



## Cisco Corporate Logo Usage Guidelines for Third Parties



### Preferred two-color logo

Cisco Blue (PANTONE 7477)  
Cisco Red (PANTONE 187)



### One-color logo

Black



### Reverse logo

White

The logo may only be used once and only to make accurate reference to Cisco, its products and services. The logo should be displayed where the most prominent reference to Cisco is made but may not be more prominent than a third party's company logo. Use only the logo provided to you and only as stated in your trademark license. For information regarding the Cisco trademark policy visit [http://www.cisco.com/web/about/ac50/ac47/about\\_cisco\\_policies\\_list.html](http://www.cisco.com/web/about/ac50/ac47/about_cisco_policies_list.html).

### Logo Used In Print

File names: Cisco\_Logo\_2PMS.eps (2-color PMS)  
Cisco\_Logo\_CMYK.eps (2-color CMYK)  
Cisco\_Logo\_K.eps (1-color black)  
Cisco\_Logo\_White.eps (reverse)

Colors are specified using PANTONE® and CMYK process color systems, use colors as provided in logo file. When matching color for embroidery use the PANTONE coated color swatch.

### Logo Used On-Screen

File name: Cisco\_Logo.gif (2-color for Web—do not alter size)  
Cisco\_Presentation1.ppt (2-color for PowerPoint)

### Clearspace and Staging

An invisible rectangular border, equal in width to the “B” in the illustration at left should be maintained around the perimeter of the logo.

In all media, the logo must be separated from any company names, logos, or product names. The separation must be equal to the width of the Cisco logo or one inch, whichever is greater. Do not place the logo on busy or low contrast backgrounds. Do not alter the logo in any way except to adjust size proportionally (do not alter size of .gif logo). Do not use logo smaller than 3/4 inch wide in print.

