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**R3 Ecosystem**  
**Brand Guidelines V1**  
April 2019

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## R3 logo

The R3 logo is the chief expression of R3's brand elements and is integral to our global corporate identity.

These elements have been custom designed and should always be reproduced from the approved artwork supplied by R3's Marketing team.

**Please note:** *All references in copy to R3 should always be written as "R3" (with a capital R).*



## R3 logo

### Variants

1. **R3 Primary Color Logo:** Use this logo whenever possible. This logo should be applied to a white background as it provides maximum clarity and impact.
2. **R3 Secondary Color Logo Black:** Use this logo only on black or dark backgrounds.
3. **R3 Secondary Color Logo Red:** Use this logo only on red backgrounds.
4. **R3 Grayscale Logo:** Only use this version when printing in black and white.
5. **R3 Knockout Logo:** Only use on dark backgrounds on an as needed basis.

*\* Please ensure you are using the correct artwork version. File types available are .ai, .eps, .jpg and .png.*

*Contact the Marketing team for further assistance.*

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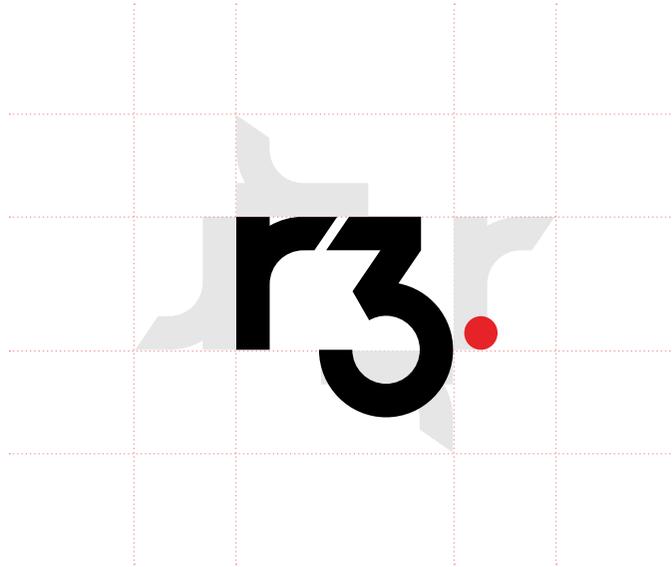


## R3 logo

### Bounding space

Adequate space should always surround the R3 logo. Clear space preserves the integrity of the logo and ensures that visibility and legibility are not compromised by other images or typography.

The bounding space on all sides of the logo should be visually determined by the height of the typography, which is equal to the height of the "r" in "R3".





## R3 logo

### Minimum size

The R3 logo has been designed to work effectively in a wide range of sizes. However, note that when these elements are reproduced in very small sizes, their legibility becomes compromised.

The minimum acceptable size is illustrated here.



Master logo  
minimum 15mm



Small use  
15 > 5mm



Smallest standard use  
5mm



Favicon  
< 5mm

## R3 logo

### Inappropriate usage

The R3 logo is sacred and cannot be altered. This includes internal and external use.

Inappropriate use of the R3 logo can compromise the integrity and effectiveness of the logo. Here are some common inappropriate treatments of the logos that should be avoided.

#### Do not:

1. stretch the logo
2. change the color
3. place text within the bounding space
4. rotate logo
5. use on busy backgrounds
6. put on colors with minimal contrast
7. redraw the logo or use incorrect fonts



1



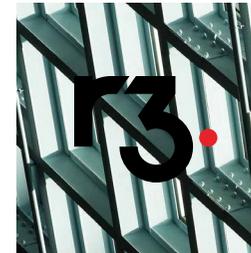
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## Product / Platform Logos

### Corda

R3 encourages our ecosystem participants to host Meetups and other events showcasing Corda.

Corda Meetups are often partner-sponsored and in those instances only the Corda logo is included alongside the partner's logo as the host. The R3 logo is not needed. Toolkits are available for all partners interested in hosting a Corda event.

For more information about the various events R3 ecosystem participants host, please refer to page 16.



## Corda logo

### Variants

1. **Corda Primary Logo:** Use this logo whenever possible. This logo should be applied to a white, transparent or black background, as this provides maximum clarity and impact.
2. **Corda Secondary Color Logo:** Use this logo only on red backgrounds.
3. **Corda Knockout Logo:** Only use on dark backgrounds other than black, or when printing in black and white.
4. **Corda Grayscale Logo:** Only use this version when printing in black and white.

