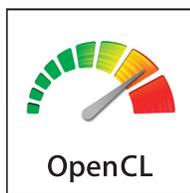




OpenCL

Logo Guidelines



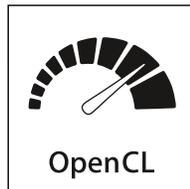
The OpenCL logo

Color version (preferred)
Four-color process or RGB

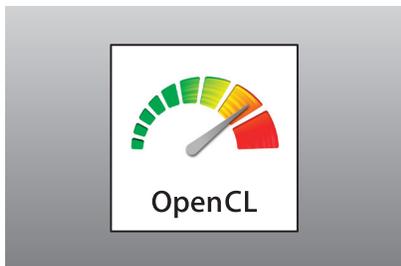


One-color versions

Grayscale



Solid black



The area within the black border remains white, even on color, black, or photographic backgrounds.

Overview

OpenCL™ (Open Computing Language) is a framework that increases application performance by enabling efficient parallel programming of a variety of CPUs, GPUs, and other processors.

OpenCL and the OpenCL logo™ are trademarks owned by Apple Inc. and licensed to the Khronos Group to ensure that products bearing these trademarks meet a consistent standard of the highest quality. The OpenCL logo indicates that a product implements the OpenCL industry specification or utilizes the OpenCL API. The logo can only be used pursuant to a written trademark license granted by Apple or the Khronos Group. These guidelines show the correct use of the OpenCL logo on marketing and other communications such as packaging, advertising, promotions, manuals, and websites.

Graphic Standards

The OpenCL logo consists of the OpenCL symbol, the logotype, and the white background defined by the linear border that surrounds them. Do not separate the elements of the OpenCL logo, and do not remove the black border or use the symbol alone without the express permission of Apple.

Logo colors

The OpenCL logo is available in the preferred four-color version, as well as grayscale and solid black versions. The version selected will depend on the medium and design of the communication and the method of reproduction. Four-color process mixes and properly separated electronic artwork are provided.

Four-color version

The ideal representation of OpenCL is the four-color version of the logo. Apple strongly recommends its use on all color materials.

One-color versions

In black-and-white media such as newspaper articles, ads, or flyers, the logo can be reproduced in grayscale or solid black. A grayscale version of the logo is available for black-and-white print projects that can accommodate a greater level of detail.

Background colors

The preferred background color for the OpenCL logo is white. The logo can appear on color, black, or photographic backgrounds as long as the legibility of the logo is not diminished. The area within the black border must always be reproduced in white.

Artwork sizes

The .eps versions of the logo are available in a range of sizes. Each one can be reduced to fit the requirements of your communication, but cannot be enlarged beyond its optimal size. Follow the instructions in the .psd artwork files for sizing and exporting the logo for web use. The one-color black version of the OpenCL logo is available in only one size, which can be reduced or enlarged as needed.

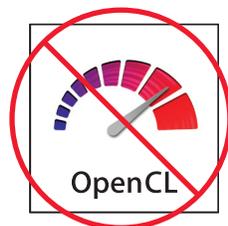
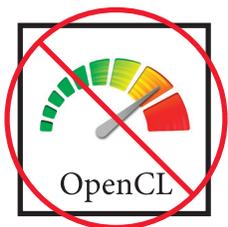
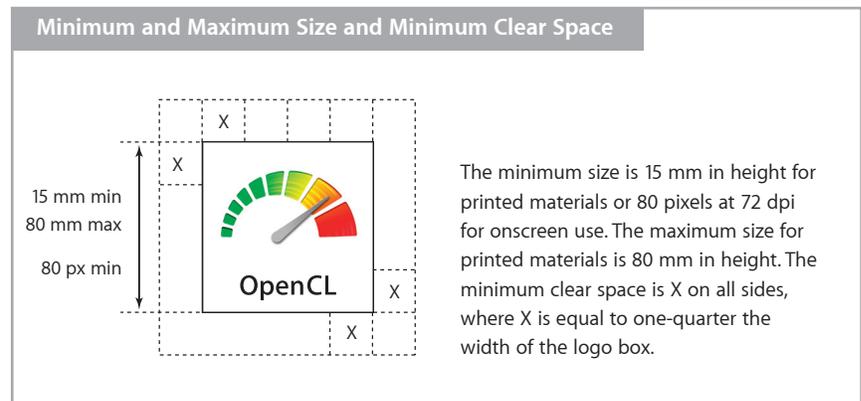
Minimum and maximum size

