

Power.ORG



Power

# Power Architecture<sup>TM</sup> Brand and Identity Guidelines

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# Brand strategy Evolution of Power Architecture™ platform 1.1

The Power Architecture™ brand represents a microprocessor architecture that is supported by a large and growing ecosystem. Power Architecture technology is a predominant platform in a wide array of applications including automotive control and telematics, wireless and wireline infrastructure, enterprise networks and servers, and the digital home with gaming consoles and media centers. We are proud of the way in which Power Architecture technology has evolved to be the powerhouse it is today. POWER was first introduced in 1990 as an acronym for Performance Optimization With Enhanced RISC. Initially, POWER was found in RS/6000 workstations and servers. Its pervasiveness increased in the early 1990s with the introduction of the PowerPC® instruction set architecture.

Use of Power Architecture technology is extending into new application markets—beyond those currently served—largely through the community efforts of the Power.org™ consortium. Going forward, the Power Architecture Advisory Council (PAAC), will ensure the future well-being of the ISA. The next milestone—Power ISA™ version 2.03—encompasses the capabilities of previous

PowerPC ISA versions including virtualization, Book E, variable length encoding and much more. It will also be the stepping stone to a new generation of architectural innovations.

This is a critical and exciting time in the history of the Power Architecture platform. As members of the Power Architecture ecosystem, we all have a vested interest in how the Power Architecture brand is perceived. We have an opportunity to leverage the Power Architecture brand fully to enhance marketplace perceptions that influence our ability to develop business with new customers and partners and retain existing ones.

These branding standards were developed to ensure that all who build on the Power Architecture platform and participate in the Power.org community have the information and tools needed to communicate about it effectively. By following these standards and communicating about the Power Architecture brand in a new way, you help strengthen perceptions of our brand. Implementing our brand standards will require a new discipline and a new commitment by all members of the Power Architecture ecosystem.

## Power.org™ community

The premier open standards organization for developing, enabling and promoting Power Architecture technology and specifications. The community is expected to deliver specifications and guidelines to enable a complete design and manufacturing infrastructure that will ease system development and innovation. This body is responsible for the Power Architecture brand system governance, communications and experience.

## Power Architecture platform

A world-class technology platform, comprised of the instruction set architecture, community and Power-compatible products, that is the foundation for building innovative systems—in essence, the sum of all the parts.

## PowerPC® ISA

A microprocessor RISC-based instruction set architecture (ISA) developed in 1991 by IBM, Motorola (now Freescale Semiconductor), and Apple Computer. This ISA is used in a wide range of applications in the embedded, enterprise, and consumer space. PowerPC Architecture has evolved through the years and in August 2006 a new, modern version of it—Power ISA version 2.03—will be released by the Power.org Power Architecture Advisory Council (PAAC). However, PowerPC ISA version 1.x will continue to be the basis of some products in the marketplace.

## Power ISA™ definition

A microprocessor RISC-based instruction set architecture that merges into one documentation set the remarkable capabilities of previous PowerPC ISA versions including virtualization, Book E, variable length encoding, AltiVec technology, and much more. This ISA is used in a wide range of applications in the embedded, enterprise, and consumer space.

We have the ability to influence buyer consideration and ultimately shift demand for our architecture through a renewed commitment to and focus on building the Power Architecture™ brand.

The Power Architecture brand is the product of many different factors that create an overall impression in people's minds—how they think, feel, and respond when they hear our name. Brands are built over the course of many years and they are successful only when communications about the brand and the experiences people have with it are in alignment. What is communicated through our name, logo and messages must be reinforced by the experience people have with the Power Architecture platform and Power.org™.

As users of the Power Architecture brand you play an important role as its brand stewards and you have the ability to leverage these brand standards and shape its future. Every contact that customers and ecosystem members have with the Power Architecture platform provides an opportunity to strengthen the brand or to cause it to lose prestige. A well-defined and well-supported brand will help build business by attracting new customers and gaining the support of existing ones. As the Power Architecture brand continues to become better known and understood, it will become easier to enter new markets and sell more products and services.

To increase the strength of the Power Architecture brand, we must develop creative expressions within the parameters described here. Brand divergences undermine our efforts to strengthen and build value in the Power Architecture brand.

In managing the Power Architecture brand—which comprises communications and experience—we have three goals:

### Clarity

Articulate clearly what the Power Architecture brand is about, why it is preferable and what value it delivers to users.

