beagleboard.org ®

Branding & Program Guidelines

Updated: May 2019

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Purpose

Who are We

◦ The BeagleBoard.org® Foundation is dedicated to providing education in and promotion of the design and use of open-source software and hardware in embedded computing. We do this through a portfolio of single board computers whose software and hardware is completely open-source.

Our Brand

◦ Several logos and words that have been registered and trademarked represent the BeagleBoard.org® brand. Appropriate use of our brand is extremely important to the BeagleBoard.org® Foundation. This ensures our proposition is clear and recognizable to the market, enables the most consistent customer experience possible, and increases perceived value.

Our Brand

1. The following logos:

"BeagleBoard.org®" Logo   "BeagleBoard® Embedded" Logo   "BeagleBoard® Compatible" Logo   "BeagleBoard® Approved" Logo

2. The words "BeagleBoard.org", "BeagleBoard", "PocketBeagle", & "BeagleBone"

Guidelines

When to Use

1. In connection with the sale and distribution of official BeagleBoard.org® products
   ◦ When used in this way the logo or trademark must link to our website www.beagleboard.org
2. In a way that highlights your connection with BeagleBoard.org® such as referencing an accessory you've created for the BeagleBoard.org® product range

How NOT to use the brand

1. In any way that would give the false impression you are endorsed by BeagleBoard.org® without prior consent
2. Owning or using a domain name containing "BeagleBoard", "BeagleBone", or "PocketBeagle"
3. In a false or derogatory light
4. To manufacture, sell or give away merchandise
5. In any way that will take advantage of our brand and reputation
6. In a similar but subtly different way
7. Associating the brand with false or counterfeit products

Logo Details

Color Palette

Check Mark Green	Tongue Brown	Hair Light Brown	Gray	Hair Dark Brown	Tongue Orange

Color	CMYK	RGB	HEX
Check Mark Green	C 48 M 0 Y 78 K 0	R 142 G 201 B 105	#8EC969
Tongue Orange	C 0 M 76 Y 100 K 0	R 242 G 105 B 53	#F26935
Tongue Brown	C 24 M 82 Y 100 K 17	R 170 G 81 B 55	#AA5137
Hair Light Brown	C 31 M 47 Y 100 K 10	R 171 G 131 B 60	#AB833C
Hair Dark Brown	C 38 M 55 Y 100 K 24	R 140 G 106 B 57	#8C6A39
Gray	C 4 M 3 Y 4 K 0	R 242 G 240 B 239	#F2F0EF
White	C 0 M 0 Y 0 K 100	R 0 G 0 B 0	#000000
Black	C 0 M 0 Y 0 K 100	R 255 G 255 B 255	#FFFFFF

Height

12mm/45px
Minimum height for Beagleboard.org® logo

Spacing

As respect for the logo there must be adequate spacing on all sides to ensure no interference with other colors, graphics, images, etc.

Typeface

Gotham Round is the primary font used for BeagleBoard.org® and is available in the following weights and styles:

Gotham Round Light
abcdefghijklmnopqrstuvwxyz0123456789

Gotham Round Light
abcdefghijklmnopqrstuvwxyz0123456789

Gotham Round Medium
abcdefghijklmnopqrstuvwxyz0123456789

Gotham Round Medium
abcdefghijklmnopqrstuvwxyz0123456789

Gotham Round Bold
Abcdefghijklmnopqrstuvwxyz0123456789

Gotham Round Bold
abcdefghijklmnopqrstuvwxyz0123456789

Restrictions

BeagleBoard.org®'s brand - both logo and words – shall not be altered in any way

Image of dog is altered and "BeagleBoard.org®" text not included

Not proportionally sized

® (or TM) not included at end of "BeagleBoard.org"

Color scheme altered

Positioning of text altered

Image of dog and text altered

Programs

To develop our ecosystem and enable collaboration in the community the BeagleBoard.org® Foundation has created four programs that 3rd parties can participate in:

- **BeagleBoard.org® Embedded Program**
  - Companies or individuals that use an official BeagleBoard.org® product as part of their end design
- **BeagleBoard.org® Compatible Program**:
  - Licensed to manufacture and sell derivatives of BeagleBoard.org® products under their own brand
- **BeagleBoard.org® Approved Program**
  - Authorized to manufacture and sell peripheral devices for BeagleBoard.org® products under their own brand
- **BeagleBoard.org® Manufacturer Program**
  - Licensed to manufacture and sell official BeagleBoard.org® products

Embedded Program

What is it?

