

Trademarks & Guidelines

I. TRADE NAME: “O'Reilly & Associates, Inc.”

- a. On the first use on any promotional, advertising, or marketing piece, the trade name must be used in its entirety: O'Reilly & Associates, Inc.
- b. In subsequent uses on the same piece, the name may be shortened to “O'Reilly & Associates” or “O'Reilly.”

2. TRADEMARK: “O'Reilly logo”

- a. Color Guidelines: This is a two-color or two-tone mark, and must always be shown that way. The apostrophe is always a different color or tint than the letters OREILLY. If shown in full color, it is preferred that the apostrophe be PMS 200C and the letters spelling OREILLY be either white or black, depending on the background color.
- b. Mandatory Use: Must be used on all promotional, advertising, and marketing pieces featuring O'Reilly products worldwide.
- c. Attribution guidelines: the (R) must appear on the upper right on all appearances
- d. Attribution language must appear on any promotional, advertising, or marketing piece in type no smaller than 6 points: “The O'Reilly logo is a registered trademark of O'Reilly & Associates, Inc. Used with permission.”

3. TRADEMARK: “O'Reilly Network logo”

- a. Color Guidelines: This is a two-color or two-tone mark, and must always be shown that way. The apostrophe, the word “Network,” and the ruled line are always a different color or tint than the letters OREILLY. If shown in full color, it is preferred that the second color be PMS 200C and the letters spelling OREILLY be either white or black, depending on the background color.
- b. Mandatory Use: Must be used on all promotional, advertising, and marketing pieces featuring O'Reilly Network products and services worldwide.
- c. Attribution guidelines: TM must appear on the lower right on all appearances
- d. Attribution language must appear on any promotional, advertising, or marketing piece in type no smaller than 6 points: “The O'Reilly Network logo is a trademark of O'Reilly & Associates, Inc. Used with permission.”

4. TRADEMARK: “O'Reilly web site logos”

- a. Color Guidelines: These are two-color or two-tone marks, and must always be shown that way. The apostrophe in “O'Reilly” and the other elements that appear in a second color must always appear in a second color or tint when reproduced. If shown in full color, it is preferred that the second color be related to the technology (in line with the O'Reilly technologies palette) and the letters spelling OREILLY be either white or black, depending on the background color.
- b. Mandatory Use: Must be used on all promotional, advertising, and marketing pieces featuring a specific O'Reilly web site.
- c. Attribution guidelines: TM must appear on the lower right on all appearances
- d. Attribution language must appear on any promotional, advertising, or marketing piece in type no smaller than 6 points: “The [name of site here] logo is a trademark of O'Reilly & Associates, Inc. Used with permission.”

5. TRADEMARK: “O'Reilly Network Safari Bookshelf logo”

- a. Color Guidelines: This is a two-color or two-tone mark, and must always be shown that way. The apostrophe and the words “Network” and “Safari Bookshelf” are always a different color or tint than the letters OREILLY and the ruled line. If shown in full color, it is preferred that the second color be PMS 200C and the rule and the letters spelling OREILLY be either white or black, depending on the background color.
- b. Mandatory Use: Must be used on all promotional, advertising, and marketing pieces featuring O'Reilly Network products and services worldwide.
- c. Attribution guidelines: TM must appear on the lower right on all appearances
- d. Attribution language must appear on any promotional, advertising, or marketing piece in type no smaller than 6 points: “The O'Reilly Network Safari Bookshelf logo is a trademark of O'Reilly & Associates, Inc. Used with permission.”

6. TRADEMARK: Animal images

- a. The animals must be used exactly as they appear on the book covers. No elements may be added or deleted. The animals always appear darker than the background color.
- b. Attribution guidelines: on the first and most prominent use on any promotional, advertising, or marketing piece, a TM no smaller than 6 pts must appear next to the trademark. In subsequent uses on the same piece, the TM does not have to be used.
- c. Attribution language must appear on any promotional, advertising, or marketing piece in type no smaller than 6 points “The relationship between a (Animal image: must be specified) and (specific technology) is a trademark of O'Reilly & Associates, Inc. Used with permission.”

7. BOOK TITLES

- a. The exact book title as provided by O'Reilly & Associates must be used in all text appearances. Special attention must be paid to using correct capitalization and trademark symbols. Ampersands that appear on the book covers may not necessarily be used in the official titles of the books: please refer to text descriptions of the books for guidance on proper use of ampersands with specific titles.
- b. Attribution language must appear in any promotional, advertising, or marketing piece in type no smaller than 6 points. “The Animal Series, ...the In a Nutshell series... are trademarks of O'Reilly & Associates, Inc. Used with permission.” It is not necessary to include individual titles in the attribution language—it is only necessary to use the above language, which covers all titles in each particular series.

8. ATTRIBUTION LANGUAGE

When more than one trademark is used on any one promotional, advertising, or marketing piece, the attribution language may be combined. For example: “The O'Reilly logo and the use of a camel with the topic of Perl are trademarks of O'Reilly & Associates, Inc. Used with permission.”

9. OTHER

Any use of any O'Reilly trademark other than those included in these guidelines, or any use of any O'Reilly trademark in a way not specified in these guidelines, or any use of third party's trademark in a promotional, advertising, or marketing piece promoting O'Reilly's products must be approved by O'Reilly & Associates, Inc. in advance. There are no exceptions to this requirement.