

Marketing Kit for Project Haystack



The Project Haystack Organization provides a range of logos which can be used to promote the work of the organization and member support of that work. These include the Project Haystack corporate logo, a Founding Member badge, an Associate Member badge, and a Project Haystack Supporter badge.

Project Haystack Corporate Logo

As a general rule, third parties may use the Project Haystack corporate logo in limited circumstances, which are described on this page. The logo must always be used pursuant to the specifications on this page to identify the Project Haystack Organization, or Project Haystack products or services. Any use that falls outside of these specifications is strictly prohibited.

Third parties may only use the Project Haystack corporate logo under the following limited circumstances:

- In advertising, marketing collateral, or a website that references your connection with Project Haystack Corporation (e.g., the material states that you are working on Project Haystack data modeling standards) provided that the area in which the Project Haystack logo is used includes the corporate logo of at least 1 other company with which you have a similar relationship.
- In an area of a website, advertising, or marketing collateral exclusively dedicated to the Project Haystack data modeling standards, and in such a manner that associates Project Haystack, the company, with the Project Haystack logo.

Do not use the Project Haystack corporate logo on products, on product packaging or other business services for which a formal license may be required.

Project Haystack Corporate Logo

Project Haystack Founding Member and Associate Member Badges

Project Haystack Supporter Badge

The following guidelines must be followed for all use of the corporate logo.

Use only approved Project Haystack logo artwork



The logo consists of the word "Project" in a bold, blue, sans-serif font, followed by a yellow tag icon with a white circle at the top left corner, and the word "Haystack" in the same bold, blue, sans-serif font.



The logo is shown in white against a dark blue rectangular background. The word "Project" is in white, followed by the yellow tag icon, and the word "Haystack" is in white.

- Use the positive version on light or white backgrounds. The full-color reverse logo may be used on dark color backgrounds, as well as dark areas within photographs.
- The logo is not accompanied by a trademark or registered trademark symbol.
- The TAG symbol may not be separated from the logotype.
- A one color logo is only acceptable when media reproduction is limited. In these cases, the logo may be reversed to white on a background that provides suitable contrast. A black logo is allowed when media reproduction is black only.

How to properly stage the logo

- To properly stage the logo, a minimum clearance between the logo and other elements must be maintained. The cap height of the P in the logo indicates the measurement of minimum clearance between the logo and other elements on all sides of the logo.



Sizing the logo

- The width of the logo must always be at least 144 pixels for on-screen or 2" (50mm) for print.

Project Haystack

Actual Minimum Size

What is required for the usage of the logo

- The logo may not be displayed as a primary or prominent feature on any non-Project Haystack materials.
- Companies using the logo pursuant to these guidelines must also display in the primary and more prominent position, their own logo(s), business name, product names, or other branding.
- The logo may not be imitated or used as a design feature in any manner.
- The logo may not be used in a manner that would disparage Project Haystack or the organization, or its products or services.
- Neither the logo nor the Project Haystack name may be used in any other company name, product name, service name, domain name, website title, publication title, or the like.
- Non-Project Haystack materials should not mimic any Project Haystack advertising, product packaging, or website design.

Additional requirements and examples of incorrect logo usage

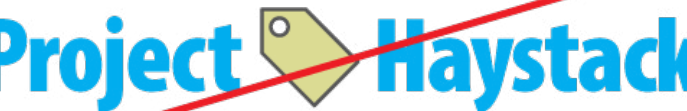
- The logo must be used as provided by Project Haystack with no changes, including but not limited to changes in the color, proportion, or design, or removal of any words or artwork. The logo may not be animated, morphed, or otherwise distorted in perspective or appearance.




~~Project  Haystack~~



~~Project  Haystack~~



~~Project  Haystack~~

- The logo must stand alone and may not be combined with any other object, including but not limited to other logos, words, graphics, photos, slogans, numbers, design features, or symbols.



- The logo must never be used to represent the word "Project Haystack" in text, including in a headline, product name logotype, or body copy.
- The logo must not be incorporated or used in any manner as part of, or in close proximity to another company's name, domain name, product or service name, logo, trade dress, design, slogan, or trademarks. The logo must never appear with any other symbol or icon, be contained within a box, circle, or other shape, or be combined with any other name, logo, or icon to create a co-branded logo.