The minimum size for the OpenCL logo on most communications is 15 mm in height for printed communications and 80 pixels for onscreen use, as shown below. The maximum size for printed materials is 80 mm in height.

Clear space

A generous area of clear, open space surrounding the OpenCL logo is an integral part of its design. Do not place graphics, type, photographs, or illustrations inside the minimum clear space.

The minimum clear space area is X on all sides, where X is equal to one-quarter the width of the logo box, as shown. Always measure clear space from the black border and whenever practical, allow additional clear space around the logo.



Do not change the font, surrounding border, color, or any other element of the OpenCL logo.

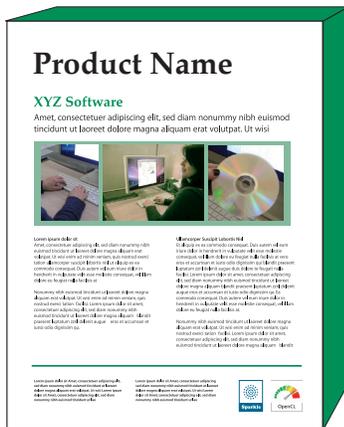
Avoid mistakes

Always reproduce the OpenCL logo from the electronic artwork provided. Do not separate the elements of the logo, and do not alter or remove the border that surrounds the logo. Do not alter the logo in any way. Do not rotate or animate it. Do not use any part of the logo as a graphic element, background, or pattern.

Do not translate or localize the OpenCL logo, and do not add words or version numbers to it. Never attempt to set the logotype yourself, change the font, or alter the size, proportions, or space between letters.



On web pages, the logo should be clearly subordinate in both size and position to the company or product's primary identity. The logo can appear only when the content of the page is related to a product that meets the OpenCL industry specification.



On packages and manuals, the logo should be placed near the hardware specifications and other technology ingredient or compatibility marks.



In advertising, the logo should be clearly subordinate in both size and position to the product or company's primary identity.

Using the OpenCL Logo

The OpenCL logo should be used in promotional materials and communications pertaining to OpenCL technology. It can also be used within a software interface. Use only one logo per communication.

Web pages

The OpenCL logo can appear only on web pages in which the content is related to products that meet the OpenCL industry specification and licensing requirements. The logo should be smaller than and clearly subordinate to the primary company or product identity.

Packaging and manuals

The OpenCL logo should be placed in a visible area on the outside of product packaging and manuals, but should be smaller than and clearly subordinate to the primary company or product identity. On most packages and manuals, the logo should be placed in close proximity to the product's hardware specifications and to any other technology ingredient or compatibility marks.

Advertising and collateral

In advertising and other marketing materials, the OpenCL logo should be smaller than and clearly subordinate to the advertiser's primary company or product identity.

