"IPv6 Ready" Logo Style Guide (Phase-1)

This document provides the layout requirements that are compulsory under the "License of Use" of the "IPv6 Ready" Logo.

1. IPv6 ready Logo Usage Guidelines

IPv6 ready has been created as a distinctive logo. The logo consists of the IPv6 logotype, ready script and a globe, all set with specific proportions and relationships. Please follow these specifications in a consistent and uniform manner.

Authorized parties doing production work requiring its use must only use the IPv6 Ready logo, according this guideline.

The IPv6 ready logo should always be reproduced from master artwork – no attempt should be made to redraw or modify it in any way.

2. Clear Space

It is important for brand clarity to leave space around the logo before adding copy or other images. The clear space requirement around the art is a gap the height of the letter "E" in "ready".

3. Minimum size requirement

The minimum width size for printing the IPv6 ready logotype is 25 mm. Make sure the logo always prints cleanly and clearly. Check for quality during the printing and/or production process.

Note: This minimum size is for printed materials. The logos should be larger for clear legibility on-screen. For the placement on an actual product (e.g. Router Box, Host Box) the minimum width size is 12.5 mm.

4. Color

The logo prints in three pantone colors. The Pantone color specifications are:

Red CMJN (CMYK) = 20, 95, 89, 6
Blue CMJN (CMYK) = 76, 43, 18, 6
Silver CMJN (CMYK) = 28, 20, 20, 0

Silver(28,20,20,0)

Red(20,95,89,6)

Blue(76,43,18,6)

The Silver color as background is used for the phase I (the current phase), next phase (i.e. called phase II) will use gold background.

When using either, or both, of these colors on a white, black or any light or dark colored background, make sure that sufficient contrast is provided.

5. Black and white logos

Use the black on white or any light-colored background that provides sufficient contrast. Use the white logo on black or any dark-colored background that provides sufficient contrast.

6. Incorrect applications

DO NOT alter or modify the logo in any way,
DO NOT place the logo in a crowded layout or on a busy background