

PyTorch Enterprise Support Program

BRAND GUIDELINES



WELCOME

PyTorch Enterprise (PTE) is a participatory program that enables service providers to develop and offer tailored enterprise-grade support to their customers.

This offering was created in direct response to feedback from PyTorch enterprise users who are deploying models in production at scale for mission-critical applications.

To get the latest updates and learn more about to program, visit:
pytorch.org/enterprise-support-program



OVERVIEW

This document outlines the brand guidelines that the PyTorch Enterprise Support Program participants adhere to when using “PyTorch Enterprise Marks” and/or “PyTorch Marks”.

“PyTorch Enterprise Marks” means (1) the mark “PyTorch Enterprise” and (2) all other logos and marks described in this Branding Guide.

“PyTorch Marks” means (1) the mark “PyTorch”; and (2) all other logos described in the [PyTorch Brand Guidelines](#).

To use the PyTorch Enterprise Support Program lockup and name, a company or other entity must be a participant of the program and sign all required documents.

Program resources:

- [Participation Agreement](#)
- [PyTorch Certification Guide](#)
- [Program Terms](#)



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PROGRAM: NAMING & LOCKUP GUIDELINES



NAMING

“PyTorch Enterprise Support Program” is the official name of the program.

Use the full name when referring to the program in any marketing communications and materials.

For each marketing communication or material, the first mention must be the full official name:

“PyTorch Enterprise Support Program”

Once these requirements are met, any subsequent mentions can be **“PyTorch Enterprise”** as long as they are referring to the program clearly.

Do not use **“PyTorch Enterprise”** as only mention in any marketing communications and materials.



LOCKUP FORMATS

The lockup comes in two forms, primary single-line and secondary stacked.

Choose the appropriate lockup depending on your specific application.

When sizing or scaling the wordmark or lockups, ensure a legible size at all times.

This lockup should not be used with other logos to create additional lockups.

Primary: Single-Line Lockup



Secondary: Stacked Lockup



LOCKUP CLEARSPACE

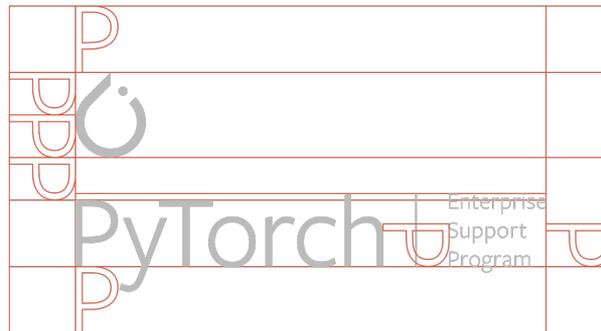
To preserve legibility and clarity of the lockup, it's important to maintain a clear area surrounding the lockup. This insulates our lockup from distracting visual elements such as copy, illustration or photography.

This spacing is determined by the measurements of the “P” within the PyTorch wordmark.

Primary: Single-Line Lockup



Secondary: Stacked Lockup



SECONDARY COLOR USE

When placing the lockup on a colored background, the PyTorch Dark Gray is the only color that may be used.

The PyTorch logo and divider line is in white and the PyTorch symbol in orange, but the Program Participant logo may remain in full color and follow their own brand guidelines for this use case.

PyTorch Dark Gray:

#262626

R38, G38, B38

C38, M35, Y33, K92

Pantone Process Black C

Primary: Single-Line Lockup



Secondary: Stacked Lockup



INCORRECT USAGE

The PyTorch Enterprise Support Program lockup is a stand alone lockup that can not be altered or added onto in any way.

Other logos and Program Participant logos may not be used with the lockup, except as described in the Services Naming & Lockup Guidelines section on the next page.

Colors may not be altered or changed. Please refer to previous page for secondary color use.



SERVICES: NAMING & LOCKUP GUIDELINES



NAMING

As a Program Participant, they can create customized PyTorch Enterprise support services and name them using the “PyTorch Enterprise” marks following these guidelines:

The official service name by the Participant must be a combination of:
“PyTorch Enterprise on” with **“Program Participant Mark”**.

For each marketing communication or material, the first mention must be the full official name:
“PyTorch Enterprise on [Program Participant Mark]”.

Once these requirements are met, any subsequent mentions can be **“PyTorch Enterprise”** as long as they are referring to the Program Participant’s support service clearly.



LOCKUP FORMATS

The lockup comes in two forms: primary single-line and the secondary stacked.

Choose the appropriate lockup depending on your specific application.

When sizing or scaling the wordmark or lockups, ensure a legible size at all times. It should not appear subordinate to any other logos or lockups.

