Trademark Policy

R3’s Trademark Policy applies to the use of all trademark, service marks, and graphical logos that identify R3, Corda, CorDapp, Powered by Corda and R3’s Corda projects and brands, including, without limitation, those embedded in the Corda and Corda Enterprise software and related documentation (collectively “Corda Marks”). You may refer to our list of Corda Marks and the full Trademark policy at https://www.r3.com/trademarks. R3 LLC and its affiliates (“R3,” “we” or “us”) own all Corda Marks.

This Policy is intended to ensure that the Corda Marks are used in approved ways to legally protect our brands; prevent mistakes, deception, and confusion in the marketplace about products bearing the Corda Marks; and protect the reputation and goodwill of R3 and the Corda Marks.
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:
To further build awareness, equity and recognition of our brand, please follow the below guidelines when referencing the R3 brand in copy:

- Always use a capital “R” in “R3”.
- When referring to the brand (as opposed to the company), display the R3 brand followed by a “descriptor” term, e.g. R3 services.
1. **R3 Primary Color Logo Light**: 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 Dark**: 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 as an alternative to R3 Secondary Color Logo Dark.

*Please ensure you are using the correct artwork version. We can provide .ai, .eps, .jpg and .png format.

Contact the Marketing team for further assistance.
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
Bounding space
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.
R3 logo
Inappropriate usage

The R3 logo is sacred and cannot be altered by anyone other than marketing who may do so temporarily on a rare occasion when celebrating a special, global occasion (i.e. Pride Month). 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.

Please note:
Different forms of the R3 logo should not be created without Marketing’s approval as it dilutes the brand and its value.

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
Corda is the name of our flagship open source blockchain platform, and its logo is the embodiment of the open source community which it represents.

**Please note:** To further build awareness, equity and recognition of our brand, please follow the below guidelines when referencing the Corda brand in copy:

- Always use a capital “C” in Corda.
- Display the Corda brand followed by a “descriptor” term, e.g. Corda platform.
Corda logo

Variants

1. **Corda Primary Logo**: Use this logo whenever possible. This logo should be applied to a white, black, or transparent 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.

5. **Red Corda Favicon Logo**: Only use this version when printing on white or light colored backgrounds.

6. **White Corda Favicon Logo**: Only use this version when printing on black or dark colored backgrounds.

* Please ensure you are using the correct artwork version. We can provide .ai, .eps, .jpg and .png format.

Contact the Marketing team for further assistance.
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”.
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.
Corda logo
Inappropriate usage

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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
Corda Enterprise is the name of 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 Marketing team for further assistance.

Please note:
To further build awareness, equity and recognition of our brand, please follow the below guidelines when referencing the Corda Enterprise brand in copy:

• Always capitalize each word in Corda 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 Marketing team for further assistance.

Please note:
To further build awareness, equity and recognition of our brand, please follow the below guidelines when referencing the Powered By Corda brand in copy:

- Always capitalize each word in the Powered By Corda brand.
CordaCon logo

CordaCon is the name of R3’s flagship conference. The CordaCon logo should only be used when referencing the annual flagship event.

The logo combines elements from both the R3 and Corda logos to demonstrate the harmony achieved between R3’s ecosystem and R3’s Corda blockchain platform.
Logo color palette

Red:
- HEX: #EC1D24
- RGB: 236, 29, 36
- CMYK: 0.93, 0.91, 0.0

White:
- HEX: #FFFFFF
- RGB: 255, 255, 255
- CMYK: 0.0, 0.0, 0.0

Black:
- HEX: #010101
- RGB: 1.1, 1.1
- CMYK: 0.90, 0.78, 0.62, 0.97
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.