### Consistency

Support brand objectives by adhering to the Power Architecture brand standards. Ensure Power Architecture brand communications and experiences are integrated.

### Collaboration

The Power.org Power Brand Advisory Council will shape the future of the brand. By participating in the Power.org community, you can have direct influence over the evolution of the brand.

The Power logo is the primary visual expression used to identify all of the components of our platform—instruction set architecture, community and products that are compatible with Power Architecture™. Our signature is a unique expression of our brand identity and is comprised of two elements: the Power Band symbol and logotype. These elements work in unison to reflect the evolution of our platform and the vision we have for its future.



The Power Band symbol reinforces the continuity and transformation of our platform and the endless possibilities it offers customers to innovate and deliver value to their businesses.

The Power and Power.org™ logos are comprised of the following elements:

### Power Band symbol

The Power Band expresses energy and vitality. As a fluid, organic object, caught in motion, the Power Band suggests flexibility and agility.

### Logotype

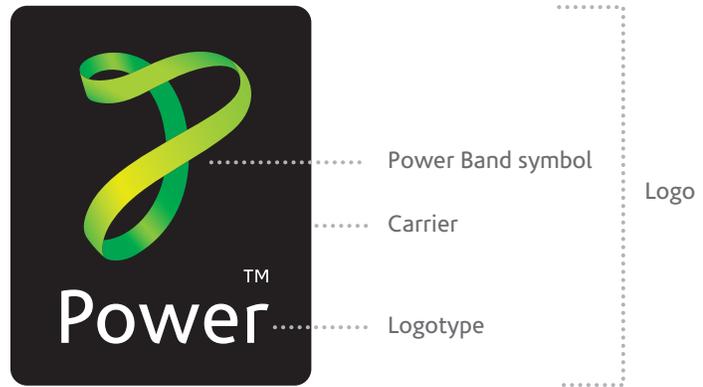
The word 'Power' is presented in a clean, modern sans-serif typeface, one that compliments the fluid form of the Power Band. The logotype suggests simplicity and directness.

### Carrier

The black carrier shape draws attention to the Power Band and logotype. It provides a clear backdrop for the symbol and logotype, ensuring maximum visibility when applied to various materials and against surrounding visual and verbal elements.

### Extension bar

The green extension bar provides a counterbalance to the Power Band, and is used for variants of the Power logo.



Extension bar



## Power logo

To be used by Power.org™ members at the Founder, Sponsor and Participant levels in good standing. Developer level members may not use this logo.

Represents the visual embodiment of the Power Architecture™ brand and conveys the “sum of all parts” encompassing architecture, community, products and supporting technologies.

This logo should be used where the content focuses on the architecture, technology in general, a product family or portfolio of products (as opposed to a specific product and its technical specifications).

It can be used in packaging, signage, advertising, corporate websites, banners, event signage, giveaways and presentations, key sponsor placement and high-profile collateral.

The vertical (stacked) logo in the black carrier is preferred. Based on layout or space constraints the horizontal, alternative logo may be used.

The use of the Power logo is carefully controlled and each instance of use must be cleared by the Power.org consortium. Please contact [brand@power.org](mailto:brand@power.org) for approval.

Preferred



The Power logo with black carrier or white carrier is the recommended version for use on any color background. It is important to select the version of carrier box that ensures high contrast against the background field. See section 2.11 for guidance on unsuitable background and contrasts.

Alternative—vertical and horizontal with applicable carrier



Alternative—vertical and horizontal with no carrier



The Power logo, white logotype with no carrier, should only be used on a black background. See section 2.11 for guidance on unsuitable background and contrasts.

The Power logo, black logotype with no carrier, should only be used on a white background. See section 2.11 for guidance on unsuitable background and contrasts.

When using the Power.org logo with no carrier, with black logotype or white logotype, please see section 2.9 for guidance in the minimum amount of clear, visually uninterrupted space that must always surround these versions of the logo to ensure optimal visibility.

## Power.org logo

The horizontal Power.org logo is the only approved version. This logo includes a preferred (with black carrier) version and three alternatives (with white carrier and without carrier).

Refer to page 2.6, signature system, for guidance on which logo variant to use.