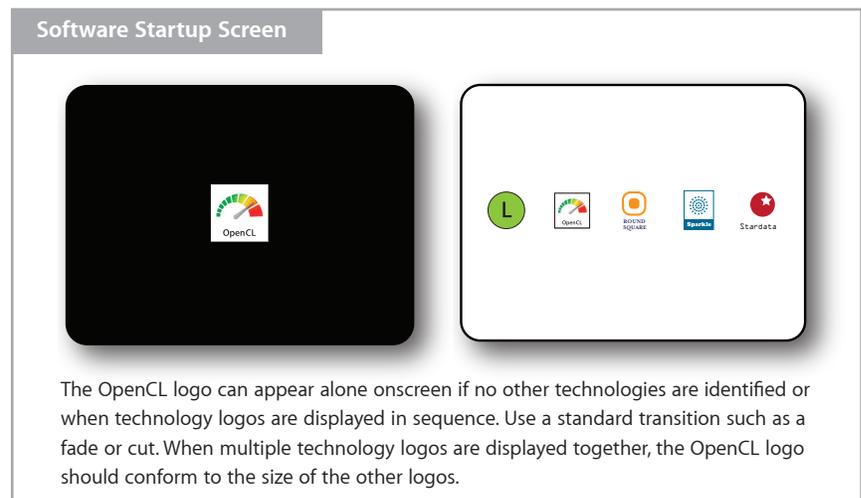
Software startup screen

The OpenCL logo can appear onscreen during a software startup sequence to indicate that the software product complies with OpenCL conformance testing or incorporates OpenCL technology.

The OpenCL logo can appear along with other technology logos and marks in the startup sequence and should conform to the size of the other logos. The OpenCL logo can appear alone on the screen if no other technologies are identified at the same time. Do not overpower the screen with a single, large OpenCL logo. Make sure plenty of space surrounds the logo.

A solid white or solid black background is recommended. Never place the logo on a busy, cluttered, or confusing background. Use a standard transition such as a simple fade or cut. Never animate, twirl, or tilt the OpenCL logo. Do not apply motion techniques or color to the logo. Do not alter the logo artwork in any way.

Include the Apple credit line in the legal notices section of the startup sequence; see "Credit Line" on page 5.



The OpenCL logo can appear alone onscreen if no other technologies are identified or when technology logos are displayed in sequence. Use a standard transition such as a fade or cut. When multiple technology logos are displayed together, the OpenCL logo should conform to the size of the other logos.

Video and presentations

The OpenCL logo can appear at the beginning of video or presentation tutorials and promotions about the OpenCL specification. The logo can also appear on videos and presentations about a product that complies with OpenCL conformance testing or incorporates OpenCL technology.

Place the OpenCL logo near other technology logos displayed in the opening sequence and match the size of the other logos. The OpenCL logo can appear alone on the screen if no other technologies are identified at the same time. Do not overpower the screen with a single, large OpenCL logo. Make sure plenty of space surrounds the logo. See the example shown in the “Software startup screen” section on page 3.

A solid white or solid black background is recommended. Never place the logo on a busy, cluttered, or confusing motion background. For video, use a standard transition such as a simple fade or cut. Never animate, twirl, or tilt the OpenCL logo. Do not apply motion techniques or color to it. Do not alter the logo artwork in any way except to create a file format that is compatible with your video output specifications. Make sure the logo appears clearly at the highest possible resolution in your media. If the OpenCL logo does not render legibly, do not use it.

The OpenCL logo can appear only on one introductory slide in a presentation. Do not repeat the logo on consecutive or multiple slides.

Do not place the OpenCL logo near your company or product identity. Do not associate the OpenCL logo with a title or headline unless OpenCL technology is the main subject of the video or presentation. Do not imitate Apple typography when the OpenCL logo is shown; use the font that is used in your video or presentation.

Follow Apple trademark requirements and include the Apple credit line with other legal notices; see “Using the OpenCL Trademark” and “Credit Line” on page 5.

The OpenCL logo cannot appear in broadcast advertising.

Video and Presentations



Do not associate the OpenCL logo with your company or product name. The logo can appear below a title only if OpenCL is the main subject of the video or presentation.

Using the OpenCL Trademark

For materials that will be distributed only in the United States, use the trademark symbol (™) the first time OpenCL appears in your copy. Use of the OpenCL trademark and the OpenCL logo, or any other Apple trademarks, should comply with Apple's Guidelines for Using Apple Trademarks and Copyrights, available at www.apple.com/legal/trademark/guidelinesfor3rdparties.html.

Credit Line

Always include the following credit line in legal notices when using the OpenCL logo:

OpenCL and the OpenCL logo are trademarks of Apple Inc.

For More Information

For the OpenCL specification and licensing requirements, please contact the Khronos Group at www.khronos.org.