WIND RIVER LOGO USAGE GUIDELINES

WNDRVR

The Wind River® logo is the most visible and recognizable element of the Wind River corporate identity system. Just as it is illegal for someone to use your signature, it is inappropriate for anyone to use or repurpose our corporate logo in any manner that has not been approved. When used in accordance with the corporate identity program, the logo effectively links all Wind River products and services.

PRINCIPLES OF USE

You may use the Wind River logo only on approved materials, outlined by the following criteria:

- Usage must be associated with your qualifying Joint Value Proposition featuring applicable Wind River products as defined in your Partner Program Agreement.

- Proper usage requirements are adhered to at all times.

- Generally acceptable media for the logo are: tradeshows, event signage, product briefs, marketing collateral, and websites.

- Usage must adhere to the logo size, color, and space requirements outlined in the physical usage guidelines below.

- Your Wind River Alliance Manager must approve all final materials.

The following are general rules for correct use of the Wind River logo. Use the name and logo only as specified in this document.

The Wind River Identity

The underlying DNA of Wind River has been built over 40 years of helping customers develop, deploy, and operate mission-critical devices across the globe (and in space). Through products such as VxWorks®, billions of devices are now computing and connecting on the edge every moment of the day. In industries as diverse as medical, cyber defense, and agriculture, Wind River embedded OS leadership is the basis for the new intelligent edge.

In this evolving digital world, machines, data, and humans can — alone or together — generate new business ideas, connect in new ways, and compute at near-latency-free speeds, creating opportunities for new business and operational models through a cloud-native infrastructure. This new world is inherently complex, real time, and mission critical as the intelligent edge becomes part of our everyday lives.

As the backbone of this new intelligent edge, Wind River is making development streamlined and easy, eliminating obstacles to get to the answer faster — so we've

designed our new wordmark to be streamlined and easy, eliminating the vowels. The letter forms are sleek and modern, and the green slash of the V evokes the forward slash and green color from a screen of code.

The wordmark should only be used as a visual mark. We still write out Wind River as the company name in copy. For example, "Wind River is a global leader in delivering software for the intelligent edge."

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The Wind River Wordmark

To ensure a unified brand message and experience, it is important that the Wind River logotype appear in a consistent manner. Follow the guidelines below for clarity and integrity in the brand expression.

Minimum sizes

In print, the Wind River wordmark should be used at a width of 1.5 in. (38.1 mm). For technical sign-offs and mousetype applications, the absolute minimum width is 1 in. (25.4 mm). For on-screen uses the wordmark minimum width is 100 px (1.38 in. @ 72 dpi).

Clear space

Clear space gives the logo room to breathe and ensures it won't be obscured by neighboring elements. All applications of the Wind River logo should include the recommended clear space around the logo equal to twice the height of the W in WNDRVR. When necessary, the minimum clear space that should ever be used is equal to the height of the W in WNDRVR.

On backgrounds

When the Wind River logotype appears on a colored background, that background must be a solid color, free of typography, patterns, or other graphic elements. If the logo is used directly on a photographic image, the clear space area must provide good contrast between the background and the logo, and be even in tone and pattern-free.

RECOMMENDED WIDTH (PRINT):
1.5 in (38.1 mm)
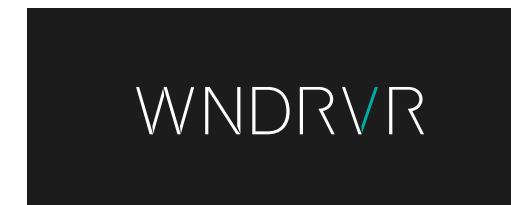
WNDR∨R

MINIMUM WIDTH (PRINT):
1.0 in (25.4 mm)

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MINIMUM WIDTH (ON-SCREEN):
100 px

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Wordmark Usage

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The Wind River wordmark is available in the following seven colorways:

Color

This is the primary wordmark and should be used in most cases.

Black & White

The all-black or all-white marks should be used in one-color printing only.

Greyscale

The greyscale marks can be used when a more low-contrast version of the identity is desired.

COLOR
FILE: WNDRVR-LOGO-BLACK-TEAL

WNDR\/R

BLACK
FILE: WNDRVR-LOGO-BLACK
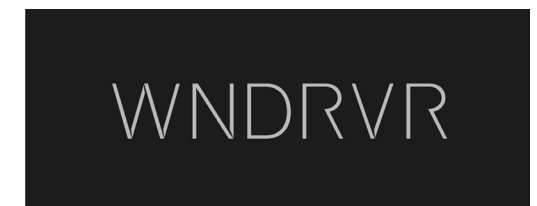
WNDRVR

GREYSCALE
FILE: WNDRVR-LOGO-BLACK-GREY

WNDR\/R

WHITE + COLOR ON BLACK
FILE: WNDRVR-LOGO-WHITE-TEAL

WNDR\/R

WHITE ON BLACK
FILE: WNDRVR-LOGO-WHITE

WNDRVR

GREY ON BLACK
FILE: WNDRVR-LOGO-GREY

WNDRVR

GREY + COLOR ON BLACK
FILE: WNDRVR-LOGO-GREY-TEAL

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