Preferred



Alternative—with white carrier



The Power.org logo with black carrier or white carrier is the recommended version for use on any color background. It is important to select the version of carrier box that ensures high contrast against the background field. See section 2.11 for guidance on unsuitable background and contrasts.

Alternative—black logotype and white logotype with no carrier



The Power.org logo, white logotype with no carrier, should only be used on a black background. See section 2.11 for guidance on unsuitable background and contrasts.

The Power.org logo, black logotype with no carrier, should only be used on a white background. See section 2.11 for guidance on unsuitable background and contrasts.

When using the Power.org logo with no carrier, with black logotype or white logotype, please see section 2.9 for guidance in the minimum amount of clear, visually uninterrupted space that must always surround these versions of the logo to ensure optimal visibility.

## Power

Visual embodiment of the Power Architecture™ brand representing the Power Architecture platform.

May be used by Power.org™ members (Founder, Sponsor, Participant) in good standing, on packaging, brochures, signage, advertising and corporate website.

Preferred



Alternative



## Built on Power

Represents compatibility with the instruction set architecture. This endorsement should be used when content focuses on cores, processors, hardware and computer systems of any type that include and are fully compatible with the core Power Architecture technology, specifically the standard instruction set architecture represented by the Power ISA™ or PowerPC® ISA specifications.

May be used on collateral, packaging such as single product fact sheets and product summaries, presentations and on the product or product family pages on a corporate website.



### **Power.org**

Represents the organization that is responsible for the evolution of the Power Architecture™ technology and management of Power Architecture brand communications and experiences (e.g., ISA, community activities, ecosystem support).

May be used by the Power.org™ “company” (IEEE-ISTO and Power.org working groups). May be used on collateral, PR, packaging, documents, signage, advertising, corporate website and presentations.



### **Power.org Member**

Identifies corporate members (e.g., Founder, Sponsor, Participant) of Power.org. This endorsement should only be used by current members of Power.org. By using this logo, members acknowledge and showcase their affiliation with Power.org and, by extension, their participation in the community driving standards activity to shape the direction of the technology.

Is used when communication speaks to Power.org as a community or standards body or where company affiliations are listed. Typical items include corporate website, printed collateral, presentations and event collateral.



Color is a critical component of the Power Architecture™ visual identity system. The primary brand color, Power Green, communicates growth, enablement, empowerment, harmony, energy and fresh thinking.

The preferred version is the black carrier with white logotype. It is permissible to reproduce the Power logo and Power.org™ logo with white carrier and black logotype. For approval, contact brand@power.org.

For more information on the Power Architecture color palette, refer to page 2.12.

If cost or media prohibit using the color signature, other versions may be used.

The grayscale alternative should be used only when black and white reproduction is necessary. For situations in which the design or media prevent the use of the color or grayscale versions, a one-color version has been developed. A final option has been provided for extremely limited use such as engraving, embroidering, etc.

To protect the presence and strength of the Power Architecture visual identity and trademark, the Power logo should never be redrawn or altered in any way.

Preferred—color version with black carrier



Color version—white carrier



Black (grayscale)



Solid logo, limited use—embroidery, engraving, embossing



\* Note. Color versions of the Power and Power.org artwork are also available without the carrier as illustrated on pages 2.3 and 2.4.



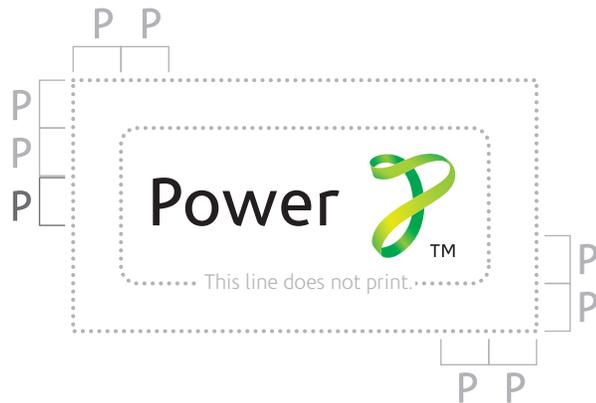
\* Note. Use of the Power Band separate from the word Power is for extremely limited use. Contact brand@power.org for approval.

A minimum amount of clear space must always surround all versions of the logo. This space is equal to the height of the cap "P" in Power. In general, a larger amount of visually uninterrupted space should be kept clear for optimal visibility.



