

## O'Reilly Media, Inc. Trademark Usage Guidelines

*Effective May 2014*

1. Trade Name: "O'Reilly Media, Inc."
  - a. On the first use on any promotional, advertising, or marketing piece, the trade name must be used in its entirety: O'Reilly Media, Inc.
  - b. In subsequent uses on the same piece, the name may be shortened to "O'Reilly Media" or "O'Reilly."

2. Trademark: "O'Reilly logo"



- a. Color Guidelines: This is a one-color mark, and includes the letterforms and the box surrounding the letterforms. The letters should be white; the color of the box may vary, depending on use, but generally should be PMS 200 (red) or black. The proportions of the box relative to the letterforms is fixed and may not be adjusted.
- b. Mandatory Use: Must be used on all promotional, advertising, and marketing pieces featuring O'Reilly products worldwide.
- c. Attribution guidelines: the (R) is part of the logo, and must appear on the upper right inside the box on all appearances.
- d. Attribution language must appear on any promotional, advertising, or marketing piece in type no smaller than 6 points: "The O'Reilly logo is a registered trademark of O'Reilly Media, Inc. Used with permission."
- e. The O'Reilly logo must stand on its own, and may not be used in a phrase or sentence. If the word "O'Reilly" is to appear in a sentence, it should be in a text font of the size and style of the rest of the sentence.
- f. No attempt should be made to reproduce the O'Reilly logo with fonts. Only the official O'Reilly logo graphic may be used. (To obtain official logo files, please send email to [projects@oreilly.com](mailto:projects@oreilly.com) with an explanation of how and where the logo will be used.)

### 3. Trademark: Animal images

- a. Usage and orientation: The animals must be used exactly as they appear on the book covers. No elements may be added or deleted, and they may not be flipped horizontally or vertically.
- b. Color guidelines: The details and outlines of the animals always appear darker than the background color, i.e., they may not be reversed. If they are to appear on a dark color, they may be masked precisely with white, with the animal graphic overlaid in a darker color. Any use of the animals in colors other than their appearance on the book covers must be approved in advance by O'Reilly Media, Inc.
- c. Attribution guidelines: on the first and most prominent use on any promotional, advertising, or marketing piece, a TM no smaller than 6 pts must appear next to the animal trademark. In subsequent uses on the same piece, the TM does not have to be used.
- d. Attribution language must appear on any promotional, advertising, or marketing piece in type no smaller than 6 points: "The relationship between a (Animal image: must be specified) and (specific technology) is a trademark of O'Reilly Media, Inc. Used with permission."

### 4. Book Titles

- a. The exact book title as provided by O'Reilly Media must be used in all text appearances. Special attention must be paid to using correct capitalization and trademark symbols. Ampersands that appear on the book covers may not necessarily be used in the official titles of the books: please refer to text descriptions of the books for guidance on proper use of ampersands with specific titles.
- b. Attribution language must appear in any promotional, advertising, or marketing piece in type no smaller than 6 points: "[specific series name, such as the Animal series, the Head First series, the Missing Manuals] are trademarks of O'Reilly Media, Inc. Used with permission." It is not necessary to include individual titles in the attribution language--it is only necessary to use the above language, which covers all titles in each particular series. For titles or products that are not part of a series, the individual title or product name must be cited.

### 5. Attribution Language

- a. When more than one trademark is used on any one promotional, advertising, or marketing piece, the attribution language may be combined. For example: "The O'Reilly logo and the use of a camel with the topic of Perl are trademarks of O'Reilly Media, Inc. Used with permission."

6. Other

- a. Any use of any O'Reilly trademark other than those included in these guidelines, or any use of any O'Reilly trademark in a way not specified in these guidelines, as well as any use of third party's trademark in a promotional, advertising, or marketing piece promoting O'Reilly's products must be approved by O'Reilly Media, Inc. in advance. **There are no exceptions to this requirement.** Please send requests to [projects@oreilly.com](mailto:projects@oreilly.com).