2116 C |
| PANTONE U | 2116 U |
| CMYK | 76, 56, 0, 0 |
| RGB | 96, 104, 178 |
| HEX | #6068B2 |

| | |
|---|---|
| PANTONE C | 2117 C |
| PANTONE U | 2117 U |
| CMYK | 92, 79, 0, 0 |
| RGB | 58, 76, 147 |
| HEX | #3A4C93 |

# MarkLogic Logo

The MarkLogic company logo is the single most visible representation of our company. We must promote MarkLogic's reliability and innovative qualities. Thus, changing our logo in any way, such as changing the color or infringing on clear space (the amount of open space surrounding the logo), dilutes the brand. While it is tempting to make changes in the name of creativity we must follow the brand guidelines to ensure consistency and keep our brand strong.

Never redraw the logo, alter the placement, change the size relationship, or recreate the logotype. Modification of the logo diminishes its impact and weakens our brand. Only authorized artwork should be used.

MINIMUM CLEAR SPACE

Clear space is required around the logo in order to maintain its integrity. Maintain an Appropriate amount of clear space around the logo at all times. If the minimum clear space is not maintained, the logo's impact is compromised. Understanding the appropriate use of clear space is essential to creating that impact. Do not allow any distracting elements, such as copy, photography, or background patterns to encroach on the clear space.

The figure below defines and illustrates the appropriate clear space guidelines.

# MarkLogic Logo

## CORRECT LOGO USAGE

These are examples of the correct use of the MarkLogic logo. Any other usage is not authorized because it weakens our brand and the market's brand identification.

Always attempt to use the two color version of the logo whenever possible. The logo can be enlarged or reduced according to application, but should never be distorted in any way and should always be placed on a white background. Always use the reversed one color (white) logo on a dark background.

The minimum size of the logo should be no less than one inch wide.

## EXAMPLE LOGO USAGE



## EXAMPLE MARKLOGIC ICON / AVATAR / FAVICON

# MarkLogic Logo

## INCORRECT LOGO USAGE

The MarkLogic logo should never be altered in any way other than what is outlined in the correct logo usage guidelines. On this page are some examples of what not to do.

**Never redraw the MarkLogic signature, alter the placement, change the size relationship, or recreate the logotype.** Modification of our logotype and its parts, diminishes its impact and weakens our legal protection. Only authorized artwork may be used.

## EXAMPLES OF INCORRECT USAGE



DO NOT alter the size relationship of the logo elements, or use the logo in sentence.



DO NOT apply non-approved colors to the logo.



DO NOT use special effects such as glows, shadows, etc.



DO NOT use patterns as part of the logo.



DO NOT distort the logo.



DO NOT separate graphic element from logotype.



DO NOT reverse the logo out of a color without insufficient contrast to the background.



DO NOT use a 2 color reversed logo on a dark background.



DO NOT place the logo on a pattern that interferes with the legibility of the logo.

**MarkLogic**®