\* Note. The same clear space rules apply to both the preferred and alternative Power.org™ logos.

A minimum amount of clear space must always surround all versions of the logo without the carrier shape. This space is equal to double the height of the cap "P" in Power. In general, a larger amount of visually uninterrupted space should be kept clear for optimal visibility.



\* Note. Keep in mind the clearspace on a Power logo without a carrier shape includes the area ordinarily occupied by the carrier shape and extends beyond that shape into the minimum allowable clearspace area.

All logos have been measured in width.

## Preferred Power logo

To ensure quality reproduction in print, the preferred Power logo should appear no smaller than .45" in width.

In digital applications, the preferred Power logo should appear no smaller than 60 pixels in width.



## Alternative Power logo

The alternative (horizontal) Power logo must appear no smaller than .55" in width.

In digital applications, the horizontal logo should appear no smaller than 70 pixels in width.



## Alternative Power logo with no carrier

The alternative vertical Power logo without carrier must appear no smaller than .3125" (45 pixels) in width.

The alternative horizontal Power logo without carrier must appear no smaller than .45" (60 pixels) in width.



## Power logo lockups

To ensure quality reproduction in print, all vertical lockups must appear no smaller than .45" in width.

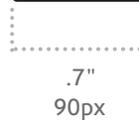
In digital applications, it is preferred that all vertical lockups appear no smaller than 60 pixels in width.



## Power.org™ logo and lockups

Power.org logo and lockups must appear no smaller than .7" in width.

In digital applications, Power.org logo and lockups should appear no smaller than 90 pixels in width.



## Power.org logo with no carrier

Power.org logo without carrier must appear no smaller than .6" (80 pixels) in width.



Shown here are just a few examples of what “not to do” with the Power logo. Always treat the logo with care and use only authorized electronic artwork available from Power.org™.

The following rules apply to all variants of the Power logo.

~~Power~~



Do not use the Power logotype or symbol separately.



Do not modify the logotype or symbol.



Do not alter the scale relationship between the logotype and symbol.

“Help drive the future of  innovation.”



Do not use the Power logo in conjunction with typography.



Do not reproduce the Power Band in solid green.



ENHANCED



plus  
Power

Do not lock up copy or other graphic elements to the logo. Do not create unauthorized variants of the logo (e.g., extension bar).



Do not alter the arrangement of the logotype and symbol.



Do not alter the coloration of the symbol.



Do not alter the proportions of the logo.



Do not modify the logo carrier shape or color.



Do not place the Power logo on dark areas with insufficient contrast.



Do not add a white frame around the logo.



Do not place the Power logo over the application showcased in a photo or illustration.



Do not place the Power logo—white logotype, no carrier—on a background that is not black.



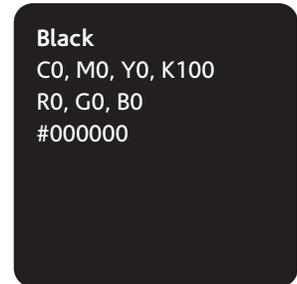
Do not place the Power logo—black logotype, no carrier—on a background that is not white.

Color is a critical component of the Power Architecture™ visual identity system. The primary brand color, Power Green, communicates growth, enablement, empowerment, harmony, energy and fresh thinking.

Power Green may be used as a large field of color and to highlight copy.

Additional support colors are available for use in charts and graphs in collateral and PowerPoint. These colors should be used sparingly so as not to diminish our brand color, Power Green.

When using the support colors, neutral or cool colors should be used before warm colors. Warm colors may only be used when three or more colors are needed in a chart or graph.



Support colors

Neutral	Cool	Warm
<p><b>Dark gray</b> C0, M0, Y0, K50 R147, G149, B152 #939598</p>	<p><b>Purple</b> C80, M75, Y0, K5 R51, G51, B152 #333398</p>	<p><b>Red</b> C0, M85, Y60, K0 R239, G91, B71 #EF3347</p>
<p><b>Light gray</b> C0, M0, Y0, K15 R216, G216, B216 #D8D8D8</p>	<p><b>Blue</b> C65, M0, Y15, K0 R53, G190, B214 #35BED6</p>	<p><b>Orange</b> C0, M35, Y100, K0 R251, G174, B23 #FBAE17</p>

\* Note. There is no direct PANTONE® marking system for these colors. Always use the prescribed formulas as noted above. For questions please contact brand@power.org.