Primary: Single-Line Lockup



Secondary: Stacked Lockup



LOCKUP CLEARSPACE

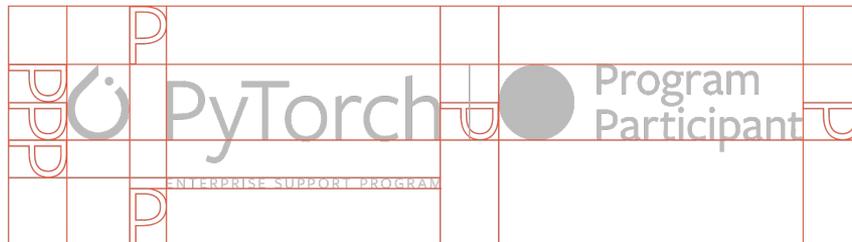
There should be appropriate clear space surrounding the lockup. Please use this guide at all times to maintain legibility, clarity and alignment.

When sizing the Program Participant's logo, the symbol may only be as tall as the PyTorch symbol, no bigger or smaller. The type should not be any taller than the symbol. Example: If the Participant's name is on 3 lines, it should remain the same height as the symbol.

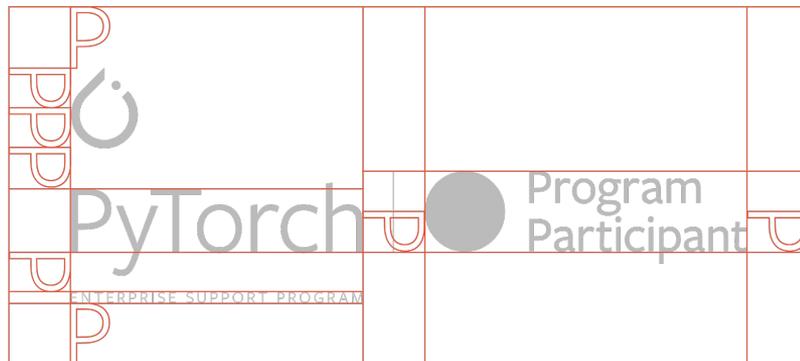
This spacing is determined by the measurements of the "P" within the PyTorch wordmark.

Do not use the PyTorch and/or Program Participant logo symbols without the wordmark.

Primary: Single-Line Lockup



Secondary: Stacked Lockup



SECONDARY COLOR USE

When placing the lockup on a colored background, the PyTorch Dark Gray is the only color that may be used.

The PyTorch logo and divider line is in white and the PyTorch symbol in orange, but the Program Participant logo may remain in full color and follow their own brand guidelines for this use case.

PyTorch Dark Gray:

#262626

R38, G38, B38

C38, M35, Y33, K92

Pantone Process Black C

Primary: Single-Line Lockup



Secondary: Stacked Lockup



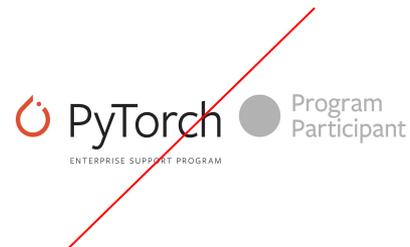
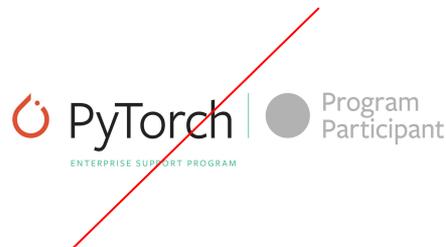
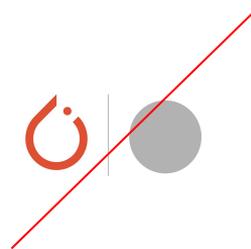
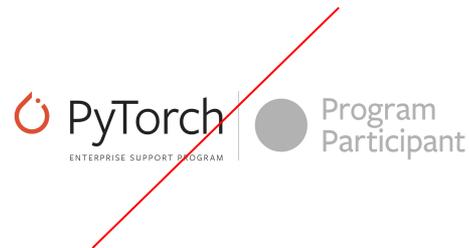
INCORRECT USAGE

The Service PTE lockup is a stand alone lockup that can not be altered or added onto in any way.

The sizing, clearance and orientation must follow the guidelines.

The Pytorch and Program Participant symbols may not be used on their own.

Colors may not be altered or changed. Please refer to previous page for secondary color use.



Thank you

To get the latest updates and learn more about to program, visit:

pytorch.org/enterprise-support-program

If you have any questions, contact

enterprise@pytorch.org

