Oracle Certification Program

LOGO GUIDELINES

ORACLE®

Certified Professional

ORACLE®

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ORACLE®

Oracle certifications are tangible, **industry-recognized credentials** that can help you succeed in your IT career and provide measurable benefits to your employer.

The certifications are a **reliable validation of training and experience** that can accelerate your professional development, improve your productivity, and enhance your credibility.

For IT professionals and managers, each Oracle certification level signifies a benchmark of **experience** and **expertise** recognized for its value and relevance in the IT industry.

Please refer to the following guidelines for proper usage of the Oracle certification program logos.

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Consistent use of Oracle's official typefaces is fundamental to our brand identity. When used consistently, these typefaces help unify and strengthen Oracle communications. The Oracle brand identity features two typeface families: Univers LT Std and Garamond 3 LT Std. These typefaces visually reinforce the Oracle brand, and are diverse enough to provide a range of visual options.

Note that for Microsoft PowerPoint, we use Calibri. For Microsoft Word and online applications, we use Arial and Times Regular in place of Univers LT Std and Garamond 3 LT Std. However, always follow the standards for font use specified within Oracle templates and the guidelines for using those templates.

Every agency or internal creative group doing creative work for Oracle is responsible for maintaining their own licenses for the official fonts. No substitutions are allowed. To purchase the official fonts, use the following links:

UNIVERS LT STD FULL FAMILY
myfonts.com/fonts/adobe/univers/

GARAMOND 3 LT STD
myfonts.com/fonts/adobe/garamond-3/

Univers LT Std 55

Univers LT Std 55 Oblique

Univers LT Std 65

Univers LT Std 65 Oblique

Garamond 3 LT Std

Garamond 3 LT Std Italic

Garamond 3 LT Std Bold

Garamond 3 LT Std Bold Italic
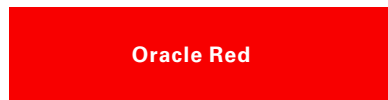
Calibri Regular*

Arial Regular**

Times Regular**

*For use in Microsoft PowerPoint
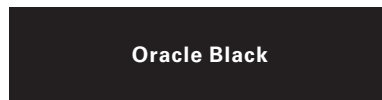**For use in Microsoft Word and online

COLOR PALETTE

Color is one of the most effective elements for ensuring a clear and consistent presentation of the Oracle brand identity. Oracle's primary color palette consists of Oracle Red and Oracle Black. Consistent use of the official color palette is essential to maintaining a strong worldwide brand.

PRIMARY PALETTE

Oracle Red		**Oracle Black**	
Pantone	PMS 485 C	Pantone	PMS Black C
Process	C0 M100 Y100 K0	Process	C0 M0 Y0 K100
RGB	R248 G0 B0	RGB	R0 G0 B0
Hex	F80000	Hex	000000

CLEAR SPACE

The Oracle certification program logo should never compete visually with other graphic elements. Use established minimum clear-space guidelines at all times.

Clear space [x] is equal to the cap height of the Oracle Signature. That distance should be used to set off the logo both horizontally and vertically from other elements. Never use less than the minimum clear space. See clear space defined by *x* in the example below.

ORACLE CERTIFICATION LOGOS WITH CERTIFIED LEVEL

Clear space [x] is equal to
the height of the *O* in *Oracle*.

ORACLE CERTIFICATION LOGOS WITH CERTIFIED LEVEL AND PRODUCT AREA/JOB ROLE

Clear space [x] is equal to
the height of the *O* in *Oracle*.

MINIMUM SIZE

The Oracle certification program logo should always be large enough to ensure legibility. To ensure that the logo is prominent and readable at reduced sizes, please observe the minimum-size requirements in all media.

The minimum size is measured by the width of the Oracle Signature. In printed materials, the Oracle Signature must be no less than 17.5 mm or 0.6965 inches in width. When displayed onscreen, the Oracle Signature must be no less than 57 pixels in width.

ORACLE CERTIFICATION LOGOS WITH CERTIFIED LEVEL

ORACLE®
Certified Professional

17.5 mm
0.6965 in.

Minimum Print Size

ORACLE®
Certified Professional

57 pixels

Minimum Pixel Size

ORACLE CERTIFICATION LOGOS WITH CERTIFIED LEVEL AND PRODUCT AREA/JOB ROLE

ORACLE®
Certified Professional
Oracle E-Business Suite 12
Applications DBA

17.5 mm
0.6965 in.

Minimum Print Size

ORACLE®
Certified Professional
Oracle E-Business Suite 12
Applications DBA

57 pixels

Minimum Pixel Size

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COLOR AND BACKGROUND USAGE

The Oracle certification program logo is designed with Oracle Red and Oracle Black. There is also a single black-and-white (one-color) option for specific applications, such as newspaper advertising. The color logo on a white background is always preferred. Using the logo on black or dark backgrounds is acceptable but not recommended. Most importantly, make sure the Oracle certification program logo is always legible.

Note: The black backgrounds displayed below are for staging purposes only, to illustrate how the Oracle certification program logo appears when placed on a black background, and are not part of the logo.

COLOR (WHITE BACKGROUND)

COLOR WITH BLACK REVERSED (BLACK BACKGROUND)

ORACLE®
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BLACK (WHITE BACKGROUND)

WHITE (BLACK BACKGROUND)

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ORACLE®
Certified Professional

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UNACCEPTABLE USAGE

Design and usage standards ensure that the Oracle certification program logo brand identity is instantly recognizable however and wherever it is used. You must follow brand guidelines carefully and avoid unauthorized variations such as those displayed below.

Do not change the color of the Oracle certification program logo.

Do not choose a background color that clashes with the color of the Oracle certification program logo.

Do not choose background colors that offer low contrast. Always strive for high contrast and legibility.

Do not place the Oracle certification program logo over four-color photography or illustration that impairs legibility.

Do not make a pattern out of the Oracle certification program logo.

Do not stretch the Oracle certification program logo.

Do not use a three-dimensional version of the Oracle certification program logo in a two-dimensional format.

Do not use the Oracle certification program logo with a drop shadow.

Do not distort the Oracle certification program logo or place it inside a form or object.

Do not use the Oracle certification program logo at an angle—it must always be displayed horizontally.