The primary Power Architecture™ typeface is Corisande. This typeface is a modern sans-serif, which compliments the fluidity of the Power Band symbol.

Use Corisande Regular for the majority of information. Corisande Italic and Bold should be used sparingly, to emphasize keywords. Corisande Light should be used for large display settings (headlines, etc.).

Corisande should be used for all Power Architecture communications.

## Corisande Regular

abcdefghijklmnopqrstu  
vwxyzABCDEFGHIJKLM  
NOPQRSTUVWXYZ123  
4567890!@#\$%&\*();

## Corisande Bold

**abcdefghijklmnopqrstu  
vwxyzABCDEFGHIJKLM  
NOPQRSTUVWXYZ123  
4567890!@#\$%&\*();**

## Corisande Light

abcdefghijklmnopqrstu  
vwxyzABCDEFGHIJKLM  
NOPQRSTUVWXYZ123  
4567890!@#\$%&\*();

For desktop applications, such as Microsoft Word® and PowerPoint®, and in web applications, Verdana may be used in place of Corisande.

**Verdana Regular**

abcdefghijklmnopqrstu  
vwxyzABCDEFGHIJKLM  
NOPQRSTUVWXYZ123  
4567890!@#%&\*();

**Verdana Bold**

**abcdefghijklmnopqrstu  
vwxyzABCDEFGHIJKLM  
NOPQRSTUVWXYZ123  
4567890!@#%&\*();**

Correct use of type and color is essential to maintaining the integrity of our visual identity program.

Incorrect uses of Power Architecture™ type and color are demonstrated here.

There are, of course, many other unacceptable variations. It is everyone's responsibility to maintain the integrity of the Power Architecture visual identity and avoid using type or color other than what is outlined in these brand standards.

~~"Help drive the future of  innovation."~~

Do not use the Power logo in conjunction with typography.

~~*"Help drive the future of Power innovation."*~~

Do not use typography other than Corisande or Verdana.

~~*"Find out what's on the community's mind, as members of the Power Architecture ecosystem sound off about the Power.org initiative."*~~

Do not use italic type for large amounts of copy.

~~"Find out what's on the community's mind, as members of the Power Architecture ecosystem sound off about the Power.org initiative."~~

Do not set typography centered or flush right.

~~"Help drive the future of Power innovation."~~

Do not use unauthorized colors.

## Power

Visual embodiment of the Power Architecture™ brand representing the Power Architecture platform.

May be used by Power.org™ members (Founder, Sponsor, Participant) in good standing, on packaging, brochures, signage, advertising and corporate website.

The following guidelines should be followed in applying the logo:

- The logo should be scaled and placed to appear equal or subordinate to the company identity
- Dominant use of the Power logo is acceptable for certain applications such as merchandise items
- Sufficient logo clear space is maintained

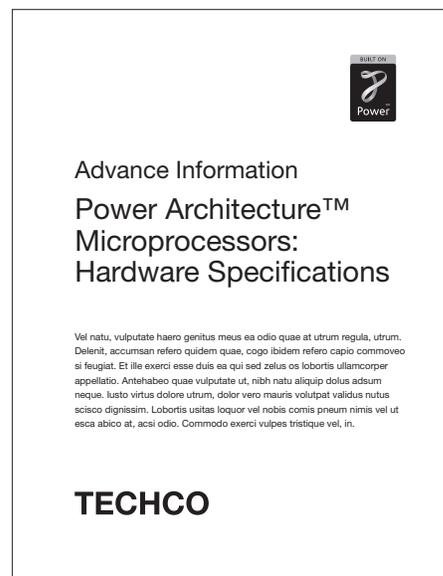
The use of the Power logo is carefully controlled and each instance of use must be cleared by Power.org. Please contact [brand@power.org](mailto:brand@power.org) for approval.



Merchandise



Ad



Spec sheet

The 'Power.org Member' logo identifies corporate members of Power.org and acknowledges their affiliation with Power.org and their participation in the community.

It may be used on collateral, such as single product fact sheets and product summaries, presentations, corporate Website and event collateral.