◦ Partners in this program are companies or individuals that use an official BeagleBoard.org® product as part of their design or end product. Examples include using BeagleBoard.org® BeagleBone® Black as the embedded system in a gateway or industrial tablet. Partners in this program will be authorized to use the BeagleBoard.org® Embedded logo on their product or product packaging.

Specific Branding Guidelines

◦ All guidelines for BeagleBoard.org®'s brand apply to participants of this program.   Those principles also apply to use of the Embedded logo.

Participating Companies / Products

◦ Phenix Technologies

Compatible Program

What is it?

◦ Suppliers part of this program are interested in a licensing agreement with BeagleBoard.org® that will allow them to develop a derivative of an official BeagleBoard.org® product (e.g., a product from the BeagleBoard®, BeagleBone®, and PocketBeagle® product families) under their own brand. The BeagleBoard.org® team will support the supplier where appropriate throughout the development, launch, and ongoing promotion of the product. We are here to help ensure your success!

Specific Branding Guidelines

◦ All guidelines for BeagleBoard.org®'s brand apply to participants of this program.   Those principles also apply to use of the Compatible logo.

◦ Promotion and marketing must be done so under *your brand*

  ◦ E.G. the PCB's silk screen can not have an official BeagleBoard.org® logo

Participating Companies / Products

◦ SeeedStudio BeagleBone Green
◦ SeeedStudio BeagleBone Green Wireless
◦ SanCloud BeagleBone Enhanced

Approved Program

What is it?

- Partners in this program are authorized to manufacture and sell peripheral devices for official products of BeagleBoard.org® (e.g., a product from the BeagleBoard®, BeagleBone®, and PocketBeagle® product families) under their own brand.

Specific Branding Guidelines

- All guidelines for BeagleBoard.org®'s brand apply to participants of this program. Those principles also apply to use of the Approved logo
- Promotion and marketing must be done so under *your brand*

Participating Companies / Products

- element14 LCD Display Cape for BeagleBone® Black
- Macchina M2 Adapter Board for PocketBeagle ®
- DINrPlate for BeagleBone® Black

Manufacturing Program

What is it?

◦ Partners in this program will manufacture official BeagleBoard.org® products bearing the official BeagleBoard.org® branding. Becoming a manufacturing partner represents the highest level of partnership and commitment to the BeagleBoard.org® Foundation. Together we will work to shape the future of BeagleBoard.org® by introducing new products to the market and improving the costing and proposition of current ones.

Specific Branding Guidelines

◦ Partners in this program will be licensed to use the official BeagleBoard.org® brand and logos. You will strictly follow the official guidelines for BeagleBoard.org®'s brand

Example Companies

◦ Embest Technology
◦ GHI Electronics

How to Join

1. Start by filling out the google form [here]

2. Someone from the BeagleBoard.org® team will reach out within 2-3 business day

3. The approval process will vary by program and may include, in the case of the Compatible and Approved programs, testing / verification of the hardware and software used

4. Once approved you will be free to promote your association to the BeagleBoard.org® Foundation using the branding guidelines provided!

Summary

The BeagleBoard.org® brand embodies our purpose and mission

◦ Adherence to the brand guidelines ensures our proposition is clear and recognizable, enables the most consistent customer experience possible, and increases perceived value.

◦ The four logos and four wordmarks represent our brand

◦ Guidelines for usage, color scheme, spacing, height, and typeface must be followed at all times

To develop our ecosystem and enable community collaboration around our brand four programs exist which we encourage all partners to participate in

◦ BeagleBoard.org® Manufacturer Program

◦ BeagleBoard.org® Embedded Program

◦ BeagleBoard.org® Approved Program

◦ BeagleBoard.org® Compatible Program

Thank you for your continued support of the BeagleBoard.org® Foundation!