Guidelines for the Correct Use of Telerik's Logo and Banners

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Introduction and Useful Information

Introduction:

This guide was created to help our customers and partners when using Telerik's logo or the "build with Telerik" banners. These guidelines outline rules for correct presentation of the Telerik logo and banners in a variety of applications and media. The logo and banners may be used only in accordance with these directives. All other use is prohibited by Telerik Inc.

Thank you in advance for following the guidlines.

Helpful information:

All of the files associated with the logo and the banners can be found at:
http://www.telerik.com/company/press-center.aspx

Telerik logo files are created in EPS (encapsulated PostScript®) format with all text converted to outlines, no fonts are neccessary.

Printing
- Telerik_logo_colour.eps.zip – use when printing 4-colour (CMYK) process.
- Telerik_logo_bw.eps.zip – use file when printing in black colour only.

On Screen
- Telerik_logo_RGB.eps.zip – use for on screen media.

"built with Telerik" banners are in GIF (Graphical Interchange Format) and are ready for you to implement on your website.

Should you have any questions please use the information in the "Contact information" section to get in touch with us.

Guidelines for using Telerik's logo

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Default logo

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B&W logo

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Reversed logo

General information:

Logo Sizes

The logo can be reproduced in a variety of sizes. However, to ensure integrity, legibility, and clarity, observe the following:

- The Telerik's logos should be reproduced in sizes that are appropriate for the context in which they are found. The logo should be easily visible, but not overwhelming.
- The smallest size allowed for general use in print is .039" or 10 mm in width.
- The smallest size allowed for general use on screen is 83(W)x28(H) pixels.

Application

Telerik logo can be printed or applied to many different materials and media.

Reproduction against colour backgrounds

If reproduced against light backround, the default logo should be used. If reproduced against dark background, the reversed logo should be used.

If reproduced against any color background that does not provide sufficient contrast with either the default, or the reversed logo, the logo should be placed in a white/black rectangular that extends one-half the height of the logo – all around it.

Proportions

To ensure that the logo always appears correctly proportioned, Telerik Inc. has developed a construction grid for transfer of the logo. To maintain integrity of the logo:

- Do not break up the logo;
- Do not modify the logo in any way other than to enlarge or shrink it proportionately.

Clear zone

The clear zone, an area void of all imagery and typography, must surround the Telerik logo and be equal to one-half the height of the logo (e.g. if the logo height is 10 mm, a clear zone of 5 mm must surround the logo). This includes the white border if one is present.

The logotype

The logotype is a special type setting and should never be reset or altered in any way.

*Typing **T**elerik's name*

Except when in URLs (Uniform Resource Locators), e-mail addresses and file names the "T" in the name should be CAPITAL

When printed:

Use of colour

Telerik's logo can be reproduced in four-colour process, as well as gray scale.

Four-colour process

Telerik's logo can be reproduced in *Four-colour process, see char on the left. Text should always be black.*

One colour

Telerik's logo can be reproduced in one colour, when printed with black ink only the divider line is 20% tint while the text is at 100 %.

Four-colour process colours

C=30 M=0 Y=100 K=0

C=0 M=0 Y=0 K=100

When displayed on screen:

Use of colour

HEX values

Telerik's logo uses the HEX value shown to the right. Text should always be black.

One colour

Telerik's logo can be reproduced in one colour, when in black the divider line is 20% tint while the text is at 100 %.

HEX and RGB values

#=ccff00

R=0 G=0 B=0

 # 000000

Dos and Don'ts*:

Example of a proper use of a white border around the logo, when the height of the logo is 10 mm.

DO NOT apply any special effects to the logo.

DO NOT alter the logo elements or their relative position to each other

Example of a proper use without the slogan line below, in cases when it does not fit, is not legible, or there is no need for it.

DO NOT use any color combination, other that the one in the files provided.

DO NOT use reproduce against patterned background or on colors that approximate the logo"s colors and thus impair readability.

**if in doubt about any modifications you're about to do, please contact us.*

Use of “Built with Telerik controls” Banners

Intended use:

The banners are to be used on web sites that are built with one or more controls developed by Telerik.

Usage guidelines:

Border
It’s highly recommended that there is a border of at least 10px separating the banner from any other elements on the web site. We recommend this border to be half the banner height.

Solid Backgrounds
The banners may be reproduced against any solid background. No text or illustrations should merge with it.

Modifications
In no way may the banners be modified. This includes but is not limited to: Changing the colour of the banner and/or text. Changing the size of the banner or stretching it either way.

Linkage
The banners should point to: http://www.telerik.com

Dos and Don’ts:

What NOT to do

Do not place the banner on top of text

Do not place the banner on top of images

Recommended use

Sufficient margin around the banner

Used on a solid colour background providing sufficient contrast

Contact Information

Corporate Headquarters:

33, Al. Malinov Blvd.
Sofia 1729
Bulgaria
phone: +359-2-8099850
fax: +1-617-249-2116
e-mail: info@telerik.com

USA offices:

Boston, MA
460 Totten Pond Rd, Suite 640
Waltham, MA 02451
phone: +1-888-365-2779
fax: +1-617-249-2116
e-mail: info@telerik.com

Austin, TX
701 Brazos Street, Suite 320
Austin, TX 78701
phone: +1-512-535-2428
fax: +1-512-722-7748
e-mail: info@telerik.com

Houston, TX
10200 Grogans Mill Rd, Suite 130
The Woodlands, TX 77380
phone: +1-888-365-2779
fax: +1-617-249-2116
e-mail: info@telerik.com

Germany office:

Munich
Balanstrasse 73
81541 Munich
phone: +49-89-8780687-70
fax: +49-89-8780687-77
e-mail: info@telerik.com

Canada office:

Winnipeg
210-233 Portage Ave.
Winnipeg, MB
R3B 2A7
e-mail: info@telerik.com

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