The following guidelines should be used in applying the logo:

- The preferred logo placement is along the bottom edge
- The logo should be scaled to appear subordinate to the member's identity
- Sufficient logo clear space is maintained
- When placed alongside other product endorsement logos, 'Power.org Member' must appear visually equal to the other marks



Brochure cover and back



The 'Built on Power' logo represents compatibility with the instruction set architecture. It should be used when content focuses on cores, processors, hardware and computer systems of any type that include and are fully compatible with the core Power Architecture™ technology, specifically the standard instruction set architecture represented by the Power ISA™ or PowerPC® ISA specifications.

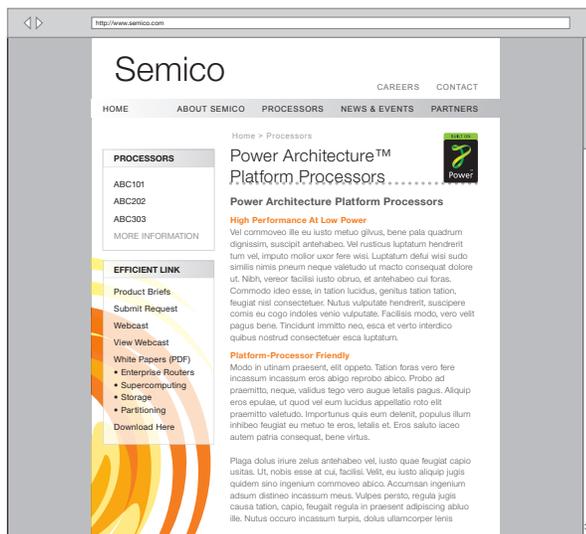
It may be used on collateral, packaging, single product fact sheets, product summaries, presentations, and on the product or product family pages on a corporate website.

The following guidelines should be followed in applying the logo:

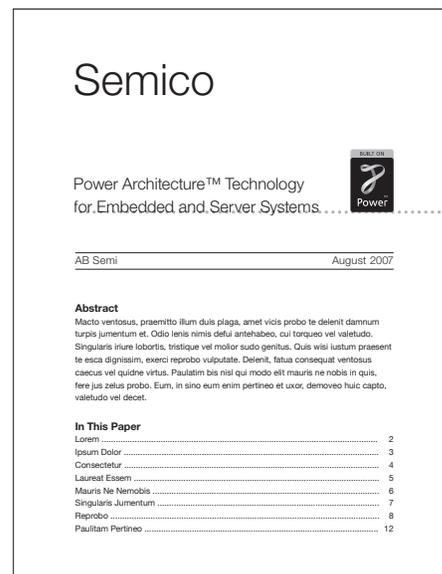
- The logo should be scaled and placed to appear subordinate to the company identity
- The preferred logo placement is seen in direct relation to the description of the Power Architecture technology (above the fold on websites)
- Sufficient logo clear space is maintained
- When placed alongside other product endorsement logos, 'Built on Power' must appear visually equal to the other marks



Product ad



Website



White paper

Relation to technology description

## Protecting our trademark

Power Architecture™ is a trademark that is sublicensed to the community by Power.org. Using our trademark correctly and consistently on all communications will ensure maximum value is attributed to the Power Architecture brand.

The Power Architecture trademark is a valuable asset that must be protected. As such, the ™ symbol should always follow our name during its first use in text on a page.

To protect the Power Architecture trademark, the trademark should always be modifying a noun providing an appropriate frame of reference.

## Appropriate frames of reference:

### Technology

- Power Architecture licensing
- Power Architecture road map
- Power Architecture technology
- Power Architecture solutions
- Power Architecture platform

### Brand

- Power Architecture logotype
- Power Architecture signature
- Power Architecture trademark

### Experience

- Power Architecture philosophy
- Power Architecture ecosystem

Inappropriate uses create confusion and hinder our ability to protect our trademark.

## Inappropriate uses:

- The word Power is not an appropriate shorthand reference for Power Architecture in written communications.
- The Power Architecture name should never appear in all upper-case lettering (e.g., POWER Architecture) or lower-case lettering (e.g., power architecture).
- The possessive case (i.e., Power Architecture's, Power's, Architecture's) should not be used.

## Trademark footnote

The following trademark footnote should be used whenever any of the logos or wordmarks contained/demonstrated within these brand standards are used:

The Power Architecture and Power.org wordmarks and the Power and Power.org logos and related marks are trademarks and service marks licensed by Power.org.

For questions or to use logos that require approval,  
please contact:

**[brand@power.org](mailto:brand@power.org)**