



Branding guidelines

Please use the latest version of these guidelines from
<https://cheri-alliance.org/trademark>

○ **CHERI logo**

Logo

- ◆ Contains symbol + special typography



- ◆ Only use official versions
 - ◆ <https://cheri-alliance.org/trademark>

Symbol



Impermeability



Shield



Compartmentalization



Cherry

CHERI logo usage

Minimum size

- When printed on documents



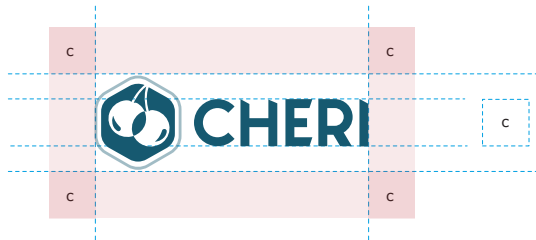
Minimum size to adhere
Height: 1.5 cm



Minimum size to adhere
Height: 1 cm

Clear space

- Make sure that the red area is left clear



CHERI logo usage

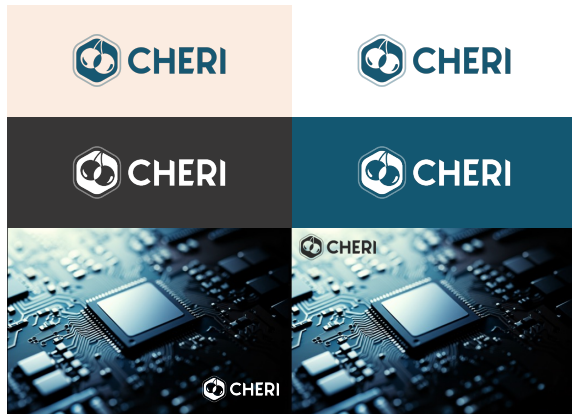
Approved colors

- Full color logo whenever possible



- Black or white versions when needed

On backgrounds



○ CHERI logo usage

No modification

- No **color** modifications
- No **framing**
- No **rotations** or tilting of typo or symbol
- No **distortions** of any kind
- No letter **spacing** modifications
- No changes in **proportions**
- No **removals** or **additions** of elements
- No positioning in an **illegible** way
- No **shading** added
- No **swapping** of text and symbol



Other official CHERI Alliance logos



CHERI



White versions possible on dark background

Primary palette



Blue

C	90	R	19
M	52	G	87
Y	36	B	113
K	25		

HEX : #135771



White

C	0	R	255
M	0	G	255
Y	0	B	255
K	0		

HEX : #FFFFFF



Beige

C	0	R	253
M	10	G	236
Y	11	B	227
K	0		

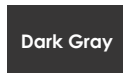
HEX : #FDECE3



Red

C	27	R	186
M	100	G	30
Y	100	B	30
K	0		

HEX : #BA1E1E



Dark Gray

C	0	R	55
M	0	G	54
Y	0	B	54
K	92		

HEX : #373636

Typeface

- The primary typeface is Poppins Family

- <https://fonts.google.com/specimen/Poppins>

CHERI Alliance using Poppins font

- “Standard” font is Century Gothic



CHERI

THANK YOU

Contact trademark@cheri-alliance.org

Web www.cheri-alliance.org

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