CNTI Logo and Badge

Background

MATRIXX will develop the **CNTI logo** and **CNTI Certified badge**. Below are scope limitations based on the budget we have allocated for this contribution.

- A set of background questions are to be answered by CNTI community members (see below)
- Based on the responses, MATRIXX will develop 2 logo alternatives
- Logos will be presented to CNTI community for feedback
- 1 round of refinements addressing feedback will be done
- CNTI Logo finalized
- CNTI Certified badge will be finalized (to be based on the CNTI logo)

Input from members of the CNTI community

Goals and objectives for the CNTI logo?

- **Target audience and clients?**
  - (OS = Olivier Smith) Logo will be displayed on LF Networking Projects page ([Projects - LF Networking](#)) - Horizontal format is used here (see below for formats)
  - (OS) Logo will be displayed on conference materials
  - (OS) Logo will be utilized in social media - Stacked or icon format will be used on social media
  - (OS) Logo will be used by community members for communicating their involvement and/or association with CNTI
  - (OS) Logo will be used in the above by members of the CNTI community which can be Communication Service Providers, Vendors (like MATRIXX), Cloud Infra Providers (AWS, Google, etc.) as well as other Linux Foundation projects that are collaborating with CNTI.
  - (OS) The logo could potentially be used on LF Networking apparel.

- **Any design preferences or constraints? (Color, visual guidelines? Anything to avoid?)**
  - (OS) Keep the design simple for ease of long term maintenance
  - (OS) Avoid too many colors
  - (OS) Avoid using text that is too small when scaling down the size of the logo

- ○ (LS = Lucina Stricko) Avoid using CNCF-branded colors (see example https://github.com/cncf/artwork/blob/main/other/cncf/horizontal/color/cncf-color.png)
  - ○ (LS) Examples of logos from past cloud native telecom initiatives which may provide inspiration:
    - ■ CNF Testbed logo https://github.com/cncf/artwork/blob/main/other/cnftestbed/icon/color/cnftestbed-icon-color.png (Cell tower + checklist)
    - ■ Cloud Native Telco Day logo https://events.linuxfoundation.org/archive/2023/kubecon-cloudnativecon-europe/co-located-events/cloud-native-telco-day/ (Cell tower inside a cloud shape)

- ● **Keywords for brainstorming: Cloud, telecom, confidence…**
  - ○ (OS) Telecom Networking
  - ○ (OS) Cloud Native
  - ○ (OS) Adoption
  - ○ (OS) Confidence
  - ○ (OS) Neutral (i.e. Vendor neutral)
  - ○ (MM = Martin Matyáš) Cloud Native Telecom
  - ○ (MM) Compliant
    - ■ (LS) I disagree on using the terms "compliant" or "compliance" for CNTI
    - ■ (OS) I agree with Lucina.
  - ○ (MM) Verified
  - ○ (MM) Approved
  - ○ (MM) Following Best Practices

- ● **Relationship to CNCF**
  - ○ (OS) Linux Foundation has sub organizations (CNCF, LF Networking, LF Europe, etc.). The CNTI is now fully under the LF Networking organization. It was, however, started in CNCF. At this point, we do not want to suggest any specific collaboration with CNCF and should be careful not to have our logo look like CNCF.
  - ○ (LS) the messaging has been that CNTI has found a new home under LF Networking, therefore no affiliation with CNCF is required

- ● **What are your thoughts on the acronym CNTI for the logo?**
  - ○ (LS) CNTI Can be used in the logo. The CNTI name/acronym does not have to change if it is accepted as an LF Networking Project. "Cloud Native Telecom" as a project name is too generic.
    - ■ (MM) The acronym can be also re-defined to, for example, "Cloud Native Telecom Interworking", "Cloud Native Telecom Integrated" etc.
  - ○ (LS) CNTI acronym can be stylized as CNTi - with a lowercase i.

- ■ (TC) I like this. This will let the LFN project or general use of the term project work – eg. CNTi project, LFN Project: CNTi
- ■ (OS) - Agree with LS and TC - We can continue to be referred to as CNTI/CNTi even after being inducted as a formal LFN project.

Saved Formats needed (after design approval):
- ● Project Logo
  - ○ See examples
    - ■ https://github.com/crosscloudci/artwork/tree/master/crosscloudci
    - ■ https://github.com/crosscloudci/artwork/tree/master
    - ■ https://github.com/crosscloudci/artwork/tree/master/cncfci
  - ○ Horizontal - displaying the logo + the CNTi name in-line
    - ■ Black
      - ● Svg
      - ● Png
    - ■ Color
      - ● Svg
      - ● Png
    - ■ white
      - ● Svg
      - ● Png
  - ○ Icon - displaying the logo only (no words)
    - ■ Black
      - ● Svg
      - ● Png
    - ■ Color
      - ● Svg
      - ● Png
    - ■ white
      - ● Svg
      - ● Png
  - ○ Stacked - displaying the logo on top or beneath the name CNTi
    - ■ Black
      - ● Svg
      - ● Png
    - ■ Color
      - ● Svg
      - ● Png
    - ■ white
      - ● Svg

- Png
- Certification badge
  - See examples at https://github.com/cncf/artwork/tree/main/other/certified-cnf
    - Black
      - Svg
      - Png
    - Color
      - Svg
      - Png
    - white
      - Svg
      - Png

For CNTI Certification badge:

- (LS) our brainstorming on the Certification badge is in https://github.com/lfn-cnti/certification/issues/68
  - For v2.0 CNTI Certification Release, we will have one badge that says "CNTi Certified" to award to Qualified Offerings that pass the CNTi Certification requirements
  - if we are stylizing the name to CNTi, then the wording displayed on the badge would be "CNTi Certified" - with a lowercase i
- [LS] the shape of the badge does not have to be rectangular. It could be any shape, IMO.
- [Design] Brand Guide for Certification Badge usage - a brand guide for end users will be needed after the badge design is finalized

USPTO Image requirements

We have been informed by LF's Chief Brand Counsel that while developing the Logo and CNTI Certified badge to be aware that the images might be trademarked. Just be mindful of the below requirements when designing.

* Saved as JPG file that does not exceed 5 MB
* Image has a resolution of no less than 300 dots per inch ("DPI") and no more than 350 DPI
* Image height and width is no less than 250 pixels and no more than 944 pixels (e.g., a valid pixel dimension is 640 x 480 pixels) (*NOTE: this isn't a strict requirement, if the design is very long or tall*).

* Mark images must <u>not</u> include the trademark, service mark or registration symbols (TM, SM or ®)
* Mark images should be submitted with as little white space around the design as possible
* If color is claimed as part of this mark, the image needs to be in the exact colors as will be used. We will also need to list the colors claimed in the application.
* If color is not claimed as part of this mark, the image needs to be in pure black and white (no grayscale).
* Images created on a Macintosh using Adobe Photoshop or Illustrator must be properly saved with appended file extensions .jpg for use on a Windows system. The USPTO cannot open image files that are not properly saved prior to attachment to the application.
* Adobe Photoshop/Illustrator users must ensure that images are saved with the RGB color scheme. The USPTO cannot accept the CYMK color scheme.
* Do not zip your image files or add any additional compression. JPG files are already compressed.