



## Brand Guidelines

TensorFlow is an end-to-end open-source platform for machine learning. It has a comprehensive, flexible ecosystem of tools, libraries and community resources that lets researchers push the state-of-the-art in ML and developers easily build and deploy ML powered applications.

# Logo & Lockups

## VISUAL IDENTITY



HORIZONTAL LOCKUP  
(Preferred)



STACKED LOCKUP  
(If space is constrained)



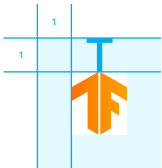
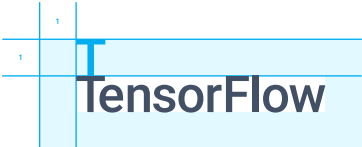
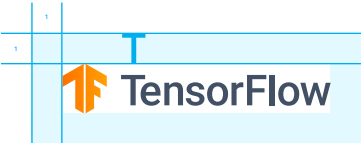
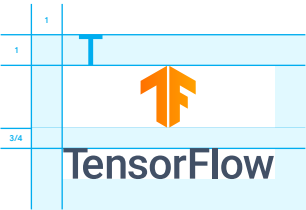
WORDMARK



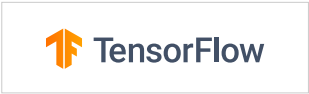
ICON

[Download Brand Assets](#)

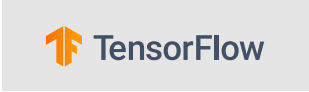
## CLEARSPACE



## COLOR OPTIONS



LOCKUP ON WHITE  
(Preferred)



LOCKUP ON GRAY



WHITE LOCKUP  
ON BLACK



WHITE LOCKUP  
ON ORANGE

## MINIMUM SIZE

Use the width of the nodes in the logomark (the two end node columns) to determine the minimum amount of clear space that should surround the TensorFlow logo.

To ensure the word TensorFlow is always legible, the logo should never appear smaller than the following minimum sizes:

DIGITAL APPLICATION: min. height = 20dp

20 dp  TensorFlow

PRINT APPLICATION: min. height = 0.125in

0.125 in  TensorFlow

## DON'TS

Our lockups are the go-to-branding element and cornerstone of the TensorFlow identity. Therefore, we care about them and how they are used.

Here are a few examples of what not to do with them.



## Color

Our color palette is taken from the logo, built from white, shades and gradients of grey and orange, with accents of a complimentary slate color.

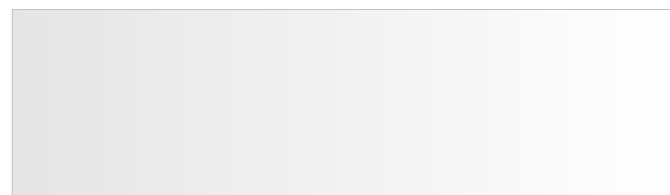


### ORANGE

#FFA800  
CMYK (0, 70, 100, 0)  
PMS 137 C

### LIGHT ORANGE

#FF6F00  
CMYK (0, 39, 100, 0)  
PMS 021 C



### GRAY

#E6E6E6  
CMYK (9, 6, 5, 0)  
PMS 649 C

### WHITE

#FFFFFF  
CMYK (0, 0, 0, 0)



#FF6F00  
CMYK (0, 70, 100, 0)  
PMS 021 C



#425066  
CMYK (78, 64, 41, 24)  
PMS 534 C



#FFFFFF  
CMYK (0, 0, 0, 0)



#616161  
CMYK (61, 53, 52, 23)  
PMS 425 C



#CCCCCC  
CMYK (19, 15, 16, 0)  
PMS 420 C



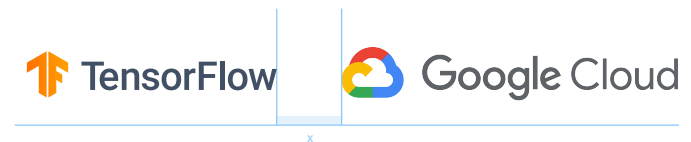
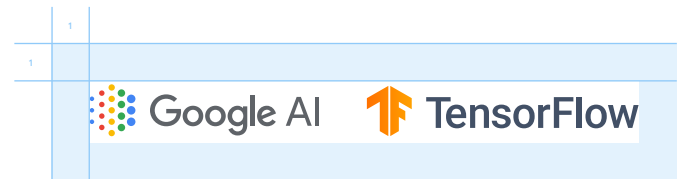
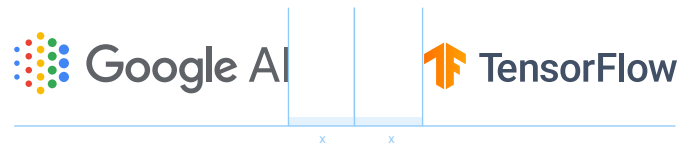
#E6E6E6  
CMYK (9, 6, 5, 0)  
PMS 649 C

# Partnerships & Attribution Marks

## GOOGLE CO-BRANDING

When partnering with Google, use these guidelines for best visual balance:

- When sizing logos, try to match the text x-height or cap height.
- Never use a dividing line or symbol between partnering logos.
- Use the distance from the very left of the logomark to the start of the wordmark to determine partner logo distance.
- Use the width of the nodes in the logomark (the two end node columns) to determine clear space around both logos.
- Use the same width to determine space between the TensorFlow logo and partner logo.



## PARTNER ATTRIBUTION MARK

Use the 'Powered by TensorFlow' attribution mark when the lockup stands alone and with a partner logo.

Powered by  
**TensorFlow**

We use the 'Powered by TensorFlow' attribution mark as a way for partners to highlight the TensorFlow brand on their properties.

Partner Logo

Powered by  
**TensorFlow**

## ATTRIBUTION

Please only use the TensorFlow name and marks when accurately referencing this software distribution, and do not use our marks in a way that suggests you are endorsed by or otherwise affiliated with Google. When referring to our marks, please include the following attribution statement:

"TensorFlow, the TensorFlow logo and any related marks are trademarks of Google Inc."