*\* Please ensure you are using the correct artwork version. File types available are .ai, .eps, .jpg and .png.*

*Contact the Brand team for further assistance.*

1



2



3



4

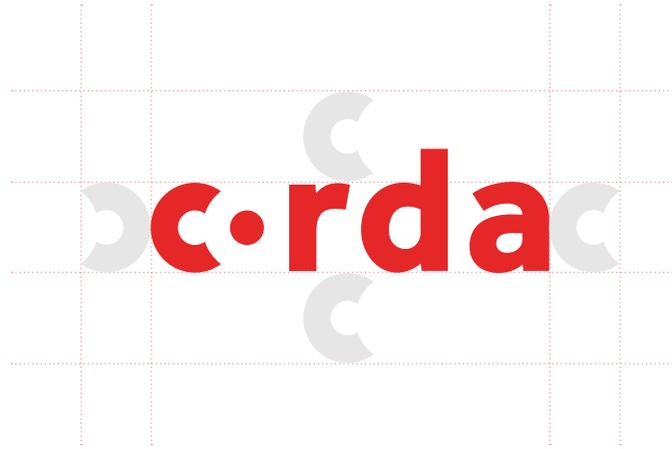


## Corda logo

### Bounding space

Adequate space should always surround the Corda logo. Clear space preserves the integrity of the logo and ensures that visibility and legibility are not compromised by other images or typography.

The bounding space on all sides of the logo should be visually determined by the height of the typography, which is equal to the height of the “c” in “corda”.



## Corda logo

### Minimum size

The Corda logo has been designed to work effectively in a wide range of sizes. However, note that when these elements are reproduced in very small sizes, their legibility becomes compromised.

The minimum acceptable size is illustrated here.



Master logo  
minimum 38mm



Small use  
38 > 17mm



Smallest  
17mm



Favicon  
< 5mm

## Corda logo

### Inappropriate usage

The Corda logo is sacred and cannot be altered. This includes internal and external use.

Inappropriate use of the Corda logo can compromise the integrity and effectiveness of the logo. Here are some common inappropriate treatments of the logos that should be avoided.

#### Do not:

1. stretch the logo
2. change the color
3. place text within the bounding space
4. rotate logo
5. use on use on busy backgrounds
6. put on colors with minimal contrast
7. redraw the logo or use incorrect fonts



1



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## Corda logo

Corda Enterprise

Corda Enterprise is R3's commercial distribution of our open source blockchain platform, which offers the robustness and professional support expected from enterprise software tested and designed to transact and protect highly valuable assets.

\*Please ensure you are using the correct artwork version. File types available are .ai, .eps, .jpg and .png.

Contact the Brand team for further assistance.



**c•rda**  
**enterprise**



## Corda logo

Powered by Corda

We have created these attribution badges to help strengthen and build equity in the master brand and to create a clear relationship between our ecosystem participants and R3. This logo is only to be used in relation to a CorDapp, or an application or solution built on or integrated with Corda or Corda Enterprise. The logo should closely follow the name of the CorDapp. The text should be clearly legible and in close proximity to the name of the product or solution

\*Please ensure you are using the correct artwork version. File types available are .ai, .eps, .jpg and .png.

Contact the Brand team for further assistance.

powered by  
**c•rda**

powered by  
**c•rda**

powered by  
**c•rda**

## CordaCon logo

CordaCon is R3's flagship conference. The CordaCon logo should only be used by the R3 Marketing and Events Teams, or by external presenters for the event.

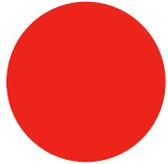
The logo combines elements from both R3 and Corda to demonstrate the harmony achieved between R3's ecosystem and R3's blockchain platform, Corda.

The logo should be placed on a white or dark background that provides contrast to the logo.

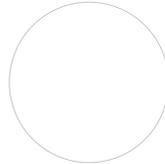
The CordaCon logo is displayed on a white background. The text 'c·rdac·n' is rendered in a bold, lowercase, sans-serif font. The 'c', 'r', 'd', 'a', and 'n' are in red, while the 'c' and 'n' are in black. Small black dots separate the letters.The CordaCon logo is displayed on a solid black background. The text 'c·rdac·n' is rendered in a bold, lowercase, sans-serif font. The 'c', 'r', 'd', 'a', and 'n' are in red, while the 'c' and 'n' are in white. Small black dots separate the letters.

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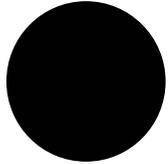
## Logo color palette



HEX: #EC1D24  
RGB: 236, 29, 36  
CMYK: 0, 93, 91, 0



HEX: #FFFFFF  
RGB: 255, 255, 255  
CMYK: 0, 0, 0, 0



HEX: #010101  
RGB: 1, 1, 1  
CMYK: 90, 78, 62, 97

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## Corda partner led events

R3 encourages our ecosystem participants to host Meetups and Bootcamps showcasing Corda.

Corda Meetups and Bootcamps are often partner-sponsored and in those instances only the Corda logo is included alongside the partner's logo as the host. The R3 logo is not needed. Toolkits are available for all partners interested in hosting a Corda event.

### ➔ **Corda Meetup**

Hosted by our partners these are small scale informal events on various topics promoted to our meetup group community.

### ➔ **Corda Bootcamp**

Led by R3 DevRel or our partners, this is a Corda intense one day training where developers build a CorDapp.



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## Contacts

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