Logo Color Specifications

CMYK:

Blue C=96 M=72 Y=29 K=13

Yellow C=16 M=6 Y=52 K=0

Light Gray C=43 M=35 Y=35 K=1

Dark Gray C=64 M=56 Y=55 K=31

RGB:

Blue R=25 G=78 B=121

Yellow R=219 G=219 B=147

Light Gray R=152 G=152 B=152

Dark Gray R=85 G=85 B=85

The Project Haystack Logo Font used is **Myriad Pro Black Condensed**.

Download the Project Haystack corporate logo artwork from:

<http://project-haystack.org/download>

Project Haystack Founding Member and Associate Member Badges

Project Haystack Corporate Logo

Project Haystack Founding Member and Associate Member Badges

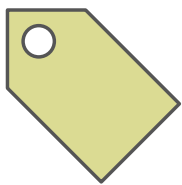
The following information is provided to give context and guidance about the Project Haystack Founding Member and Associate Member badges for purposes of marketing your product or service.

The Project Haystack Founding Member badge was developed specifically for use by companies that are founding members and hold seats on the Board of Directors of Project Haystack. The Associate Member badge is specifically for use by companies that are current Associate members in good standing.

These badges should not be confused with the Project Haystack corporate logo, which is not intended for use by individual member companies. Usage of the Project Haystack corporate logo is intended primarily for use by the Project Haystack Organization as described in the previous section.

Project Haystack Supporter Badge

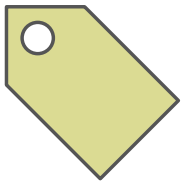
Use only approved Project Haystack Founding Member and Associate Member badge artwork



Project Haystack
Founding Member



Project Haystack
Founding Member



Project Haystack

Associate Member



Project Haystack

Associate Member

- Use the positive version on light or white backgrounds. The full-color reverse badges may be used on dark color backgrounds, as well as dark areas within photographs.
- The TAG symbol may not be separated from the logotype.
- A one color badge is only acceptable when media reproduction is limited. In these cases, the badge may be reversed to white on a background that provides suitable contrast. A black badge is allowed when media reproduction is black only.

How to properly stage the badge

- To properly stage the badge, a minimum clearance between the logo and other elements must be maintained. The cap height of the P in the logo indicates the measurement of minimum clearance between the logo and other elements on all sides of the badge.

Sizing the badge

- The width of the badge must always be at least 144 pixels for on-screen or 2" (50mm) for print.



Project Haystack

Founding Member

Actual Minimum Size

Download the Project Haystack Founding Member and Associate Member badge artwork from:

<http://project-haystack.org/download>

Project Haystack Supporter Badge

The following information is provided to give context and guidance about the Project Haystack Supporter badge for purposes of marketing your product or service.

The Project Haystack Supporter badge was developed specifically for use by companies that are involved with developing the Project Haystack data modeling standard, or are developing products or services that will comply with the Project Haystack data modeling standard. The badge is intended to promote support for the Project Haystack data modeling standard. The badge should not be confused with the Project Haystack corporate logo, which is not intended for this use. Usage of the Project Haystack corporate logo is intended primarily for use by the Project Haystack Corporation as described in the previous section.

No membership is required to use this badge.

Project Haystack Corporate Logo

Project Haystack Founding Member and Associate Member Badges

Project Haystack Supporter Badge

Use only approved Project Haystack Supporter badge artwork



- Use the positive version on light or white backgrounds. The full-color reverse badge may be used on dark color backgrounds, as well as dark areas within photographs.
- The TAG symbol may not be separated from the logotype.

- A one color badge is only acceptable when media reproduction is limited. In these cases, the badge may be reversed to white on a background that provides suitable contrast. A black badge is allowed when media reproduction is black only.

How to properly stage the badge

- To properly stage the badge, a minimum clearance between the logo and other elements must be maintained. The cap height of the P in the logo indicates the measurement of minimum clearance between the logo and other elements on all sides of the badge.

Sizing the badge

- The width of the badge must always be at least 144 pixels for on-screen or 2" (50mm) for print.



Actual Minimum Size

Download the Project Haystack Supporter badge artwork from:

<http://project-haystack.org/download>

Project Haystack reserves the right in its sole discretion to terminate or modify permission to display the logo, and may request that third parties modify or delete any use of the Project Haystack logo, the Project Haystack Support badge, or the Haystackable Certified badge that, in Project Haystack's sole judgment, does not comply with these guidelines or might otherwise impair Project Haystack's rights. Project Haystack further reserves the right to object to other violations of applicable laws.

Project  Haystack

© 2016 Project Haystack Corporation.
All Rights Reserved.